

CADIO Market Study 201.1

Market Research & Development (CADIO uses the term Market Study) – gathers and analyzes data to help marketing managers make decisions. One of the most important jobs of a marketing researcher is to get the facts and interpret them. This can be done with special projects or on a continuing basis depending on the purpose. Marketing research is much more than a bunch of techniques or a group of specialists in survey design or statistical methods. Good marketing researchers must be both marketing and management oriented- to be sure that their research focuses on real problems on which action can be taken.

RADIO SHOPPESVILLE WRS - 2

Done by Ramona Ventura of the University of the Phils.; a thesis and a Case Study of a Broadcast Facility in a Shopping Mall in March 1997. Results of the survey was done in Shoppesville Arcade, San Juan Metro Manila. This study is a survey, which is designed to determine the effectiveness of Radio Type Booth (RTB) as a broadcast facility to its audience, based on their perception of Radio Shoppesville. Incidental sampling was used in this part of the study. The survey questionnaires were distributed to 200 respondents in the Shoppesville Arcade. The variables used were the level of exposure of its target audience to RTB, its effectiveness as a broadcast facility in Shoppesville in terms of meeting its objectives and its effectiveness as a broadcast facility in providing entertainment, education, information and public service to its target audience.

✓ **Location of Respondents**

LOCATION	#	%
-Quezon City	69	34.5
-San Juan	32	16
-Mandaluyong	21	10.5
-Pasig	16	8
-Cainta	11	5.5
-San Juan	32	16
-No Answer	10	5
-Manila	8	4
-Marikina	6	3
-Makati	5	2.5
-Others	22	11
Total	200	100%

✓ **Occupation of Respondents**

OCCUPATION	#	%
-Private School Students	97	48.5
-Non-Professionals	63	31.5
-Professionals	20	10
-Public School Students	10	5
-Jobless	5	5
Total	200	100

✓ **Level of Exposure of Target Audience to Radio Type Booth (RTB)**

LEVEL OF EXPOSURE	#	%
-High	153	76.5
-Low	47	23.5
Total	200	100

✓ **Level of Awareness of Target Audience to RTB**

LEVEL OF AWARENESS	#	%
-Through Friends	31	20
-While Shopping	112	80
-Others	0	0
Total	200	100

✓ **Effectiveness of RTB in Entertainment**

EFFECTIVENESS IN ENTERTAINMENT	#	%
-Very Good	20	13
-Good	106	69
-Neutral	20	13
-Bad	7	5
-Very Bad	0	0
Total	200	100

✓ **Possible Popularity**

POSSIBLE POPULARITY	#	%
-High	133	87
-Low	20	13
Total	153	100

✓ **Effectiveness of RTB to its Target Audience**

EFFECTIVENESS OF RTB TO ITS AUDIENCE	#	%
-Positive	148	97
-Negative	5	3
Total	153	100

✓ Effectiveness of RTB in Providing Education

EDUCATIONAL MATERIALS	#	%
-Beauty	12	8
-Health & Fitness	16	10
-Home Living	7	5
-Shopping Tips	89	58
-Trivia	33	22
-Does not provide E M	22	34
Total	153	100

✓ **Effectiveness of RTB in Providing Information**

TYPE OF INFORMATION	#	%
-Local NEWS	36	23
-Foreign NEWS	10	6
-Business NEWS	10	6
-Science & Technology	4	3
-Entertainment NEWS	83	54
-Weather Reports	12	8
-Police Reports	2	1
-Sports	9	6
-Features	30	20
-Does not provide Info	35	23
Total	153	100

✓ **Most Appealing Programs of RTB**

PROGRAMS OF RTB	#	%
-Music Entertainment	144	94
-NEWS & Public Services	7	5
-Educational Services	2	1
Total	153	100

✓ **Level of Awareness on DJs**

LEVEL OF AWARENESS	#	%	Total
-Information	100	65	153
-Music	48	31	153
-Disc Jockey	42	27	153
-Public Service	31	20	153
-Technical Operation	23	15	153

Conclusion – 2:

The survey reveals that majority of the respondents were exposed to Radio Shoppesville while shopping. It is also showed that most of the respondents had a good perception of it and that it made their shopping more pleasurable. In terms of the effectiveness of the Radio Type Booth in providing information, the survey revealed that most of the respondents find entertainment news the most dominant type of information given by RTB. However, the most appealing program for most of the respondents is its music entertainment. Most of the respondents also revealed that the dissemination of information is the major point of improvement that WRS (W Radio Shoppesville) needs to work on in order to be more effective as a “mall radio” for the Shoppesville Arcade and for the shoppers as well.