PERCEIVED INFLUENCE OF INTEGRATED MARKETING COMMUNICATION PRACTICES AND BRAND PERFORMANCE OF MEDIUM AND LARGE PRINTING COMPANIES IN NAIROBI

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DECLARATION

I declare that this research project is my original work and has not been presented to any other University or college for academic purposes.

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D61/83801/2016

This research project has been submitted for examination with my approval as University supervisor.

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DEDICATION

I wish to dedicate this research project to my late parents Mr. and Mrs. George Oduor, my loving husband and children Ryan and Rose for being the pillars toward my aspiration to finalize this project.

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ABBREVIATIONS AND ACRONYMS

AD	Advertising
BA	Brand Awareness
BL	Brand Loyalty
BP	Brand Performance
CLT	Cognitive Learning Theory
DM	Direct Marketing
EMAC	Environmental Management Awareness Campaign
IMC	Integrated Marketing Communication
PQ	Perceived Quality
PR	Public Relations
PS	Personal Selling
SMM	Social Media Marketing
SP	Sales Promotion
SPSS	Statistical Package for Social Sciences

ABSTRACT

The objective of the study was to examine the perceived influence of integrated marketing communication practices and brand performance of medium and large printing companies in Nairobi. IMC is an integral factor in the success of any firm due to ever-increasing levels of competition within industry players. The role played by traditional advertising is acknowledged in driving corporate performance. A role IMC has played by combining all tools of communication mix in creating brand performance. The main objective of the study was to determine the IMC practices used by printing companies within Nairobi and the perceived influence they had on brand performance with brand awareness, brand loyalty and perceived quality being the key measures of brand performance. Questionnaires were distributed to 50 companies out of which 38 responded representing 78% response rate comprising of both medium and large companies. Data was collected through semi-structured questionnaires. The study adopted descriptive cross sectional research design. Data was analyzed by descriptive, correlation and regression analysis. The descriptive analysis indicated that the printing companies used all the IMC tools including advertising, sales promotion, direct marketing, public relations, personal selling and social media marketing to promote their brands with personal selling recording the highest mean followed by direct marketing as sales promotion and social media scoring the least means. Descriptive analysis on the brand performance measures indicated that IMC had the highest mean in relation to brand awareness followed by brand loyalty while perceived quality being the lowest. Correlation analysis indicated that there was positive and statistically significant relationship between all the IMC tools and brand performance with more significance on personal selling, advertising and social media marketing. Regression analysis showed that there was strong linear relationship between IMC and brand performance with 77.6% of the performance attributed to IMC. Personal selling and social media marketing were the most significant while public relations and direct marketing being the least significant. For further research, the study recommends a focus into other industries other than printing to establish the influence IMC could have on brand performance. Similarly, other brand performance measures could be considered for inclusivity. The studies could also consider looking into the other print industry players like customers, suppliers and service providers that could widen the scopes of the studies.

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

Current business environment is characterized by stiff competition globally, regionally and even locally. Firms therefore need to relay the features and importance of the product to current and potential customers after producing, pricing, packaging and placing at convenient places (Kotler, 2000). Marketing communication also referred to as promotion mix is used to reach, inform and persuade existing and potential customers to buy products. Additionally, marketing communication also focuses on preparing the organizational messages effectively to influence the behavior of the consumers and consequently improving sales (Abhijit, 2012). Glazer (2000) suggests that a company may have quality and innovative products but its success depends on how it communicates its products with target consumers to stimulate sales positively. Furthermore, as the level of competition rises and struggle for survival becomes inevitable, organizations have realized that they cannot rely on just one type of marketing communication tool but a blend thus need for integrated marketing communication.

This study was anchored on two theories; cognitive learning theory by Jean Piaget's (1936) and contract theory by Oliver Hart and Bengt Holmstrom (1986). Cognitive learning theory assists in understanding how consumers process product information by brands, attributes and comparison between brands. The contract theory is crucial to customer-brand relationship. There is a link between what customers need or expect from the products and what the products actually promises to do. Meeting these needs or expectations is what builds a desired relationship between the clients and the brand (Lloyd and Barber, 2016).

Print industry in Kenya has grown over the past years since the establishment of the first printing press in Kenya the year 1895. The government press which established the first printing plant in Kenya, opened door for many other commercial printing firms later. Businesses that started the printing business in Kenya in early days can ascertain that although the printing business was not well known to many was very profitable and attractive business to undertake. However, the industry has currently changed and is confronted with a number of challenges that have made trade more difficult for the people. Its contribution to economic growth especially through job creation and retention is notable.

1.1.1 Integrated Marketing Communication Practices

Integrated marketing communication involves coordinating messages across different communication methods with a goal of persuading people to believe something, to desire something, and/or to do something. Integrated marketing is the shift from traditional marketing mainly used to send generalized information to a more consumer-oriented and technology driven approach (Eberechukwu and Chukwuma, 2016). Marketing communication contributes to building brand character and robust consumer relations by linking all business messages and the image. Coordination of all these messages and positioning is done using all communication activities including media. IMC encompasses identifying wholly all the connection points through which the consumer may interact with the firm products and brands. As all brand contacts communicates either positively or negatively to the client.

Fill (2005) emphasized that there are four main forms of marketing communication practices; personal selling, sales promotion, publicity and advertising with advertising being the most visible. Eagle & Kitchen, (2000) posits that IMC recognizes the significant contribution of an all-inclusive plan meant to evaluate strategically the roles of communications disciplines for instance public relations, direct marketing, sales promotion and advertising combines to deliver optimum communication impact, reliability and clarity. Furthermore, IMC assists customer the uses of a product, why it is important and who the specific target person is. Furthermore firm's image and brand can be influenced through exercise of effective and efficient marketing communication practices (Kotler, 2006)

1.1.2 Brand Performance

The brand concept is seen as a semantic continuum, from which a brand holds a logo, an identity, a symbol or a name through which brands contain both intangible and tangible characteristics of a business (Prasad and Dev, 2000). Simon and Sullivan, (1993) looked at brand performance as a reflection of attainment of organizations goals and strategy measurable through its market share, profitability and growth of sales. On the other hand, Chaudhuri (2002) viewed loyalty, awareness and brand reputation as a brand's central to performance. Brand performance comprises three precise outcome areas of a firm; these are return on investment and assets and financial performance (Richard *et al.* (2009).

The level of the overall organizational performance shall be determined the level of performance which includes optimizing supply chain, establishing correct price, fast-tracking product improvement, determining profitable clienteles, and finding accurate financial performance drivers (Davenport and Harris, (2007). Aghaei et al (2013) contended that the strategic accomplishment of a brand is enhanced through the brand performance in the market. They further reiterated that brand performance contributes to brand quality position in an effective market emphasizing on the strategic goal measurement of a brand leading to unsuitable economic measurement of the structure. They looked at brand stability, credit, and knowledge as central to performance of a brand.

According to Hoeffler and Keller, (2003) organizational value of a brand is identified by the benefits of the marketplace resulting from having a brand that is strong. They include; enhanced product performance perception; bigger margins; limited vulnerability to marketing competitive actions and crises; superior customer loyalty; effective marketing communication among others. This study adopts non-financial measures of brand performance. The subjective measures of brand performance will include brand awareness, loyalty and perceived product quality of products offered by printing firms in Nairobi. Wong, (1999) describes brand loyalty as the extent to which the brand is preferred and chosen over competition and brand awareness as the degree to which the brand stands out from its completion. Overall dominance of a product is the consumer perception with regard to recommended purpose in contrast with close alternatives is the perceived quality (Aaker, (1996).

1.1.3 Printing Industry in Kenya

Printing industry at a global view covers the whole print procedure from design to distribution and to provision of non-print services. Therefore, industry definition not only includes the many companies that do actual printing, but also those providing binding and other services including finishing encompassing die cutting, laminating, mounting, cutting, varnishing and trimming clients documents. Yew and Tan, (2005) views global digital development in technology is the reason behind industry transformation. Digital printing has moved continuously and progressively transforming from being commercial sector function to an office function. Printers are therefore focused on adding customer value through consumer support, as majority investment towards traditional technology methods to grow capacity.

For a while, Africa was not being appreciated as an opportunity region, However, the past decades has proved this perception wrong with the GDP of the 54 counties expanding faster than the global average. Currently, rapid growth is being experienced on Africa's economy stimulated by great energy investments, investment in information and communication technology sector. African Development Bank reveals that more than a third of African countries GDP have grown with more than growth 6%. The growth has attracted global printer manufacturers to Africa's emerging economies as demand for printers globally facing volatility (Andrew, 2005). This research looked at medium and large printing firms in Kenya. Large firms are characterized by mainly newspaper printers among others. These firms print regular high volumes and with a headcount of above 100 employees. Medium firms are characterized by a headcount of below 100 employees (CBS et al., 1999) falling mainly fall under SMEs.

1.2 Research Problem

In the emergent business atmosphere, firms are faced with globalization, technological changes and competition which need to be dealt with for firms to remain competitive. These changes therefore require that companies use their resources at their disposal to guarantee survival hence no progressive organization can manage to disregard marketing (Abubakar, 2014). The connection between effective use of marketing communication practices and consequent firm performance is doubled in the event that proper marketing communication is applied (Jamieson, 2011). Luxton et al, (2017) emphasizes that IMC capability has considerable amount of impact on the success of firms market based performance. An even greater influence is established on IMCs ability to build strong brands (Reid, 2002). Having worked in the Kenyan print industry for four years I realized that little is known about it let alone the company that I worked for clearly signifying lack of awareness. As a marketing scholar this became a gap worth exploring hence the motivation to seek the influence integrated marketing communication would have on brand performance of the companies within the industry with a specific look at brand awareness, loyalty and perceived quality.

