

CHAPTER ONE

INTRODUCTION

Background to the Study

Manufacturing companies are the main instrument for rapid growth, structural change and economic sufficiency of the Nigeria nation where they increase the avenue for employment, helps boost agriculture, and increase foreign exchange earnings of the nation. Globally, manufacturing companies are acknowledged as generators of significant economic growth and business development, therefore how innovative and creative manufacturing companies owners and managers are inappropriately combining, coordinating and utilizing integrated marketing communication strategies will have great impact on their companies' product services and by extension, on product market share. This again could pose challenge to competing companies across market in the country and in Anambra State in particular.

Manufacturing companies exist to convert raw materials, components or parts into finished goods that meet customer's expectations or specifications. They employ a man-machine set up with division of labour in a large scale production. Sodebom and Teal (2012) defined manufacturing companies as a series of interrelated activities such as operating, inspection,

transportation and storage taken to accomplish the prime objective of converting raw materials into quality finished goods.

Prior to the oil boom of the 1970's, manufacturing companies contributed approximately 10 percent to Nigeria's economic output. Thereafter decreased revenues from oil caused manufacturing companies relative Gross Domestic Product (GDP) share to decline, however growth in the sector continued at a slower rate. Similarly, since a peak of 7.83 percent was attained in 1982, the contributions of manufacturing companies as a share of total economic output in Nigeria generally declined. Many factors have contributed to the variation in manufacturing companies share through time, many of which show both the vulnerability of the manufacturing companies to global economic pressures, as well as the impacts that policy changes can have in reshaping the companies. This implies the need for a policy shift from oil to manufacturing. As noted by Freeman (2012), manufacturing companies must embrace integrated marketing communication strategies if they hope to attract more customers for increased sales and productivity, and chances of survival in global market is guaranteed.

Marketing performance is central to the success of today's fast moving competitive markets when manufacturing companies that are in

different parts of the country especially those in Anambra State can contribute to marketing development of the area. Integrated marketing communication strategies (IMCS) are many and varied therefore the extent each is utilized by business owners and managers of manufacturing companies in the given area to communicate the value of a product or service to customers, for the purposes of selling the product or service and the need to attract more viable customers have become complex in recent times as a result of integrated marketing communication strategies which have become the trend. Integrated marketing communication strategies (IMCS) according to Fill (2016) are strategic marketing processes specifically designed to ensure that all messaging and communication are unified across all channels and are centered on the customer.

Integrated marketing communication strategies (IMCS) refer to the creation of a unique valuable marketing position involving different sets of activities in order to achieve marketing objectives. These are used practically to offset the weakness of one medium by the strength of another medium with elements synergized to support each other and create greater impact. There are a number of IMCS that could be utilized by manufacturing companies so as to enhance their performance. Anyanwu (2012) identified five major IMCS these according to Anyanwu include advertising, public

relations, sales promotion, direct marketing and personal selling. Undoubtedly, the utilization of these IMCS would go a long way to ensure that information about the existence and operations of manufacturing companies is widely and effectively disseminated to relevant groups in the society.

Advertising is a marketing communication that employs an openly sponsored, non- personal message to promote or sell a product, service or idea. In the opinion of Haugh (2009), advertising is any paid form of non- personal presentation and promotion of an organization's ideas, goods and services by an identified sponsor to a target audience through the mass medium including television, radio, outdoor displays, newspapers, magazines, direct mail and signs on mass transit vehicle. The fact that advertising is a form of communication that attempts to influence the behaviour of a defined target audience. Any message developed and placed with the ultimate intention of persuading a group to take a specific action (such as buying a product) can be considered an advert to make sales. Manufacturing companies benefit from advertising as it helps the public to recognize their brands.

Sales promotion uses both media and non-media marketing communications for a predetermined, limited time to increase consumer

demand, stimulate market demand or improve product. Egede (2011) posited that sales promotion is a direct inducement that offers an extra value or incentive for a product to distributors or ultimate consumers with the primary aim of creating immediate sales. It includes a wide range of tactical marketing techniques such as money-off (coupons or at point-of –sale), bonus offers (buy one, get one), refunds and rebates, combined offers, sampling, premium, loyalty scheme and compensations. It is a short- term tactic to boost sales and provide added value or incentives to consumers, wholesalers, retailers or other organizational customers to stimulate immediate sales to the public. Manufacturing companies have an opportunity to make this relationship stronger through integration of other marketing communication strategies specifically direct marketing strategies that can contribute to higher sales performance.

Direct marketing explicitly certifies transmitting a promotional message straightly to customers rather than via a mass media. It is intended to establishing and utilizing a direct association between manufacturers and their customers. Direct marketing utilizes customer direct (CD) channels or routes, direct mail, catalogue, telemarketing, interactive TV, kiosks, website and mobile devices to market goods and services to consumers without going through the middleman (Kotler & Keller, 2013). Direct marketing

seeks to target individual customers with the intention of delivering personalized messages and building a relationship with them based on their responses to the direct communications. Manufacturing companies benefit from direct marketing as it helps them tailor messages to identified customers and others who are likely to demand their products and services.

Public relations is a systematic effort by a company to identify, create, promote and sustain a favorable relationship and goodwill capable of portraying the company in a good light with its publics. Public relation is an indirect promotional tool whose role is to establish and enhance a positive image of an organization and its products/services among its various publics (Kotler & Keller, 2013).

Personal selling is a two-way stream of communication linking a consumer and a trader, designed to persuade an individual's or group's buying decision. Personal selling is a face to face communication and interaction between the potential seller and buyer managed by the former with a view to persuading the latter to buy the offer. It involves interpersonal or person to person approach to communications (Anyanwu, 2012). Manufacturing companies have benefited from this strategy as it helps in developing customer's relationship by maintaining contact between sales to

ensure that customers consider their company's when planning their next purchase.

The application and utilization of IMCS provide sellers, suppliers, organizations, managers, owners, individuals and manufacturing companies numerous opportunities. According to Chaffey, Ellis-Chadwick, Mayer, and Johnson (2010), manufacturing companies require large markets, distribution channels, advertising media and abundant platforms for sales transactions. Manufacturing companies stand to gain more by utilizing opportunities derived from IMCS in view of their limited resources and strong competition (El-Gharry, 2012).

Despite the invaluable contributions of manufacturing companies to economic growth in developing countries, Aganga in Adeloje (2012) noted that their contributions to the GDP in Nigeria is relatively low as a result of major constraints and challenges in their operations. Such constraints and challenges include rapid changes in the nature of business and form of business communication such as advertising and a shift from product to customers. There have been changes in businesses and marketing practices as a result of challenges from external forces like technology, the internet and globalization. Manufacturing companies also faced problems of coordinating of their marketing communications strategies in order to deliver

a clear, consistent, credible and competitive message about themselves and their products (Govoni, 2014).

Although it can be agreed that the performance of the manufacturing sector is being adversely affected, some companies in the sector have, in their own diverse ways adopted some integrated marketing communication strategies that have enabled them survive stiff competitions over the years. However, the utilization of IMCS is still hindered by poor awareness of companies, level of education and status (Suhr, 2010).

One factor that could easily come into focus in the context of utilization of IMCS by manufacturing companies is status of the executives of the these companies. The executives of these companies are individuals who see to the day to day affairs of the companies. They are either the owners of the companies or the managers who are employees of the companies. De Pelsmacker, Geuens and Van den Bergh, (2016) observed that most manufacturing companies are run by their owners while many are run by managers or executives employed by the owners. The owner benefits from the net gain of the company and has a higher level of commitment to the survival and success of the company than an employee who is more concerned with his pay. Thus, there may be a

significant difference in the extent of utilization of IMCS by the owners and managers of manufacturing companies in Anambra State.

Another factor that could come to focus in the context of utilization of IMCS by manufacturing companies is level of education of the executives. Undoubtedly, the level of education of the executives could be a determinant factor on the extent of utilization of marketing strategies and eventually have considerable impact on the performance of manufacturing companies. For instance, a study conducted by Bhargava and Anbazhagan (2014) revealed that the level of education of managers and owners have effects on organizational performance. It was revealed from the study that managers in the medium range of educational qualification perform better compared to those in the extremes. De Pelsmacker et al (2016) also affirmed that effects of education are particularly visible when considered in a study involving management of a company. Considering that the success or failure of manufacturing companies in Anambra State to effectively market their products depend on the extent of utilization of IMCS by the executives, it is essential to determine the extent of utilization of these integrated marketing communication strategies to ensure their sustainable growth.

Statement of the Problem

Despite the importance of manufacturing companies to the nation, scholars in Nigeria generally and Anambra State in particular have done few empirical investigations on the extent of utilization of integrated marketing communication strategies (IMCS) as segment or component. This has created a gap in the study of IMCS by manufacturing companies from a broad perspective.

Hence, IMCS is neglected by so many managers and owners of manufacturing companies in Nigeria, and Anambra State in particular. This is sequel to the fact that manufacturing companies fail to utilize its objectives in most companies. This failure may be attributed to inadequate access to finance, technological growth, economic state of the nation, difficulty in accessing global market and, most importantly, poor knowledge and non adoption of marketing communication strategies in their companies. Failure to adopt the strategies by owners and managers of manufacturing companies will make it difficult for them to survive or maintain their business operations in the global market.

It is observed that there is little awareness and low level utilization of integrated marketing communication strategies by manufacturing companies in Nigeria.

The problem of this study was that manufacturing companies, in Nigeria generally and Anambra State in particular, are persistently failing with ugly consequences of under development, loss of returns on investment, unemployment, low contribution of manufacturing companies to Gross Domestic Product (GDP) and poverty among others. The extent manufacturing companies in Anambra State utilize IMCS is not known, hence the imperativeness of this study on the extent of utilization of IMCS by manufacturing companies in Anambra State.

Purpose of the Study

The purpose of this study was to determine the extent of utilization of IMCS by manufacturing companies in Anambra State. Specifically, the study determined the extent:

1. Manufacturing companies in Anambra State utilize advertising as an integrated marketing communication strategy
2. Manufacturing companies utilize sales promotion as an integrated marketing communication strategy
3. Manufacturing companies utilize direct marketing as an integrated marketing communication strategy
4. Manufacturing companies utilize public relations as an integrated marketing communication strategy

5. Manufacturing companies utilize personal selling as an integrated marketing communication strategy

Significance of the Study

Seven categories of stakeholders are expected to benefit directly from the findings of this research. These include owners or managers of manufacturing companies and their employees, business education lecturers and their students, business education curriculum planners, future researchers, and government of Anambra State.

Owners and managers of manufacturing companies would benefit from the study as it would enable them discover the benefits of IMCS. This knowledge would motivate them to adopt and effectively utilize all components of IMCS to create awareness of their companies and products in order to increase sales volume, profit as well as survive stiff competition in the contemporary business environment. It would also enable them structure their adverts and brands to make them appealing in order to improve sales and lead to better performance. As this study gives a clear insight into how IMCS can influence consumers' behavior, many firms will be encouraged into using IMCS to reach their customers. The findings and recommendations would go a long way in helping companies to adopt strategies and appealing designs to help get more customers.

The findings of this study would be of great benefit to the employees of manufacturing companies. This is in view of the fact that the utilization of IMCS by owners and managers would lead to the survival and success of these manufacturing companies. This on the long-run would lead to job security of their employees when there are no failed companies. The findings of this study would also enable the employees discover their roles in assisting and supporting the owners and managers towards utilizing these integrated marketing communication strategies.

The findings of the study would be of immense benefit to business education lecturers in tertiary institutions. By virtue of the findings of this study, business education lecturers would gain knowledge of the benefits that will emerge from the study as a manual or guide to teach their students. In line with the findings of the study, business educators would be helped to organize intensive programmes for instructors on the need to utilize integrated marketing communication strategies in their companies. The findings would also provide necessary information to business educators for the purpose of improving entrepreneurial strategies of the business education students before graduation. It would also help to redress the current dearth of empirical evidence in business education.

Business education students who, as a result of their acquired entrepreneurial skills, will become future managers and owners of manufacturing companies or other entrepreneurial ventures. This is so as the study would acquaint them with the benefits of utilizing IMCS as these are essential for boosting the marketability and profitability of their future companies. Also the study could motivate them to participate in entrepreneurial training programmes to acquire skills related to IMCS which would help them to be self employed instead of looking for lucrative jobs that are in vain.

The study would be of immense benefits to business education curriculum planners. The findings would enable them come up with functional and strategic marketing communication strategies needed for training and educating business education students with reference to the present economic realities in the nation. By knowing the relevance of IMCS, curriculum planners would re-design business education programme to address areas of inadequacy that fails to expose students to the knowledge of IMCS needed in labour market. Through this, the curriculum content of business education would become relevance and functional towards helping graduates entrepreneur becoming productive upon graduation.

In addition, future researchers would benefit from the findings of this study in that it would contribute to existing literature in the area. The findings would provide researchers a compendium on IMCS. The researchers would be induced by the findings of this study to carry out researches on the areas to be suggested for further studies.

The government would also find the result of this study useful in establishing training programme for industrialists. Appropriate policies based on the findings of this study would be drawn by government to meet the needs of industrialists in the areas of marketing strategies and how to adopt them in marketing activities. Additionally, the findings of this study would enable the government make industrial policies that would sustain the survival of numerous manufacturing companies in the State and beyond thus, prevent their possible collapse. The findings would help the government to initiate a review of the communication strategies on regular basis with a view to determining any deficiencies and providing remedial solutions.

Scope of the Study

This study focused on the extent of utilization of integrated marketing communication strategies (IMCS) by manufacturing companies in Anambra State. The content scope is delimited to advertising, sales

promotion, public relations, direct marketing and personal selling as components of IMCS. Only registered manufacturing companies in Anambra State were covered while variables that can influence respondents' views were delimited to status (managers and owners) and level of education (NCE/OND,BSc/HND,MSc/PhD).

Research Questions

The following research questions guided the study:

1. To what extent do manufacturing companies in Anambra State utilize advertising as an integrated marketing communication strategy?
2. To what extent do manufacturing companies in Anambra State utilize sales promotion as an integrated marketing communication strategy?
3. To what extent do manufacturing companies in Anambra State utilize direct marketing as an integrated marketing communication strategy?
4. To what extent do manufacturing companies in Anambra state utilize public relations as an integrated marketing communication strategy?
5. To what extent do manufacturing companies in Anambra State utilize personal selling as an integrated marketing communication strategy?

Hypotheses

The following null hypotheses were tested at 0.05 level of significance:

1. There is no significant difference between business owners and managers mean ratings on their extent of utilizing advertising as an integrated marketing communication strategy.
2. Owners/managers do not differ significantly on their extent of utilizing advertising as an integrated marketing communication strategy based on level of education (NCE/OND, BSc/HND, MSc/PhD).
3. There is no significant difference between business owners and managers mean ratings on their extent of utilizing sales promotion as an integrated marketing communication strategy.
4. Owners/managers do not differ significantly on their extent of utilizing sales promotion as an integrated marketing communication strategy based on level of education (NCE/OND, BSc/HND, MSc/PhD).
5. There is no significant difference between business owners and managers mean ratings on their extent of utilizing direct marketing as an integrated marketing communication strategy.

6. Owners/managers do not differ significantly on their extent of utilizing direct marketing as an integrated marketing communication strategy based on level of education (NCE/OND, BSc/HND, MSc/PhD).
7. There is no significant difference between business owners and managers mean ratings on their extent of utilizing public relations as an integrated marketing communication strategy.
8. Owners/managers do not differ significantly on their extent of utilizing public relations as an integrated marketing communication strategy based on level of education (NCE/OND, BSc/HND, and MSc/PhD).
9. There is no significant difference between business owners and managers mean ratings on their extent of utilizing personal selling as an integrated marketing communication strategy.
10. Owners/managers do not differ significantly on their extent of utilizing of personal selling as an integrated marketing communication strategy based on level of education (NCE/OND, BSc/HND, MSc/PhD)

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This chapter reviewed relevant related literature to the study. The review is organized under the following headings:

Conceptual Framework

Utilization

Integrated Marketing Communication Strategies

Manufacturing Companies

Theoretical Framework

Social Exchange Theory

Theoretical Studies

Objectives and Operations of Manufacturing Companies

Integrated Marketing Communication Strategies Adopted by Manufacturing Companies Owners and Managers.

Relevance of Integrated Marketing Communication Strategies to Manufacturing Companies.

Constraints to the Adoption of Integrated Marketing Communication Strategies in Organizations.

