

**EFFECTS OF INTEGRATED MARKETING COMMUNICATION
STRATEGIES ON ATTRACTION OF GENERATION Y
CUSTOMERS IN COMMERCIAL BANKS, KENYA**

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DECLARATION

This research project is my original work and has not been presented for academic purposes in the University of Nairobi or any other University.

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DEDICATION

I dedicate this project work to my husband Samuel Muiga and my daughter Briannah Njambi for the moral support and sacrifices made during my studies. I also dedicate the work to my parents for their love for education.

ABSTRACT

Generation Y has become the main target of most companies mainly because this group forms a large proportion of demographic segment of consumers with high spending power. Commercial banks in Kenya have continued to use the traditional print and electronic media to create awareness of their products and services. The purpose of this study was to establish the effect of integrated marketing communication strategies on attraction of generation Y customers among commercial banks in Kenya. The study was hinged on the attribution theory and AIDA model. This study utilized a descriptive research design to gather and analyse data. In this study, the population consisted of 43 commercial banks licensed by CBK and that have been in operation during the period 2012 to 2016. Semi-structured questionnaires were employed to collect data from the management staff in the commercial banks. The use of questionnaires is the generally applied approach when respondents are accessible and are ready to respond appropriately. In this study, the questionnaires consisted of structured as well as unstructured questions. The unstructured questions allowed the respondents to communicate their thoughts and behavior in line with the research questions. The data was collected from marketing manager or the equivalent in each commercial bank. The questionnaires were distributed by use of drop-and-pick later method. Data was analyzed using Statistical Package for Social Sciences (SPSS Version 24.0). After data cleaning, descriptive statistics such as frequencies, percentages, mean score and standard deviation were estimated and information was presented in form of frequency tables and figures. The qualitative data were analyzed using content analysis and presented in narrative form. Multiple regression analysis was used to establish the relationship between variables. The study found that advertising positively and significantly affected attraction of generation Y customers, that sales promotions positively and significantly affected attraction of generation Y customers, that public relations positively and significantly affected attraction of generation Y customers, that direct marketing positively and significantly affected attraction of generation Y customers and that personal selling positively and significantly affected attraction of generation Y customer. The study concluded that direct marketing had the greatest effect on attraction of generation Y customers followed by advertising, then personal selling while sales promotions had the least effect on the attraction of generation Y customers. The study recommends that commercial banks should adopt online or digital marketing strategies like adoption of social media marketing, that the banks should weigh carefully their sales promotion strategies and hug on the significance of advertising their products and services in order to position themselves in the versatile operating environment and that banks should organize open days as well as carrying out charity works.

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CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

The quick rate of variation in marketing communications has greatly affected purchaser's conduct entirely and precisely preference and taste toward certain brands in this changing collaborative market environment. Unified marketing strategy establishes the features of marketing combination to generate a tailored meaning for aimed customers to receive an institutional goal (Boone & Kurtz, 2007). Both of the consecutive age group had contradicting prospects in regard to marketing. Previous years market was controlled by the Baby Boomers. They are very important in the American society as they are the group that shaped present America in areas of marketing and household uptake studies (Sherman, 2008).

The study will be hinged on the attribution theory (Dickson, 1984) that examines how various marketing communication tools influences clients' preference and taste development. The theory postulates that clients, who frequently buy a product because of an offer, relate their conduct to external promotional incentive instead of a genuine attraction to the brand. By contrast, when no external motivation is existing, customers are more likely to attribute their buying behavior to suitable fundamental feelings about the brand. The study will also be anchored on AIDA model which stands for attention, interest, desire and action. The theory proposes that customers who reliably buy a brand on account of a coupon or cost off arrangement may ascribe their conduct to the outer special impetus as opposed to a good state of mind toward the brand.

The present market structure is controlled by the various demographics; which form market segment; the Baby Boomers, Generation X and the recent generation

Millennials, the Net Generation, or Echo- Boomers who presently are getting into the market and starting to express their pronounced and unending (Bernard & Koerte, 2010). Consequently, it is appropriate to group all prospective customers into separate sections (Luck & Mathews, 2010). Therefore, there is a need for a competitive strategy to partition all potential customers into different sections (Luck & Mathews, 2010). For effective management of these sections, the banks have to comprehend what the exact needs in such a section are and how to meet them. There is necessity of a good method to operate a distinct market section ensuring it integrates to the market, or else the profits will be subjected to lower revenues or higher costs (CBK, 2015).

1.1.1 Integrated Marketing Communication Strategy

Coordinated Marketing communication has advanced as advertisers have changed from customary broad communications based interchanges procedures, towards those that are most customized, client arranged and innovation driven (Palgrave, 2000). Generation Y are elevated in the time where shopping is not deliberated as a straightforward demonstration of buying. Generation Y is focused through incorporated promoting communication methodology due to introduction to publicizing media and living in the period of web. By means of a specific end goal to advertise the item to Generation Y, creating an uplifting state of mind on buy by means of Internet and other mechanical advancements is essential. Brunello (2013) built up the incorporated advertising communication and execution of post and reserve funds. Bank, IMC system requires a more serious and composed line to accomplish target result and augment the effect on Generation Y clients.

The top difficulties confronting marketers in today changing business condition is the improvement of the unequivocal dynamic considering and systematic aptitudes required to adjust quickly and adequately to the natural and market changes. Choosing

systems for quick changing markets start with the distinguishing proof and assessment of potential market changes and the methodology suggestions. Rising up out of this procedure ought to be a key vision for the future (Zaslow, 2013). The improvement of IMC approach is vital for progress not just in created markets which have extraordinary rivalry and with the players endeavoring to pick up piece of the pie, yet moreover the developing markets.

1.1.2 Market Attraction of Customers

The advancement of publicizing is impacted by the improvement of society and its economy. Social and monetary conditions generally impact the course in which promoting develops. Thus, marketing must constantly make the adjustment important to meet the changing needs of the objective clients (Keegan, 2013).

Customers' prospect is a phrase that describes the strategies and frameworks to manage consumer preferences and demand, for the most part produced by an assortment of the many promoting systems. It is viewed as the network between endorsement and customer relationship management. This general network inspires the procurement of dedicated customers, in the greatest way. Customer prospect is measured through increment in the quantity of new customers and clients, visit buys, number of clients and number of referrals. This enables associations to acknowledge ceaseless changes in both limited time exercises and client securing frameworks (Jurgensen, 2010).

1.1.3 Generation Y Customers

Generation Y-ers are also recognized as Millennials, echo-boomers, Generation We, Net Generation, Peter Pan Generation and children of baby boomers (Bleedorn, 2013). There is no generally agreed time of their birth (Bolton, Hoefnagels, Migchels,

Kabadayi, Loureiro & Solnet, 2013). Generation Y customers are groups that are born between 1977 and 1994 (Maxwell & Broadbridge, 2014). Nonetheless, some of the previous scholars narrowed the group to those born between 1977 and 1995. In Malaysia, Millennials are people born from 1980 onwards and who started working from July 1st 2000 (PricewaterhouseCoopers, 2013), those that were born from 1980 (Erickson, 2011), those that were born between 1978 and 2000 (Uda Nagu, 2013). Though generally, individuals born between 1980 and 1999 is widely referred to as the Generation Y (Rugimbana, 2006). This is the definition adopted in this study.