Several researchers have looked at the role of IMC on brand performance both globally, regionally and even locally. Aghaei et al (2013) in Iran studied Iran's chain store brand performance and brand personality through IMC infrastructures. The findings indicated that brand-orientation, market-orientation and customer-orientation are components affecting brand personalities five properties and brand performance improvement. In Australia, Luxton, Reid, & Mavondo (2017) investigated how an integrated marketing communication capacity to push financial performance of a brand by influencing

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communication campaigns effectiveness and market-based brand performance. The result shows that an IMC has a substantial impact or direct influence on the efficiency of campaigns and notable indirect consequence on market-based brand and financial performance.

Regionally, Akpoghiran, (2016) in Nigeria, conducted a study on integrated marketing communication as a strategy for environmental management awareness campaigns (EMAC). The study results showed that IMC enhanced environmental management through awareness campaigns. He acknowledges that service providers in the telecommunication sector in Nigeria uses IMC to market through promotion their various products and brands. Locally, limited studies have been done on this area. Muruiki (2015) looked at marketing communication practices influence on the performance of insurance companies in Kenya. Findings revealed that marketing communication practices influence performance of insurance companies to a great extent where the major influence was noted to be caused by advertising. Jemutai and Wambua, (2016) studied Post Office Savings Bank in Nairobi and how Integrated Marketing Communication would influence its performance. Findings revealed that sales promotion, direct marketing , public relations, personal selling and advertising heighten the performance of the organization by increasing customer loyalty, customer attraction, branch expansion and sales volume by reminding clients the bank's products.

The researchers above have looked at IMC in different context with all bringing out the role played by marketing communication in different situations. However there are gaps in these studies. For instance, Aghaei (2013) look at orientations failed to look at customer loyalty and quality. Luxton on the hand looked at financial measures instead of subjective measures bringing out a clear gap of brand performance measures. Akpoghiran, (2016) looked at IMC and awareness limiting himself to only one subjective measure. Additionally, Jemutai and Wambua, (2016) were closer home when they looked at IMC and customer loyalty, attraction and brand expansion. However, their study was constrained as they did not explore the perceived quality of products that were being offered at Post bank.

The findings above indicate that the researchers were either looking at financial measures of brand performance or other subjective measures not related to brand awareness, brand loyalty or perceived quality which are the specific measures being looked at in this research. This study therefore seeks to answer the question; what is the perceived influence of integrated marketing communication practices on brand performance of medium and large companies in Nairobi?

1.3 Objectives of the Study

The study objective was to establish the perceived influence of integrated marketing communication practices on brand performance of medium and large printing companies in Nairobi.

1.4 Value of the Study

This study will have substantial contribution to cognitive learning theory, contact theory and other relevant theories in the field of marketing communication and brand performance. The integrated framework will also show the link between IMC and brand performance specifically, brand awareness, customer loyalty and perceived quality the printing context. Scholars will find the IMC and brand performance measures used for the printing firms in this study useful in other contexts. It is also expected that findings may facilitate replication of IMC and brand performance studies within other organizational contexts.

This study will provide an insight to printing firms in Kenya by highlighting the current marketing communication practices. The study will equally help management realize that print business is one of the highly competitive businesses locally and globally hence requires adoption of well formulated IMC practices for success of the company. The findings will be significant to the companies since they will be in a better situation to measure their IMC performance and making enhancements where needed to improve performance of their market brands and overall industry position. More specifically the study will allow organizations to market their products by creating awareness hence increased brand loyalty, awareness and perceived quality. In addition the results of the study are expected to inform policy formulation and execution of IMC and brand performance initiatives by the government of Kenya. As a key player in the economic pillar in the Vision 2030 the government needs to support the industries IMC policies. Proper implementation will see increased contribution of the printing sector towards job creation and retention as well as increased contribution to the overall GDP.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter will look at selected theoretical and empirical literature from books, journals, research reports, and websites among other sources that are relevant to the study. The concept of IMC will be explored with precise look into its influence on brand performance specifically, brand awareness, brand loyalty and perceived quality. Additionally, this section shall provide research gaps on IMC and brand performance.

2.2 Theoretical foundation of the study

The study adopted two theories namely the cognitive learning theory and the contract theory.

2.2.1 Cognitive Learning Theories

Cognitive learning theory was founded by Jean Piaget's (1936). The theory is based on thinking and problem solving to give individuals some control over their environment. It also assists in understanding how consumers process product information by brands, attributes and comparison between brands. Tolman, (1948) has made significant contribution to cognitive learning theory by emphasizing that individuals not only respond to stimuli but also acts on beliefs, thoughts, attitudes, feelings and strive towards goals. This simple idea of learning is the perspective of Cognitive Learning Theory (CLT). This theory has remained used to describe mental progressions influencing both internal and external factors, which ultimately brings about individual learning. It suggests that learning becomes easier and new information stored in the memory longer with effective intellectual processes.

Alternatively, an ineffective cognitive process brings about learning difficulties entirely visible during an individual life. This theory is applicable to this study because companies are able to create product awareness and communicate unique product characteristics to their target audience. The audiences thereafter are able make decisions by equating brands on whether to buy or not. The cognitive learning process adopts the fact that external stimulus environment will stimulate fairly expectable reactions. This theory has equally made great contribution to brand loyalty through initial product trial that leads to satisfaction and thereafter reinforcement. This in turn generates repeated purchase behavior. Effective IMC practice will reduce brand switching that result when consumers become dissatisfied with a product.

2.2.3 Contract Theory

The contract theory was founded by Hart and Holmstrom, (1986). They suggest that any form of trade need to be interceded by some form of contract, be it explicit or implicit and that peoples differing interest is the reason behind the obstacle. They agree that in modern societies, contractual arrangements are the means through which conflicts of interests are frequently alleviated if not resolved completely. Contracting parties exploits prospective benefits by cooperating with a well-designed contract that provides incentives for them. The contact theory is applicable to brand performance in selective ways. Lloyd and Barber (2016) argue that advertising offers communicate a promise that ought to be delivered through the products. There are expectations that a product/service must deliver on its commitments of safety and performance requiring brand owners to consent to any legal responsibility resulting from alignment of the brand's performance in relation to the brands promise.

Contract theory helps meet consumer needs through the prepositions promised through various marketing communication means used. Therefore as companies work on the IMC strategy and devise appropriate messages, they should keep in mind that the messages being communicated are accurate and the offers being made are realistic and capable of meeting the needs of the potential customers. Market research and proper segmentation can also assist in reducing the chances of customer needs not being met since the message will be tailored to their specific needs. Consumer education is on the rise meaning that customers are now more than ever aware of their rights and will hold companies liable for the achievement of the promises.

2.3 Integrated Marketing Communication tools

Many firms across the globe use various IMC tools to reach out to their respective clients. Marketing communications is the means through which corporations use to influence their target audience when selling their products (Keller, 2001). Similarly, Kitchen et al (2004) observed that IMC is not just meant to bring together the promotional tools but is a brand strategic process. These tools can be combined with diverse grades of intensity applied in order to converse with consumers. Onditi et al, (2014) affirm that this can be achieved using marketing communication tools as the key influential element to communicate certain insights of the business and its products to consumers and stakeholders. Some decades ago, companies globally became experts in mass marketing which is selling highly standardized products to a large number of consumers. Eventually, they established mass media techniques of advertising meant to give support to mass-marketing strategies. However, that has been overtaken by time as the world is moving towards targeted marketing. There is increased need of larger and

richer communication mix and tools of promotion (Kotler and Amstrong, 2005). Equally, Proctor and Kitchen (2002) states that there has been a move from stressing the distinctiveness of sales promotion, personal selling, public relations, and advertising to drive towards integrated marketing communication which is key to marketing.

Perreault, (2000) says that advertising is intended to promote products by means of propagating them using different media kinds for instance print and electronic. Advertising messages are capable to reaching large numbers of target group and is therefore able to create awareness, convince and remind them about the company's products. Normally, the main purpose of advertising is to influence opinion and increase awareness of the product. Kotler & Armstrong, (2005) found that advertising is a significant marketing communication tool and is used as an information provider resulting to better market share and positive market brand image as customers are better positioned to match needs with products proposition.

Direct interaction with the target consumers is an effective way of creating awareness and a means through which the business agents carry along element of public relations hence portraying credibility for the company and products (Apoghiran, 2016). Kotler, (2006) describes personal selling as interaction through face to face with one or more potential buyers with an intention of making presentations, responding to questions and closing sale. There is sales promotion which as a marketing activity temporarily meant to improve brand value by offering additional short-term inducement to buy products (Apoghiran, 2016). Blythe (2006) adds to the definition by referring to sales promotion as

any activity intended to provisionally boost sales. Kotler et al. (2006) brings out the contrast amid sales promotion and advertising as advertising offers intention to buy, sales promotion offers intention to buy it now.

Fill, (2005) specifies that public relations plays main roles within an organizations communication practices program. First, is the customary main responsibility of creating good will and desired relationship between the organization and key stakeholders; second, is to offer support in marketing the products of the organization and integrate with the other promotional mix elements; and third, is to provide means for development of relationships. Kotler and Keller, (2009) views direct marketing, as an interactive system that use several advertising media to acquire measurable response and operation at any place. It involves two way interactions with clients. It also involves precise targeting, personalization, flexibility and privacy. Is low cost and permits fast and immediate response from clients. Palmer, (2005) describes sponsorship as involving oneself with organizations events in order to achieve its objectives for instance increased levels of awareness, enhanced reputation hence building company's brand image. In addition, social media marketing usage is on the increase.

