

ROLE OF INTEGRATED MARKETING COMMUNICATION FOR THE INNOVATIONAL DEVELOPMENT IN CHHATTISGARH

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ABSTRACT

Integrated marketing communications (IMC) involves coordinating various forms of promotional elements, such as social media, public relations and direct marketing, to communicate the value of a company to their customers. Traditional promotion and advertising was mass marketed on the television, radio, and in print ads. Companies shifted away from traditional promotion and advertising to adapt to the news ways consumers were finding information, to use more targeted communication tools. This study focuses on finding the status of using the marketing communication tools or approach and role Integrated marketing communication. The study is conducted in three parts. First, the literature review through which various tools of integrated marketing communication. This study being carried in Chhattisgarh, by the views and marketing practices in Textile Industry of CG are identified by exploratory research having the Sales Executive of textile industry of Raipur as sample. For main study i.e. knowing the status of using IMC tools and traditional marketing communication tools, again the samples of sales executive were taken and their opinion of six questions were sought in percentage. The questions were related to communication tools working on advertisement, newspapers, T.V advertisement, Display banners, Personal Selling, Web banners and Floating Advertisement, Pop-ups and social media. The response highlighted that the integrated marketing communication are not being used effectively and efficiently, suggesting that this improper usage may be the reason for expensive or less effective marketing communication tools among sales executive of various textile firms from Raipur in Chhattisgarh.

Keywords: *Integrated Marketing Communication, Traditional Marketing tools, Online Marketing.*

1.Introduction

Integrated Marketing Communication plays a important role as successful promotional tool. IMC is associated with some positive results like brand awareness, customer satisfaction, brand loyalty, positive brand image, unique brand association, greater profitability, increased sales and cost savings. Consumers were becoming less responsive to traditional media, and the Internet and social media were changing the ways consumers interacted with companies. IMC enables a company to have synergy among their promotional tools and develop more effective marketing communication programs. But all the factors which are influencing the IMC should be managed properly ¹(2013, Rashid Saeed). The inheritance of dimensional techniques from marketing communication order of advertising, marketing publicity, personal selling, and sales promotion are hindrance to new opinion on integration and evaluation. Some authors recommended that measurement of an integrated campaign should begin with its elements. Their contribution should be defined and objectives measured. However, such measurement must take account of the difficulty of isolating the individual parts and in estimating synergistic effect ² (White 1999, Kitchen and Schultz 1999).

Baldinger (1996) suggests that the substantial body of research on advertising effectiveness makes it an ideal place to start examining the impact of integrated campaigns³. Other writers draw from direct marketing to suggest the

consideration of measures such as Customer Lifetime Value or profitability segmentation⁴(Moriarty 1999) or the inclusion of a response device on all communications⁵ (Schultz and Barnes 1995).

There is also a body of literature to support the evaluation of the totality of the IMC effect. It is felt that it is impossible to isolate the effect of each individual discipline and the concept of synergy too ambiguous to measure⁶. Schultz (1999) states, there are always some specific objectives behind every strategy and these objectives are the end results of that strategy. IMC strategy of communication is also focused to achieve specific objectives. Katrandjiev (2000) described two conflicting objectives of IMC as to achieve considerable sales and to build a strong brand image⁷. Schultz (1993) said that objective of IMC is to influence the behavior of target audience. The ultimate goal of IMC is to setup customer oriented sensibilities, help in resource allocation, achieve competitive advantage and develop business process in all direction of organization and its operations that add value for its customer. Despite these major objectives, there are some common objectives like create brand awareness, favorable customer attitude and to drive business & revenue⁸ (Schultz and Schultz, 2000). Suggest that the best way to ensure the transition in marketing and communication in the new era is to integrate the processes and systems involved in marketing and communication. In short, all communications inside and outside the organization need to be considered holistically⁹

IMC has clearly had an impact on academic thought, curricula development and the practice of marketing; yet, there is a significant area of research ahead of this discipline, particularly in the development of measures of effectiveness, including the challenging of the field's basic constructs of synergy and integration¹⁰. Duncan and Caywood (1996) and Low (2000) have suggested that a real benefit of IMC lies in the stronger internal coordination of the marketing communication disciplines and the push for shared objectives and greater accountability¹¹t the possibility that organizations can actually measure the effectiveness of marketing communication in terms of increased response to increased demand, sales and increased trust of target groups. It is a given that measuring instruments are the basis for achieving the effectiveness of marketing communication, and consequently achieving organizational performance.

2.Objective Of The Study

The prime objective is to know about the status of Textile Industry in Raipur on their practice required to show them that they are involved in Traditional Advertising and updating as per requirement for using Integrated Marketing Communication as promotional tools.. But before that it was necessary to know about the promotional tools they are using and updating practices required for effective and less expensive marketing tools for the innovational solutions for rural development of employability in Chhatisgarh.