Empirical Studies

Utilization of Advertising as an Integrated Marketing Communication Strategy (IMCS)

Utilization of Sales Promotion as an IMCS

Utilization of Public Relations as an IMCS

Utilization of Direct Marketing as an IMCS

Utilization of Personal Selling as an IMCS

Summary of Review of Related Literature

Conceptual Framework

Relevant concepts in the title of the study such as utilization, integrated marketing communication strategies and manufacturing companies were reviewed as follows.

Utilization

Utilization is the action of making practical and effective use of resources. It is the primary technique wherein success and performance efficiency are determined. Utilization is defined by Kurtx (2013) as the degree to which a particular thing is used. Kotler (2011) defined utilization as the extent of consumption of particular goods and services. The term is also used to describe the act of using materials, products and services to make things function, extend the lifespan of machineries, improve durability of materials and other things that can lead to better performance. According to Schneider (2009), utilization is the extent to which a given group uses a particular service in a specified period. It is the extent to which the numbers

of a covered group use a programme over a stated time, specifically measured as a percentage determined by dividing the number of individuals who submitted one or more claims by the total number of covered individuals. Subba (2009) also opined that utilization is the transformation of a set of input into goods and services.

Utilization is viewed by Ehusie (2016) as how a particular item or thing is being used. The researcher also noted that, utilization is the process of using materials in teaching and learning. Therefore, utilization is the presentation and distribution of material content through integrated marketing communication strategies. Shyamal (2009), stressed that Nigerian manufacturers need to be equipped with the fundamentals of how to utilize the integrated marketing communication strategies and have sufficient understanding of how the utilization of these strategies in industries can be smoothly facilitated.

Utilization in manufacturing is the extent to which enterprises or nations use their installed productive capacities. It is the relationship between output that is produced with the installed equipment, and the potential output which could be produced with it, if capacity was fully used. Utilization is posited as the primary method by which asset performance is measured and business determined (Ragh, 2009). Collins (2014) asserted

that utilization means to make practical or worthwhile use of something. In the context of this study, utilization is the extent managers or owners of manufacturing companies utilize integrated marketing communication strategies to enhance the marketing of their products.

Integrated Marketing Communication Strategies

Integrated marketing communication ensures that all forms of communication and messages are carefully linked together, it means integrating all the promotional tools so that they work together in harmony. Keegan, Moriarty and Duncan (2012) viewed integrated marketing communications as the strategic coordination of all messages and media used by an organisation to collectively influence its perceived brand value. The use of "strategic coordination" implies synergy through the coordination of complementary messages.

In the views of Caywood, Schultz and Wang (2011), integrated marketing communication strategies are concept of marketing communication planning that recognizes' the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines — general advertising, direct response, sales promotion, and public relations — and combines these disciplines to provide clarity, consistency, and maximum communication impact. Based on the

definition of Caywood, Schultz and Wang, integrated marketing communication is therefore not merely a combination of communication strategies, but an integration of those strategies. All of these communication tools work better if they work together in harmony rather than in isolation, their sum is greater than their parts.

Integrated marketing communication strategies (IMCS), according to Schultz (2012), is the process of managing all sources of information about a product or service which a customer or prospect is exposed to in order to behaviorally move the customer to maintain their loyalty to a company. The key contribution of this definition is that it focuses on the process of IMCS as a process that should be managed actively, and therefore implies that it is not something that would just happen. IMCS according to Egan (2014), is communication strategy that integrates or combines all the marketing communication strategies such as advertising, sales promotion, public relations, personal selling and direct marketing to work in unison rather than independently to reach a target audience with the aim of ensuring that sales take place. The author emphasized that a combination of the various techniques can be effectively utilized as communication vehicles for introducing new products or services. It is the unison of all the strategic components of marketing to establish and run an enterprise successfully.

Integrated marketing communication is restricted to strategic or innovative ideas with critical element in the structural and functional transformation of any company. In the context of this study, IMCS is a communication mix involving sales promotion, advertising, personal selling, public relations and direct marketing to create a unified and effective communication of a company's product to customers and others for higher patronage.

Manufacturing Companies

There are many definitions of manufacturing companies according to countries and regions. Manufacturing companies engage in the process of transforming materials or components into finished goods or products that can be sold in the market place. Soderbom and Teal (2012) defined manufacturing companies as a series of interrelated activities (operating, inspection, transportation and storage) to accomplish the prime objective of converting raw materials into quality goods.

Manufacturing companies are seen as an entity that uses machines, tools and labour to make things for use or sale or in another perspective, a range of human activities, from handicraft to high technology, but commonly applied to industrial production in which raw materials are transformed into finished goods on a large scale (Anyanwu,2013). According to Anyanwu, manufacturing stems from the Latin word

“manufacture” meaning working by hand, that is, the use of tools and labour to make things for use or sale. Ibekwe (2011), opined that manufacturing companies involve the transformation of raw materials or semi-finished products into finished products for consumption. The transformational process can be physical, chemical or mechanical. Manufacturing companies often have plants, mills or factories that produce goods for public consumption.

Manufacturing companies convert raw materials, components or finished goods that meet customer’s expectations or specifications. They commonly employ a man-machine set up with division of labour in a large scale production (Business Dictionary, 2016). Anyanwu (2013) was of the view that manufacturing companies are sub-set of industrial sector (others being processing, craft and mining sub-sectors) that involves the conversion of raw materials into finished, consumer intermediate or producer goods. According to this scholar, manufacturing companies are responsible for the goods in our economy, or the physical products we buy and use everyday. In the opinion of the researcher, manufacturing companies are organizations that take steps in transforming raw materials into final or finished goods.

Theoretical Framework

The theoretical framework of this study is hinged on social exchange theory.

Social Exchange Theory

The social exchange theory was propounded by Blau in 1968. The theory holds that an organization will present its products and services to buyers and request for their patronage. In return, the buyers recognize the value of the products favourably by purchasing them. The organization then must provide some form of satisfaction to the consumers in order to continue receiving their patronage. This satisfaction comes in the form of psychological and social recompense.

Blau explained social exchange theory as the process that involves the circumstances in which customers and organizations have needs and desires that can be met through exchange mechanisms. Social exchange theory is adapted to the world of marketing to build on the basic idea of concentrating on the customers and the organizations as two components of a sub-system. Social exchange theory has some relationship with the present study in that it governs practices of business operations because it is based on the principles of organization-customer social relations which would enhance the marketing of its products in Nigeria. Going by this

theory, managers and owners of manufacturing companies would need to provide better marketing mechanisms to customers in order to receive their patronage. Successful business managers/owners recognize that attracting prospective customers for an organization's products is based upon maintaining and even more, nurturing, those interpersonal social relationships. Social exchange theory depends on an organization's ability to serve its various customers, its constituencies and environments. The social exchange theory is fundamental to marketing and can be more clearly understood and used by managers and owners of manufacturing companies for improving their sales in utilizing a marketing strategy that will draw the attention of customers to their products. Managers/owners of manufacturing companies need to understand that there is a continuum from sales transaction to a buyers' commitment. Thus, strategies such as direct marketing, public relation, personal selling, sales promotion and advertising are really combinations to attract buyers.

This theory relates to the present study in that it points out the need for business establishments to utilize promotion and distribution tools of marketing to get customers to patronize their products which will help in the organization's profit maximization.

Theoretical Studies

Theoretical studies that have relationship with this study are reviewed in this section as follows:

Objectives and operations of manufacturing companies

Manufacturing companies must link manufacturing objectives to their strategic business objectives. Manufacturing companies objectives such as improving quality, reducing cost, speeding throughput and increasing production flexibility helps companies compete more effectively and meet their customers' price, quality and delivery requirements. The manufacturing companies has specific objectives designed to improve a company's bottom line as highlighted by Wanda (2018). These relate to quality, safety, vendor selection, problem identification, efficiency and costs as would be discussed as follows.

1. Quality: As posited by Taylor (2011) when manufacturing companies do not produce high quality products, customers can begin to lose faith in the product and stop buying. Even when a company does an excellent job in sorting poor products from good ones, poor

- products means a loss to the company. Thus, to maintain quality, flaws have to be reduced and high product standards maintained. Strategies might include weekly product reviews, while tactics might include physical tests of the products or visual inspections.
2. Safety: Manufacturing companies often rely on heavy equipment much of which is automated. These equipment, although an asset in terms of boosting production, poses some risks to employees and customers. Additionally, injuries can result from leaked liquids that can cause slips and falls. Shewart (2013) was of the opinion that manufacturers or their subordinates should strive to reduce the potentials for injury on the floor. To do this, Shewart stated, that offering of incentives for being accident free should be enforced and that manufacturing companies should ensure that their products do not hurt customers or the general public.
 3. Vendor: It is fairly rare for manufacturing companies to have all the materials needed to produce an item. For example, a cereal maker might not grow its own corn and therefore, would have to find a supplier for it.

Manufacturing companies have the objectives of finding vendors that are both reliable and reasonable with prices. They also have strategies

- in place should vendors falter, as production should not stop simply because the company cannot use a particular vendor.
4. Problems : In manufacturing, machinery, quality of raw materials can create major problems. Thus, the objectives of the manufacturers should be to make some predictions about the problems that could arise so that those risks can be managed properly. A related objectives is to identify the source of the potential problems, as problems could stem from more than one place in the manufacturing process.
 5. Efficiency and costs: Efficiency is interrelated with costs in manufacturing companies. The key objective of manufacturing companies therefore, should be to keep the manufacturing process as efficient as possible. When workers are taking too long to finish a project, the company has to pay workers overtime or hire additional temporary staff to get back on schedule.

The manufacturing companies furnishes customers with quality products, thus, to compete with other organizations, they must convert resources (materials, labour, money, information) into goods and services as efficiently as possible. To perform this function in today's business environment, manufacturing companies must continually strive to improve operational efficiency. As a result, Askin (2013) saw the operations of the

manufacturing sectors as an area of management concerned with designing and controlling of the processes of production and redesigning business operations in the production of goods and services. It involves the responsibility of ensuring that business operations are efficient and effective in managing the entire production system. Manufacturing companies according to Okpan (2016), aim at achieving the following objectives: marketing products, persuading and reminding customers, remaining competitively relevant, creating competitive advantage, building long-term customer relationship, increasing sales and making profit. These objectives are supposed to be measured against achieved results usually carried out at the top management level by functional managers/owners of manufacturing companies.

Manufacturing companies can be broken down into two branches: process and discrete manufacturing. Process manufacturing companies produce goods that typically use a formula and ingredients such as soda pop or pharmaceutical drugs. Discrete manufacturers produce goods from parts such as electronics, appliances and automobiles.

Integrated marketing communication strategies adopted by manufacturing companies owners and managers.

Integrated marketing communication strategy is an approach to creating a unified and seamless experience. It attempts to unite all aspects of marketing communication such as advertising, sales promotion, public relations, direct marketing and personal selling through their respective mix of tactics, methods, channels, media and activities, so that all work together as a unified force. It is a process designed to ensure that all messaging and communications strategies are consistent across all channels and are centered on the customer.

Advertising, as one of the strategies for integrated marketing communications according to Katrandjiev (2010), is a very important strategy in the early stages of the response hierarchy theory. Due to its public presentation, persuasiveness, and amplified expressiveness, advertising campaigns as asserted by the author can help in creating high levels of awareness about the product, the brand or the company. Katrandjiev held that advertising could be successful in building a long-term image for a brand, cheaper than sales promotion and more expensive than public relations, but often evokes negative feelings (such as annoyance, anger and distrust).

Advertising is seen as any paid non-personal communication about an organization and its products transmitted to a target audience, through mass media including television, radio, the internet, newspapers, magazines, direct mail, outdoor displays and signs on mass transit vehicles (Pride & Ferrell 2010). It implies that advertising is utilized by individuals and organizations to promote goods, services, ideas, issues and people. According to the authors, being flexible, advertising can be used to reach an extremely large target audience or focus on a small, precisely defined segment. Similarly, advertising is beneficial since it is extremely cost effective and can reach a vast number of people at a low cost per person.

Advertising in the view of Ebitu (2012) is a non-personal communication strategy which is openly paid for and used to affect a company's or individual's target audience and market positively in order to elicit acceptance of ideas, goods or services, individuals or institutions. The author also highlighted the benefits of advertising as follows:

1. To shape the perceptions of consumers about a company or its products
2. To create awareness
3. Provide information
4. Promote the company's image

5. Produce favorable attitudes
6. Help the customer to make purchase of either ideas, goods or services.

In any case, advertising can be used to create favourable and unique images in brand which can be very important for companies selling products or services that are difficult to differentiate on the basis of functional attributes (Haugh, 2009). Therefore, advertising can be utilized by companies which compete in business and professional markets to reach current and potential customers. It can also be used by companies selling products and services to the consumer market to communicate with their target audience. It can equally, be utilized by business-to-business marketers to perform important functions such as building awareness of the company and its products (Foxall, 2014). Thus, in the researchers opinion, advertising is a paid message of a product or service from those who send them and are intended to inform or influence people who receive them.

Sales promotion represents a variety of technique used to stimulate the purchase of a product or brand. Sales promotion is defined by Egede (2015) as a direct inducement that offers an extra value or incentive for products to the sales force, distribution or the ultimate consumer with the primary aim of creating an immediate sale. Sales promotion incentives

include a wide range of tactical marketing techniques such as money-off (coupons or at point-of-sale), bonus offers (buy one and get one), refunds and rebates, combined offers, sampling, premium, loyalty scheme and compensations. Sales promotion is utilized by manufacturing companies to reach the public in order to create immediate sale (Peattie & Peattie, 2013).

In the view of Smith (2012), Sales promotion offers a distinctive purchase invitation and some kind of stimulus such as discount to customers, free sample among others. Smith posited that sales promotion is preferable in the event of new product launch and sales stagnation. It thus refers to those activities that are used to stimulate interest, trial or purchase by final consumers or others in the channel by offering added value, usually on a temporary basis. Additionally, sales promotion is sometimes referred to as non-media activity or as below-the-line activity and is generally used to complement the other promotion methods (Sisodia & Telrandle, 2010).

Blattberg and Neslin (2010) agreed that sales promotion are those marketing activities, other than personal selling, advertising and dealer effectiveness such as displays, shows and expositions, demonstrations and various non-current selling efforts not in the ordinary routine. In another perspective, Pride and Ferrell (2010) saw sales promotion as an activity or material (or both) used as direct inducement, offering an incentive for

products to the sellers. Blattberg and Neslin (2010) were of the view that in competitive markets where products are very similar, sales promotion provides additional inducements that encourage product trial and purchase.

Sales promotion as perceived by Nwokoye (2014) is any activity that is used to stimulate sales of a product and occurs once or over a limited period of time and is directed at consumers in the form of consumers' promotions or to middlemen in the form of trade promotions. This involves some type of inducement that provides an extra incentive to buy. In addition to providing an extra incentive, sales promotion techniques can motivate consumers to purchase a larger quantity of a brand or shorten the purchase cycle of the trade or consumers by encouraging them to take more immediate action as well as accelerate the purchase process of maximizing sales volume by motivating customers who have not responded to advertising..

Many tools can be used to accomplish the objectives of sales promotion. Peattie and Peattie (2013) affirmed that sales promotion tools can be divided into price promotions and creative promotion (or incentive) tools. This according to the authors accounts for the reason why sales promotion is not simply a discount strategy but a wide range of tactical marketing techniques that include: money off, bonus pack offers, refunds,

combined offers, sampling, premiums and self-liquidating premiums, loyalty schemes and competitions. In addition to the above views, Ward, Gardner and Wright (2009) held that, loyalty schemes act as reinforcing mechanisms directed at either the customer, sales staff, or distribution channel members (such as retailers). In the context of this study, sales promotion is a means or initiative undertaken by organizations to promote and increase sales, using different devices to attract new customers and to hold present customers, to counteract competition, and to take advantage of opportunities that are revealed by market research.

Public relations is a broad set of communication efforts used to create and maintain favourable relationships between an organization and its public. As Jefkins (2014) put it, it aims at improving the image of organizations and their services, improving customer confidence, providing sufficient information and maintaining open communication with customers including a feedback mechanism for correct evaluation of results. Companies use public relations materials such as newsletters, brochures, company magazines, news releases and annual reports to create and convey messages to target their audience (Grunig & Hunt, 2010).

Public relations is an integrated marketing communications tool used to improve an organization's image as asserted by Sweetney (2014) by

building a long-term customer relationship with information about an organization in news form. In another perspective, Kotler and Armstrong (2010) saw public relations as a major mass promotion tool use in building good relations with a company's various publics by obtaining favourable publicity, building up a good corporate image and handling or heading off unfavorable rumours, stories, and events.