2.4 Integrated Marketing Communication and Brand Performance

Increased competition, globalization and technological changes have made it essential for firms to use all the resources and practices at their disposal to remain competitive and ensure survival. The print industry is no exemption as it is characterized by high number of industry players leading to heightened competition and struggle for survival. This therefore calls for efficient and effective use of IMC practices to realize the above goals.

Several studies have been on done on IMC and brand performance by several scholars locally and beyond. (Luxton et al., 2017) investigated how financial performance driven by integrated marketing communication (IMC) through impelling the use of campaigns and market-based brand performance. Results show that an integrated marketing communications capability has a considerable impact on the effectiveness of the campaigns which also has substantial indirect financial performance and market based performance.

Reid, (2002) in Australia studied how integrated marketing communication can be used to build strong brands. The study posits that IMC is a significant issue in marketing management due to dynamic increased condition in the market, and the influence it's having on the efficiency of traditional marketing communication tools and planning methods. Findings indicated that better performance is achieved when marketing communication management is integrated on a higher degree. Aghaei et al (2013) in Iran studied Iran's chain store brand performance and brand personality through IMC infrastructures. The findings indicated that brand-orientation, market-orientation and customer-orientation are components affecting brand personalities five properties and brand performance improvement. In Australia, Luxton, Reid, & Mavondo (2017) investigated how an integrated marketing communication capacity to push financial performance of a brand by influencing communication campaigns effectiveness and market-based brand performance. The result shows that an IMC has a substantial impact or direct influence on the efficiency of campaigns and notable indirect consequence on market-based brand and financial performance.

Regionally, Akpoghiran, (2016) in Nigeria, conducted a study on integrated marketing communication as a strategy for environmental management awareness campaigns (EMAC). Study results showed that IMC enhances environmental management through awareness campaigns. He acknowledges that service providers in the telecommunication sector in Nigeria uses IMC to market through promotion their various products and brands. Lekhanya (2014) in South Africa carried out a study with an intention to determine and test the information gap that existed with regard to the enhancement of SME growth through integrated marketing communication. The results indicated that limited tools of marketing communication were fully applied to enhance SMEs growth. The study also indicated that correct identification of marketing plans will be aided by understanding various factors that influence their business performance of their businesses.

In Zimbabwe, Zimuto (2013) conducted a study on the perception of SMEs marketing managers on IMC strategy in Zimbabwe: A Case of Masvingo Urban. The study emphasizes that integrated marketing communication encourages message consistency and integration, enabling customer information understanding. Information from all contact points will not confuse customers. However, finding of the study demonstrates that most of marketing managers were ignorant of IMC knowledge and its marketing strategy engagement. Therefore need for SMEs to hold IMC as a new sensation that can propel their trade. Similarly, Tsikirayi et al (2013) also in Zimbabwe established that small and medium enterprises despite being employer of the displaced labor force players are not appreciative of the great role played by the marketing communications mix in placing their products in the right market and creating awareness amongst would-

be consumers. Locally as earlier mentioned in chapter one, there are limited studies done on the effect of IMC on brand performance. Kihanya (2013) using a case study of Kenya Orient Insurance Company looked at how IMC tools influenced brand performance. The study determined that gross sales and employees' trend had significantly upgraded for the last five years. Moreover, the tendency of market share and profitability had equally improved. Overly, the study comes to a conclusion that integrated marketing communication (IMC) positively affects Kenya Orient Insurance performance with advertising being the key influence with sales promotions being second as personal selling contributes the lowest on performance.

Patricia et al (2017) did a study to determine the association amid marketing communication and performance of micro- enterprises and determining Kerichos marketing communication practices. The study established that marketing communication impacts on performance and suggested that the enterprises ought to heighten marketing communication strategies to realize improved performance. Musya (2016) conducted a study on the influence of technology adoption of Safaricom Mpesa mobile phone money transfer in Nairobi. Findings confirmed that Safaricom had used superior IMC strategies as compared to its opponents to pass information on the M-PESA innovation leading to successful take on realized through unique IMC strategies.

2.5 Summary of Literature and knowledge gaps

From the empirical studies above; it is agreeable that most if not all the scholars have brought the key roles played by IMC in the various contexts. Luxton looked at IMC and financial performance through market based performance, Reid looked on how to build

strong brands through IMC, Lekhenya on the other hand viewed the influence of IMC and SME growth with Zimuto and Tsikarayi both looking at Zimbabwean context highlighting the role of IMC on SME performance specifically in creating awareness and assimilation and reliability hence aiding interpretation of the information by consumers. Local scholars have also made significant contribution to IMC. Kihanya has looked at IMC and insurance business performance mainly focusing on profitability and market share, Patricia et al also studied marketing communication and performance of Kerichos micro enterprises with Musya looking at IMC and Mpesa services technology adoption in Nairobi.

Empirical study summary above suggest that limited studies have been done on the link between integrated marketing communication and brand performance. Main focus has been on financial performance with studies done by Luxton and Kihanya confirming this. The rest of the researchers were quite ambiguous not coming out clearly about the performance indicators. Musyas study was on IMC and technology adoption which drifts even further from the context of the study. Despite concurring with them on the importance of IMC and its significant contribution to the study areas, the gaps are evident that none of them actually concentrated on brand performance with keen look on perceived quality, brand loyalty and brand awareness.

In summary, limited studies have focused on non-financial indicators of performance with limited studies looking at brand performance measures such as loyalty, awareness and quality. It is also evident that limited studies have been done on the role of IMC on brand performance of printing firms in Kenya or even Nairobi.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter entailed highlight of the overall methodology on how research was conducted. Specifically, it includes research design, population of the study, sampling procedure, data collection and finally how data analysis and presentation.

3.2 Research Design

This study adopted descriptive cross sectional survey design. A descriptive study is a cover-research design that produces descriptions which are as accurate as the intended variables key to faced decisions without indicating that some connection exist amongst variables (Luck & Rubin, 1992). Cooper (1996), describes descriptive study as finding out who, what, where, when and how of a phenomena. This helped determine the effect of integrated marketing communication on brand performance. It specially intended to investigate IMC influence on brand awareness, loyalty and perceived quality.

According to Kothari (2004) cross section research design represents precise profiling of situations, people and events therefore describing the characteristic of variables. This research design is critical to the study because it enabled uniform collection of data and comparison across respondents at a specific time also allowing both quantitative and qualitative analysis.

3.3 Population of the Study

Cooper and Schindler (2008) describe target population as the whole group of individuals from which generalization of findings will be based. There are 50 top printing firms in Kenya from which the study was based ("Printing in Kenya: Top 50 Printers in Kenya,"). From the 50 companies the researcher included in the questionnaires questions that helped determine large and medium companies for instance through the number of employees in each company. For the purpose of this study, companies with less than 100 employees were considered medium while those with over 100 employees were considered as large printing companies. Out of the 38 out of the 50 targeted respondents, 22 made up the medium firms while 16 made it to the large firms' category.

3.4 Data Collection

This study adopted both primary and secondary data. Primary data collection was done using semi-structured questionnaire. Questionnaires were chosen in the study since they enabled collection of views from wider respondents thus making it easier to draw conclusions. In addition, it facilitated easier and quick derivation of data.

The research questionnaire was divided into three sections. Section one consisted of general information. Section two contained questions on the extent IMC tools were being used and section three looked at the influence of IMC on brand performance. Questionnaire administration was through drop and pick technique to 50 marketing managers and/or any other relevant person conversant with marketing communication in targeted firms.

3.5 Data Analysis

This process involved data cleaning, editing, coding, analysis and reporting. The study adopted both quantitative and qualitative data analysis tools. The collected data were analyzed for completeness. Quantitative data were analyzed using descriptive statistics where responses were matched, tabularized and analyzed using frequencies, percentages, mean and standard deviation. Statistical package for social science (SPSS) was used to analyze data. Multivariate regression model was used to show which of the IMC tools had the largest contribution to brand performance. Study equally used Pearson's correlation and regression to show the connection between IMC and brand performance of printing companies in Nairobi.

Below is the regression model applied; $Y = a + B_1X_1 + B_2X_2 + B_3X_{3+} B_4X_{4+} B_5X_{5+} B_6X_{6+} \varepsilon$

Where;

Y = brand performance of printing companies, *a* is an intercept and ε is the error.

X_1 –Advertising, X_2 – Sales promotion, X_3 – Direct marketing, X_4 – Public Relations, X_5 – Personal selling and X_6 - Interactive marketing as *b1, b2,* and $b_{3...}$ represents the coefficients. A 95% confidence level was used in the study.

CHAPTER FOUR: DATA ANALYSIS, RESULTS AND DISCUSSIONS

4.1 Introduction

This chapter presents the finding of the data analysis and the interpretation of the same data in line with the objective of the study, which was to determine the perceived influence of integrated marketing communication on brand performance of medium and large printing companies in Nairobi. Through the use of SPSS version 20, descriptive, correlation and regression analysis were done to determine the relationship between the variables.

4.2 Response Rate

Questionnaires were distributed to the 50 targeted companies across Nairobi and were preferably issued to the marketing heads and persons concerned with marketing activities in the various firms. Out of the target group, 38 responded to the questionnaire and these formed the data used in the analysis. Table 4.1 presents the response rate of the study.