Generation Y being the developing group has substantial clearance revenue. They have high level of buying supremacy ability compared to their revenue. Many times, this group is grounded on expressive worthiness in their making decision regarding to products of preference. According to Belleau, summers, Xu, and Pinel (2012), in order to influence generation Y, generating an attractive influence through the social media without limiting other high-tech devices which are essential

1.1.4 Commercial Banks in Kenya

Managing an account segment includes the Central Bank of Kenya, as the administrative expert, 43 keeping money organizations (43 business banks and 1 contract back organization), 7 agent workplaces of remote banks, 9 Microfinance Banks), 2 credit reference authorities and 101 forex departments. In Kenya, bank development was 2.84% in year 2009 contrasted with 2.63% in earlier year while South Africa whose development was 12.9% with a populace of 44 million. The entrance of 3.02% of every single in 2011 is contrasted with 3.1% out of 2010. Just nine business Banks are recorded in the Nairobi Stock Exchange (Equity Bank, CFC Stanbic Holdings, Diamond Trust Bank, Barclays Bank, Kenya Commercial Bank,

National Bank of Kenya, NIC Bank, Standard Chartered Bank and the Co-agent Bank of Kenya). Credit Bank and Family Bank have additionally secretly issued their offers to general society speculators (CBK, December 2013).

The significance of the bank business to national advancement and particularly accomplishment of Vision 2030 approach destinations is obviously set out in different government strategy reports. National Bank (2009) announced that low bank entrance through system is one of the difficulties confronting the bank business improvement as far as piece of the overall industry, item expansion among different measures. So as to stay aware of the opposition and changing purchaser needs and needs in the focused business condition, business Banks need to utilize powerful IMC approaches in overseeing administration quality among clients. Changing buyer needs and business condition has required business banks to receive different IMC strategies to survive henceforth drawing in and holding clients.

1.2 Research Problem

The requirement for an organization to properly bring together its marketing communications strategies to achieve a clear, reliable and competitive message is an issue of concern to every result driven firm. Generation Y has become the main target of most companies mainly because this group forms a large proportion of demographic segment of consumers with high spending power (Rugimbana, 2006). For Gen Y, the customer experience and customer relationship are embodied in a combination of seamlessly integrated channels. Millennials are the least likely of each generation to use a local agent, preferring to buy online, make inquiries, and file feedback.

Commercial banks in Kenya have continued to use the traditional print and electronic media to create awareness of their products and services (Millennial Case Study, 2006). The emerging customer, the Millennial, is transacting on online and mobile platform and all indications are that they much prefer to access bank in the same way (Ongore & Kusa, 2013). The Gen-Yers are not easily reached using the traditional methods contributing to the low uptake of banking services. Millennials seldom read hard copy print advertisements in newspapers and magazines. They access their content online using apps and on social media like Twitter and Facebook (Hershatter & Epstein, 2010). The Gen Y consumers have become selective, skeptical, demanding and can no longer devote their attention to a single media. They have greater access to information and have authority over media utilization (Vollmer & Precourt, 2008). These consumers can now multitask due to the availability of portable on-demand devices which allow them to interact with multiple media; they are no longer susceptible to interruptions by marketers. It would follow then that the bank message is likely not getting through to this segment of the market.

Locally, Ogwenoh (2016) focused on integrated marketing communication strategies embraced by second hand motor vehicle dealers in Nairobi, Cheruiyot (2014) looked at the relationship between IMC and performance of Kenya Post And Savings Bank, Kihanya (2013) did a study on the influence of IMC on firm performance in the insurance sector focusing on Kenya Orient Insurance Limited., Kaburu (2013) conducted a study on the effectiveness of marketing communication strategies adopted by retirement benefits authority in recruitment of Jua Kali workers into Mbaao Pension Plan while Mulwa (2013) looked at integrated marketing communication and technology embracing a case of safaricom's m-pesa mobile money transfer services in Kenya.

The results of these previous studies give a good insight into the various aspects of IMC, but do not focus on Generation Y customers. Consequently, this research sought to bridge this lacuna by responding to the question: what is the effect of integrated marketing communication strategies on attraction of generation Y customers in commercial banks in Kenya.

1.3 Objectives of the Study

The purpose of the study was to determine the effect of integrated marketing communication strategies on attraction of generation Y customers among commercial banks in Kenya. The specific objectives are;

- i. To determine IMC strategies used by Kenyan commercial banks.
- ii. To establish the relationship that exists between IMC strategies and attraction of generation Y among Kenyan commercial banks.

1.4 Value of the Study

Theoretically, the finding of this study will give a better understanding of how attribution theory and AIDA model which stands for attention, interest, desire and action in explaining effect of integrated marketing communication strategies on attraction of generation Y customers among commercial banks.

To the knowledge body, the finding of the study will contribute to effect of integrated marketing communication strategies on attraction of generation Y customers among commercial banks. This will expand their knowledge on marketing communication strategies in the bank industry and also identify areas of further study. The study will form a ground for future research in the area of demographic based bank product design, with an emphasis on Millennials. Research could also be carried out on other services and products that are of interest to generation Y.

In practice the discovery of this research will be of great benefit to the commercial bank management. The research will also be of importance to all the present institutions in the banking sector in Kenya. The identification of the marketing communication tactics used by the best Commercial Banks in the country and their influence on attracting clients will provide knowledge to other sprouting Commercial Banks on what strategies will be significant to achieve their goals. The study will avail Banks with insights on demographics of the customer base that lies between the ages of 18 and 33 years. It will provide information on what their awareness levels regarding bank products are, their preferred socio media platform of accessing information on bank and their ability to purchase the products. The role of the social media will also be brought to the fore.

To the policy makers, such as Central Bank and other regulatory bodies will have an advantage from the finding of this study in that issues that will come out of this study and will need to be regulated will be exposed. Public institutions and regulatory authorities would benefit from the findings to establish essential legal guideline to the market structure affecting the banking sector in the country and neighboring countries. An area of additional interest is the legal framework that guides and regulates how bank products are to be presented to prospective customers, and how the documentation which enforces the bank contract is to be assembled, ensuring that the contract is in force.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter brings forth an evaluation of the related literature on the effects of integrated marketing communication strategies on attraction of generation y customers in commercial banks as presented by various researchers and scholars. Specifically provides theories underpinning the study. Integrated marketing communication strategy, generation y and customer attraction literature has been reviewed.

2.2 Theoretical Foundation of the Study

This section looks at the theoretical underpinning of the study. The study was anchored on the attribution theory and AIDA model as conceptualized.

2.2.1 Attribution Theory

The study was hinged on the attribution theory (Dickson, 1984) that examines how various marketing communication tools can affect customer attitude formation. The theory recommend that customers who reliably buy a brand due to a coupon or cost off arrangement may ascribe their conduct to the outer limited time motivator as opposed to a positive state of mind toward the brand. By differentiate; when no outer motivating force is accessible, buyers will probably credit their buy conduct to good fundamental emotions about the brand. This hypothesis is the methods for communicating the perspectives and trading suggestion independently or segments. It likewise ties together the methods for sharing.

Communication inside channel of promoting is a vital both hypothetically and authoritatively. Frazier *et al* (2010) consider communication to be the procedure through which imperative data is transmitted. In spite of the fact that the Marketing

writing concedes that the enormous pretended by channel working, it doesn't support the methods for sharing thoughts. Communication needs a channel of sending that message empowers efficiency or administration. This dependable method of communication is made conceivable through a fitting and basic method for transmission. Marketing is the social event that deals with advancement that collaboration through the trading of thoughts among investors of an item and administrations is completed uniquely.