Public relations is a broad set of communications efforts as observed by Pride and Farrell (2010) used to create and maintain favourable relationship between an organization and its publics. The authors emphasized that a company's publics can include: customers, suppliers, employees, stockholders, the media, educators, potential investors, government officials and the society in general.

Similarly, Kotler (2011) advocated that manufacturing companies should not only relate constructively to consumers, suppliers and dealers, but must also relate to a large number of interested publics. This is why Cutlip, Centre and Bloom (2016) suggested that the public relations department should adopt strategies, such as press relations or press agency, product publicity, public affairs, lobbying, investor relations and development.

On the other hand, Manning and Keller (2014) stated that public relations is used to promote products, people, places, ideas, activities,

organizations and even nations adding that companies use public relations to build good relations with consumers, investors, the media, and their communities. More so, Nwosu (2014) agreed that public relations can be used in building and sustaining sound, productive mutual relations with international publics such as customers, diplomats, governments, business organizations and non-business organizations. This implies that public relations can be used to identify the policies and procedures of an organization with the public interest and execute a programme of action (and communication), to earn public understanding and acceptance. The researcher sees public relations as a practice of creating and maintaining goodwill of an organization's various publics usually through publicity and other forms of communication.

Direct marketing is a form of advertising in which companies provide physical marketing materials to consumers to communicate information about a product or service which does not involve advertisements placed on the television or over the radio. It is defined as the use of telephone and non-personal media to communicate products and organizational information to customers, who can purchase products via mail, telephone or the internet (Evans & Moutinho, 2010). Direct marketing according to Balmer and Gray (2013) signals a shift in focus from mass to personalized communications,

such as the use of direct mail, telemarketing and the fast-developing area of interactive communications. Direct marketing seeks to target individual customers with the intention of delivering personalized messages and building a relationship with them based on their responses to the direct communications. In contrast to conventional approaches, direct marketing attempts to build a one-to-one relationship with each customer (by communicating with the customers on a direct and personal basis). Thus, the use of the telephone and non-personal media to communicate product and organizational information to customers who then can purchase products via mail, telephone or the internet is called direct marketing.

In another dimension, Egede (2015) explored direct marketing as involving the exchange of goods directly between two individuals: the marketer and the consumer who sells goods directly to consumers without passing through market intermediaries or other institutions. As a result direct marketing offers greater possibilities for message adaptation, far more precise target audience selection as well as the measurement of the effectiveness of database programmes.

Advertising builds up the image and personality of a brand in the longer term as asserted by Egan (2014), while direct marketing (in most cases) asks people to act and often gives incentives for peoples action.

Explaining further, the author stated that direct marketing not only exploits a consumer's wish to acquire goods and services but also to be involved in developing relationship over time. In addition to fulfilling sales objectives, direct marketing can maintain the relationships of targeting individual customers rather than market segments.

In the opinions of Kotler and Keller (2013), direct marketing is the use of consumer direct (CD) channels to reach and deliver goods and services to customers without using middlemen. These channels include direct mail, catalogues, telemarketing, interactive TV, kiosks, websites, mobile devices, door-to-door marketing, direct response, television advertising, computerized home shopping, leaflet drops, barter or counter trade, automatic vending and computer on-line. The authors opined that direct marketing consists of connecting directly with carefully targeted individual consumers to obtain an immediate response and cultivate lasting customer relationship and that it has a number of characteristics which make it a valuable tool. These characteristics are highly measurable because there is the ability to test significant variables regularly such as: targeted; cost efficient and flexible; fast and interactive; and aims at communicating with individual customers through personalized messages.

In addition to the characteristics enumerated above, it implies that direct marketing is characterized by interaction and feedback that can be used over time. This continuity allows the company to build life time relationships rather than occasional transactions. In this study, direct marketing is seen as a form of advertising where organizations' communicate directly to customers through a variety of media.

Another strategy of integrated marketing communication that can be used by managers or owners to enhance company's image and deliver a product is personal selling. Personal selling is a strategy that sales people use to convince customers to purchase a product. The sales person uses a personalized approach tailored to meet the individual needs of the customer, to demonstrate the ways that the product will benefit them. Personal selling according to Egan (2014) is an interpersonal or person- to -person approach to communication that involves face- to- face contact of company's representatives with target markets. It is an inter-personal tool where individuals often representing an organization interact in order to inform, persuade or remind an individual or group to take appropriate action as required by the sponsor. Egede (2015) affirmed that personal selling is the oldest form of trade in the world where the sales persons go with different names such as; sales people, sales representatives, district managers, account

executives, sales consultants, sales engineers, agents as well as account development representatives.

Most sales people are well-educated and well-trained professionals as emphasized by Salopek (2016) that these sales persons add value to customers and maintain long-term customer relationships, listen to their customers, assess customer needs and organize company's efforts to solve customers' problems. However, personal selling is defined by Pride and Ferrell (2010) as a paid personal communication that attempts to inform and persuade customers to purchase products in an exchange situation, the interaction goes on between a prospect and a salesman. Kotler (2011) categorically stated that, personal selling is an oral presentation in a conversation with one or more prospective purchasers for the purpose of making sales. In the same vein, Ebitu (2012) pointed out that personal selling refers to the use of speech and conversation by the sales person to bring about some conviction on the part of the buyer. This act the author further explained, involves a company's offers to a prospect, trying to ensure that a sale takes place and helping to change all the negative attitudes to positive ones about the company and its offerings.

Kotler and Keller (2010) outlined the following as major steps in any effective sales process:

1. prospecting and qualifying (the first step in selling is to identify qualify prospects)
2. pre-approach – this has to do with the need for salesperson to learn as much as possible about the prospect company (what it needs, who is involve in the purchase decision)
3. its buyers (personal characteristics and buying styles)
4. presentation and demonstration
5. overcoming objectives
6. closing as well as follow-up and maintenance.

According to Kotler and Keller, certain tools such as sales presentation, samples, fairs and trade shows as recently develop to facilitate personal selling functions. Proper utilization of these tools yields desired results in the marketing of goods and services.

Integrated marketing communication strategies are effective tool for developing a consistent image and supporting relationship building with stakeholders in the organization (Hansted & Hemanth, 2010). To ensure the success of integrated marketing communication strategies by manufacturing companies, clear, and measurable objectives that are achievable needs to be tailored. Wood (2010) suggested that broad integrated marketing communication goals fall into five categories, which are inter-related in their

ability to create or enhance customer relationships. To sharpen the focus of the programme, the author suggested that the programme should concentrate only on one or two goals to avoid stretching the integrated marketing communication strategy and budget to cover four or five objectives. The choice according to Wood includes:

(a) Build brand equity

Brand equity is in essence determined by the quality of a brand's relationships with its customers and other key stakeholders, and refers to the brand's distinctive value and identity (Duncan & Moriarty, 2014). In other words, equity is the total value (tangible and intangible value) of the organization, or differently stated, it is the value of the organization beyond the intrinsic value of its physical assets used to manufacture and deliver services. By using integrated marketing communication to reinforce the brand's unique value and identity, the organization increases awareness and encourages stronger preference among customers and prospects.

Using integrated marketing communication to build brand equity provides a strong competitive weapon as well as a tool for strengthening relationships with distributors and other channel partners. This is due to brand equity representing the net-sum support that is determined by relationships that an organization has with its stakeholders — those who

work for it, supply it, buy its products, its stock, recommend, write about it in the media, and monitor how it conforms to government laws and regulations. In other words, when a relationship is negative or lost altogether, the net sum of support is reduced and the brand loses value (Duncan & Moriarty, 2014).

(b) Provide information

In the course of making a buying decision, customers need information. If providing information is the main objective of the integrated marketing communication programme, it is important to investigate what stakeholders need, so that the organization can provide what customers want in a way that is most convenient for them (Duncan & Moriarty, 2014).

(c) Manage demand and sale

When an organization cannot meet the demand or has a temporary problem, it may need integrated marketing communication to reduce sales or shift the demand. Most of the time, however, organizations use integrated marketing communication to build sales by stimulating primary demand (for a relatively new or innovative product category) or selective demand (for the organization's own brand in a more mature product category). For example, the American Express, which uses direct mail, advertising and other integrated marketing communication tactics to build selective demand for its

corporate card. In a highly competitive market, the American Express's integrated marketing communications programmes are designed to have a positive effect on cardholder acquisition and, by extension, on market share (Duncan & Moriarty, 2014).

(d) Communicate, differentiation, and enhance positioning

Integrated marketing communication helps an organization convey the most significant points of differentiation and contributes to its positioning in the marketplace (Wood, 2010).

(e) Influence attitudes and behaviour

An organization can use integrated marketing communication to promote a favorable inclination towards the organization and its products while encouraging customers and other stakeholders to take some action, such as recommending the organization's services, contacting representatives or listing the organization's products on a purchase order (Wood, 2010). Once an organization has decided on a goal(s) from the five broad goals for its integrated marketing communication strategy, it needs to define specific, measurable and time-defined objectives linked to the overall marketing and corporate objectives.

Only by measuring the integrated marketing communication results will the organization be able to evaluate its investment in integrated marketing communication and check the progress towards initiating relationships with new customers, strengthening relationships with existing customers and re-initiating stale relationships with former customers.

In manufacturing companies, Oyedijo (2013) identified the following objectives of integrated marketing communication for manufacturing companies:

1. To inform the prospective customers of the existence of new products
2. To stimulate the demand for a product or service
3. To make specific sales proposal
4. To build a brand or company image
5. To create brand preference for the company's product or service
6. To push the trade to continue to stock the product
7. To increase the market share
8. To provide technical information about a product
9. To facilitate the work of sales persons during sales presentation
10. To indicate new usage for an existing product
11. To stimulate and invite inquiries on a product

12. To inform customers about price changes, specific offer and after sales services; and
13. To build customer loyalty against competition by reminding them of an existing product.

Integrated marketing communication (IMC) objectives are derived from broader promotion objectives which according to Jones (2014) are basic marketing objectives developed for consumers which include: encouraging purchase of larger-sized units, building trail among non-users and avoiding shift from competitors's brand. The author concluded that, ideally, promotions with consumers would have short-run sales impact as well as long-run brand equity effects.

Jones maintained that, for retailers, IMC objectives should include: persuading retailers to carry new items at higher levels of inventory; encouraging off-season buying; encouraging stocking of related items; off-setting competitive promotions; building brand loyalty and gaining entry into new retail outlets.

Jones then posited that for the sales force, IMC objectives includes: encouraging support of a new product or model; encouraging more prospecting and stimulating off-season sales.

Friedman and Furey (2010) stated that companies need to define the specific objectives they want their sales force to achieve. According to the authors, a company might want its sales representatives to spend 80 percent of their time with current customers and 20 percent with prospects, or 85 percent of their time on established products and 15 percent on new products. Friedman and Furey stated further that regardless of selling context, sales force as marketing communication strategy will have the following objectives to pursue: searching for prospects, or leads; deciding how to allocate their time among prospects and customers; communicating information about the company's products and services; approaching, presenting, answering questions, overcoming objections, and closing sales and conducting market research and doing intelligence work.

Most organizations have varying promotional strategic objectives as opined by Esu (2015) where some use sales promotion to expand their markets. Others use it to hold their current market position, still others to present a corporate viewpoint. According to the author, the specific objectives may be to inform, increase sales, position the product and to stabilize sales. Sales promotion tools vary in their specific objectives. For example, Awara (2011) explained that a free sample stimulates consumer

trial, while a free management advisory service cements a long-term relationship with retailers.

Many factors tend to encourage the utilizations of integrated marketing communication (IMC) strategies by companies. Wang and Petrison in Kotler (2014) asserted that a company uses advertising and public relations to increase brand awareness and promote a toll-free number that provides people with the pollen court in their areas. According to the authors, this yields a positive result that encourages the company to use integrated marketing communication (IMC) more. The authors maintained that people who called the number more than once during the exercise, received free product samples, coupons and in-depth materials describing the product's benefits. Wang and Petrison further stated that people also receive newsletters that includes advice on how to cope with their problems.

There is need to give customers an incentive of reward for trial or usage of products or services; and customers to learn about who makes the products and what the company and brand stands for. All of these constitute factors that encourage the utilization of integrated marketing communication (IMC) by companies (Kotler, 2011). Kotler explained further that the proliferation of new type of media and the growing sophistication of consumers, the wide range of communication strategies, messages and

audiences make it imperative that companies move toward integrated marketing communication (IMC).

Similarly, Kotler and Keller (2013) stated that integrated marketing communication (IMC) strategies allow companies to link their brands to other people, places, events, brands, experiences, feelings and things. The authors maintained that marketing communication can contribute to brand equity establishing the brand in memory and crafting a brand image. These marketing communication activities must be integrated to deliver a consistent message and achieve the strategic positioning. The starting point, in planning marketing communication, is an audit of all the potential interactions that customers in the target market may have with the brand and the company.

Kotler and Keller (2013) stated that a customer who plans to purchase a new generator may talk to others; see it through television advertisements, read articles, check internet for information and go to the store to look for it. Marketers need to assess which experiences and impressions will have the most influence at each stage of the buying process. This understanding according to Kotler and Keller will help the marketers allocate communication budget more efficiently, design and implement the right communications programmes. For example, to launch its new Kleenex

soft pack product, Kinberly-Clerk budgeted 75 percent of its overall advertising dollars to television, 23 percent for print, and 2 percent online to build awareness and drive trial. Online advertisements were found to help reach an audience that TV might have overlooked, and online and magazine advertisement were found to be most effective mix for brand awareness (Jim, 2011).

Another factor that encourages the utilization of integrated marketing communication as revealed by Umoru (2004) is competitor's non-price competition. According to Umoru , a store losing patronage could retaliate on a non-price basis which is a platform in marketing communications. The author further maintained that a store could begin in institutional advertising campaign stressing the same factors as the first store and perhaps add a few more approach for good measure and thus hold or regain its customers. Nwosu (2012) explained also that a large part of the advertising of competing retailers and product adjustments of competing manufacturers are undertaken in self-defense.

It would be recalled that Coca-Cola Bottling Company and Pepsi Cola had been in a battle of who leads in the market place, and both companies had no choice than to resort to utilization of non-price competition (Deogun, 2010). According to Deogun (2010), Coca-Cola revitalized its advertising

and overcame the conception that Pepsi is the hip soft drink for the youth market. The result was that Coca-Cola's overcame Pepsi's 10-year lead. The author concluded that it was Pepsi's institutional advertising that forced Coke to change her 99-year old flagship brand and launched new Coke in 1985. The utilization of integrated marketing communications is encouraged by a tremendous number of directly and indirectly competing products in the market and their companies are so many that only few are well known to the majority of prospective consumers.

Based on these recommendations, according to author, Duke Power Company developed integrated marketing communication processes that are directly tied to the company's business processes. Today, highly competitive business environment puts considerable pressure on marketing communications to reach, spur busy value-conscious consumers to buy. For marketers, this calls for an emphasis on the productivity and execution prospective. As a result, marketers and companies are encouraged to turn to utilizing integrated marketing communication (IMCS). The use of integrated marketing communication strategies (IMCS) by companies according to Kotler and Keller (2013) is encouraged by the need to tackle the challenges brought about by major societal forces such as globalization, technological

advances and deregulation. The authors maintained that technologically, business and marketing practices are changing.

Marketing organizations are encouraged to use integrated marketing communication (IMC) strategies because of the need to expand their current market positions. Still others use it to present a corporate viewpoint (Esu, 2015). Companies that intend to progress in their businesses may tend to utilize IMCS. As Umoru (2004) put it, some factors other than price such as advertising and sales promotion should be used if companies must progress. However, Clay, Krishman, Wolf and Fernandes (2012) warned that problem may set in because of price dispersion. This situation may be prevalent especially in Nigeria where consumers may not have perfect information about prices and products offered by companies which may not be identical (Umoru, 2004).

The increase in knowledge of how to influence the minds of buyer is of great importance as asserted by Osuala (2010). This has led to the development and use of advertising media, making possible the application of the knowledge. The doubt of whether an increase in selling cost or a cut in price gives the greatest increase in sales is another factor that tends to encourage the utilization of IMC strategies.