Table 4.1: Response Rate for the Study

Questionnaires	Frequency	Percentage (%)
Distributed	50	100
Returned	38	76
Response Rate	**38/50**	**76%**

Source: Primary Data, 2017

The questionnaires that were completed and returned were 38 out of 50 that were distributed. The 38 representing (76%) are deemed adequate for study backed up by Mugenda and Mugenda (2000) for approving 50%, 60% and 70% return rate as adequate for analysis.

4.3 Demographic Information

These included the number of employees the company had, number of years the companies have been in existence, departments that the persons filling the questionnaires belonged to and finally the respective positions held in the organizations.

4.3.1 Number of Employees

The researcher wanted to determine the number of employees working in the companies that will help determine medium and large printing companies required for the study. The results are presented in table 4.2.

Table 4.2: Number of employees

Number of employees		Frequency	Percent (%)	Valid Percent	Cumulative Percent
Valid	Less than 50	14	36.8	36.8	36.8
	50-99	8	21.1	21.1	57.9
	100-199	6	15.8	15.8	73.7
	200-499	6	15.8	15.8	89.5
	500 and above	4	10.5	10.5	100.0
	Total	**38**	**100.0**	**100.0**	

Source: Primary Data, 2017

The findings in table 4.2 illustrates that 22 out of the 38 representing (57.9%) can be categorized as medium companies as they have less than 100 employees with 14 (36.8%) having less than 50. The findings also revealed that 16 (42.1%) out of the 38 have more

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than 100 employees with 4 (10.5%) having more than 500 employees hence falling into the large companies' category. This is enough proof that the printing sector is a major employer and contributes positively to the country's economy.

4.3.2 Number of years in existence

The numbers of years the companies have been in existence was sought out and the findings presented in table 4.3.

Table 4.3: Number of years in existence

Number of years in existence		Frequency	Percent	Valid Percent	Cumulative Percent
	Less than 10	6	15.8	15.8	15.8
	10-19	12	31.6	31.6	47.4
Valid	20-29	5	13.2	13.2	60.5
	30-39	4	10.5	10.5	71.1
	40 years and above	11	28.9	28.9	100.0
	Total	**38**	**100.0**	**100.0**	

Source: Primary Data, 2017

The findings in table 4.3 indicate that only (15.8%) of the companies have been around for less than 10 years. Majority of them (84.2%) have been in existence for longer with the majority being there for 40 years and above (28.9%). This long existence could be linked to the aggressive marketing activities employed by these companies and also knowing their niche.

4.3.3 Respondents Department

The department the respondents belonged to was significant to the research as it helps build confidence on the possession of marketing knowledge. The findings are presented below through table 4.4.

Table 4.4: Respondents Department

Respondents Department		Frequency	Percent	Valid Percent	Cumulative Percent
	Customer service	4	10.5	10.5	10.5
	Marketing	21	55.3	55.3	65.8
	Operations	3	7.9	7.9	73.7
Valid	Finance and Accounting	4	10.5	10.5	84.2
	Production	5	13.2	13.2	97.4
	Others	1	2.6	2.6	100.0
	Total	**38**	**100.0**	**100.0**	

Source: Primary Data, 2017

Majority of the respondents belonged to the marketing department (55.3%) which builds confidence on the validity of this study. We also acknowledge that not all companies have independent marketing departments explaining why some respondents come from other departments such as customer service (10.5%), Operations (7.9%), Finance and Accounting (10.5%), and production (13.2%) being the second highest after marketing though quite expected as printing a production function.

4.3.4 Respondents Position

The positions held in the organization are relevant to the study as they determine the level of involvement and decision making. The positions and findings are illustrated in the table 4.5.

Table 4.5: Respondents Position

Respondents Position		Frequency	Percent	Valid Percent	Cumulative Percent
	Manager	27	71.1	71.1	71.1
	Supervisor	8	21.1	21.1	92.1
Valid	Clerical Officer	1	2.6	2.6	94.7
	Others	2	5.3	5.3	100.0
	Total	**38**	**100.0**	**100.0**	

Source: Primary Data, 2017

From the data in table 4.5, it's evident that majority of the respondents (71.1%) managers and supervisors (21.1%) hold management positions in the respective companies. This confirms authenticity of the study since managers are mostly involved in decision making and overseeing implementation of strategies which can also be marketing. The results above builds confidence that as much as not all managers and supervisors are marketers, by virtue of being in management means that they are involved in one way or the other in making marketing decisions through the guidance of heads of marketing.

4.4 Descriptive Analysis

4.4.1 Marketing Communication Tools

The research sought to find out the marketing communications tools used by the various companies and this is determined by having relevant questions under every marketing tool. The responses the research will know which among them is mostly used by the printing companies.

4.4.1.1 Advertising

The findings in relation to advertising are presented in table 4.6 followed by explanation.

Table 4.6: Advertising

Advertising	N	Mean	Std. Deviation	Variance
Advertising of printing products creates more awareness	38	3.74	.950	.902
Advertising of printing product encourage new customers	38	3.87	.906	.820
Advertising of products increase sales volume	38	3.68	.962	.925
Advertising changes consumer attitude	38	3.53	.893	.797
Advertising leads to greater market share	38	3.76	.971	.942
Valid N (listwise)	38			
Grand Mean Score		**3.716**	**0.9364**	**0.8772**

Source: Primary Data, 2017

The findings in table 4.6 disclose a grand mean of 3.716 and standard deviation of 0.9364 which affirms that indeed printing companies use advertising to market their products. Advertising of printing products encourages new customers and leads to greater market share were rated highest with 3.87 and 3.76 respectively. There is a relationship in that if it does encourage new customers then there is likelihood of increasing the market share. This could be due to the fact that advertisement reaches out wide masses hence increased awareness of products. However, the findings reveal that advertising ability to increase sales and change consumer attitude were rated the lowest with means of 3.68 and 3.53 respectively.

4.4.1.2 Sales Promotion

Sales promotion being an integral part of integrated marketing communication is discussed below with an illustration in table 4.7.

Table 4.7: Sales Promotion

Sales Promotion	N	Mean	Std. Deviation	Variance
Sales promotion increases awareness	38	3.82	.955	.911
Sales promotion improve customer loyalty	38	3.58	.976	.953
Sales promotion stimulate product purchase	38	3.71	.956	.914
Sales promotion enhances customer buying decision	38	3.55	.978	.957
Sales promotion leads to increased volumes	38	3.71	1.011	1.022
Valid N (listwise)	38			
Grand Mean Score		**3.674**	**0.9752**	**0.9514**

Source: Primary Data, 2017

The table 4.7 reveals that sales promotion has a grand mean of 3.674 and SD of 0.9852 in the application among the 38 companies. Majority agree that sales promotion increases awareness with a mean of 3.82. There is also an agreement through a tie that sales promotion stimulate product purchase and leads to increased volumes. The can be related to the fact sales promotion explores or uses activities such discounts to boost sales hence the tie. On the contrary though is the finding that to a little extent, sales promotion improves customer loyalty and enhances buying decision. They had a mean of 3.58 and 3.55 respectively.

4.4.1.3 Direct Marketing

The results of findings related to direct marketing is shown in table 4.8

Table 4.8: Direct marketing

Direct marketing	N	Mean	Std. Deviation	Variance
Direct marketing creates a strong seller-customer relationship	38	4.37	.714	.509
Direct marketing of products increase sales volume	38	4.00	.658	.432
Direct marketing of printing products improve customer loyalty	38	4.03	.822	.675
Direct marketing enhances customer feedback	38	4.08	.882	.777
Direct marketing increases product awareness	38	4.24	.820	.672
Valid N (listwise)	38			
Grand Mean Total		**4.144**	**0.7792**	**0.613**

Source: Primary Data, 2017

Table 4.8 discloses the findings in relation to direct marketing as a key component of integrated marketing communication. With a total mean of 4.144 and SD of 0.7792 signifies that the companies do use direct marketing to reach out to their customers. This could be to the fact that direct marketing enables them to reach out to individual customers and understand their need. Results indicate that direct marketing facilitate creation of a strong seller customer relationship leading with a mean of 4.37 followed closely by its ability to create product awareness with a mean of 4.24. There is however a slight drop when it comes to direct marketing ability to increase sales volume 4.00 and improving customer loyalty 4.03. Customer loyalty is an area of concern having scored lowly under sales promotion as well. There is general feeling that customer loyalty cannot be guaranteed. Anyway we shall have a look at the other tools before coming to conclusion.

4.4.1.4 Public Relations

To try and determine the level of use of Public Relations by the printing companies, various related questions were asked and finding tabulated in table 4.9 followed a brief discussion of the findings.

Table 4.9: Public Relations

Public Relations	N	Mean	Std. Deviation	Variance
Public relations attract new customers	38	3.76	.913	.834
Public relations helps to develop relationships between different stakeholders in the company	38	3.92	.784	.615
Public relation creates goodwill through the developed relationship with stakeholders	38	4.11	.727	.529
Public relations stimulate interest amongst customers	38	3.82	.955	.911
Public relations creates awareness	38	4.16	.789	.623
Valid N (listwise)	38			
Grand Mean Total		**3.954**	**0.8336**	**0.7024**

Source: Primary Data, 2017

The mean total of Public Relations is 3.954 and standard deviation of 0.8336. This is slightly lower than Direct Marketing. The results above indicate that Public Relations does contribute to creation of awareness mean and creates goodwill through the development of relationship with stakeholders represented by means of 4.16 and 4.11 respectively. These can be due PRs main role which is to build relationship with relevant stakeholders 3.92. On the contrary though, results revealed lower means for PRs ability to attract new customers with a mean of 3.76 and to stimulate interest among customers mean 3.82.