2.2.2 AIDA Model

AIDA stands for attention, interest, desire, and action. It is an abbreviation exploited as a part of promoting and publicizing, which enables advertising directors to create powerful communication techniques and speak with consumers in a manner that better reacts to their necessities and wants (Priyanka, 2013). The theory propose that customers who reliably buy a brand on account of a coupon or cost off arrangement may ascribe their conduct to the outer special impetus as opposed to a good state of mind toward the brand. By differentiate; when no outer motivating force is accessible, buyers will probably credit their buy conduct to ideal fundamental sentiments about the brand. The study will likewise be secured on the brand value hypothesis as conceptualized by Keller (1993) which proposes that a noteworthy reason organizations wind up noticeably included with IMC is on the grounds that they feel that the relationship of their organization or potentially mark with the focused on customers through perhaps sponsorship will assemble positive picture and additionally sentiments among the purchasers.

Utilizing a various leveled framework, for example, AIDA, gives the advertiser a nitty gritty understanding of how target groups of onlookers adjust after some time, and gives experiences as to which types of promoting messages are possibly going to be

more influential at various crossroads. This procedure is utilized by numerous advertisers in their interchanges to allure prospects to make a buy or make a coveted move. The procedure is regularly utilized as a part of promoting vehicles, for example, TV ads and post office based mail pieces (Sherman, 2008).

2.3 Types of Integrated Marketing Communication Strategy

Integrated marketing communication methodology is the utilization of promoting systems to upgrade the communication of a steady message of the organization's brands to partners. The section covers advertising, public relations, sales promotions direct marketing and personal selling.

2.3.1 Advertising

Montaner and Pina (2008) portray publicizing as whichever paid form of non-individual communication coordinated towards target gatherings of people and communicated through various broad communications considering the end purpose to advance and present an item or thought. By differentiate; when no outer motivating force is accessible, buyers will probably credit their buy conduct to ideal fundamental sentiments about the brand.

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2.3.2 Sales Promotions

Kotler (2006) characterizes deals advancement as a gathering of motivating force instruments generally here and now, intended to animate faster or extraordinary buy of a specific item or administrations by shoppers or exchange. Shopper advancements are advancements offered by benefit/item makers straightforwardly to buyers. Retailer advancements are advancements offered by retailers to customers. Exchange advancements are advancements offered by benefit/item makers to retailers or other exchange substances (Mortimer, 2011).

These are known as devices or systems or techniques for deals advancement; free examples, premium or reward offer, trade plans, cost off offer, coupons, fairs and displays, exchanging stamps, scratch and win offer and cash back offer. In money related establishments, deals advancements are utilized to expand understudy admission. The most part take different structures. Non-cost advancements, for example, sweepstakes, visit client clubs, and premiums enhance marks and may build mark allure (Aldred, 2005). Deals advancement expands deals in a focused market and consequently, builds benefits; presents new items in the market by drawing the consideration of potential clients; when another item is presented or there is a difference in design or taste of buyers, existing stocks can be immediately arranged off; balances out deals volume by keeping its clients with them.

2.3.3 Public Relations

The embodiment of public relations is to care for the kind of the connection between the institution and its diverse publics, and to make a general understanding (Brassington & Pettitt, 2000). Public relations is the administration work that sets up and keeps up commonly valuable networks between an association and the publics on whom its success or dissatisfaction depends (Phillips, 2013). The consequent

multiplication of ease web get to opened up open doors for organizations to bargain specifically with thousands or a huge number of individual clients in a way that was already incomprehensible, and just reasonable using mediators. Business banks have grasped guide promoting to open up their objective market. Through direct advertising, they can get to potential understudy particularly through online networking (Phillips, 2013). Coordinate promoting permits advertisers a more straightforward reaction from buyers (by and large a request), enables advertisers to better target specialty showcases, and enables advertisers to offer an item without the costly and long procedure of getting it into conventional channels. Guide promoting additionally displays many advantages to customers, including keeping away from the bothers of movement blockage, stopping cerebral pains, absence of time, lack of retail help, and lines at checkout counters (Bernard & Koerte, 2010).

Ihator (2000) declares that globalization of business has made the requirement for advertising professionals to recognize, ponder and comprehend the world perspectives, outlooks, and propensities for their worldwide publics keeping in mind the end goal to adequately convey. Likewise trusts that communication styles and significance, and in addition substances, as saw by people, are socially incited. In Kenya, where in the recent past negative ethnicity was witnessed, financial institution drawing students across the country and having campuses in different part of the country, have an uphill task to bring unity among students. They are therefore involved in peace building campaigns.

2.3.4 Direct Marketing

Coordinate promoting is characterized as the utilization of buyer coordinate (CD) channels to reach and convey products and ventures to clients without utilizing advertising mediators (Kotler & Keller, 2006). McCarthy and Wright (2013) take note

of that immediate advertising has turned into a capable instrument when the cost of communication has fallen quickly. The consequent multiplication of ease web get to opened up open doors for organizations to bargain specifically with thousands or a huge number of individual clients in a way that was already incomprehensible, and just reasonable using mediators. Business banks have grasped guide promoting to open up their objective market. Through direct publicity, they can get to potential understudy particularly through online networking (Phillips, 2013).

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There is a problem confronted by organizations intending to connect with interpersonal organizations. From one viewpoint, they may look to control the communication condition inside the system, with an end goal to guarantee that their image message comes through unmistakably. They may likewise be pulled in by the accessibility of statistic and way of life data accessible to enhance their focusing to singular individuals from the system. In any case, then again, a genuine informal organization suggests individuals feeling a feeling of responsibility for group, and there is prove that people might be angry of corporate interruption into what is seen to

be their own group space (Hopkins, 2008). Individual online informal organizations have frequently experienced extremely quick life cycles of development, development and decrease as groups are first observed as dynamic and alluring, and after that lose their interest to individuals from the group as they wind up noticeably overwhelmed by business interests (Boyd & Ellison, 2013).

2.3.5 Personal Selling

Individual offering is up close and personal association with at least one planned clients with the end goal of creating deals and building client connections (Datta & Datta, 2006). The consequent multiplication of ease web get to opened up open doors for organizations to bargain specifically with thousands or a huge number of individual clients in a way that was already incomprehensible, and just reasonable using mediators. Business banks have grasped guide promoting to open up their objective market. Through direct advertising, they can get to potential understudy particularly through online networking (Phillips, 2013). Coordinate promoting permits advertisers a more straightforward reaction from buyers (by and large a request), enables advertisers to better target specialty showcases, and enables advertisers to offer an item without the costly and long procedure of getting it into conventional channels. Guide promoting additionally displays many advantages to customers, including keeping away from the bothers of movement blockage, stopping cerebral pains, absence of time, lack of retail help, and lines at checkout counters (Bernard and Koerte, 2010). This is done through profession days in their establishments.

Meidan (2006) calls attention to that once a client has picked an institution, he is probably not going to change to another. In that capacity, establishments of higher learning take an interest in sorted out profession gathering in secondary schools to tap

a market from the source. Lee (2010) express that individual offering can be conducted either up close and personal or through mechanical guides.

2.4 Integrated Marketing Communication Strategies and Generation Y

Coordinated promoting communication procedure joins the constituents of passionate motivation in the electronic communication administration to connect for bigger millennial purchasers. This is on account of fanatical esteem having being eminent as one of the elementary determinants that have inconceivable control over Millennials verdicts for mark (Dee & Young, 2012). One essential argument is in the time of web, geographic separation may not be a deterrent for millennial customers. It is credible to deliver limited time communications with respect to item marks by means of the web crosswise over countries. An adoption of successful vending procedures might assemble solid brands with millennial customers who are web insightful.