Umoru (2004) posited that when promotion is successful and leads to a differential advantage, competitors may quickly copy it. When all the competitors are using sales promotion (or any of the IMC strategies) this not only lowers profit margin for each firm, but also makes it difficult for any one firm to hop off the promotional band wagon. According to Umoru, this encourages the utilization of integrated marketing communication strategies. The revolution in production and distribution practices tends to encourage the use of some marketing communication strategies by certain firms. For instance, Odu (2013) stated that in the United States, urbanization and the rise of mass production of goods and services within the latter half of the century increased the quest for advertisements. The author asserted that advertising effort by retailers however contributed considerably to the growth of advertising continued prosperity which involve not only to the production and distribution of goods and services, but the creation of the buying public. This is similar to the observation of Kurtx (2013) that manufacturers began to appreciate parts of the selling job to retailers. According to Kurtx, manufacturers also realized that as long as they produced differentiated products, they were at the mercy of wholesalers who force them to compete on the basis of price. The author further maintained that in order to regain market power, these manufacturers began to package

their products, distinguish them through branding and advertise these products directly to the consumers.

Similarly, Brown (2014) observed that the use of marketing communication strategies such as advertising was as a result of industrial revolution. According to Brown, emerging opportunities abound, principal amongst which is the completion of a communication and transportation infrastructure made possible by the revolution in production and distribution practices. The quest to increase sales through the combination of IMC strategies according to Anyanwu and Onuoha (2011) is another factor. According to the authors, it is wrong to treat any of them singly since as components, they are mutually exclusive.

Relevance of integrated marketing communication strategies to manufacturing companies

Integrated marketing communications is a new marketing strategy that if effectively utilized can bring benefits to manufacturing companies. Khermonch (2013) explained that Danon Company made it a priority to drive traffic to its Dannon Yoghurt homepage and the company benefited from the twin paybacks of:

1. Forgoing direct relationships with customers; and

2. Building a database of its best customers whose loyalty can be strengthened with more targeted coupon and direct mail promotional efforts.

The relevance of advertising, sales promotion, public relations, personal selling and direct marketing as integrated marketing communications strategies form the benefits enjoyed by the manufacturing companies.

The importance of advertising as a marketing communication strategy is enormous. According to Ebitu (2012), the importance include that advertising results in the sale of a greater quantity of the products at a given price, advertising helps to reduce the impact of price on the buyer's decision and the problem of cognitive dissonance is either completely eliminated or reduced considerably.

One of the major relevance of integrated marketing communication strategies (IMCS) to manufacturing companies is the dissemination of information about the company's products and services to the present and potential customers Bearden, Ingram and Laforge (2015). They pointed out that manufacturing companies rely on one or more of the marketing communication strategies to inform, persuade, and remind target consumers

effectively. Each of the IMCS has distinct features that determine the situations it will be applied to benefit the company.

Advertising being an integral part of integrated marketing communications plays a very important role particularly for companies whose products and services are targeted at mass consumer market. Advertising is utilized as a cost-effective means for reaching large target markets. During the 1994 – 2000 television seasons, it was discovered that almost 10 million households were reached within the average of 30 seconds on primetime network television. It was calculated at about 14.00 dollars cost per thousand households (Trends in Media, 2011).

According to Umoru (2004), the imaginative genius of advertising has contributed to the improved standard of living and not only creates and sharpens demand, but also stimulates the never ceasing quest of improvement in quality of the product. Advertising forces operators to recognize the need for business success as organizations review their business strategies to keep an eye on competitors (Belch & Belch, 2012).

Benefits of advertising as posited by Kotler and Keller (2013) include that advertising provides information to the company and its products, it is more economical than sales calls, advertising offers brochures and carrying the company's phone numbers is an effective way to generate leads for sales

representatives, sales representatives can use tear sheets of the company's advertisements to legitimize their company and products and advertising reminds the customers on how to use the product and reassure them about their purchases.

The benefits of sales promotion to manufacturers and consumers according to Farris and Quelch (2010) include:

1. Sales promotions enable manufacturers to adjust to short-term variations in supply and demand.
2. It enables manufacturers to test how high a list price they can charge, because they can always discount it.
3. It induces customers to try new products instead of never straying for current ones.
4. Sales promotion helps manufacturers sell more than they would normally sell at the list price.
5. It helps manufacturers adapt programmes to different consumer segments.

This implies that sales promotion accelerates selling process that maximizes sales volume. The authors pointed out that brand managers use sales promotion routinely, not only to introduce new products or defend against the competitors but also to meet quarterly or yearly sales and market

share goals. In the opinions of Kotler and Keller (2013), no one debates about the relevance and benefits of the sales force in marketing programmes. They see sales persons in the company as the deliverer, order taker, missionaries, problem-solvers, catalysts, helpers, technicians, demand creators and solution vendors.

Today's managers who appreciate the potential of sales promotion as an ongoing strategy that works to build a brand's franchise recognize that promotion's potential goes well beyond mere quick-fix, price-offs tactics. Umoru (2004) gave the following as the relevance of utilizing sales promotions: increase in sales resulting from sales promotion typically leads to lower production costs, the manufacturer or middleman obtains some relief from the necessity of meeting all price cuts made by competitors, reduces the overall cost of selling a product, sales promotion of a brand brings the owner close to the ultimate consumer with the result that he creates goodwill, and sales promotion may lead not only to increased sales but also, in some cases, to greater stability in production.

From the foregoing, it is established that sales promotion also encourages consumers to purchase larger quantities, pre-empting competitors' promotions and leading to greater trade support. Awara (2011) posited some sales promotion benefits to include: sales promotion induces

initial trial, greater usage and larger quantity purchase of products, it promotes gaining entry into new markets in obtaining better shelf space, countering competition, promotion and establishing brand loyalty, and helps the sales force to increase and season sales or find new leads and prospects.

Companies found public relations particularly effective in building awareness and brand knowledge for both new and established products, effective in blanketing local communities and reaching specific groups (Duncan,2012). Public relations monitor the attitudes of the organizations and distributes information and communications to build goodwill. According to Duncan the best public relations departments spend time counseling top management to adopt positive programmes and to eliminate questionable practices so that negative publicity does not arise in the first place.

Direct marketing is an interactive system of marketing which uses one or more advertising media to effect a measurable response or transaction at any location. In the opinion of Egan (2014), direct marketing as a well thought strategy with appropriate tools and technologies is relevant to manufacturing companies in different ways such as enabling manufacturing companies build relationship with new customers, test the appeal of their product or service, provide customers with compelling content they can

share with potential customers, increase sales, tell market approach that target market enjoys, its cost effective, its campaigns are easy – where one chooses between postcards, letters, and email.

According to Rapp and Collins (2014), direct marketing is one of the fastest growing avenues for serving customers. Similarly, Kotler and Keller (2013) noted that direct marketing benefits customers in many ways. For example, it provides home shopping, convenience and hassle-free, saves time and introduces consumers to a larger selection of merchandise.

The relevance of personal selling to manufacturing companies come at the last stage of marketing practices. The following are the benefits of personal selling to manufacturing companies as identified by Belch and Belch (2012).

1. It gives way for two-way interactions, which allows the sender to determine the impact of the messages
2. Personal selling allows for tailoring of the message to meet the occasion
3. It minimizes distraction
4. Sales force serves as a source of research information.

Personal selling as a promotional method is a face- to- face selling technique by which a sales person uses interpersonal skills to persuade a

customer in buying a particular product. According to the author, the reason is that personal selling when compared with other strategies has three distinctive qualities that enhance its benefits. Firstly, Kotler asserted that personal selling affords personal confrontation which involves active, immediate, and interactive relationship between the seller and the buyer. Secondly, personal selling permits all kinds of relationship ranging from a matter of fact selling relationship to a deep personal relationship. Thirdly, the buyer has a greater need to attend and respond, even if the response is a polite “thank you”.

Kotler (2011) identified personal selling as a powerful promotion method. The author agreed that certain products are traditionally promoted through personal selling. Such products includes, life assurance, automobiles and houses. Commenting on the emphasis placed on personal selling and its benefits, Osuala (2010) asserted that regardless of the industry or level in the marketing channel, personal selling becomes more important when the product is more complex, is accompanied by many support services, or when extra persuasion or problem-solving is necessary to complete the sale. In this situation, Osuala added that explanatory and persuasive capacity of personal selling increases its effectiveness and thereby its emphasis.

Constraints to the adoption of integrated marketing communication strategies in organizations

The utilization of integrated marketing communication strategies (IMCS) and achievement of its objectives has not been very easy for manufacturing companies. Many factors militate against its adoption. According to Kotler and Keller (2013), large companies often employ several communication specialists to work with their brand managers who may know comparatively little about other communication strategies. The authors added that, further complicating matter is that many global companies use a large number of advertising agencies located in different divisions, resulting in uncoordinated communication and image diffusion. Manning and Keller (2014) enumerated some militating factors against the achievement of integrated marketing communication strategies (IMC) objectives to include:

1. Turf possessiveness of some consumers in their domains, they do not want to share information that they worked hard to acquire and believe they own;
2. Budgets are located by departments according to needs and past results. If departments work toward common goals management might affect their budget negatively.

3. Inertia makes consumers want to have what they have always had, because it has been easier and they fear the unfamiliar.

Some ethical and legal issues facing manufacturing companies militate against the utilization of integrated marketing communication (IMC) by the companies. The authors observed that as database lists become more sophisticated, there is increased concern about invasion of privacy. As a preventive measure, Sheehan (2013) warned that, to be socially responsible, companies' advertisers must be very careful not to offend the general public as well as any ethnic group, racial minorities or special interest groups. One other factor that militates against the achievement of integrated marketing communication objectives is the managing trade promotions (Lal, Little & Vilas-Boas, 2012). The authors observed that manufacturers find it difficult to police retailers to make sure they are doing what they agreed to do, insisting on proof of performance before anything. The authors believed that more retailers are doing forward buying, doing more advertising, buying more than needed in a region in which manufacturers offered a deal and shipping the surplus to their stores in non-deal regions.

Manufacturers are trying to handle forward buying and diverting by limiting the amount they sell at a discount or producing and delivering less than the full order in an effort to smoothen production. According to Lal,

Little and Vilas(2012), manufacturers feel that marketing promotion has become a nightmare that contains layers of deals, is complex to administer, and often leads to lost revenues. One of the social responsibilities of every company is respect of the people's cultures such as people's way of life, belief, customs and traditions. Peoples' way of life can constitutes a militating factor against the achievement of integrated marketing communication objectives by companies.

Marketing communication activity needs to adapt to local cultures and operating conditions in order to be successful. This is why (Bearden et al.,2015) explained that in most Asian countries, direct mail offers cannot use a hard-sell approach or impose a time limit on customers. The authors noted that a company executive once said, "You will insult Asians if they feel pressured to buy a product. It is interesting because they will never tell you they are offended but they will also never do business with you again". Some consumers' attitudes can be negative because of the way some communication strategies are used by manufacturing companies (Sale, 2011). Accordingly, contests and sweepstakes are popular tools used by the companies which are possibly associated with some problems. Sale (2011) explained that law suits were filed in courts for misleading consumers in their odds of winning large cash prizes in sweepstakes.

Numerous legal considerations affect the design and administration of marketing communication. However, Lens (2014) advised that manufacturing companies should be careful in designing marketing communication in order not to use negative appeals such as fear, guilt and shame to get consumers to do certain things or stop doing certain things, which militate against the achievement of integrated marketing communication strategies (IMCS) objectives. Solomon (2014) noted that fear appeals work better when source credibility is high and when the communication promises to relieve, in a believable and efficient way, the fear it arouses.

On the other hand, Nwachukwu (2016), posited that designed marketing communication, unclear messages, limited coverage area and how audience are penetrated make it difficult for marketers to get at the potential and existing consumers. Nwachukwu further noted that inexperienced, incompetent and inadequate sales personnel contribute to the difficulty encountered by manufacturing firms to convince their consumers to buy their products or services. Similarly, capital outlay required to carry out effective marketing communications tend to be a militating factor.

Nwachukwu (2016) revealed that sales promotion as a marketing communication strategy is constrained always by huge amount of money

involved to carry out an effective sales promotion. Furthermore, the problem of illiteracy tends to militate against the achievement of integrated marketing communication (IMC) objectives in Nigeria. Awara (2011) in his study in Cross River State, revealed that illiteracy rate in the State militated against the use of integrated marketing communication (IMC). Similarly, Ebitu (2012) discovered that the rate of illiteracy in Nigeria is enormous, and most marketing communications are nationwide and done in English language. According to the author, this create great challenges for proper use of integrated marketing communication strategies (IMCS). Ebitu further stated that Nigerian communication technology based on socio-cultural, economic and political backgrounds are still very mundane, primitive and energy-sapping to achieve effectiveness in Nigerian marketing communications. The author advised that old and outdated equipment need to be replaced by modern technologies.

Inadequate or lack of proper decision on media selection hampers effective strategies. In the views of Kotler and Keller (2013), media selection involves finding the most cost-effective media to deliver the desired number and type of exposures to the target audience. The authors advised that media planners should have the capacity of using major advertising media types to deliver, reach frequency and impact, and that

manufacturing companies should be careful in designing marketing communications strategies. According to Awara (2011), many customers have a lot of criticisms against promotion in marketing. Their common complaints as put by Awara, are that marketing promotions contribute nothing to society, most advertisements and sales presentations insult their intelligence, promotion forces consumers to buy products they cannot afford and do not need; that advertising and personal selling are economic wastes; sales personnel and advertisers are usually unethical. The author further explain that the size of the promotional budget greatly affect promotional mix of a firm. Although the message may be received by millions of viewers and the cost per contact is relatively low, such expenditure exceeds the entire promotional budgets of thousands of firms thereby making difficult for them to achieve their marketing objectives.

Management must recognize some potential costs and problems of sales promotion as summarized by Awara (2011) as follows:

1. Sales promotion might decrease long-run brand loyalty by making consumers deal-prone rather than advertising prove
2. Sales promotion can be more expensive than they appear as some are inevitably distributed to wrong consumers or target segments and

3. Certain sales promotion irritates retailers, and they may demand extra trade allowances from the manufacturer or will refuse to cooperate in the promotion.

Militating factors against promotional mix that has hindered achievements of objectives by beverage companies in the North Central States of Nigeria as highlighted by Umoru (2004) include: cost of promotion, advertising of harmful products, difficulty in estimating use of coupons as promotional tools, dissatisfaction with sweepstakes, space problem of bonus-pack, inventory problem of price-off deals, misleading advertising, public mistrust advertising, negative effects of advertising on children, problems of obsolesce of trading stamps, rise of self-service, exorbitant cost of hiring sales person, the reduced need of sales personnel, difficulty of maintaining quality service and difficulty in differentiating brand image.

Umoru further revealed in his study that advertising in Nigeria is sometimes offensive, tasteless and irritating. One other factor that militates against the achievement of integrated communication (IMC) objectives according to Kotler and Armstrong (2010) is that promotion encourages the consumers to purchase shoddy and overpriced merchandise through misleading and false information. On the problem encountered in using

personal selling as a marketing communication strategy, Ebitu (2012) explained that the basic drawback of personal selling is its high per contact cost. One contact cost according to Ebitu, may include salary, benefits, communication, travelling expenses and sales promotion materials which could be a militating factor for any company that has not gotten enough funds to afford it.

Samples as marketing promotion tool has attracted some criticisms as Belch and Belch(2012) opined . This according to the authors is because the cost of sampling programme could only be secured if the number of consumers required to become regular users of the product at dull retail price is secured. The authors further that the benefits of certain products are not easy to measure instantly. It requires supplying the customer with a large amount of the product than are affordable for the customer to appreciate the product. For example, any manufactured product that is promoted for a particular action has to be bought and used for a long period of time before noticing any effect.

Belch and Belch (2012) saw the problem associated with using coupons to attract new users to an established brand as a militating factor against the achievement of integrated marketing communication (IMC) objectives, because it is difficult to prevent the coupons from being used by

consumers who are already using the brand. According to the authors, rather than attracting new users, coupons can end up reducing the company's profit margins among consumers who would probably purchase the product anyway.

Thus, manufacturing companies in Nigeria no doubt have been associated with the use of contests and sweepstakes as marketing communication strategies and as a result, it is of special interest for the companies to know how to use contests and sweepstakes. In the view of Umoru (2004), the problem with contests and sweepstakes is participation by professionals or lobbyists who submit many entries but have no intention of purchasing the product or service. Professional players enter on sweepstakes and their entrants not only defeat the purpose of the promotion but may also encourage entries from consumers who think that chances of winning are limited.