3.Research Methodolgy

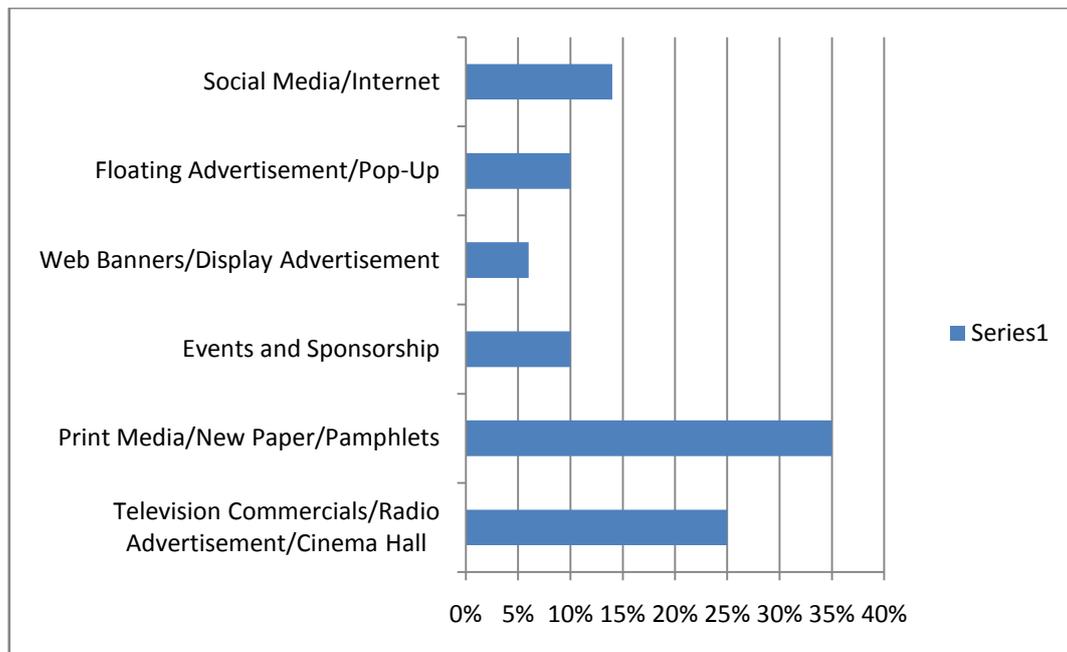
The responses from sample were asked in percentage (%). Responses in percentage form all respondents were added question-wise and then divided by 30 to have overall response question-wise in percentage.

4.Results And Discussion

The findings of this study are given below in table and were presented using bar graph.

Q.No.	Questions	Aggregate responses in percentage
1	Television Commercials/Radio Advertisement/Cinema Hall	25%
2	Print Media/New Paper/Pamphlets	35%
3	Events and Sponsorship	10%
4	Web Banners/Display Advertisement	6%
5	Floating Advertisement/Pop-Up	10%
6	Social Media/Internet	14%

Overall Response Question Wise in %



The figures in table show the responses of the Sales Executives of various Textiles Industries in Raipur, Chhattisgarh.

5.Conclusions & Future Scope

As such there is no such standard figure set for the comparison as far as the above activities/ practices are concerned. Still the percentage against all the activities of using promotional tools/ practices is low. The figures above show that Textile Industries are still working on traditional marketing communication. Today consumers turn to as many sources of information, and the value of the integrated marketing communication has grown considerably. Highly targeted, the integrated marketing communication campaigns is based on the strengths of existing communication tools to favorably influence on the behavior of the target audience. Designing of a effective message and selecting the most appropriate communication tools are important steps in the creation and maintenance of consumer preferences for a product/one brand or company. Integrated marketing communication is an activity that allows creating profitable customer

relationships and creates value of the product/brand or of the company. It aims to ensure consistency of the message transmitted through a mix of communication tools such as advertising, sales promotion, direct marketing, public relations, online communication, etc.. Taking into account consumer expectations, an organization can use the integrated marketing communication in an way most effective and economical for it. This study shows that the marketing communication can't be said to be effective and efficient by using traditional marketing tools, updating and innovation is required.

This study is based on the opinion of the Sales. Executive of various Brands of Textile Industries located in Chhattisgarh. The same study can be conducted in other states. Further, to be more precise on the result in this area, research can be conducted taking managers of textile industry as sample and then collecting the data directly from them on the points mentioned above and later find the result. This way exact status of IMC on their marketing communication and updating approach can be known.

6. References

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