Belleau, Summers, Xu and Pinel (2012) did an investigation on the impacts of incorporated promoting communication on business execution. From the study, Millennials are the principle consumer collection of convenient information executives. The use of information administrations can be linked in marking to achieve more remarkable effect. Millennial are elevated in the time where shopping is not deliberated as a straightforward march of buying. Millennial is focused through incorporated promoting communication methodology due to much introduction to publicizing media and living in the period of web. Through a precise end goal to advertise the item to Generation Y, making an uplifting state of mind on buy by means of Internet and other mechanical advancements is essential. Brunello (2013) built up the incorporated advertising communication and execution of post and

reserve funds Bank, IMC system requires a more serious and composed approach to accomplish target result and augment the effect on Generation Y clients.

Manu (2015) evaluated the impact of incorporated promoting communication on corporate brand picture of Guinness Ghana Breweries Limited. Giving Generation Y people a constructive brand affiliation will enable brokers to benefit over the long haul. Teenager or drivers under 25 measurably are more hazardous driving records, and hence auto monetary establishment must be watchful about going up against this age gathering ("Young Drivers"). For some monetary establishments, Millennials hold an objective market. The point of contacting the more youthful populace is essential for any business bank. Be that as it may, Millennials can in any case be a noteworthy target gathering of people for banks that don't regularly benefit off of this age gathering. Youthful grown-ups are enormous influencers, and what they like will probably be grasped by more established shoppers than the other way around.

2.5 Integrated Marketing Communication Strategies and Customer Attraction

The change of communication from mass media and traditional marketing has raised IMC's significance for effective marketing. Currently, IMC strategy is viewed as a two-way communication between consumers and marketers. Integrated Marketing Communication strategies are utilized to influence purchase behavior in the firms. Ong'ong'a (2014) established the effect of IMCs approach in attaining market share by insurance companies in Kenya. This alteration in marketing and media sector can be abridged by subsequent market tendencies: a change from mass media marketing to multiple methods of communication, the increasing reputation of other particular niche, which reflects on the customized consumption patterns and improved examination of customer preferences to increase customer attraction.

Ogwenoh (2016) studied integrated marketing communication strategies embraced by second hand motor vehicle dealers in Nairobi. The research findings concluded that integrated marketing communication strategies, which comprise of direct/online advertising, personal selling, public relations and sales promotion have been widely adopted by the showrooms in Nairobi. The showrooms have integrated these strategies within their respective departments and balanced their usage across multiple media. IMC strategies adoption also enhanced customer attraction. The benefits derived from the adoption of the strategies included increased marketing communication effects, operational efficiency, customer response as well as brand exposure and channel support.

Khan and Faraz (2011) in their study on assimilating social media into IMCs strategies of an institution, the case of Warid Telecom, Pakista. Social Media is altering the way information is transmitted in real time. Things are happening much faster, and there are inventions and advancement in customer attraction. Significance given to social media, as a IMCs tool, differs from one region to another. Organizations see the need to involve customers at as many touch points as probable.

Manu (2015) examined the effect of IMC on corporate brand image a case study of Guinness Ghana Breweries Limited – Kumasi. Based on the above findings, GGBL should guarantee that the use of horizontal and top down communication strategy is clear. It is also paramount that all IMCS initiatives are in harmony with its mission and vision. Also, in determining what type of IMC strategy to outsource, it is important that institutional capacity is evaluated to avoid staff hostility toward the consultants. Rivalry escalating with the promptly fluctuating environment dictates the institutions to be extra keen in their operations and make it unavoidable for them to upkeep the efficiency of their performance with IMCs aspects (Jooyoung, Kim,

Morris & John, 2003). IMC is a approach employed by institutions in their promotion efforts.

2.6 Summary of Knowledge Gaps

Author	Focus of the Study	Methodology	Findings	Knowledge gap
Belleau, Summers, Xu and Pinel (2012).	Effects of IMC on business performance	Descriptive survey	perceived quality and value through the usage of data services main effect	The study did not focus on attraction of customers and is not conducted in Kenya
Brunello (2013)	IMC and performance of post and savings Bank	Descriptive survey	Planning process plays the key role in ensuring that Generation Y preference strategy	The study did not focus on attraction of generation Y customers The study also focused on only one bank
Manu (2015)	Effect of IMC on corporate brand image of Guinness Ghana Breweries Limited.	Descriptive survey	Many financial institutions, Millennials hold a target market	The study is on brand image and not attraction of generation Y customers among commercial banks in Kenya
Ogwenoh (2016)	IMC strategies embraced by second hand motor vehicle dealers in Nairobi.	Descriptive survey	Promotional mix adopted	The study focused on motor vehicle dealers and not banks The study did not focus on attraction of generation Y customers
Khan and Faraz (2011)	Incorporating social media into IMC strategies of Warid Telecom, Pakista.	Descriptive survey	Social media leads to innovations and improvements in customer attraction	The study is not conducted in Kenyan context. The study did not focus on attraction of generation Y customers
Ong'ong'a (2014)	Effect of IMC strategies in gaining market share by insurance companies in Kenya.	Descriptive survey	Personalized forms of utilization and improved integration of customer preferences	The study did not focus on IMC strategies and attraction of generation Y customers

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This section includes the various stages that guided completion of the research. The section therefore comprise of the following subsections: research design, population of the study data collection and data analysis and presentation.

3.2 Research Design

According to Amin (2011), a research design alludes to the methodology or method used to gather data, measure and analyze the data. It also implies the relationship among variables or the structure of the problem being addressed. The study utilized a descriptive research design to gather and analyze data. This method is selected as it has many advantages as it shows the real relationship between variables they exist.

3.3 Population of the Study

According to Pole and Lampard (2010), target population is categorized as all the participants of a given group to which the exploration is related, whereas the accessible population is considered in terms of those components in the target population in the scope of the study. In this study, the population consisted of 43 commercial banks licensed by CBK and that have been in operation during the period 2012 to 2016.

3.4 Data Collection

This research applied primary data, defined by Creswell (2005) as the data gathered for the first time. Questionnaires were employed to gather data from management staff in the commercial banks. The use of questionnaires is the generally applied

approach when respondents are accessible and are ready to respond appropriately. In this study, the questionnaires contained structured as well as unstructured questions. The unstructured questions allow the respondents to communicate their thoughts and behavior in line with the research questions. The questionnaire had three sections: the first section looks at the background information of the respondents, section B looks at the effects of integrated marketing communication strategies on attraction of generation Y customers while the last section focuses on generation Y customers' attraction.

The data was collected from marketing manager or the equivalent in each commercial bank. The questionnaires were distributed by use of drop-and-pick later method. This method was applied where the managers are away or are not in a position to fill the questionnaire right away due to limitation of time.

3.5 Data Analysis

Data was analyzed by use of Statistical Package for Social Sciences (SPSS Version 24.0). All the questionnaires collected were referenced and their items coded to ease the data entry. After data cleaning, which entailed scrutinizing for errors in entry, descriptive statistics such as frequencies, percentages, mean score and standard deviation were computed for all the quantitative variables. The qualitative data was analyzed using conceptual content analysis and presented in narrative form.

For the parametric data, Pearson's Product Moment Correlation Coefficient (r) was used. In statistics, the coefficient (r) is a measure of correlation between two variables and can give either a positive or negative value. The coefficient was used in this study to establish the relationship between the predictor variable and the dependent variable.

The data was then presented using frequency distribution tables for easier understanding.