4.4.1.5 Personal Selling

Personal selling is the direct use of sales people to reach out to current and potential customers. The research sought to find out the extent to which printing companies employed this tool of marketing communication. Results of the same are illustrated through table 4.10 followed thereafter with and explanation.

Table 4.10: Personal Selling

Personal selling	N	Mean	Std. Deviation	Variance
Through personal selling, a seller can identify the specific needs and problems of the customers	38	4.63	.541	.293
Personal selling permits direct interaction between buyers and sellers.	38	4.58	.500	.250
Personal selling is effective in persuading customers to purchase printing	38	4.50	.688	.473
Personal selling allows immediate feedback	38	4.66	.534	.285
Personal selling creates awareness	38	4.32	.702	.492
Valid N (listwise)	38			
Grand Mean Total		**4.538**	**0.593**	**0.3586**

Source: Primary Data, 2017

The results in table 4.10 indicate a grand mean of 4.538 which the highest we've so far and standard deviation of 0.593. There a high consensus that personal selling yields results for the printing companies with confirmation that it allows immediate feedback with a mean of 4.66, sales people can identify the specific needs of the customers mean 4.63and also permits interaction 4.58.

Findings also reveal that personal selling is effective in persuading customers to purchase products and creating awareness getting means of 4.50 and 4.32 respectively. The overall finding establish that personal selling is indeed a crucial marketing tool widely used by all the companies to market their products. This could be due to the level of involvement required before making a buying decision as well as the nature of the business and type of target customers.

4.4.1.6 Social Media Marketing

Social Media Marketing is the use of all the relevant social sites e.g. Facebook, twitter, LinkedIn among others to market ones products. The research wants to find out if it's being used to market products by the various printing firms.

Table 4.11: Social Media Marketing

Social Media Marketing	N	Mean	Std. Deviation	Variance
Social media marketing enhances client relationship and facilitates more personalized products	38	3.24	.998	.996
Social media marketing improves sales	38	3.26	1.107	1.226
Social media marketing improves brand awareness	38	3.74	1.107	1.226
Social media marketing changes customer perception and attitude	38	3.26	.950	.902
Social media marketing enhances re-purchase	38	3.21	1.094	1.198
Valid N (listwise)	38			
Grand Mean Total		**3.342**	**1.0512**	**1.1096**

Source: Primary Data, 2017

Table 4.11 illustrates that social media marketing has a total mean of 3.342 and SD of 1.0512. From the findings, social media to a great extent improves brand awareness at 3.74 followed by its ability to improve sales and change customer perception and attitude

at 3.26. There are lower relations on SMM ability to enhance re purchase and enhance client relationship and facilitation of personalized products having means of 3.21 and 3.24 respectively. Generally from the findings above, Social media marketing the overall lowest mean and the highest SD hence an assumption that majority of the companies minimally use social media to market products probably due to the low impact it has on the above indicators.

4.4.1.7 Summary of Marketing Tools

Below is the summary of all the marketing tools researched and discussed below indicated in the table below and briefly discussed thereafter.

Table 4.12: Marketing Tools

Marketing Tools	N	Mean	Std. Deviation	Variance
Advertising	38	3.716	0.9364	0.8772
Sales Promotion	38	3.674	0.9752	0.9514
Direct Marketing	38	4.144	0.7792	0.613
Public Relations	38	3.954	0.8336	0.7024
Personal Selling	38	4.538	0.593	0.3586
Social Media Marketing	38	3.342	1.0512	1.1096
Grand Mean	**38**	**3.8947**	**0.861433**	**0.7687**

Source: Primary Data, 2017

The results above indicate that personal selling has the highest mean of 4.538, followed by Direct marketing at 4.144, Public relations at 3.954, Advertising at 3.716, Sales promotion at 3.674 and lastly Social media marketing having the lowest mean of 3.342.

4.5 Integrated Marketing Communication and Brand Performance

4.5.1 IMC and Brand Awareness

The findings below show all the marketing tools contribute to brand awareness as one of the brand performance indicators.

Table 4.13: IMC and Brand Awareness

IMC and Brand Awareness	N	Mean	Std. Deviation	Variance
Advertising enhances brand awareness	38	4.13	.875	.766
Sales promotion improves brand awareness	38	4.08	.749	.561
Direct marketing promotes brand awareness	38	4.16	.754	.569
Public relations facilitates brand awareness	38	3.79	.905	.819
Personal selling increases brand awareness	38	4.18	.896	.803
Social media marketing aids brand awareness	38	3.61	1.128	1.272
Valid N (listwise)	38			
Grand Mean Total		**3.991667**	**0.8845**	**0.798333**

Source: Primary Data, 2017

The results in table 4.13 shows a significant relationship between integrated marketing communication and brand awareness with grand mean of 3.99, SD OF 0.8845 and variance of 0.7983. Among the tools, personal selling had the highest mean of 4.18 followed by Direct marketing with 4.16, advertising 4.13, sales promotion 4.08, public relations 3.79 and lastly, social media marketing with a mean of 3.61. There is a close link between the results presented above and the marketing tools preference by organizations presented in 4.4 above where personal selling and direct marketing proved to be most preferred among the tools hence explaining how the equally have a significant impact on brand awareness.

4.5.2 IMC and Brand Loyalty

Table 4.14 presents findings on the influence of IMC and brand loyalty.

Table 4.14 IMC and Brand Loyalty

IMC and Brand Loyalty	N	Mean	Std. Deviation	Variance
Advertising enhances brand loyalty	38	3.58	.858	.737
Sales promotion improves brand loyalty	38	3.89	.924	.853
Direct marketing promotes brand loyalty	38	3.95	.769	.592
Public relations facilitates brand loyalty	38	3.79	.905	.819
Personal selling boosts brand loyalty	38	4.24	.852	.726
Social media marketing aids brand loyalty	38	3.29	1.160	1.346
Valid N (listwise)	38			
Grand Mean Totals		**3.79**	**0.911333**	**0.8455**

Source: Primary Data, 2017

Table 4.14 reflects the outcome of the data analyzed to determine the impact of the marketing tools on brand loyalty. The findings illustrate a grand mean of 3.79 and SD of 0.9113 and a variance of 0.8455 portraying to a great extent a relationship between IMC and brand loyalty. Personal selling has the highest mean of 4.24 another indicator of the role it plays in marketing among these companies. Direct marketing is second with a mean of 3.95, sales promotion third with a mean of 3.89, public relations fourth with 3.79, and advertising fifth with 3.58 and finally in sixth position is social media marketing with 3.29.

4.5.3 IMC and Perceived Quality

The research sought to find out the influence of IMC on perceived quality as one of the indicators of brand loyalty. The findings are summarized in the table below.

Table 4.15: IMC and Perceived Quality

IMC and Perceived Quality	N	Mean	Std. Deviation	Variance
Advertising enhances perceived quality	38	3.79	.875	.765
Sales promotion improves perceived quality	38	3.76	.913	.834
Direct marketing promotes perceived quality	38	3.76	.820	.672
Public relations facilitates perceived quality	38	3.76	.913	.834
Personal selling stimulates perceived quality	38	3.95	1.012	1.024
Social media marketing aids perceived quality	38	3.37	1.076	1.158
Valid N (listwise)	38			
Grand Mean Total		**3.73167**	**0.93483**	**0.88117**

Source: Primary Data, 2017

The findings above reveal grand mean of 3.73, SD of 0.9348 and variance of 0.8812 indicating that to a great extent there is a significant relationship between integrated marketing communication and perceived quality of products offered by the various companies. The trend shows personal selling as having the highest mean of 3.95 followed by advertising, sales promotion, direct marketing and public relations with a mean of 3.76. Social marketing came last with a mean of 3.37.

4.5.4 Summary of IMC and Brand Performance

Table 4.16: IMC and Brand performance

Brand Performance Indicators	Brand Awareness	Brand Loyalty	Perceived Quality			
IMC Tools		Mean		Av Mean (BP)	Av. SD	Average Variance
Advertising	4.13	3.58	3.79	3.83	3.73	3.79
Sales promotion	4.08	3.89	3.76	3.91	3.85	3.84
Direct marketing	4.16	3.95	3.76	3.96	3.89	3.87
Public relations	3.79	3.79	3.76	3.78	3.78	3.77
Personal selling	4.18	4.24	3.95	4.12	4.10	4.06
Social media marketing	3.61	3.29	3.37	3.42	3.36	3.38
Average Means	**3.9917**	**3.7900**	**3.7317**	**3.8378**	**3.7865**	**3.7853**

Source: Primary Data, 2017

The result in table 4.16 summarizes the influence of IMC on brand performance looking at each tool and each brand performance indicators. Personal selling leads with an overall mean of 4.12 followed sequentially by direct marketing at 3.96, sales promotion 3.91, advertising 3.83, public relation with 3.78 and lastly social media marketing at 3.42. The SD and variances are indicated in the table.

4.6 Correlation Analysis

Correlation analysis using Pearson correlation coefficient technique was used to establish the relationships between the study variables. The results are summarized on various tables below.