Some problems associated with the use of direct marketing as a marketing communication strategy are posited by Kotler and Keller (2013) include that many people do not like the increasing number of hard-sell direct marketing solicitations; some direct marketers take advantage of impulse or less sophisticated buyers; TV shopping shows and commercials may be the worst culprits with their smooth-talking hosts and claims of

drastic price reductions; exaggerating product size, performance claims, or the retail price. By implication, they know that left unattended, such problems would increasingly lead to consumer negative attitudes, lower response rates and calls for greater State government and Federal regulations.

Empirical Studies

In this section, various empirical works related to the present study are reviewed under the following sub-headings:

Utilization of advertising as a marketing communication strategy

George (2010) conducted a study to determine the extent of utilization of advertising as a marketing strategy and its influence on the sale of shopping goods in Bayelsa State. Four research questions guided the study and four null hypotheses were tested at 0.05 level of significance. The study adopted a descriptive survey research design. The population of the study consisted of 145 proprietors of shopping goods in Bayelsa State. The entire population was studied, hence no sample was taken. A structured questionnaire consisting of 40 items was developed and used for data collection. The instrument was face-validated by three experts from University of Nigeria Nsukka. Cronbach Alpha method was used to determine the internal consistency of the instrument and this yielded an

overall reliability coefficient of 0.75. A total of 145 copies of the questionnaire were distributed to respondents by the researcher with the help of two research assistants. The data collected with regards to the research questions were analyzed using mean scores and standard deviations while t-test statistic was used to test the null hypotheses.

The findings of the study revealed that the operators of shopping malls in Bayelsa State utilized advertising to a moderate extent. The study also revealed that the use of various advertising media and display of shopping goods in strategic areas in the shop influenced consumers to buy. The study recommended that proprietors of shopping goods should always carry out proper timing when advertising their products and the proprietors of shopping malls in Bayelsa State should avail themselves the various training programmes on effective utilization of various advertising media in marketing their goods.

George's study is related to the present study in that both studies sought to determine the extent of utilization of integrated marketing communication strategies by business organizations. The two studies are also related in that they both utilized a structured questionnaire, means scores and standard deviations for data collection and analysis respectively. The two studies differed in that while George's study focused mainly on the

utilization of advertising as an aspect of integrated marketing communication strategies by proprietors of shopping goods, the present study focused on the utilization of a wide range of integrated marketing communication strategies by manufacturing companies. The two studies also differ in terms of location in that while George's study was conducted in Bayelsa State, the present study was conducted in Anambra State.

Ilorah (2012) carried out a study to determine the extent to which some advertising factors influence the consumers' choice of Telecommunication Service Providers (TSP) in Awka, Anambra State. Five research questions guided the study and seven null hypotheses were tested at 0.05 level of significance. The study was a descriptive survey. The population for the study was 400 consumers of telecommunication services in the area. There was no sampling as the entire population was studied. The instrument for data collection was a structured questionnaire. Data relating to the research questions were analyzed using mean and standard deviations while the null hypotheses were tested using inferential statistics of Pearson product moment correlation and regression analysis.

Findings of the study revealed that non-media factors play greater role in influencing consumers' choice of TSP than media factors. The key recommendations of the study were that management of telecommunication

firms operating in Awka should emphasize on non-media factors in the advertising campaigns such as quality of service, low tariff network availability etc. It was also recommended that TSPs should reduce media factors oriented advertising. The savings could come in form of reduced call rate to the consumers and better service, which ultimately will benefit the consumers and impact on consumer service.

Ilorah's study is related to the present study in that both studies dwell on determining the extent of marketing strategies used by business organizations. Both studies are also related in terms of research design and instrument for data collection in that both studies adopted the descriptive survey research design and a structured questionnaire for data collection. However, while Ilorah's study focused mainly on advertising within the purview of telecommunication service providers, the present study focused on a wide range of marketing strategies in manufacturing companies. In addition, they differ in area of study and scope of the study in that while the previous study was conducted in small part of Anambra State, the present study was conducted in Anambra State as a whole.

George (2013) investigated on the effectiveness of internet advertising on consumer behavior on Nairobi students in University of Nairobi. Structured questionnaire was used for data collection. A case study

research design was adopted with the population of 950 with a sample size of 100 using a stratified sampling techniques. Content analysis was used to analyse qualitative data while the quantitative data was analysed using descriptive statistics using SPSS. Regression and correlation analysis was used to show the relationship among variables. The data was presented through percentages, mean, standard deviation and frequencies. The study found that internet advertising was effective on reach and creation of awareness due to diverse usage as established that its reliability as an advertising media was low compared to television advertising.

George (2013)'s study is related to the present study in that it dealt with advertising as a tool. They both used a structured questionnaire as method of data collection. They both differ in that George (2013) studied internet advertising while the present study has it as a marketing communication strategy. However, both studies differs in geographical location, population and method of data analysis. More so, George (2013)'s study anchored on Internet advertising on consumer behavior on Nairobi students, the present study dealt with extent of utilization of advertising among owners and managers of manufacturing companies in Anambra State.

Anozie (2015) carried out a study on the influence of Television advertising on consumer purchase pattern of selected mobile devices among

students. The major objective of the study was to find out if television advertising has played a key role in the growth and patronage of mobile devices. Four research questions guided the study. Survey research design was adopted. The scope of the study was under-graduate students of Imo State University, Owerri. The population size was 14,891 students. A sample size of three hundred students was selected through multi stage and purposive sampling technique to represent the total population. The questionnaire was the primary instrument for data collection. The data collected were analyzed using pie charts, simple percentages and tables. At the end of the study it was found that television advertising played a key role in the growth and patronage of mobile devices among the students of IMSU. It was therefore, recommended that corporate establishments/ advertisers should always create alternative and catchy adverts and slogans that will induce and persuade buyers to try out products.

The study by Anozie is related to the current study in that both dealt on television advertising as an influence on purchase pattern of consumer. Both used descriptive survey design and questionnaire for data collection. However, Anozie's study focused on selected mobile devices among students (undergraduate) while the present study focused on managers or owners of manufacturing companies. In addition, they differ in area and

scope of the study. Also, Anozie's study did not cover other aspects of strategies that influence consumer purchase pattern such as, public relations, direct marketing, sales promotion, and personal selling which the present study covered. More so, Anozie's study used pie charts, simple percentage and table to analyze data collected while the present study used mean and standard deviation.

Onuekwe (2015) carried out a research on Herbal Medicine Media Advertising, a study of audience perception and purchase decision. Four research questions and two hypotheses guided the study. A structured questionnaire was used for data collection. The study adopted a survey design with population of 920 residents and a sample of 400 residents drawn from five states capital of the southeastern, Nigeria. A qualitative descriptive analysis and SPSS version 20 were used to analyze the data. Data analyzed was presented in tables.

The findings among others suggest a high level of exposure to media advertisement of herbal medicine. The study thus concluded that purchase decision for herbal medicine was dependent on cultural background, community and societal standard that affect people perception.

The study by Onuekwe (2015) is related to the current study in that both dealt on advertising. Both also used descriptive survey design and

questionnaire for data collection. In addition, both studies differs in method of data analysis and area of the study. Onuekwe (2015)'s scope differs from the present study.

Nwokolo (2016) conducted a study on the influence of television advertising as a strategy for consumers' demand for seven- up soft drinks in Enugu metropolis. Five research questions guided the study and four hypotheses were tested at 0.05 level of significance. Descriptive survey design was adopted. A structured questionnaire was used for data collection. The population for the study consisted of 765 consumers of Seven-up soft drinks. A total of 262 consumers selected through simple random sampling were used for the study. Mean and standard deviation were used to answer the research questions while t-test statistic was used to test the null hypotheses.

The findings of the study showed that television advertising was the most effective medium for reaching consumers' demand for seven-up soft drink. The researcher concluded that no strong brand loyalty to any soft drink bottled in Enugu and relatively low acceptance of seven-up soft drink in Enugu was mainly a factor of its unavailability. The study thus recommended among others that aggressive campaigns should be made in order to win consumers over to a particular drink or products.

Nwokolo's study is related to the current study in the sense that both studies focused on the use of advertising as a marketing strategy. The two studies are also related in terms of method of data collection and analysis. The two studies differed in that while the previous study focused only on advertising as a marketing strategy, the present study focused on a wide range of integrated marketing communication strategies. However, the two studies differed in the area of study in that while the Nwokolo's study was conducted in Enugu metropolis, Enugu State, the present study was conducted in Anambra State. Also, while the previous study targeted the consumers of Seven-up soft drink, the present study targeted the operators of manufacturing companies.

Utilization of sales promotion as a marketing communication strategy

Ajeke and Amatu (2012) carried out a study on the influence of sales promotion marketing strategies in tourists' choice in Cross River State, Nigeria. Five research questions guided the study and five hypotheses were tested at 0.05 level of significance. Descriptive survey design was employed. A population of 215 respondents consisting of tourists and staff of government tourism organization (GTOs) and private tourism service providers (PTSPs) who were involved in marketing and promotion of tourism service products. A structured questionnaire was used for data

collection, while ANOVA and qualitative statistics was used to analyze the data generated.

The findings of the study revealed that the influence of promotion in tourist industry affect the tourists' choice of destination to visit. Therefore, since the increase of tourists's population has a multiplier effect on the economic benefits of the nation. It was recommended that government should reinforce its commitment towards tourism marketing by emphasizing more of the festivals and events as effective communication medium for attractions.

The study by Ajake and Amatu (2012) is related to the current study in that both analyzed sales promotion as a marketing strategy. Both also used descriptive survey design and questionnaire for data collection. However, the study of Ajeke and Amatu (2012) was anchored on tourists' choice while the present study was on extent of utilization of marketing strategies by manufacturing companies. More so, the current study dealt with the strategies in unison while the study of Ajake and Amatu dealt with it in isolation.

Oyedepo, Akinlabi and Sufian (2012) conducted a study on sales promotion and its effects on organizational effectiveness in Nigerian manufacturing industry. The study focused on how sales promotion is used

to generate higher sales, increased profitability and greater market share. Two research questions guided the study. Two hypotheses were tested at 0.05 level of significance. A descriptive survey research design was applied. The sample size employed was 205 respondents from NESTLE Food Nigeria Plc. Questionnaire was used for data collection. Cronbach Alpha reliability test was used to determine the internal consistency of the instrument and a reliability indices of 0.83 and 0.88 were obtained. Chi square independence test was used to test the hypotheses. The result of the study indicated that the beverage companies increasingly make use of sales promotions. It was concluded that management may engage regularly in more promotional mix strategies, and also tend to be creative to consumers. This in turn would enhance and boost their sales revenue.

The study by Oyedepo, Akinlabi and Sufian (2012) is related to the current study in that both dealt with sales promotion. Both studies used descriptive survey design. More so, Oyedepo, Akinlabi and Sufian's study dealt with sales promotion and its effects on organizational effectiveness in Nigerian manufacturing industry, while the present study dealt with managers or owners of registered manufacturing companies. They both differ in geographical location and scope.

Darko (2012) carried out a study on assessing the role sales promotion play in influencing buying behaviour of telecom consumers. The study was conducted in the Tema Metropolitan Assembly in the Greater Accra Region of Ghana. Four research questions guided the study. Descriptive study research design was adopted for the study. Population of the study comprised 3924,722,485 subscribers of the five active mobile networks in the country. A purposive sampling technique was used to sample one hundred , made up of customers who were adjudged users of Vodafone, MTN, Tigo, Expresso, Airtel and Glo network services. A structured questionnaire was used for data collection. The Cronbach Alpha coefficient was used in assessing the reliability of the data obtained. The questionnaire items were analyzed with the help of Statistical Package for Social Sciences (SPSS) and Microsoft Excel. Data was analyzed in the form of reliability analysis, descriptive statistics and multiple regression analysis. The study indicated significant influence of sales promotion on consumer buying behaviour. The research consequently recommended that, telecom service providers need to undertake regular sales promotion activities to ensure constant influence on their patrons.

The study by Darko (2012) is related to the current study in that both analyzed sales promotion as a marketing strategy. Both also used descriptive

survey design and questionnaire for data collection. However, the study of Darko (2012) was anchored on the role sales promotion play in influencing the buying behaviour of telecom consumers while the current study dealt with the managers or owners of registered manufacturing companies.

Nwielaghi (2013) conducted a study on sales promotion and marketing performance in the soft drink industries in Abia State, Nigeria. Four research questions guided the study. Four hypotheses were tested at 0.05 level of significance. A descriptive survey design was used for the study. The population of the study consisted of 234 sales executive of major soft drink manufacturing firms and their accredited distributors in Abia State. The entire population was studied, hence there was no sampling. A structured questionnaire was used as an instrument for data collection. Mean scores and standard deviations were used to answer the research questions while t-test and ANOVA statistical tools were used to test the hypotheses. Findings of the study revealed that sales executives of manufacturers and distributors of soft drinks in Abia State moderately utilized sales promotion which relatively inhibited their marketing performance especially in the use of trade allowances and trade contexts. The findings also revealed that the level of education of the sales executive was a major determining factor influencing their utilization of sales

promotion. It was recommended that for optimal levels to be achieved, trade promotion strategies that emphasize on trade allowances and contexts be adopted. The study also recommended that the management of manufacturing companies in Abia State should employ more of sales executives with relevant educational qualifications so as to achieve improved marketing performance.

Nwielaghi (2013)'s study is related to the current study in that both dealt with sales promotion. Both studies used descriptive survey design. More so, Nwielaghi's study dealt with sales executives of major soft drink manufacturing firms, while the present study dealt with managers or owners of registered manufacturing companies. They both differ in geographical location and scope.

Utilization of direct marketing as a marketing communication strategy

Guide (2009) conducted a study on consumer and business-to-business direct marketing in Europe. The study aimed at determining the extent of utilization of direct marketing channels by consumers and business-to-business companies. Five research questions guided the study and five hypotheses were tested at 0.05 level of significance. Survey design was adopted. A population of 450 was studied and a structured questionnaire was used for data collection. Reliability coefficient of 0.82 was established.

The findings of the study showed that targeted direct mail to customer built database was seen as highly effective in telemarketing. The study recommended among others that marketers should utilize direct marketing as business-to business contact in manufacturing firms.

The study by Guide (2009) is related to the current study in that both analyzed the utilization of marketing strategy. Both also used descriptive survey design and questionnaire for data collection. Both studies differ however in area of study adopted. Also, the study of Guide (2009) did not consider personal selling, advertising, sales promotion and public relations which the present study covered. Guide's study scope of study and population differ from the present study.

Lewis and Nebat (2012) carried out a study to ascertain the extent of utilization of direct sales strategy towards attainment of competitive advantage among commercial banks in Kenya. Two research questions guided the study and two null hypotheses were tested at 0.05 level of significance. The study employed a descriptive survey design. The population for the study comprised 42 marketing managers of various banks (40 commercial banks and 2 mortgage banks) in Kenya. The entire population was studied as the population size was manageable, hence there was no sampling. The instrument for data collection was a structured

questionnaire. The data collected with respect to the research questions were analyzed using descriptive statistics such as mean and standard deviation while the hypotheses were tested using t-test statistic.

The findings of the study revealed that commercial banks in Kenya adopted direct sales marketing strategy to a high extent. The study also revealed that competitive advantage arising from the implementation of the direct sales strategy was sustainable to a great extent. The study concluded that direct sales strategy enhanced the opening of many accounts, profitability, and increase in market and reduced fraud significantly. The study recommended among others that commercial banks should open regional branches spread throughout the country to enhance customers reach and market presence, increase the size of the direct sales force to enhance customer awareness and market penetration and regular sales campaigns to excite the market.

Lewis and Nebat's study is related to the present study in that both studies investigated the extent of utilization of integrated marketing communication strategies by business organizations. The two studies are also related in terms of research design adopted, method of data collection and analysis. In this case, both studies adopted descriptive survey research design, a structured questionnaire for data collection and mean scores,

standard deviation and t-test statistics as methods of data analysis. However, the two studies differ in terms of content scope in that while Lewis and Nebat's study focused only on utilization of direct marketing as an aspect of integrated marketing communication strategies, the present study focused on a wide range of integrated marketing communication strategies. The two studies also differ in terms of location of the study in that while the previous study was carried out in Kenya, the present study was carried out in Anambra State, Nigeria. The two studies differ in terms of targeted population in that while the previous study was carried out with the coverage of commercial banks and mortgage banks, the present study was carried out with the coverage of manufacturing companies.