CHAPTER FOUR: DATA ANALYSIS, FINDINGS AND DISCUSSION OF THE RESULTS

4.1 Introduction

This chapter has covered the analysis of the data collected on subject under study as well as the discussion of the findings. The data is presented using frequency Tables.

4.2 Response Rate

The study targeted 43 organisations to respond to questionnaires. However data was collected from 33 respondents giving a response rate of 76.74%. According to Creswell (2005), Fifty percent or more response rate is acceptable for data analysis.

Table 4.2.2: Response Rate

Response	Frequency	Percentage
Response	33	76.74
No response	10	23.26
Total	43	100.0

4.3 Background Information of the Respondents

The data in this study was collected from different groups of respondents based on their gender, how long they have been working with commercial banks, their highest level of education and their age.

4.3.1 Gender of the Respondent

The researcher collected data based on the respondents' gender. This data was then summarized and Table 4.3.1 presents their responses.

Table 4.3.2: Gender of the Respondent

	Frequency	Percent
Male	11	34.2
Female	22	65.8
Total	33	100

As per the findings illustrated in Table 4.3.1, majority of the respondents were revealed to be female as shown by 65.8% while the rest were male as illustrated by 34.2%. This infers that there are more female staff in the management positions of the banks since most of the operations carried out in banking are believed to be more suited to women as reported by Nzuve and Bundi (2010).

4.3.2 Experience

The researcher further explored how long the respondents have been working in their respective institution. Table 4.3.2 illustrates the responses.

Table 4.3.3: Experience of the Respondents

	Frequency	Percent
Less than 3 years	5	13.7
3 to 9 years	13	40.4
9 to 12 years	12	35.6
More than 12 years	3	10.3
Total	33	100

Most of the respondents revealed that they had have been working with commercial bank for a period of 3 to 9 years as shown by 40.4% followed by 35.6% who had worked for a period of 9 to 12 year. However respondents who had working

experience of less than 3 years and more than 12 years were 13.7% and 10.3% respectively. This shows that many of the managers had worked in the banks for 3 to 9 years which implies that they were more familiar with the subject under study and more reliable to obtain information from as postulated by Munjuri (2013) who indicated that the average experience of a banker in Kenya is five to ten years.

4.3.3 Respondents Highest Level of Education

The researcher enquired about the respondents' highest education level by asking respondents questions based on their highest level of education. Table 4.3.3 is a summary of their responses.

Table 4.3.4: Respondents Highest Level of Education

	Frequency	Percent
Degree	24	71.9
Masters	8	25.4
PhD	1	2.7
Total	33	100

According to the finding in Table 4.3.4, 71.9% had a degree qualification and 25.4% had masters while those who had PhD were 2.7%. This implies that the average education level for a banker to be in management staff is a degree. This agrees with prior study by Kithuku (2012) who deduced that the level of human capital in this sector considering the academic qualifications is above average as most employees have at least a bachelor's degree.

4.3.4 Respondents Age Bracket

The respondents age bracket was also explored in this study where the respondents indicated to which age bracket they belonged. Table 4.3.4 shows the results.

Table 4.3.5: Respondents Age Bracket

	Frequency	Percent
20-30 yrs	5	13.7
31-40 yrs	12	38.4
41-50 yrs	14	42.5
51 – 60 yrs	2	5.5
Total	33	100

On the respondents' age, the study revealed that most of the respondents were aged between 41-50 years as shown by 42.5%, 38.4% had an aged of between 31-40 years, 13.7% had an age of between 20-30 years while 5.5% had an age of between 51-60 years. This infers that majority of respondents in management staff have an average age of 41 to 50 years. This agrees with Nzuve and Bundi (2010) who indicated that the financial services sector absorbs a middle aged and younger, vibrant and energetic workforce that would be capable of responding swiftly to the changes that the external environment presents and the dynamic business environment considering the volatility of this industry.

4.4 Integrated Marketing Communication Strategies

This section presents the findings on IMC strategies (advertising, sales promotions, public relations, direct marketing and personal selling) as well as the findings for the generation Y customer attraction.

4.4.1 Advertising

The researcher asked the respondents to indicate their level of agreement on the use of advertising by commercial banks in Kenya. Table 4.4.1 shows their responses.

Table 4.4.1: Level of Agreement on the use of Advertising

	Mean	Std Dev.
Our bank uses newspapers and magazines to reach the customers	4.07	0.747
Our bank uses on radio and television broadcasts	3.44	0.554
Our bank uses circulars of all kinds	2.98	0.770
Our bank uses signage and posters in reaching the masses	3.79	0.684
Our bank uses motion pictures for advertising	4.21	0.689
Our bank intensively uses social media advertising	3.81	0.624
Our bank uses online solutions for customers to manage their accounts	2.09	0.702
Average of average	3.48	

From the findings, the respondents agreed that their bank uses motion pictures for advertising as shown by a mean score of 4.21, newspapers and magazines to reach the customers as shown by a mean score of 4.07, intensively uses social media advertising as shown by a mean score of 3.81 and signage and posters in reaching the masses as expressed by an average of 3.79. However, the respondents were undecided that their bank uses radio and television broadcasts as shown by an average of 3.44 and circulars of all kinds as expressed by an average of 2.98. The respondents also disagreed that their bank uses online solutions for customers to manage their accounts as shown by a mean score of 2.09. This reveals that commercial banks make use of motion pictures, newspapers, magazines as well as signage and posters to advertise

and reach more people customers. This agrees with Montaner and Pina (2008) who characterize publicizing as any paid type of non-individual communication coordinated to target gatherings of people and conveyed through various general communications having in mind the goal to advance.

4.4.2 Sales Promotions

The respondents were to their level of agreement on the use of sales promotions by commercial banks in Kenya using a likert scale of 1-5. Table 4.4.2 shows their responses.

Table 4.4.2: Level of Agreement on the use of Sales Promotions

	Mean	Std Dev.
Our institution introduces new products at no charge (free samples)	3.56	0.502
Our institution uses premium or bonus offer for some products	4.12	0.986
Our institution uses exchange schemes	3.82	0.742
Our institution uses price-off offer for some products	4.08	0.599
Our institution uses coupons to reward loyal users of a product	3.94	0.635
Our Institution participate in sponsorship events (career open days)	2.00	0.812
Average of average	3.59	

As shown in Table 4.4.2, most of the respondents were in agreement that their institution uses premium or bonus offer for some products as illustrated by an average of 4.12, price-off offer for some products as expressed by an average of 4.08 and coupons to reward loyal users of a product as expressed by a mean of 3.94. The respondents likewise agreed that their institution uses exchange schemes as

demonstrated by a mean score of 3.82 and introduces new products at no charge as illustrated by a mean score of 3.56 but disagreed that their institution participate in sponsorship events (career open days) as illustrated by a mean score of 2.00. This implies that most institutions uses premium or bonus offer, price-off offer for some products, coupons to reward loyal users of a product as well as exchange schemes to promote and sell their products. This agrees to a study by Kotler (2006) who characterize sales promotions as a gathering of motivating force instruments intended to animate faster or extraordinary buy of a specific item or administrations by shoppers or exchange.

4.4.3 Public Relations

The researcher also asked the respondents to indicate their level of agreement on the use of public relations by commercial banks in Kenya. Table 4.4.3 presents the respondents' replies.