Table 4.17: Correlation analysis

Correlations		Advertising	Sales Promotion	Direct Marketing	Public Relations	Personal Selling	Social Media Marketing	Brand Performance
Advertising	Pearson Correlation	1						
	Sig. (2-tailed)							
	N	38						
Sales Promotion	Pearson Correlation	.586**	1					
	Sig. (2-tailed)	.000						
	N	38	38					
Direct Marketing	Pearson Correlation	.410*	.507**	1				
	Sig. (2-tailed)	.010	.001					
	N	38	38	38				
Public Relations	Pearson Correlation	.318	.531**	.627**	1			
	Sig. (2-tailed)	.052	.001	.000				
	N	38	38	38	38			
Personal Selling	Pearson Correlation	.227	.469**	.618**	.463**	1		
	Sig. (2-tailed)	.170	.003	.000	.003			
	N	38	38	38	38	38		
Social Media Marketing	Pearson Correlation	.592**	.628**	.532**	.501**	.321*	1	
	Sig. (2-tailed)	.000	.000	.001	.001	.049		
	N	38	38	38	38	38	38	
Brand Performance	Pearson Correlation	.610**	.705**	.586**	.531**	.620**	.755**	1
	Sig. (2-tailed)	.000	.000	.000	.001	.000	.000	
	N	38	38	38	38	38	38	38

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Source: Primary Data, 2017

The results in Table 4.17 show that the relationship between advertising and brand performance was positive and statistically significant (r=.610, p- value=.000). Similarly, the relationship between sales promotion and brand performance was positive and significant at (r=.705, p-value=.000), direct marketing and brand performance was

moderately positive and statistically significant ((r=.586, p-value=.000), public relations relationship with brand performance was positive and significant ((r=.531, p-value=.001), personal selling and brand performance was equally positive and significant at (r=.620, p-value=.000) and lastly social media marketing was the highest with a positive and statistically significant relationship of (r=.755, p-value=.000). The relationship between the following variables were positive and statistically significant advertising and social media marketing was (r=.592, p- value=.000), sales promotion and social media marketing (r=.628, p- value=.000), direct marketing and social media marketing (r=.532, p- value=.001), public relations and social media marketing (r=.501, p- value=.001). There is moderate significance between personal selling and social media marketing of (r=.321, p- value=.049).

The findings above show that there are positive and significant relationship between sales promotion and personal selling (r=.469, p- value=.003), direct marketing and personal selling (r=.618, p- value=.000) and public relations and personal selling (r=.463, p-value=.003). However, there is no relationship between advertising and personal selling. There are positive and significant relationships between sales promotion and public relations (r=.531, p- value=.001), direct marketing and public relations at (r=.627, p-value=.000). There is no significant relationship between advertising and public relations. There is a moderately positive and significant relationship between direct marketing and advertising (r=.410, p- value=.010) and a positive and statistically significant relationship between sales promotion and direct marketing at (r=.507, p- value=.000). Finally, a positive and significant relationship is demonstrated between advertising and sales promotion (r=.586, p- value=.000).

4.7 Regression Analysis

A regression analysis was conducted to determine the relationship between IMC tools and brand performance of printing companies in Nairobi. To establish the statistical significance of the respective hypotheses, multiple regressions analysis was conducted at 95% confidence level. The output results are as indicated in the tables below.

4.7.1 Regression analysis IMC and Brand Awareness

Table 4.18: Model summary IMC and Brand Awareness

Model Summary	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.891[a]	.794	.754	.327

a. Predictors: (Constant), Social Media Marketing, Personal Selling, Advertising, Public Relations, Sales Promotion, Direct Marketing

Source: Primary Data, 2017

The model summary table 4.18 show that there is a strong linear relationship between IMC and brand awareness (R=.891). The R Square value of .794 indicates that 79.4% of brand awareness can be attributed to integrated marketing communication activities. Only 20.6% of brand awareness can be attributed to other factor(s) outside IMC. This clearly shows that IMC plays a key role in creating awareness of the printing companies which in-tern contributes positively to overall brand performance of the firms.

Table 4.19: Anova IMC and Brand Awareness.

ANOVA[a]		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	12.767	6	2.128	19.870	.000[b]
	Residual	3.320	31	.107		
	Total	16.086	37			

a. Dependent Variable: Brand Awareness
b. Predictors: (Constant), Social Media Marketing, Personal Selling, Advertising, Public Relations, Sales Promotion, Direct Marketing
Source: Primary Data, 2017

Table 4.20: Coefficients IMC and Brand Awareness

Coefficients[a]		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.235	.579		-2.133	.041
	Advertising	.250	.101	.272	2.483	.019
	Sales Promotion	.084	.106	.097	.787	.437
	Direct Marketing	.049	.141	.044	.345	.732
	Public Relations	-.015	.120	-.014	-.121	.905
	Personal Selling	.700	.155	.491	4.511	.000
	Social Media Marketing	.201	.085	.280	2.354	.025

a. Dependent Variable: Brand Awareness
Source: Primary Data, 2017

Coefficients table 4.20 shows that brand awareness has a positive relationship that is statistically significant to personal selling (p-value=0.000; t-value=4.511) followed by advertising (p-value=0.019; t-value=2.483) to advertising. A unit increase in advertising leads to 0.250 unit increase in brand awareness. There is also a statistically significant relationship between brand awareness and social media marketing (p-value=0.025; t-value=2.354). The table illustrates that unit increase in personal selling, advertising and social media marketing leads to .700, .250 and .201 increase in brand awareness.

These clearly indicate that the printing companies are getting it right in terms of implementation of advertising, personal selling and to a moderate extent social media marketing. DM and PR recorded the lowest significance with (p-value=0.732; t-value=.345) and (p-value=0.905; t-value=-.121) respectively. The negative PR value shows that it has an inverse relationship to brand performance. An increase in PR leads to a drop on brand awareness by .015 units. This is not impressive meaning the companies are not getting it right with PR. This can be improved by proper use of PR activities and involving PR professionals.

4.7.2 Regression Analysis IMC and Brand Loyalty

Table 4.21: Model Summary IMC and Brand Loyalty

Model Summary	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.883[a]	.780	.738	.356

a. Predictors: (Constant), Social Media Marketing, Personal Selling, Advertising, Public Relations, Sales Promotion, Direct Marketing

Source: Primary Data, 2017

Table 4.21 above affirms that there is a strong linear relationship between advertising, sales promotion, direct marketing, public relations, personal selling and social media marketing and brand loyalty (R=.883). The R Square value of .780 indicates that 78 % of brand loyalty can be accredited to IMC activities. This leaves about 22% which can be associated with other factors. The results are an indicator that IMC contributes positively to brand loyalty of the printing companies.

Table 4.22: Anova IMC and Brand Loyalty

ANOVA[a]		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	13.982	6	2.330	18.338	.000[b]
1	Residual	3.939	31	.127		
	Total	17.922	37			

a. Dependent Variable: Brand Loyalty

b. Predictors: (Constant), Social Media Marketing, Personal Selling, Advertising, Public Relations, Sales Promotion, Direct Marketing

Source: Primary Data, 2017

Table 4.23: Coefficients IMC and Brand Loyalty

Coefficients[a]		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
	(Constant)	-1.202	.631		-1.906	.066
	Advertising	.177	.110	.183	1.615	.116
	Sales Promotion	.037	.116	.041	.322	.750
	Direct Marketing	-.108	.154	-.092	-.704	.486
1	Public Relations	.051	.131	.045	.389	.700
	Personal Selling	.704	.169	.468	4.164	.000
	Social Media Marketing	.374	.093	.494	4.026	.000

a. Dependent Variable: Brand Loyalty

Source: Primary Data, 2017

The results in the coefficient table above show that there is a positive and statistically significant relationship between personal selling and brand loyalty (p-value=0.000; t-value=4.164) and brand loyalty followed by social media at (p-value=0.000; t-value=4.026). An inverse relationship is seen between direct marketing and brand loyalty resulting to -.108 unit drop in brand loyalty. Therefore, the companies should be commended for properly utilizing personal selling and social media to ensure that their

clients remain loyal to their products. Keen to note is the need to work on their direct

marketing strategies to ensure that it brings about positive significance to brand loyalty

and to an extent to brand performance.

4.7.3 Regression Analysis IMC and Perceived Quality

Table 4.24: Model summary IMC and Perceived Quality

Model Summary	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.723[a]	.523	.430	.564

a. Predictors: (Constant), Social Media Marketing, Personal Selling, Advertising, Public
Relations, Sales Promotion, Direct Marketing

Source: Primary Data, 2017

Table 4.24 show that there is a linear relationship between advertising, sales promotion,

direct marketing, public relations, personal selling and social media marketing and PQ

(R=.723). The R Square value of .523 indicates that 52.3 % of perceived quality can be

attributed to IMC. However, the percentage is not that impressive since about 47.7%

could be due to other factors. This is quite high compared to what we had for BA and BL.

Table 4.25: Anova IMC and Perceived Quality

ANOVA[a]		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	10.811	6	1.802	5.660	.000[b]
	Residual	9.869	31	.318		
	Total	20.680	37			

a. Dependent Variable: Perceived Quality
b. Predictors: (Constant), Social Media Marketing, Personal Selling, Advertising, Public
Relations, Sales Promotion, Direct Marketing
Source: Primary Data, 2017

Table 4.26: Coefficients IMC and Perceived Quality

Coefficients[a]	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.633	.998		.634	.531
Advertising	.075	.174	.072	.434	.667
Sales Promotion	.268	.183	.274	1.463	.154
Direct Marketing	-.151	.243	-.120	-.622	.538
Public Relations	.055	.207	.045	.264	.794
Personal Selling	.231	.267	.143	.863	.395
Social Media Marketing	.358	.147	.441	2.437	.021

a. Dependent Variable: Perceived Quality
Source: Primary Data, 2017

The table above shows that there is a positive and statistically significant relationship between social media marketing and perceived quality (p-value=.021, t-value=2.437) followed by sales promotion with (p-value=.154, t-value=1.463). Direct marketing was the least significant at (p-value=.538, t-value=-.622) leading to an inverse relationship between PQ and direct marketing. Advertising, sales promotion, public relations and personal selling all showed no significant relationship with PQ.