Lethabo, Olabanji and Tafadzwa (2014) investigated the utilization of direct marketing communication strategies by small retailers in Makweng in Limpopo province of South Africa. Two research questions guided the study and two null hypotheses were tested at 0.05 level of significance. The study employed a descriptive survey design. The population for the study comprised 97 small retailers in the Mankweng in Limpopo province. The entire population was studied as the population size was manageable, hence there was no sampling. The instrument for data collection was a structured questionnaire developed by the researcher based

on the research questions and insight gathered from the literature reviewed. The data collected with respect to the research questions were analyzed using descriptive statistics such as percentages, tables, mean and standard deviation. On the other hand, data relating to the hypotheses were tested using t-test statistic.

The findings of the study revealed that majority of small retailers in the Mankweng in Limpopo province of South Africa utilized direct marketing communication strategies to a high extent while only a few utilized it to a low extent. Also the study found that for those small retailers that employed direct marketing communication strategies, their profitability was positively impacted. The study recommended that small retailers in the area adopt direct marketing communication strategies as a business approach based on market research, effective resource utilization and measurable strategic objectives. The study also recommended that small retailers should also adopt direct marketing strategy as it will help them to analyze their target customers and focus their marketing message according to their requirements.

Lethabo, Olabanji and Tafadzwa's study is related to the present study in that both studies determined the extent of utilization of integrated marketing communication strategies by business organizations. The two

studies are also related in terms of research design adopted, method of data collection and analysis. In this case, the both studies adopted descriptive survey research design, a structured questionnaire for data collection and mean scores, standard deviation and t-test statistics as methods of data analysis. However, the two studies differ in terms of content scope in that while Lethabo, Olabanji and Tafadzwa's study focused only on utilization of direct marketing as an aspect of integrated marketing communication strategies, the present study focused on a wide range of integrated marketing communication strategies. The two studies also differ in terms of location of the study in that while the previous study was carried out in the Mankweng in Limpopo Province of South Africa, the present study was carried out in Anambra State, Nigeria. The two studies differ in terms of targeted population in that while the previous study was carried out with the coverage of small scale retailers, the present study was carried out with the coverage of manufacturing companies.

Ejezie (2015) conducted a study on the extent of utilization of direct marketing channels by manufacturing companies operating in Akwa-Ibom State. Seven research questions were answered and seven hypotheses tested at 0.05 level of significance. A survey research design was adopted for the study. The population for the study consisted of 300 managers of registered

manufacturing companies. The entire population was used for the study. Structured questionnaire was used to generate data for the study. Cronbach Alpha reliability test was used to determine the internal consistency of the instrument and this yielded a reliability coefficient of 0.92. Mean and standard deviation were used respectively to analyze the research questions, while a one-way t-test statistics was used to test the hypotheses. The major finding of the study was that manufacturing companies in Akwa-Ibom State utilized personal selling, catalogues and direct mail to reach their customers.

The study by Ejezie (2015) is related to the current study in that both dealt on the extent of utilization of marketing strategies. Both also used descriptive survey design and questionnaire for collection of data. Ejezie's study used registered manufacturing companies as the present study did. In addition Ejezie(2015) did not consider personal selling, public relations, sales promotion and advertising as marketing channels which the present study covered. Ejezie's study also differ from the present in area of geographical location and scope.

Utilization of Public Relations as Marketing Communication Strategies

Kehinde (2009) conducted a study on the impact of integrated marketing communication on consumers' patronage of Nigerian beverage products. Four research questions and four hypotheses guided the study. A

structured questionnaires distributed among sampled respondents . The study adopted a cross sectional survey research design. The population of the study consisted of 1,200 registered operators of Nigerian beverage product in Portharcourt city, while the sample size of 120 was determined from the population size. To ensure the reliability of this instrument, Cronbach Alpha coefficient of 0.76 was obtained. In analyzing the data, the researcher used suitable test statistics, correlation and Kruskal Wallis one-way analysis where appropriate.

Findings showed that respondents appreciated the inherent benefits that the use of IMC will bring over its non-use (the traditional approach). The findings also indicated that there was a significant difference in the perception of staff of beverage producing companies, customer and marketing communication organizations on the effectiveness of IMC in promoting consumer patronage of beverage products. It was concluded that a combination of marketing communication tools together can guarantee better results, it is the strategic coordination of marketing communication tools and the media that will facilitate efficient results and help the company influence its perceived brand value in the eyes of its esteemed customers and other stakeholders.

Kehinde (2009)'s study is related to the current study in that both sought to analyze integrated marketing communication. Kehinde's study adopted test statistics, correlation and Kruskal Wallis one –way analysis, the present study employed a descriptive survey design. The present study focuses on managers and owners of manufacturing companies, Kehinde's study focuses on operators of Nigerian beverage products.

Callen (2010) conducted a research on the impact of public relations on consumers' patronage on Nigerian Beverage Product. This study was carried out in Quasi, Ghana. Four research questions and four hypotheses at 0.05 level of significance were raised and tested respectively to guide the study. The study was a descriptive survey design. A total population of 50 consumers of Nigeria Beverage Product was used for the study and there was no sampling because the population was small. A structured questionnaire distributed among respondents was used. Reliability of the instrument was ascertained using Cronbach Alpha that yielded 0.88. In analyzing the data, the researchers used correlation and Kruskal Wallis one way analysis.

Findings of the study showed that respondents appreciated the inherent benefits that the use of public relations as a marketing strategy bring over its non- use. The researchers concluded that public relations have

a great impact on consumers patronage on Nigeria beverage product. It was then recommended among others that Nigerian beverage firms should mount more means of reaching the public on products persuasion.

The current study is related to Callen's work in that both dealt on public relations as a strategy. They are also related in design adopted, method of data collection and method used for reliability. However, the two studies differ in geographical location of the study and method of data analysis. Callen's study differs with the current study in that Callen dealt on the impact of public relations in part as a strategy while the current study dealt on the extent of utilization of integrated marketing communication strategy as a whole.

Onyiengo (2014) investigated public relations as a management function and the challenges to effective internal public relations at the Kerio valley development authority in Kenya. The purpose of the study was to identify the key publics both internal and external. The study was guided by one research question and two hypotheses tested at 0.05 level of significance. Descriptive survey design was used for the study. The study used questionnaire for data collection which was administered on the non-management employees of KVDA. Face to face interviews were also used to collect information from management staff of KVDA. The total population

of KVDA is 600, participants for the study were drawn from one department in KVDA, and stratified random sampling was used to select respondents for the study. A total of 150 respondents were selected. Qualitative data was analyzed through the use of content analysis. The finding of the study was that the public relation office was not considered a management function at the KVDA and this has contributed to the poor internal public relations. The study concluded that the management should recognize the important role that the public relations office plays in creating good internal public relations. It was recommended among others that public relation office should be included in all decision making in the organization.

Onyiengo (2014)'s study is related to the present study in that both dwelt on public relation. They both used questionnaire as method of data collection. They differ in that Onyiengo (2014) studied public relations as management function while the present study has it as a marketing tool or strategy. However, both studies differ in geographical location, population and method of data analysis. More so, Onyiengo (2014) study anchored on public relations at the Kerio valley development authority in Kenya while the present study dealt on public relations in manufacturing companies in Anambra State, Nigeria.

Asogwa (2016) carried out a study on public relations in tertiary institutions management in Anambra State. The study aimed at establishing the extent of integration of public relations in the management of tertiary institutions. Four research questions guided the study and two hypotheses were tested at 0.05 level of significance. The survey research design and an in- depth interview were used in conducting this study. The population of 1,020 respondents was used for the study while the sample size of 399 was selected through Taro Yamane method. A total of 399 copies of questionnaire were administered to the respondents. Data generated were analyzed using description instrument as well as simple tables of frequencies and percentages.

The findings of the study indicated that public relations in tertiary institutions played a big role in enhancing the image of the institutions as organizations. The researcher recommended that the public relations management of institution should tilt more towards decision making, as this will offer the PR unit the opportunity to present the public viewpoints when decisions affecting them are taken.

The study by Asogwa (2016) is related to the present study in that both dealt on public relations as a strategy. Both studies used questionnaire and adopted survey design. However, they differ in content in that Asogwa

(2016) studied management of tertiary institution while the present study dealt on manufacturing companies. More so, both studies are related in geographical location. Asogwa's studies did not study all the components of integrated marketing communication while the present study targeted on all the components.

Neema (2017) conducted a study on the effects of marketing communication mix on sales performance of soft drink companies in Tanzania. Five null hypotheses were tested at 0.05 level of significance. The study adopted explanatory and descriptive research designs. The target population for the study was 37 soft drink companies in Dar es Salaam, Tanzania and a census survey was used to select the target population. Structured and unstructured questionnaires were administered to the respondents. Descriptive and inferential statistics were used to analyze data of the study. Reliability of data collection instrument was measured using Cronbach Alpha and researcher ensured the 0.7 threshold was not exceeded. Inferential statistics at $p \leq 0.05$ significance level was used. Multiple regression analysis was applied to test the hypotheses.

The results of the hypotheses tested indicated that only direct marketing had a statistically positive significant effect on sales performance. Sales promotion and publicity had a positive statistical insignificant effect

on sales performance. However, the study found that there was a statistically negative insignificant effect of advertising on sales performance. The study concluded that the macro environmental factors positively affect the relationship linking marketing communication mix and sales performance of soft drink companies in Dar es Salaam, and thus it is important that soft drink companies develop market communication strategies to adapt well to the macro environment and fit well in the market.

Neema (2017)'s study is related to the present study because both focused on integrated marketing communication strategies. Both studies adopted descriptive research design, cronbach alpha reliability and method of data collection. However, the two studies differ in geographical location. While Neema's study was carried out in Tanzania, the present study was carried out in Anambra State, Nigeria.

Utilization of personal selling as marketing communication strategies

Peter and John (2012) carried out a study on the importance of personal selling as an element of marketing communication in Premium Insurance Generation in Lagos State, Nigeria. The study sought to describe the ranked importance of the five marketing communication mix elements. Three research questions guided the study. Descriptive survey design was adopted for this study. A population of 49 insurance companies was

randomly selected through a structured questionnaire delivered hand to hand to the employees of the company. Simple percentages were used to answer the research question.

Findings from the study suggested that advertising, personal selling and public relations are taking high priority in the minds of marketers of insurance services in Nigeria, while direct marketing is considered appreciable in services delivery improvement of insurance organizations, sales promotion were of low acceptance. It was then recommended that effective use of the various elements of marketing communication will help provide information, and create more awareness.

The study by Peter and John (2012) is related to the present study in that both dealt on personal selling as marketing strategy. Both studies use descriptive survey design and questionnaire for data collection. In addition, both differ in area of study and method of data analysis. However, the study of Peter and John (2012) did not consider direct marketing, advertising, sales promotion and public relations which the present study covered. Peter and John (2012) study anchored on insurance company while the present study focused on manufacturing companies.

Murianki (2012) conducted a research on effects of personal selling on sales. A case study of Women Groups in Imenti North District. The

objective of this study was to evaluate the effects of personal selling on sales of agricultural products produced by women groups. The population of the study comprised 100 women groups registered with the Ministry of Sports, Culture and social services. Simple sampling technique was employed with sample size of 79. Primary data was collected using questionnaire. Personal administration of the instrument was employed. Data was presented using frequency tables. Chi square test was used to test the hypothesis. It was concluded that personal selling was found to be widely used promotion method by women groups.

Muriani (2012)'s study is related to the present study in that both studies used the questionnaire as method of data collection, also used registered organizations. However, they differ in content and location in that Muriani (2012) studied Women Groups in Kenya while the present study dealt with owners and managers of manufacturing companies in Anambra State, Nigeria.

Mbogo (2013) carried out a study on influence of personal selling strategies on the growth of customers of pathologists Lancet Kenya. The study adopted a descriptive survey research design. The population was forty, and no sampling. A semi structured questionnaire was used for the study. Mean and standard deviation was used to analyse data. Cronbach

Alpha with reliability coefficient of 0.70 was established. Pearson Correlation and multiple linear regression analysis were done to test the relationship between personal selling and customer growth.

The findings of the study was established that pathologists Lancet in Kenya as a brand is associated with products quality and cheap price that both adds value and satisfaction to its customers. The study concludes that personal selling strategies positively influence customers growth.

The study by Mbogo (2013) is related to the present study in that both dealt on personal selling as a strategy. They both used questionnaire as a method of data collection. They differ in geographical location and population of the study. Also Mbogo's study anchored on personal selling strategies on the growth of pathologists while the present study dealt on managers and owners of manufacturing companies.

Udeh (2013) investigated the effectiveness of personal selling strategies in marketing of electronic appliances in Super Master Limited, Onitsha. The purpose of the study was to examine how personal selling strategies affect marketing of electronic appliances. The sources of data were both primary and secondary sources. Three research questions guided the study and three hypotheses were tested at 0.05 level of significance. The population of the study consisted of 205 staff of the company. The primary

data were gathered through the administration of questionnaire on the management and staff of super master. Personal interviews were also held with willing respondents in order to get additional information. The major findings were that personal selling was an important element of promotional mix and an effective promotional tool that induces or persuade consumers to place and provide immediate feedback. It recommended that personal selling activities must be seen as a continuous exercise in order to be reminding the customers about a new product coming into the market and also telling them that the existing product is still in the market.

The study by Udeh (2013) is related to the present study because both studies dealt with personal selling as a marketing strategy in marketing of electronics appliances while the present study focused on the extent of utilization of integrated marketing communication strategy by manufacturing company where personal selling is one of its strategies. Both studies differ in geographical location, population of the study and scope of the study. In addition, the study of Udeh (2013) is related to the present study in method of data collection used.

Olumoko (2014) investigated the role of personal selling in enhancing client satisfaction in Nigerian insurance market in Kogi State. The purpose of the study was to determine the effect of promotional presentation

to potential persons. Two research questions guided the study and one hypothesis was tested at 0.05 level of significance. The study employed a descriptive survey design. A Cronbach alpha reliability coefficient of 0.84 was obtained. The population for the study was 110 respondents selected from insurance firms. The questionnaire was the instrument used to collect data. Data related to research questions were analyzed using inferential statistical instrument while independent t-test was used to test the hypothesis.

Findings of the study revealed that personal selling as a marketing strategy was the most beneficial marketing strategy that should be embraced by Nigerian firms. It may be used to improve the image of the industry. The study recommended among others that Nigerian firms should integrate one in one selling in order to enhance their client satisfaction.

Olumoko (2014)'s study is related to the present study in that both used descriptive survey design and questionnaire as a method of data collection. However, the study of Olumoko (2014) was anchored on the role of personal selling in enhancing client satisfaction in Nigerian insurance market while the present study was on extent of utilization of marketing communication strategy. In addition, the study of Olumoko (2014) did not consider direct marketing, advertising, public relations, and sales promotion

as marketing strategies which the present study covered. More so, Olumoko's study dealt on Nigerian insurance market while the present study was on manufacturing companies.

Summary of Review of Related Literature

Related literature was reviewed under conceptual framework, theoretical framework, theoretical studies and some related empirical studies. In the conceptual framework, three key concepts in the title of the study such as utilization, integrated marketing communication strategies and manufacturing companies were reviewed. Under the theoretical framework, bass combination theory was reviewed supporting strategies utilized by manufacturing companies' owners and managers.

Works of authors were reviewed on theoretical studies which revealed the objectives of manufacturing companies, integrated marketing communication strategies, relevance of integrated marketing communication strategies to manufacturing companies, constraints to the adoption of integrated marketing communication strategies in organization. Several empirical studies on advertising, sales promotion, public relations, direct marketing and personal selling were reviewed. However, the reviewed empirical studies and to the best of the researcher's knowledge, studies on the extent owners and managers of manufacturing companies in nNigeria,

particularly in Anambra State are non-existent. This has created a gap in knowledge which this study has filled.

CHAPTER THREE

METHOD

This chapter presents the procedure that was used in carrying out the study. The procedure covered research design, area of the study, population of the study, sample and sampling technique, instrument for data collection, validation of the instrument, reliability of the instrument, method of data collection and method of data analysis.

Research Design

The study adopted a descriptive survey research design. According to Nwankwo (2013) and Nworgu (2015) descriptive survey design is a research design that focuses on people, facts about the people, their beliefs, opinions, attitudes, motivations and behaviours. The design is suitable for this study because it enabled the researcher sample the opinions of a segment of a definite population on the extent of utilization of integrated marketing communication strategies by registered manufacturing companies.