Table 4.4.3: Level of Agreement on the use of Public Relations

	Mean	Std Dev.
We embrace community social responsibility	3.36	0.572
We are always involved in charitable works	4.42	0.976
We organize career open days	2.32	0.712
We do research on topics of public interest	4.11	0.786
Average of average	3.55	

The study results in Table 4.4.3, reveals that most of the respondents agreed that their bank is always involved in charitable works as expressed by a mean of 4.42 and that they do research on topics of public interest as expressed by a mean of 4.11. They were however neutral that they embrace community social responsibility as expressed

by a mean of 3.36 and disagreed that they organize career open days as expressed by a mean of 2.32. This implies that involvement in charitable works; researching on topics of public interest as well as embracing community social responsibility are strategies that most of commercial banks use to enhance their public relations. This agree with Ihator (2000) who declares that globalization of business has made the requirement for advertising professionals to recognize, ponder and comprehend the world perspectives, outlooks, and propensities.

4.4.4 Direct Marketing and Social Media

The researcher further asked the respondents to indicate their level of agreement on the use of direct marketing by commercial banks in Kenya. They replied as shown in Table 4.4.4.

Table 4.4. 4: Level of Agreement on the use of Direct Marketing

	Mean	Std Dev.
We have social media platforms for direct interaction	2.94	0.834
We have information in regard to our institution available in our website	4.36	0.826
We receive direct responses from marketers	3.96	0.613
We have a contact center for direct interaction with clients	4.01	0.709
Average of average	3.82	

As per the findings, the respondents agreed that they have information in regard to our institution available in our website as illustrated by mean of 4.36, that they have a contact center for direct interaction with clients as illustrated by mean of 4.01 and that they receive direct responses from markets as illustrated by mean of 3.96 but were neutral that they have social media platforms for direct interaction as illustrated by

mean of 2.94. This implies that most of commercial banks have available information in regard to their institution as well contact center where they can interact with customers directly. This agrees with McCarthy and Wright (2013) who notes that consequent multiplication of ease web get to open up doors for organizations to bargain specifically with thousands or a huge number of individual clients in a way that was already incomprehensible, and just reasonable using mediators.

4.4.5 Personal Selling

The researcher requested the respondents to indicate their level of agreement on the use of personal selling by commercial banks in Kenya. Table 4.4.5 expressed their replies.

Table 4.4.5: Level of Agreement with on use of Personal Selling

	Mean	Std Dev.
Our bank prides on direct interactions (offers immediate feedback)	4.07	0.735
We have High level of customer attention	3.74	0.592
Reliability is one our key strong point	3.48	0.997
Professionalism is exercised throughout the organization	3.99	0.676
There is credibility of information given by the bank as it can easily be verified	4.24	0.962
Average of average	3.90	

The respondents agreed that there is credibility of information given by the bank as it can easily be verified as shown by mean of 4.24, that their bank prides on direct interactions (offers immediate feedback) as shown by mean of 4.07 and that

professionalism is exercised throughout the organization as expressed by an average of 3.99.

The respondents also agreed that they have high level of customer attention as shown by mean of 3.74 but were neutral that reliability is one their key strong point as shown by mean of 3.48. This implies that most of commercial banks gives attention to their customers by giving out credible information and adopting direct interactions which enhances immediate feedback. This agrees with Meidan (2006) who calls attention to that once a client has picked an organization; he is probably not going to change to another. In that capacity, establishments of higher learning take an interest in sorted out profession gathering in secondary schools to tap a market from the source.

4.5 Generation Y Customers Attraction

The study sought to establish the trend of the various facets of attraction of generation Y customers as well as the number of generation Y customers.

4.5.1 Indicators of Generation Y customers

The researcher also requested the respondents to indicate the trend of the various aspects of attraction of generation Y customers in their bank for the last 5 years. Their replies were as shown in Table 4.5.1.

Table 4.5.1: Indicators of Generation Y Customers Attraction

	Mean	Std Dev.
Customer loyalty	4.22	0.930
Number of referrals	4.04	1.036
Number of new customers	2.52	0.496
Customer satisfaction level	3.98	0.875
Average of average	3.69	

From the findings, the respondents indicated that customer loyalty (Mean=4.22), number of referrals (Mean=4.04) and customer satisfaction level (Mean=3.98) had improved while number of new customers (Mean=2.52) had been constant for the last five years. This implies that over the last five years, there has been an improvement in the loyalty and satisfaction of generation Y customers and number of referrals. This agrees with Dee and Young (2012) who indicated that adoption of successful retailing procedures might assemble solid brands with Generation Y customers who are web insightful.

4.5.2 Generation Y customer Base

The researcher further requested the respondents to specify the number of Generation Y customers in their bank for the following period. Their responses were as shown in Figure 4.5.1.

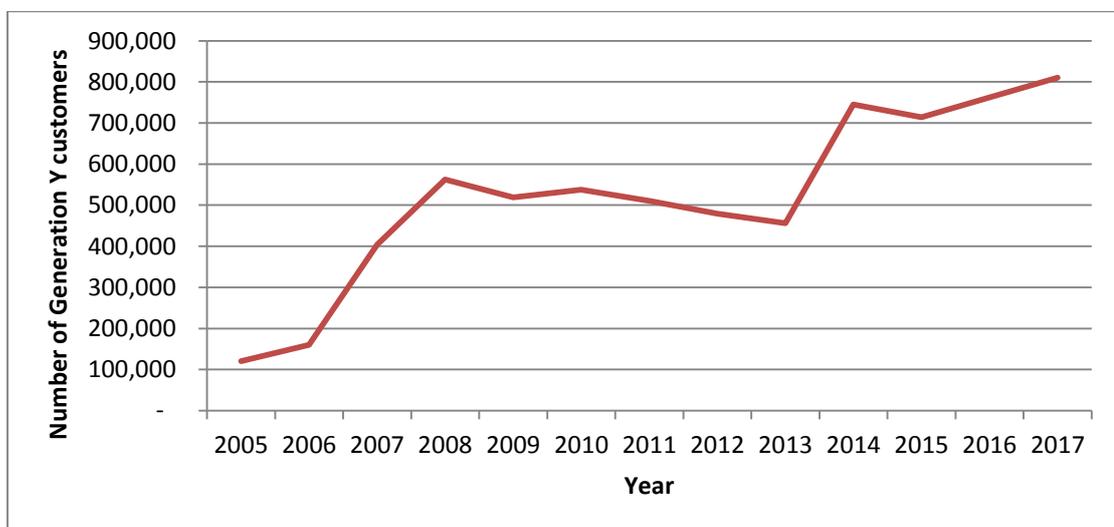


Figure 4.5.1: Number of Generation Y customers in the Bank

According to the results, the respondents revealed that the number of Generation Y customers in their bank has been increasing between the year 2008 and 2011, dropped between years 2011 and 2013 while the number of Generation Y customers in their bank increased between 2014 and 2016. This implies that averagely, the generation Y

customers that been constant. This is consistent with Bernard and Koerte (2010) who indicated that Millennials, the Net Generation, or Echo- Boomers are presently entering the market and starting to show their abundant and permanent prospective.

4.6 Pearson’s Product Moment Correlation

The study conducted a Pearson’s Product Moment Correlation to establish the strength of the relationship between the variables. The study results were illustrated in Table 4.6.1.

Table 4.6. 1: Correlation Matrix

		Attraction of generation Y customers.	Advertising	Sales Promotions	Public Relations	Direct Marketing	Personal selling
Attraction of generation Y customers.	Pearson Correlation	1					
	Sig. (2-tailed)	.					
Advertising	Pearson Correlation	.806	1				
	Sig. (2-tailed)	.029	.				
Sales Promotions	Pearson Correlation	.603	.522	1			
	Sig. (2-tailed)	.016	.017	.			
Public Relations	Pearson Correlation	.606	.742	.587	1		
	Sig. (2-tailed)	.028	.013	.018	.		
Direct Marketing	Pearson Correlation	.881	.543	.723	.521	1	
	Sig. (2-tailed)	.036	.008	.003	.016	.	