4.7.4 Regression Analysis Summary IMC and Brand Performance

Table 4.27: Model Summary IMC and Brand Performance

Model Summary	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.881[a]	.776	.732	.33450

a. Predictors: (Constant), Social Media Marketing, Personal Selling, Advertising, Public Relations, Sales Promotion, Direct Marketing

Source: Primary Data, 2017

The model summary above shows that there is a strong linear relationship between brand performance of printing companies and advertising, sales promotion, direct marketing, public relations, personal selling and social media marketing (R=0.881). The R^2 value of 77.6% indicates the percentage of accuracy to which brand performance can be accurately explained by the 6 IMC tools mentioned above. This also suggests that 22.4% of the companies brand performance could be attributed to other factors other than the studied IMC tools studied in this research.

Table 4.28: Anova IMC and Brand Performance

ANOVA[a]		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	11.986	6	1.998	17.854	.000[b]
	Residual	3.469	31	.112		
	Total	15.455	37			

a. Dependent Variable: Brand Performance

b. Predictors: (Constant), Social Media Marketing, Personal Selling, Advertising, Public Relations, Sales Promotion, Direct Marketing

Source: Primary Data, 2017

Table 4.29: Coefficients IMC and Brand Performance

Coefficients[a]		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.601	.592		-1.016	.318
	Advertising	.168	.103	.187	1.637	.112
	Sales Promotion	.129	.109	.152	1.183	.246
	Direct Marketing	-.068	.144	-.062	-.471	.641
	Public Relations	.029	.123	.028	.238	.813
	Personal Selling	.544	.159	.389	3.428	.002
	Social Media Marketing	.311	.087	.443	3.569	.001

a. Dependent Variable: Brand Performance
Source: Primary Data, 2017

The coefficients table above show that the brand performance of printing companies have a positive relationship that is statistically significant (p-value=0.002; t-value=3.428) to personal selling followed closely by social media marketing with (p-value=.001, t-value=3.569). An increase in personal selling leads to an increase of 0.544 units in brand performance. This means, therefore, that an increase in personal selling leads to an increase in brand performance which is a positive thing to the companies. The significant relationship between social media marketing and brand performance shows that despite the fact that majority of companies are not so keen on social media, if well implemented could lead to (.311 units) increase in brand performance.

There is an inverse relationship between brand performance of the companies and direct marketing (p-value=0.641; t-value=-471) recording the least. Meaning, a unit increase in direct marketing attracts a drop of (-.068) in brand performance. This clearly indicate that there is problem in the planning and implementation of direct marketing strategies to an extent that instead of contributing positively to brand performance it ends up influencing it negatively. Proper training, implementation and evaluation of direct marketing plans need to be effected. The second least was PR (p-value=.813, t-value=.238).

$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5 + b_6x_6 + \varepsilon$

Where

Y= Brand performance

A=Constant

ε= Error

X= X$_1$- Advertising (AD), X$_2$ – Sales promotion (SP), X$_3$ – Direct marketing (DM), X$_4$ –

Public Relations (PR), X$_5$ – Personal selling (PS) and X$_6$ – Social Media Marketing

(SMM). Below is the linear equation derived from coefficients table 4.29.

Y= -.601 + .168AD +.129SP-.068DM+.029PR+.544PS+.311SMM + ε

4.8 Discussion of findings

The main objective of the research was to establish the perceived influence of integrated marketing communication on brand performance of medium and large printing companies in Nairobi. IMC tools included advertising, sales promotion, direct marketing, public relations, personal selling and finally social media marketing. Brand performance measures were; brand awareness, brand loyalty and perceived quality. Data was analyzed to determine their agreement or disagreement to the quoted literature and at the same time adding to the existing knowledge. From the analysis, most of the findings actually agreed with the existing knowledge quoted in the literature review.

4.8.1 Descriptive analysis

A brief descriptive analysis on the IMC tools indicated that all the companies applied all the tools but at different degrees to create awareness, brand loyalty and perceived quality among their consumers supporting Kitchen et al (2004) argument that the tools are combined with diverse grades of intensity in order to converse with consumers. The analysis further revealed that advertising had the highest mean (4.538) followed by direct marketing (4.144) and the least was social media marketing (3.342). Further descriptive analysis was run on the relationship between IMC and the three measures of brand performance. Results revealed that IMC and brand awareness had the highest mean

(3.9917), followed by brand loyalty (3.7900) and lastly perceived quality(3.7317).These finding supports study done by Reid (2002), Lekhanya (2016) and Patricia et al (2017) confirming that better performance is achieved when marketing communication are integrated on a high level.

4.8.2 Correlation Analysis between the IMC Tools and Brand Performance

The correlation analysis done on the variables showed that there was positive and statistically significant relationship between all the IMC tools and brand performance. The relationship between SMM and brand performance was the most significant with (r-value=.755, p- value=.000) second sales promotion and third personal selling. The least significant relationship was between public relations and brand performance with (r-value=.531, p- value=.001).

These findings are supported by the studies done by Chaudhuri (2002), who viewed loyalty and awareness as central to performance. Hoeffler and Keller (2003) who agreed that organization value of a brand is identified from having strong brands that included enhanced product performance perception reflected by the mean got through the use of IMC tools. Apoghiran (2016) also confirms the effectiveness of IMC tools on creating awareness campaigns. Other researches done by Fill (2005), Blythe (2006), Kotler and Keller (2009), Palmer (2005) all confirmed the various roles played by IMC tools in brand promoting performance.

2.8.3 Regression Analysis between IMC and Brand Performance

Separate regression analysis was done to determine the relationship between IMC and the various measures of brand performance which are brand awareness, brand loyalty and perceived quality and finally a summary analysis on the overall relationship between IMC brand performance.

The analysis showed that there was a strong linear relationship between IMC and brand awareness, brand loyalty and perceived quality at (R=.891, R= .883, R=.723) respectively. The R-square values were equally significant with IMC and brand awareness .794, brand loyalty .78 and perceived quality at .523 being the lowest R square value among the three measures. The three results gave an indication that the brand performance of the printing companies could be linked to IMC practices. Personal selling, advertising social media marketing had positive and statistically significant relationship to brand awareness in the respective order. Personal selling and social media marketing had positive and significant relationship with brand loyalty while only social media marketing had a moderate positive relationship with perceived quality.

Apart from the positive and significant relationships, the analysis also revealed tools that had inverse relationships to brand performance. For instance, PR had an inverse relationship to brand awareness with direct marketing applicable to both brand loyalty and perceived quality. The inverse relationships go against scholars whose studies revealed positive relationships among them to brand performance for instance Aghaei et al (2013) and Lekhanya (2014). However, studies done by Tsikirayi et al (2013) agree to the findings by the fact that the labor force were not appreciative of the role played by

IMC to create awareness. The overall regression summary revealed that there was strong linear relationship between IMC and brand performance (R=.881) and R square value of .776. The coefficient table results indicated that there was positive and statistically significant relationship between personal selling and social media marketing to brand performance respectively. Several studies concur with the above summary for example Reid (2002). From the analysis, personal selling carried the day in terms of significance level not just with the overall brand performance but with brand awareness and brand loyalty portraying contrary view to a study done by Kihanya (2013) whose results revealed personal selling contributed the least on performance. However, this could be justified as the studies were targeting different industries/companies.

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the findings summary of the research, conclusion and recommendations with regard to this research study. The chapter will also look at areas that create gaps for further research. The discussions will be in relation to the research object of the study which was to establish the perceived influence of integrated marketing communication practices on brand performance of medium and large printing companies in Nairobi.

5.2 Summary of Findings

The results have indicated that all the printing companies used all the integrated marketing tools i.e. advertising, sales promotion, direct marketing, public relations, personal selling and social media marketing to market their products. The descriptive statistics revealed that personal selling had the highest mean of 4.538 followed sequentially by direct marketing 4.144, public relations 3.954, advertising 3.716, sales promotion 3.674 and lastly by social media marketing with 3.342. All the tools combined also had significant relationship with brand performance. IMC and brand awareness had the highest mean of 3.99 followed by brand loyalty with 3.79 and lastly perceived quality with a mean of 3.73.

The study sought to find out the relationship between IMC and brand performance by conducting correlation analysis. The finding indicated that there was positive and significant relationship between all the six IMC tools and brand performance. The highest was SMM (r=.755, p- value=.000) followed sequentially by sales promotion (r=.705, p-value=.000), personal selling (r=.620, p- value=.000), advertising (r=.610, p-value=.000), direct marketing (r=.586, p- value=.000) and finally public relation with (r=.531, p- value=.001). Regression analysis was equally conducted and revealed that there are some positive and statistically significant relationship between specific IMC tools and brand awareness, brand loyalty, perceived quality and generally brand performance that comprises all the three as per this study. Generally looking at IMC and brand performance, there was positive and significant relationship between social media marketing (P=0.001; T=3.569) and to a great extent between personal selling and BP (P=0.002; T=3.428). The model summary also showed that there is a strong linear relationship between brand performance of printing companies and advertising, sales promotion, direct marketing, public relations, personal selling and social media marketing (R=0.881). The R^2 value of 77.6% confirming the percentage of accuracy to which brand performance can be explained by the six IMC tools studied.