Area of the Study

The study was carried out in Anambra State of Nigeria. Anambra State is one of the five states that make up South-East Nigeria. The State is bounded by Delta and Edo States to the west, Imo and Rivers State to the south, Enugu and Kogi States to the north and Abia and Ebonyi States to the

east. Anambra State has three senatorial districts; namely, Anambra North, Anambra Central and Anambra South, with 21 Local Government Areas. It has a tropical climate with some rivers and lakes, vast areas of arable land and topography of flat plains for agriculture. Agriculture, commerce and industry form the nucleus of the business of the people.

The people of Anambra State are very industrious and most of the industrial base of the State are private sector driven spanning from agro-allied, automobile and manufacturing and situated mostly in Nnewi, Onitsha, Awka and environs. Although the people of the state are generally enterprising to the extent of setting up manufacturing companies, Akpabio (2013) observed that majority of the companies finally do not stay in operation for a long time. The choice of the area was informed by the need to enhance the performance of manufacturing companies in the State and avoid the setbacks that led to their frequent closure.

Population of the Study

The population of the study comprised all 298 owners /managers of registered manufacturing companies in Anambra State. The population distribution is presented as Appendix A on page153. The total population was obtained from the

Ministry of Commerce and Industry, Corporate Affairs Commission, Awka, (2017).

Sample and Sampling Technique

The entire population was studied without sampling because the size was not too large and was also manageable.

Instrument for Data Collection

The instrument for data collection was a structured questionnaire developed by the researcher after extensive review of literature and titled “Integrated Marketing Communication Strategies Questionnaire (IMCSQ)”. The instrument has two main sections - Sections A and B. Section A has two items on the personal data of the respondents while Section B contains 39 items in five clusters of B1 to B5 according to the research questions with 9, 8, 7, 8 and 7 items respectively. Section B was structured on a 5- point rating scale of Very Great Extent (VGE), Great Extent (GE), Moderate Extent (ME), Small Extent (SE) and Very Small Extent (VSE). Copy of the instrument is presented as appendix B on pg 166.

Validation of the Instrument

The instrument was subjected to face validity by three experts, two from business education from the Department of Technology and Vocational Education and one from measurement and evaluation from the Department of Educational Foundations, Nnamdi Azikiwe University, Awka. Draft copies of the questionnaire together with the research topic, purpose of the study, research questions and hypotheses were given to the experts to validate and they were requested to constructively examine the instrument in terms of appropriateness of the structure and instructions, wordings suitability and contents coverage. They scrutinized the instrument to determine the relevance and acceptance of the questionnaire items, their clarity and comprehensiveness. This was to be sure that the items strictly answered the research questions raised and the hypotheses formulated for this study. Based on the comments and suggestions of the experts, some item statements were modified to fit the research purpose with the approval of the researcher's supervisor. The validators' reports are attached as Appendix F on pg 185.

Reliability of the Instrument

In order to ensure the reliability of the instrument, pilot test was used. To do this, the instrument was administered on 30 managers and

owners of manufacturing companies in Enugu State who were not included in the population of the study. Cronbach Alpha was used to determine the internal consistency of the instrument and coefficient values of 0.86, 0.81, 0.80, 0.82, and 0.79 were obtained for the five clusters with an overall coefficient value of 0.82. This indicated that the instrument was reliable for the study as suggested by Olayiwola (2007) and Nworgu (2015) that a reliability coefficient of 0.70 and above is deemed reliable. The computation for the reliability test is attached as Appendix D on page 172.

Method of Data Collection

The copies of questionnaire were personally administered by the researcher to the respondents in their offices with the aid of four research assistants who were briefed on the procedure by the researcher. On the spot completion and retrieval method was adopted. Respondents who could not complete their copies on the spot were revisited on agreed dates for retrieval. Phone calls and text messages were used as reminders to such respondents and the exercise lasted for two weeks. These measures were adopted to facilitate a high response rate and out of the 298 copies of the questionnaire distributed, 286 copies (96 percent) were correctly completed, retrieved and used for the study.

Method of Data Analysis

Data were analyzed using descriptive statistics of mean and standard deviation to answer the research questions and determine the homogeneity or otherwise of the respondents means. In answering the research questions, decision for the items was based on item and cluster means relative to the real limits of number as shown below:

Responses	Rating scale	Limit of Numbers
Very Great Extent (VGE)	5	4.50-5.00
Great Extent (GE)	4	3.50-4.49
Moderate Extent (ME)	3	2.50-3.49
Small Extent (SE)	2	1.50-2.49
Very Small Extent (VSE)	1	1.00-1.49

t-test and Analysis of Variance (ANOVA) were used to test the null hypotheses at a 0.05 level of significance. The computation was done using the Statistical Package for Social Sciences (SPSS) version 23. For the hypotheses, where the calculated p-value is less than the stipulated level of significance (0.05), it means that there was significant difference and the hypothesis was rejected. Conversely, where the calculated p-value is equal to or greater than the stipulated level of significance (0.05), it means that there was no significant difference and the hypothesis was not rejected.

CHAPTER FOUR

PRESENTATION AND ANALYSIS OF DATA

Data collected in the study were analyzed and presented in this chapter according to the research questions and null hypotheses as follows:

Research Question 1

To what extent do manufacturing companies in Anambra State utilize advertising as an integrated marketing communication strategy?

Analysis of data relating to this research question is presented in Table 1

Table 1

Respondents' mean ratings on the extent manufacturing companies in Anambra State utilize advertising as an integrated marketing communication strategy.

N=286

S/N	Advertising	Mean	SD	Decision
1.	My company pays newspaper publishers to advertise its products	2.70	0.83	Moderate extent
2.	Buys pages of magazines for marketing its products	2.37	0.71	Small extent
3.	Markets its products through radio advertising and commercials	2.65	0.75	Moderate extent
4.	Markets its products through mobile advertisement	2.58	0.79	Moderate extent
5.	Uses bulk sms to market its products	3.24	0.92	Moderate extent
6.	Markets its products through television advertisement	2.08	0.89	Small extent
7.	Markets its product through internet	2.13	0.70	Small extent
8.	Uses advertising media to pass information to Customers quickly.	2.91	1.02	Moderate extent
9.	Uses persuasion to invite the publics to its products.	2.87	1.02	Moderate extent
Cluster Mean		2.61		Moderate extent

Table 1 shows that the cluster mean is 2.61 which indicates that manufacturing companies in Anambra State utilize advertising as an integrated marketing communication strategy to a moderate extent. The standard deviations of 0.70 to 0.92 are within the same range showing homogeneity in responses.

Research Question 2

To what extent do manufacturing companies in Anambra State utilize sales promotion as an integrated marketing communication strategy?

Analysis of data relating to this research question is presented in Table 2

Table 2

Respondents' mean ratings on the extent manufacturing companies in Anambra State utilize sales promotion as an integrated marketing communication strategy.
N=286

S/N	Sales Promotion	Mean	SD	Decision
10	Employs trade allowances in its sales promotion	2.27	0.70	Small extent
11	Uses trade contests for sales promotion of its products	2.53	0.88	Moderate extent
12	Performs her sales promotion function using training programmes	3.33	0.84	Moderate extent
13	Promotes the company's products through trade discounts or functional discounts	3.62	0.90	Great extent
14	Performs her sales promotion of products using push money/spiffs	2.18	0.67	Small extent
15	Uses dealer loaders incentives for sales promotion of its products	1.82	0.63	Small extent
16	Uses coupon booklets for its sales promotion	3.29	0.77	Moderate extent
17	Offers loyalty reward and packages	4.09	4.29	Great extent

Cluster Mean	2.89	Moderate extent
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Table 2 shows that the cluster mean is 2.89 which indicates that manufacturing companies in Anambra State utilize sales promotion as an integrated marketing communication strategy to a moderate extent. The standard deviations of 0.63 and 0.90 are within the same range showing greater consensus of opinion while standard deviation of 4.29 in item 8 shows that the respondents' responses are far apart.

Research Question 3

To what extent do manufacturing companies in Anambra State utilize direct marketing as an integrated marketing communication strategy?

Analysis of data relating to this research question is presented in Table 3

Table 3

Respondents' mean ratings on the extent manufacturing companies in Anambra State utilize direct marketing as an integrated marketing communication strategy.
N=286

S/N	Direct Marketing	Mean	SD	Decision
18.	Uses text messaging in marketing its products	2.89	0.91	Moderate extent
19.	Uses e-mail in marketing its products	1.10	0.67	Very small extent
20.	Employs online advert in marketing its products	2.93	0.70	Moderate extent
21.	Uses fliers to market its products	2.89	0.79	Moderate extent
22.	Develops a database marketing in marketing company's products	2.71	0.74	Moderate extent
23.	Catalogue distribution is used in marketing its products	2.73	0.67	Moderate extent
24.	Uses websites in direct marketing of its products	2.56	1.01	Moderate extent
Cluster Mean		2.54		Moderate extent

Table 3 shows that the cluster mean is 2.54 which indicate that manufacturing companies in Anambra State utilize direct marketing as an integrated marketing communication strategy to a moderate extent. The standard deviations of 0.67 to 0.91 are within the same range showing that the respondents are not wide apart in their ratings.

Research Question 4

To what extent do manufacturing companies in Anambra State utilize public relations as an integrated marketing communication strategy?

Analysis of data relating to this research question is presented in Table 4

Table 4

Respondents' mean ratings on the extent manufacturing companies in Anambra State utilize public relations as a marketing communication strategy.

N=286

S/N	Public Relations	Mean	SD	Decision
25.	Sponsors charity event as way of marketing its products	1.84	0.66	Small extent
26.	Performs press launch to market its products	1.81	0.67	Small extent
27.	Uses exhibition to market its products	3.10	0.82	Moderate extent
28.	Uses trade fair to market its products	3.68	0.91	Great extent
29.	Uses aids and grants to market its products	1.99	0.67	Small extent
30.	Uses cultural programmers to market its products	2.02	0.76	Small extent
31.	Uses workshops as a an aspect of public relation to market its products	1.98	0.72	Small extent
32.	Uses exhibitions of product during conferences	1.73	0.61	Small extent
Cluster Mean		2.27		Small extent

Table 4 shows that the cluster mean is 2.27 which indicate that manufacturing companies in Anambra State utilize public relations as an integrated marketing communication strategy to a small extent. The standard deviation for all the items ranges from 0.61 to 0.91 which show that the respondents are not wide apart in their ratings. Points to the facts that items 27 and 28 are utilized to moderate extent and great extent respectively.

Research Question 5

To what extent do manufacturing companies in Anambra State utilize personal selling as an integrated marketing communication strategy?

Analysis of data relating to this research question is presented in Table 5

Table 5

Respondents' mean ratings on the extent manufacturing companies in Anambra State utilize personal selling as an integrated marketing communication strategy.
N=286

S/N	Personal Selling	Mean	SD	Decision
33.	Engages the services of representatives in marketing its products	2.90	0.70	Moderate extent
34.	Employs the services of trends in marketing its products	1.94	0.70	Small extent
35.	Engages the services of sales clerk in marketing its products	3.13	0.76	Moderate extent
36.	Uses telephone sales in marketing its products	3.34	0.81	Moderate extent
37.	Uses outside personal selling in marketing its products	2.77	0.83	Moderate extent
38.	Uses sales meetings as a way of marketing its products	2.75	1.01	Moderate extent
39.	Uses the services of incentive programmes in	3.20	0.87	Moderate extent

marketing its products		
Cluster Mean	2.86	Moderate extent

Table 5 shows that the cluster mean is 2.86 which indicate that manufacturing companies in Anambra State utilize personal selling as an integrated marketing communication strategy to a moderate extent. The standard deviations of 0.70 to 0.87 are within the same range showing that the respondents are not wide apart in their ratings, while standard deviation of 1.01 shows variation in responses.

Hypothesis 1

There is no significant difference in business owners and managers mean ratings on their extent of utilizing advertising as an integrated marketing communication strategy.

Table 6
t-test analysis of respondents' mean ratings on their extent of utilization of advertising as an integrated marketing communication strategy based on status (owner/ manager).

Source of Variation	N	\bar{X}	SD	Df	P-value	Decision
Managers	199	2.60	.37	284	0.45	Not Significant
Owners	87	2.65	.36			

Table 6 shows that the p-value of 0.45 is greater than the significance level of 0.05. This indicates that managers and owners of manufacturing companies in Anambra State do not differ significantly in their mean ratings on the extent they utilize advertising as an integrated marketing communication strategy. The null hypothesis of no significant difference between the two groups is, therefore, not rejected.

Hypothesis 2

Owners/ managers respondents do not differ significantly on their extent of utilizing advertising as an integrated marketing communication strategy based on level of education (NCE/OND, HND/B.Sc., M.Sc./PhD).

Table 7

ANOVA summary of respondents' mean ratings on their extent of utilization of advertising as an integrated marketing communication strategy based on level of education (NCE/OND, BSc/HND, MSc/PhD).

Source of Variation	Sum of Squares	df	Mean Square	F	P-value	Decision
Between Groups	.030	2	.015			
				.110	.895	Not Significant
Within Groups	38.652	283	.137			
Total	38.682	285				

Table 7 shows that the p-value of .895 is greater than the 0.05 level of significance. This means that the respondents did not differ significantly in

their mean ratings on the extent they utilize advertising as an integrated marketing communication strategy as a result of level of education (NCE/OND, HND/B.Sc., M.Sc./PhD). Therefore, the null hypothesis was not rejected.

Hypothesis 3

There is no significant difference in business owners and managers mean ratings on their extent of utilizing sales promotion as an integrated marketing communication strategy.

Table 8

t-test analysis of respondents' mean ratings on their extent of utilization of sales promotion as an integrated marketing communication strategy based on status (owner/manager).

Source of Variation	N	\bar{X}	SD	Df	P-value	Decision
Managers	199	2.88	.60			
Owners	87	2.91	.64	284	0.90	Not Significant

Table 8 shows that the p-value of 0.90 is greater than the significance level of 0.05. This implies that managers and owners of manufacturing companies in Anambra State do not differ significantly in their mean ratings

on the extent of utilization of sales promotion as an integrated marketing communication strategy. Therefore, the null hypothesis was accepted.

Hypothesis 4

Owners and managers do not differ significantly on their extent of utilizing sales promotion as an integrated marketing communication strategies based on level of education (NCE/OND, HND/B.Sc., and M.Sc./PhD).

Table 9

ANOVA summary of respondents' mean ratings on their extent of utilization of sales promotion as an integrated marketing communication strategy based on level of education (NCE/OND, BSc/HND, MSc/PhD).

	Sum of Squares	df	Mean Square	F	P-value
Between Groups	.792	2	.396	1.058	.349
Within Groups	105.930	283	.374		
Total	106.722	285			

Table 9 shows that the p- value of .349 is greater than the 0.05 level of significance. This mean that the respondents did not differ significantly in their mean ratings on the extent they utilize sales promotion as an integrated marketing communication strategy as a result of level of education (NCE/OND, HND/B.Sc., M.Sc./PhD). Therefore the null

hypothesis was accepted.

Hypothesis 5

There is no significant difference in business owners and managers mean ratings on the extent of utilizing direct marketing as an integrated marketing communication strategy.

Table 10

t-test analysis of respondents' mean ratings on their extent of utilization of direct marketing as an integrated marketing communication strategy based on status (owner/manager).

Source of Variation	N	\bar{X}	SD	df	P-value	Decision
Managers	199	2.67	.32	284	0.37	Not Significant
Owners	87	2.68	.34			

Table 10 shows that the p-value of 0.37 is greater than the significance level of 0.05. This implies that managers and owners of manufacturing companies in Anambra State do not differ significantly in their mean ratings on the extent they utilize direct marketing as an integrated marketing communication strategy. The null hypothesis of no significant difference between the two groups was therefore, accepted.

Hypothesis 6

Owners and managers do not differ significantly on their extent of utilizing direct marketing as an integrated marketing communication strategy based on level of education. (NCE/OND, HND/B.Sc, and M.Sc./PhD).

Table 11

ANOVA summary of respondents' mean ratings on their extent of utilization of direct marketing as an integrated marketing communication strategy based on level of education (NCE/OND, BSc/HND, MSc/PhD).

	Sum of Squares	df	Mean Square	F	P-value
Between Groups	.014	2	.007		
				.068	.934
Within Groups	29.850	283	.105		
Total	29.864	285			

Table 11 shows that the P- value of .934 is greater than the 0.05 level of significance. This means that the respondents did not differ significantly in their mean ratings on the extent they utilize direct marketing as an integrated marketing communication strategy as a result of level of education (NCE/OND, HND/B.Sc., M.Sc./PhD). Therefore, the null hypothesis was accepted.