Personal selling	Pearson Correlation	.711	.343	.416	.511	.123	1
	Sig. (2-tailed)	.016	.008	.003	.016	.000	.

Results in Table 4.6.1 reveal a strong, positive and significant correlation between Advertising and Attraction of generation Y customers ($r = 0.806$, p value= 0.029). Further, the study discloses that the correlation between Sales Promotions and Attraction of generation Y customers is positive and significant ($r=0.603$, p value= 0.016). Again, the study reveals that the correlation between public relations and Attraction of generation Y customers is positive and significant ($r=0.606$, p value= 0.028). Finally the study establishes that there is a very strong, positive and significant correlation between direct marketing and attraction of generation y customers ($r=0.881$, p value= 0.036). Further the study established that personal selling had a positive correlation with attraction of generation Y customers ($r=0.711$, p value= 0.016). This implies that all the variables had a positive and significant correlation with Attraction of generation Y customers. This concurs with Belleau, Summers, Xu and Pinel (2012) and Brunello (2013) that the adoption of various IMC strategies is very key in the attraction of youthful customers who have very keen interest in internet based promotions and advertising. Manu (2015) also adds that IMC strategies act as a point of attracting the more youthful population which is essential for any bank.

4.7 Discussion of the Results

Under this section, the researcher would discuss the findings of the study relative to the previous studies.

4.7.1 Demographic Characteristic of Manager in Commercial Bank

The study reported that most of the managers were female with an experience of a period of 3 to 9 years. It was further reported that most of the commercial banks managers had an average education level of a degree and aged 41 to 50 years. This agrees with Nzuve and Bundi (2010) who indicated that the financial services sector absorbs a middle aged, educated, vibrant and experienced that would be capable of responding swiftly to the changes that the external environment presents and the dynamic business environment considering the volatility of this industry.

4.7.2 Integrated Marketing Communication Strategies

The study found that commercial bank uses motion pictures and newspaper & magazines for advertising. Banks also intensively use social media advertising, radio and television broadcasts and signage and posters in reaching the masses as well as online solutions for customers to manage their accounts. This agrees with study by Keller (1993) which proposes that major reason organizations adopt advertising in their IMC is on the grounds that they feel that the relationship with their customers is essential.

The study established that institutions uses premium or bonus offer for some products, price-off offer for some products as well as coupons to reward loyal users. It was also revealed that banks use exchange schemes and introduce new products at no charge but don't participate in sponsorship events (career open days). This is in line with Mortimer (2011) who argues that sales promotions are rarely used in banking services and other financial services unless at introductory period.

The study revealed that commercial banks are always involved in charitable works, do research on topics of public interest but don't organize career open days. It was also

clear that banks embrace community social responsibility. These findings conform to Ithator (2000) who declares that globalization of business has made the requirement for advertising professionals to recognize, ponder and comprehend the world perspectives, outlooks and propensities in their public relations endeavors that have proved to be very successful in customer attraction and retention.

The study found that banks have information in regard to their institution available in their website and have a contact center for direct interaction with clients. The study also revealed that banks receives direct responses from marketers and has social media platforms for direct interaction. These findings correspond with Hopkins (2008) who suggest that genuine formal organization have a sense of responsibility for their customers and have direct contacts with them through call centres and customer care departments that attend to customers feedback and comments.

The study revealed that there is credibility of information given by the banks as it can easily be verified. It was also clear that the banks pride a platform for direct interactions (offers immediate feedback) and that professionalism is exercised throughout the organizations. The study also found that banks have high level of reliability. This concurs with Meidan (2006) who indicated that once a client has picked an organization, he is probably not going to change to another unless there are issues of reliability or professionalism in the organizations.

4.7.3 Generation Y Attraction

It was indicated that customer loyalty and satisfaction level as well as number of referrals had improved while number of new customers had been constant for the last five years. This agrees with Dee and Young (2012) who indicated that an adoption of

successful vending procedures might assemble solid brands with Generation Y customers who are web insightful.

4.7.4 Generation Y Customer Base Trend for 10 Years

The study made it clear that over the last 10 years, averagely the trend of generation Y customers that been constant. There are some years like 2008 when the number experienced an increase while in other years like in 2011, the number dropped. This is correlates with Bernard and Koerte (2010) who reveals that Millennials, the customers are currently entering the market and beginning to show their great and lasting potential.

4.7.5 Comparison of Finding with Theory

The study found that commercial bank uses motion pictures and newspaper & magazines for advertising. Banks also intensively use social media advertising, radio and television broadcasts and signage and posters in reaching the masses as well as online solutions for customers to manage their accounts. This concurs with attribution theory which suggests that that clients who reliably buy a brand due to a coupon or cost off arrangement may ascribe their conduct to the outer limited time motivator as opposed to a positive state of mind toward the brand.

The study established that institutions use premium or bonus offer for some products, price-off offer for some products. It was also revealed that banks use exchange schemes and introduce new products at no charge but don't participate in sponsorship events (career open days). The study revealed that commercial banks are always involved in charitable works, do research on topics of public interest but don't organize career open days. These findings agree with attribution theory which notes that marketing is the social event that deals with advancement that collaboration

through the trading of thoughts among investors of an item and administrations is completed uniquely.

The study found that banks have information in regard to their institution available in their website and have a contact center for direct interaction with clients. The study also revealed that banks receives direct responses from marketers and has social media platforms for direct interaction. This conforms to AIDA Model which proposes that a noteworthy reason organizations wind up noticeably included with IMC is on the grounds that they feel that the relationship of their organization or potentially mark with the focused on customers through perhaps sponsorship will assemble positive picture and additionally sentiments among the purchasers.

The study revealed that there is credibility of information given by the banks as it can easily be verified. It was also clear that the banks pride a platform for direct interactions (offers immediate feedback) and that professionalism is exercised throughout the organizations. The study also found that banks have high level of reliability. This agrees with attribution theory which notes that communication inside channel of promoting is a vital both hypothetically and authoritatively.

It was indicated that customer loyalty and satisfaction level as well as number of referrals had improved while number of new customers had been constant for the last five years. The study made it clear that over the last 10 years, averagely the trend of generation Y customers that been constant. There are some years like 2008 when the number experienced an increase while in other years like in 2011, the number dropped. This conforms to AIDA Model which proposes that a noteworthy reason organizations wind up noticeably included with IMC is on the grounds that they feel that the relationship of their organization or potentially mark with the focused on

customers through perhaps sponsorship will assemble positive picture and additionally sentiments among the purchasers.

CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary, conclusion drawn from the findings highlighted and recommendation drawn from the study based on the objective of this study.

5.2 Summary

It was found that most of the commercial banks marketing managers were female degree holders. It was also informed that most of managers had a working experience of a period of 3 to 9 years and were aged 41 to 50 years.

It was clear that the promotional mix had positive and significantly effects on attraction of generation Y customers. To promote sales, it was indicated that banks use premium or bonus offer for some products as well as offer price-off for some products while when advertising their products, social media, radio and television broadcasts are used. Further to maintain public relations, banks are always involved in charitable works while on direct marketing, the banks have information in regard to their institution available in their website. Finally on personal selling the bank advocate platform for direct interactions (offers immediate feedback) as well as professionalism.