5.3 Conclusion

An overview look into the findings of this research answers the main objective of the study which was to establish the perceived influence of integrated marketing communication practices on brand performance of medium and larger printing companies in Nairobi. In deed there is significant IMC influence on the level of brand performance all confirmed by both descriptive and correlation analyses. Personal selling came out

strongly as a tool that is mostly used by all the companies to market their products. And, this is confirmed by the strong linear relationship between personal selling with brand awareness, brand loyalty, perceived quality and generally with brand performance.

In summary, advertising, sales promotion, direct marketing, public relations, personal selling and social media marketing all influences brand performance at different scales despite the rate at which they are being applied by the companies. For instance SMM had the lowest mean in terms of application but ended up being the most positive and statistically significant relationship with brand performance. This is an indicator that printing companies' can take brand performance to a higher notch with proper implementation of social media marketing activities. Others like direct marketing, sales promotion and a moderate extent PR needs to be looked into as their significant was minimal. However, the fact that 77.6% of brand performance being directly attributed to the 6 IMC tools shows that combining them works positively towards building a stronger brand and should be applied by all the companies.

5.4 Recommendations

From the research findings, the researcher recommends the following in regards to IMC and brand performance of printing companies in Nairobi. Personal selling has proved that it's influential in building stronger brand performance hence should be given more attention by probably building stronger sales team who are well trained on people skills and PR skills to help build an even stronger relationship with their existing customers and in getting new ones. Likewise, sales people should be involved in decision making as they play a role in enhancing companies brand performance. Social media marketing

showed stronger positive and significant relationship with brand performance hence is an under explored tool that could have a greater impact in creating brand awareness. There were instances where there was inverse relationships to brand awareness, brand loyalty, perceived quality and in the overall brand performance. These means that the companies are not using the tools in the right manner hence instead of boosting brand performance they end up negatively affecting it. The tools with negative relationships included PR under brand awareness and direct marketing affecting brand loyalty, perceived quality and brand performance in general. The application of direct marketing as one of the IMC tools needs to be keenly looked into by all the companies in terms of planning and proper implementation to ensure positive and statistically significance with brand performance

Similarly, there's a need to conduct market analysis that will enable target market segmentation hence use a more appropriate marketing tool in reaching out to them. This will significantly lead to increased brand awareness. Customer loyalty seemed to be a menace among many companies. This could be due to the poor segmentation and/or need identification and satisfaction. A proper market research followed by its keen implementation could solve this issue.

5.5 Suggestion for Further Research

This section explores areas of possible further research. IMC is an integral determinant of brand performance hence there is need for similar research across other industries. Literature review also indicated that fewer researches have been done on IMC and brand performance and lesser among printing companies. Other measures of brand performance other than brand awareness, brand loyalty and perceived quality can be explored.

Customer loyalty was a concern from the results of the study. This opens up a gap that can be explored further to determine the factors that determine customer loyalty among the printing companies in Kenya and could be applicable to other industries. Other researches could also be done on other industry players including suppliers, customers and even other service providers within the industry. These could widen the scope and bring out more variations and relationships.

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APPENDICES

APPENDIX I: INTRODUCTION LETTER

To whom it may concern

Dear Sir/Madam

I am a bona fide continuing student in the Master of Business Administration (MBA) degree program at the University of Nairobi.

I am required to submit as part of my coursework assessment a research project report on real management problem that affect Kenyan firms. I would, therefore, appreciate your support to enable me collect data in your organization.

The results of the report will used solely for academic purpose and a copy of the same will be availed to the interviewed organizations on request.

Yours Sincerely,

Belindah Oduor

APPENDIX II: LIST OF PRINTING COMPANIES

1   Kulgraphics

2   Rodwell Press

3   Brand world Limited

4   Solo Worldwide

5   Moven Kester

6   Kalzmart

7   Icon Printers

8   Stima Printers

9   Ipress Ltd

10 Pressmasters Ltd

11 Colour Packaging

12 Karatansi Industries

13 Colourprint

14 Lino Typesetters

15 Printing Industries

16 Printwell

17 Modern Litho

18 Graphic And Allied

19 Print Maxim

20 Smart Printers

21 Rainbow Manufacturers

22 Bizone Printers

23 East Africa Packaging

24 All Pack Industries

25 Printfast

26 Majestic Printers

27 Fortune Printers

28 English Press

29 Nation Media Group

30 Standard Group

31 Media max

32 The star Newspapers

33 Print on Demand

34 Advance Lithographic

35 Kenya Literature Bureau

36 Ellams Products Limited

37 Hills converters

38 Ramco Printing Works

39 MFI

40 Aliki Priners and Stationers

41 Kenyatta University

42 Market Power

43 Graphic Lineups

44 One to One

45 Zenith Crest

46 Metal Crown

47 Kenya National Examination Council

48 Rodwell Printers

49 Inter labels

50 Color Printers

Source: Printing in Kenya: Top 50 Printers in Kenya. (n.d.). Retrieved September 14, 2017, from http://nairobiprinting.blogspot.co.ke/2012/02/top-50-printers-in-kenya.htm

APPENDIX III: QUESTIONNAIRE

Please respond to each item in the questionnaire by ticking appropriately or fill in required information as honestly as you can. The information provided shall be for academic purpose only and shall be treated with utmost privacy. The purpose of this questionnaire is to collect data on the influence of integrated marketing communication on brand performance of printing companies in Nairobi.

SECTION A: GENERAL INFORMATION

1. What is the name of the Printing firm? _____

2. How many employees does your company have?

Less than 50 [ ]   50 – 99 [ ]   100 – 199 [ ]   200 – 499 [ ] 500 and above [ ]

3. For how many years has the company been in existence?

Less than 10 [ ]   10 – 19 [ ]   20 – 29 [ ]   30 – 39 [ ]   40 years and above [ ]

4. Kindly indicate the department you are in?

Tick as appropriate	
Customer Service	
Marketing	
Operation	
Finance and Accounting	
Production	
Others	

4. Kindly indicate by ticking the Position held in the organization

Tick as appropriate	
Manager	
Supervisor	
Customer Relation officer	
Clerical Officer	
Others-Please Specify	

SECTION B: MARKETING COMMUNICATION TOOLS

5. Please specify the extent to which you agree or disagree with the statements below in relation to marketing communication tools. (Indicate the suitable variable by placing a tick [✓]. 1= Not at all, 2= little extent, 3= Moderate extent, 4= Great extent, 5= Very great extent)

		1	2	3	4	5
	Advertising					
1	Advertising of Printing products creates more awareness					
2	Advertising of Printing product encourage new customers					
3	Advertising of products increase sales volume					
4	Advertising changes consumers attitude					
5	Advertising leads to greater market share					
	Sales Promotion					
6	Sales promotion increases awareness					
7	Sales promotion improve customer loyalty					
8	Sales promotion stimulate product purchase					
9	Sales promotion enhances customer buying decision					
10	Sales promotion leads to increased volumes					
	Direct Marketing					
11	Direct marketing creates a strong seller-customer relationship					
12	Direct marketing of products increase sales volume					
13	Direct marketing of Printing products improve customer loyalty					
14	Direct marketing enhances customer feedback					

15	Direct marketing increases product awareness					
	Public Relations					
16	Public relations attract new customers					
17	Public relations helps to develop relationships between different stakeholders in the company					
18	Public relation creates goodwill through developed relationships					
19	Public relations stimulate interest amongst customers					
20	Public relations creates awareness					
	Personal Selling					
21	Through personal selling, a seller can identify the specific needs and problems of					
22	Personal selling permits a direct Interaction between buyers and sellers.					
23	Personal selling is effective in persuading customers to purchase printing					
24	Personal selling allows immediate feedback					
25	Personal selling creates awareness					
	Social Media Marketing					
26	Social media marketing enhances client relationship and facilitates more personalized					
27	Social media marketing improves sales					
28	Social media marketing improves brand awareness					
29	Social media marketing changes customer perception and attitude					
30	Social media marketing enhances re-purchase					

SECTION C: IMC AND BRAND PERFORMANCE

6. Please specify the extent to which you agree or disagree with the statements below in relation to the influence of marketing communication tools on brand performance. (Indicate the appropriate variable by putting a tick [✓]. 1= Not at all, 2= little extent, 3= Moderate extent, 4= Great extent, 5= Very great extent)

		1	2	3	4	5
A	**Brand Awareness**					
1	Advertising enhances brand awareness					
2	Sales promotion improves brand awareness					
3	Direct marketing promotes brand awareness					
4	Public relations facilitates brand awareness					
5	Personal selling increases brand awareness					
6	Social media marketing aids brand awareness					
B	**Brand Loyalty**					
7	Advertising enhances brand loyalty					
8	Sales promotion improves brand loyalty					
9	Direct marketing promotes brand loyalty					
10	Public relations facilitates brand loyalty					
11	Personal selling boosts brand loyalty					
12	Social media marketing aids brand loyalty					
C	**Perceived Quality**					
13	Advertising enhances perceived quality					
14	Sales promotion improves perceived quality					
15	Direct marketing promotes perceived quality					
16	Public relations facilitates perceived quality					
17	Personal selling stimulates perceived quality					
18	Social media marketing aids perceived quality					

THANK YOU FOR YOUR TIME AND COOPERATION