The study established that customer loyalty and satisfaction level had improved over the last 5 years. It was also reported that the number of referrals had improved while number of new customers had been constant for the last five years.

The study deduced that that over the last 10 years, the trend of generation Y customers had been averagely constant. This was as a result of an increase between the year 2008 and 2011 as well as a drop between year 2008 and 2011 in number of Generation Y customers.

5.3 Conclusion

The study concluded that most of the management positions in the financial sectors are dominated by female employees who have an age of between 41 and 50 years, degree holders and a working experience of between 3 and 9 years. The study concluded that direct marketing, advertising, personal selling, public relations and sales promotion positively and significantly affected attraction of generation Y customers. This is as a result of banks use of newspapers and magazines to reach the customers and use of premium or bonus offer for some products. It was also clear that banks are always involved in charitable works and possess information in regard to the institution available in the banks website. It was also deduced that there is credibility of information given by the bank as it can easily be verified.

5.4 Recommendations from the Study

The study suggests that commercial banks need to employ more youthful marketers since they are capable of providing vibrant and energetic workforce that would be capable of responding swiftly to the changes that the external environment presents. There is also a need for banks to employ staff with experience in generation Y related aspects such as social media. The study further recommends that commercial banks should adopt online or digital marketing strategies like adoption of social media marketing.

To reach and attract more generation Y customers, advertising is essential. Therefore the study recommends that banks should use print media advertisements to endorse their products and services to the targeted consumers. For majority of commercial banks in Kenya it is hard to publicize by use of television, magazines newspapers and billboards because of huge costs associated with the these forms of marketing. The study therefore suggests government should intervene via the Ministry of Communication to authorize Kenyan commercial banks through the execution of the fiber optic cables to allow small and large banks to endorse their products and services online.

In regard to sale promotions which bring public awareness of the available bank products and services, the study recommends that the banks should weigh carefully their sales promotion strategies and hold the significance of promoting their services so as to endure in the vibrant business environment.

The study recommends that the banks should organize open days as well as carrying out charity works. The study also recommends that sales shows should be employed in advertising properties since these will assist in reaching as many people as possible. They will also make their services to be identified easily. The study also suggests that banks in Kenya should form tactical corporations that improve their advertising practices in the industry.

The study finally recommends that the banks should try to reach generation Y customers via digital platforms such as Facebook and twitter. This will increase the number of generation Y customers. The study further recommends that the banks should customize their messaging to suit the digital generation.

5.5 Limitations of the Study

There researcher encountered a challenge of time during the collection of data. Most of the respondents at the banks were quite busy and the time to fill questionnaires to them was limited. Secondly the management staff of commercial banks was not willing to disclose confidential information about integrated marketing communication strategies adopted in their banks. The researcher had to clarify to them that the study was strictly meant for educational purposes and that the data they availed would be handled with ultimate discretion.

5.6 Recommendations for Further Studies

The study suggests that another study be undertaken on effects of integrated marketing communication strategies on attraction of generation Y customers in other sectors.

The study also suggests that another study needs to be done on the factors that hinder attraction of generation Y customers within organization. This would be helpful in guiding management aim of harnessing generation y customers owing to improve their productivity.

The study further recommends that another study needs to be done to establish the determinants of marketing communication strategies adoption in banks in Kenya.

The study also suggests a need to establish the effect of marketing communication strategies adoption on the financial performance of commercial banks.

Finally the study recommends that the future researchers need to conduct a research to determine how integrated communication strategies affects competitive advantage of commercial banks in Kenya.

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APPENDICES

APPENDIX I: RESEARCH QUESTIONNAIRE

SECTION A: Background Information (Please tick (√) appropriate answer)

- 1) Please indicate your gender: Female [] Male []
- 2) For how long have you been working with commercial banks?
- Less than 3 years [] 3 to 9 years []
- 9 to 12 years [] More than 12 years []
- 3) State your highest level of education
- Certificate [] Diploma [] Degree [] Masters [] PhD []
- Others (Specify) -----
- 4) Please Indicate your age bracket 20-30 years [] 31-40 years []
- 41-50 years [] 51 – 60 []

SECTION B: Generation Y Customers Attraction

- 5) What is the trend of the following facets of attraction of Millennial customers in your bank for the last 5 years? Where, 5 is greatly improved, 4 is improved, 3 is constant, 2 is decreased, 1 is greatly decreased.

	1	2	3	4	5
Customer loyalty					
Number of referrals					
Number of new customers					
Customer satisfaction level					

- 6) Kindly indicate the number of Generation Y customers in your bank for the following period.

Year	2008	2009	2010	2011	2012	2013	2014	2015	2016
Number of Generation Y customers (born between 1980s and early 1990s)									

SECTION C: Effects of Integrated Marketing Communication Strategies on Attraction of Generation Y Customers

7) What is your level of agreement on integrated marketing communication strategies used by commercial banks in Kenya?

Where: 5- Strongly agree 4- Agree 3-Neutral 2-Disagree 1- Strongly disagree

	1	2	3	4	5
Advertising					
Our bank uses newspapers and magazines to reach the customers					
Our bank uses on radio and television broadcasts					
Our bank uses circulars of all kinds					
Our bank uses signage and posters in reaching the masses					
Our bank uses motion pictures for advertising					
Our bank intensively uses social media advertising					
Our bank uses online solutions for customers to manage their accounts					
Sales Promotions					
Our institution introduces new products at no charge					
Our institution uses premium or bonus offer for some products					
Our institution uses exchange schemes					

Our institution uses price-off offer for some products					
Our institution uses coupons to reward loyal users of a product					
Our Institution participate in sponsorship events (career open days)					
Public Relations					
We embrace community social responsibility					
We are always involved in charitable works					
We organize career open days					
We do research on topics of public interest					
Direct Marketing					
We have social media platforms for direct interaction					
We have information in regard to our institution available in our website					
We receive direct responses from marketers					
We have a contact center for direct interaction with clients					
Personal Selling					
Our bank prides on direct interactions (offers immediate feedback)					
We have High level of customer attention					
Reliability is one our key strong point					
Professionalism is exercised throughout the organization					
There is credibility of information given by the bank as it can easily be verified					

Thank you for participating

APPENDIX II: LIST OF LICENSED COMMERCIAL BANKS

1. ABC Bank (Kenya)
2. Bank of Africa
3. Bank of Baroda
4. Bank of India
5. Barclays Bank of Kenya
6. Chase Bank Kenya
7. Citibank
8. Commercial Bank of Africa
9. Consolidated Bank of Kenya
10. Cooperative Bank of Kenya
11. Credit Bank
12. Development Bank of Kenya
13. Diamond Trust Bank
14. Dubai Islamic Bank
15. Ecobank Kenya
16. Equity Bank
17. Family Bank
18. Fidelity Commercial Bank Limited
19. First Community Bank
20. Giro Commercial Bank
21. Guaranty Trust Bank Kenya
22. Guardian Bank
23. Gulf African Bank
24. Habib Bank AG Zurich

25. Housing Finance Company of Kenya
26. I&M Bank
27. Imperial Bank Kenya (In receivership)
28. Jamii Bora Bank
29. Kenya Commercial Bank
30. Mayfair Bank
31. Middle East Bank Kenya
32. National Bank of Kenya
33. NIC Bank
34. Oriental Commercial Bank
35. Paramount Universal Bank
36. Prime Bank (Kenya)
37. Sidian Bank
38. Spire Bank
39. Stanbic Bank Kenya
40. Standard Chartered Kenya
41. Trans National Bank Kenya
42. United Bank for Africa[19]
43. Victoria Commercial Bank