Hypothesis 7

There is no significant difference in business owners and managers mean ratings on their extent of utilizing public relations as an integrated

marketing communication strategy.

Table 12

t-test analysis of respondents' mean ratings on their extent of utilization of public relations as an integrated marketing communication strategy based on status (owner/manager).

Source of Variation	N	\bar{X}	SD	df	P-value	Decision
Managers	199	2.27	.27	284	0.73	Not Significant
Owners	87	2.26	.25			

Table 12 shows that the p-value of 0.73 is greater than the significance level of 0.05. This implies that managers and owners of manufacturing companies in Anambra State do not differ significantly in their mean ratings on the extent they utilize public relations as an integrated marketing communication strategy. Therefore, the null hypothesis was accepted.

Hypothesis 8

There is no significant difference in the respondents' mean ratings on the extent of utilization of public relations as an integrated marketing communication strategy by manufacturing companies in Anambra State as a result of level of education (NCE/OND, HND/B.Sc., M.Sc./PhD).

Table 13

ANOVA summary of respondents' mean ratings on their extent of utilization of public relations as an integrated marketing communication strategy based on level of education (NCE/OND, BSc/HND, MSc/PhD).

	Sum of Squares	df	Mean Square	F	P-value
Between Groups	.014	2	.070	1.009	.366
Within Groups	19.618	283	.069		
Total	19.758	285			

Table 13 shows that the P- value of .366 is greater than the 0.05 level of significance. This shows that the respondents did not differ significantly in their mean ratings on the extent they utilize public relations as an integrated marketing communication strategy as a result of level of education (NCE/OND, HND/B.Sc., M.Sc./PhD). Therefore the null hypothesis was accepted.

Hypothesis 9

There is no significant difference in business owners and managers mean ratings on the extent of utilizing personal selling as an integrated marketing communication strategy.

Table 14

t-test analysis of respondents' mean ratings on their extent of utilization of personal selling as an integrated marketing communication strategy based on status (owner/manager).

Source of Variation	N	\bar{X}	SD	df	P-value	Decision
Managers	199	2.85	.35	284	0.12	Not Significant
Owners	87	2.89	.30			

Table 14 shows that the p-value of 0.12 is greater than the significance level of 0.05. This implies that managers and owners of manufacturing companies in Anambra State do not differ significantly in their mean ratings on the extent of utilization of personal selling as an integrated marketing communication strategy. Therefore, the null hypothesis was accepted.

Hypothesis 10

Owners/managers do not differ significantly on their extent of utilizing personal selling as an integrated marketing communication strategy based on level of education (NCE/OND, HND/B.Sc., M.Sc./PhD).

Table 15

ANOVA summary of respondents' mean ratings on their extent of utilization of personal selling as an integrated marketing communication strategy based on level of education (NCE/OND, BSc/HND, MSc/PhD).

	Sum of Squares	df	Mean Square	F	P-value
Between Groups	.303	2	.151		

		1.323	.268
Within Groups	32.362 283		.114
Total	32.665285		

Table 15 shows that the P- value of .268 is greater than the 0.05 level of significance. This means that the respondents did not differ significantly in their mean ratings on the extent they utilize personal selling as an integrated marketing communication strategy as a result of level of education (NCE/OND, HND/B.Sc., M.Sc./PhD). Therefore, the null hypothesis was accepted.

Summary of Findings

The findings of the study are summarized as follows:

1. Managers and owners of manufacturing companies in Anambra State utilize advertising, sales promotion, direct marketing and personal selling as integrated marketing communication strategies to a moderate extent.
2. Managers and owners of manufacturing companies in Anambra State utilize public relations as an integrated marketing communication strategy to a small extent.
3. Managers and owners of manufacturing companies in Anambra State do not differ significantly in their mean ratings on the extent of utilization of advertising, sales promotion, direct marketing, public

relations and personal selling as integrated marketing communication strategies.

4. Managers and owners of manufacturing companies in Anambra State do not differ significantly in their mean ratings on the extent of utilization of advertising, sales promotion, direct marketing, public relations and personal selling as integrated marketing communication strategies based on their level of education.

CHAPTER FIVE

DISCUSSION, CONCLUSION AND RECOMMENDATIONS

This chapter covers discussion of findings of the study, conclusion, implications of the findings, recommendations and suggestions for further studies.

Discussion of Findings

Findings of the study are discussed as follows:

Utilization of Advertising as an Integrated Marketing Communication Strategy

The findings of the study revealed that the executives of manufacturing companies in Anambra State utilized advertising as an integrated marketing communication strategy to a moderate extent. This finding is in consonance with George (2010) who found that the operators of shopping malls in Bayelsa State utilize advertising as a marketing strategy to a moderate extent and that the use of various advertising media and display of shopping goods in strategic areas in the shop influences consumers to buy. This finding is also in agreement with Nwokolo (2016) who reported that television advertising was the most effective medium for reaching consumers' demand for seven-up soft drink. It thus means that the use of advertizing as an integrated marketing communication strategy would go a

long way in enhancing the sales volume and profits of manufacturing companies in Anambra State and beyond.

The findings also revealed that managers and owners of manufacturing companies in Anambra State did not differ significantly in their mean ratings on the extent of utilization of advertising as an integrated marketing communication strategy. This means that the executives of the manufacturing companies irrespective of their status utilized advertising as an integrated marketing communication strategy. The findings also revealed that level of education of the respondents did not significantly influence their extent of utilization of advertising as an integrated marketing communication strategy.

The respondents inability to effectively utilize advertising as a marketing strategy could be as a result of lack of managerial empowerment and lack of adequate knowledge of the vital role of advertising. It therefore means that manufacturing companies wishing to survive in this present economic reality must utilize various advertising media in marketing their products. This would help to create wider markets for their products.

Utilization of Sales Promotion as an Integrated Marketing Communication Strategy.

The findings of the study revealed that the executives of manufacturing companies in Anambra State utilized sales promotion as a marketing communication strategy to a moderate extent. The results revealed that the major sales promotion marketing communication strategies utilized by manufacturing companies included performing sales promotion using training programmes, promoting the company's products through trade discounts or functional discounts, promoting products using push money/spiffs, using coupon booklets for sales promotion and so on. This finding is in agreement with Darko (2012) who found that one of the most commonly used promotional tools to succeed in this ever -increasing competitive market is sales promotion which provides incentives to customers or to the distributor channel to stimulate demand for a product.

The findings revealed that managers and owners of manufacturing companies in Anambra State did not differ significantly in their mean ratings on the extent of utilization of sales promotion as a marketing communication strategy. The findings disagree with that of Oyedepo, Akinlabi and Sufian (2012) and Darko (2012) who reported that there was significant influence of sales promotion on consumer buying behaviour. Implying an improvement in the sales promotion strategies will lead to a

corresponding improvement in consumer buying behaviour towards purchasing products. Effective implementation of sales promotion among other promotional techniques increases the consumption rate of products as well as the sales volume of the industries in Nigeria. Sales promotion is normally used to boost sales thereby increasing the profit.

The findings also revealed that the level of education of executives of manufacturing companies in Anambra State did not significantly influence their extent of utilization of advertising as a marketing communication strategy. This finding contradicts with Nwielaghi (2013) who affirmed that the level of education of the sales executive was a major determining factor influencing their utilization of sales promotion. For optimal levels to be achieved, trade promotion strategies that emphasizes on trade allowances and contexts be adopted by managers and owners of manufacturing industries

Utilization of Direct Marketing as a Marketing Communication Strategy

The findings of the study revealed that the executives of manufacturing companies in Anambra State utilized direct marketing as a marketing communication strategy to a moderate extent. The results revealed that the major direct marketing communication strategies utilized by manufacturing companies include: using text messages in marketing

products, using e-mails in marketing products, online adverts in marketing products and so on. This finding disagrees with Ejezie (2015) and Guide (2009) who observed that direct marketing was utilized to a high extent and was seen as highly effective in building large customer database. As a result, direct marketing offers greater possibilities for message adaptation, far more precise target audience selection as well as the measurement of the effectiveness of database programmes. In fact, utilizing direct marketing resolves the stress of passing through market intermediaries and other institutions to sell products to the consumers.

The findings revealed that managers and owners of manufacturing companies in Anambra State did not differ significantly in their mean ratings on the extent of utilization of sales promotion as a marketing communication strategy. The findings also revealed that the level of education of executives of manufacturing companies in Anambra State did not significantly influence their extent of utilization of advertising as a marketing communication strategy. This finding disagrees with that of Lethabo, Olabanji and Tafadzwa (2014) who found that small retailers utilized direct marketing strategies as part of their marketing programmes which leads to profitability. This implies that there must be a marketing strategy that will direct the marketing communication of the manufacturing firms in Anambra

State. This helps in achieving the mission and objectives of marketing communication and small retailers to analyze their target

Utilization of Public Relations as a Marketing Communication Strategy

The findings of the study revealed that the executives of manufacturing companies in Anambra State utilized public relations as a marketing communication strategy to a small extent. The results revealed that the major sales promotion marketing communication strategies utilized by manufacturing companies include: sponsoring of charity events, performing press launch, using exhibition, using trade fair to market products and so on. This finding agrees with that of Neema (2017) who found that there was weak effect of publicity strategies on sales performance, and the direction of the effect was positive. Kehinde (2009) stated that public relation is the strategic coordination of marketing communication tools and the media that will facilitate efficient results and help the company influence its perceived brand value in the eyes of its esteemed customers and other stakeholders

The findings revealed that managers and owners of manufacturing companies in Anambra State did not differ significantly in their mean ratings on the extent of utilization of public relations as a marketing communication strategy. The findings also revealed that the level of

education of executives of manufacturing companies in Anambra State did not significantly influence their extent of utilization of public relations as a marketing communication strategy. The finding disagrees with that of Neema (2017) who found that publicity has a positive effect on the level of sales performance and that companies in soft drink industry can improve this relationship by considering public attention and public visibility that may have an influence in promotion campaigns. The soft drink companies have an opportunity to make this relationship stronger through integration of other marketing communication mix strategies specifically direct marketing and sales promotion strategies that can influence high performance in marketing communication mix that can contribute to higher sales performance.

Utilization of Personal Selling as a Marketing Communication Strategy

The findings of the study revealed that the executives of manufacturing companies in Anambra State utilized personal selling as a marketing communication strategy to a moderate extent. The results revealed that the major personal selling marketing communication strategies utilized by manufacturing companies include: engaging the services of representatives in marketing products, employing the services of trends, engaging the services of sales clerks, using telephone sales and so on. This finding is in disagreement with Peter and John (2012) who observed that

insurance companies in Lagos State utilized personal selling strategies in marketing insurance products to a high extent. Udeh (2013) stated that personal selling is an important element of promotional mix and an effective promotional tool that induces or persuade consumers to place and provide immediate feedback. Olumoko (2014) also revealed that personal selling as a marketing strategy is the most beneficial marketing strategy that should be embraced by Nigerian firms.

The findings revealed that managers and owners of manufacturing companies in Anambra State did not differ significantly in their mean ratings on the extent of utilization of personal selling as a marketing communication strategy. The findings also revealed that the level of education of executives of manufacturing companies in Anambra State did not significantly influence their extent of utilization of personal selling as a marketing communication strategy.

Conclusion

Based on the findings of this study, it was concluded that the extent of utilization of integrated marketing communication strategies by manufacturing companies in Anambra State was moderate for effective marketing of their products. Also it is therefore concluded that managers and owners of manufacturing companies in Anambra State do not differ

significantly in their mean ratings on the extent of utilization of integrated marketing communication strategies based on their level of education.

Implications of the Study

The findings of this study have the following implications:

The findings of this study revealed that the executives of manufacturing companies in Anambra State utilized advertising, sales promotion, direct marketing and personal selling as marketing communication strategies to a moderate extent. This implies that the owners and managers of these manufacturing companies relatively utilize these integrated marketing strategies in selling their products. It also means that these companies would be experiencing a relatively low sales volume which would on the long-run result to a minimal level of profit. It thus implies that manufacturing companies wishing to improve on their profit margins need to effectively utilize these integrated marketing strategies so as to increase their sales frontiers.

The findings of this study revealed that the executives of manufacturing companies in Anambra State utilize public relations as a marketing communication strategy to a small extent. This implies that the executives of manufacturing companies are not maintaining adequate customers' relationship management. This also implies that the

manufacturing companies would be achieving a very low organizational performance due to their low level of utilization of various public relations strategies in marketing their products. It therefore means that the executives of these manufacturing companies need to be adequately trained on effective utilization of public relations strategies so as to enhance the marketability of their products.

The findings of this study revealed that managers and owners of manufacturing companies in Anambra State do not differ significantly in their mean ratings on the extent of utilization of advertising, direct marketing, public relations and personal selling as marketing communication strategies but differed significantly with regards their utilization of sales promotion. This simply implies that the status of executives is not a factor influencing the utilization of advertising, direct marketing, public relations and personal selling as marketing communications strategies. However, the status of the executives is a significant factor in the context of utilization of sales promotion as a marketing communication strategy.

The findings of this study revealed that the level of education of the executives is not a major factor influencing the extent of utilization of advertising, sales promotion, direct marketing, public relations and

personal selling as marketing communication strategies by manufacturing companies in Anambra State.

The educational implication of this study is that business education lecturers in relevant tertiary institutions should endeavour to expose their students to various integrated marketing communication strategies so as to enable the students whom are likely to venture into various entrepreneurial activities upon graduation to effectively market their products.

Recommendations

Based on the findings of this study, the following recommendations are made:

1. Business educators in tertiary institutions should be innovative in their instructional delivery by exposing their students to various marketing strategies which will enable them to succeed when they eventually establish their own small and medium scale enterprises after graduation.
2. The management of manufacturing companies should update themselves on marketing strategies through trainings and workshops which are often organized by relevant research institutes.

3. Managers and owners of manufacturing companies should adopt marketing communication strategies that are in tandem with the set goals, cultural values and organizational peculiarities of their firms as there is no one best strategy.
4. Government, through curriculum planners and developers, should continue to review the curriculum of business education to include relevant integrated marketing communication strategies for the benefit of students.

Suggestions for Further Studies

The results of the present study suggest that further studies could be undertaken in the following areas:

1. Constraints to the adoption of integrated marketing communication strategies in manufacturing companies in Anambra State.
2. Integrating customer retention techniques and advanced technology with marketing communication strategies to improve sales in manufacturing companies in Anambra State.
3. This study could also be replicated in another geographical area possibly with emphasis on other productive sectors of the economy.

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APPENDIX A
Population Distribution of
Registered manufacturing companies in Anambra State.

Location- Onitsha

S/N	Industries/Companies	Product
1	Unifield biochemical Ltd.	Drugs
2	GMO & company Ltd.	Roofing sheet
3	G.O.D shoes industry (Nig.) Ltd.	Canvas shoes
4	G. rubber products	Bicycle tyre
5	Pokobros foods product industries Ltd.	Livestock food
6	Dimex industries (Nig.)	Aluminium
7	Nwa George and sons industries	Galvanizing
8	Estco industries Ltd.	Toilet rolls
9	Vincent standard steel industries	Galvanized pipe
10	Ano plastic & metal industries Ltd.	Plastics
11	Onitsha aluminium companies	Aluminium product
12	A. E. expeller Group of companies Ltd.	Vegetable oil
13	Ejamatu Group of Companies	Quality drinks
14	Evepon Industries Ltd.	Cotton buds
15	Altra Industries Ltd.	Foot wears
16	Silas works Ltd.	Bread, doughnuts
17	Peter E. ventures (Nig.) Ltd.	Assorted garment
18	Ugo garments Industries	Garments
19	Tempo mills Ltd	Plastic products
20	Complex West African Ltd.	Plastic
21	Road Master Industries (Nig.) Ltd.	Car tubes

22	Okpoko enterprises Ltd.	Adhesive rubber
23	Rogers All Stars	Record
24	Sealic industries Ltd.	Candles
25	P.A. Ibekwe Ltd.	Wire nails
26	Olympic packers Ltd.	Plastic
27	Munms West African Ltd.	Toilet rolls
28	Kates beauty products	Perfume
29	Izundu wire & steel industries Ltd.	Flush doors
30	Celac Industries (Nig.) Ltd.	Soap
31	Pennco chemical industries Ltd.	Mattresses
32	Dike Industries Ltd.	Plastic package
33	Stena mills Ltd.	Exercise books
34	P. T. Onochie films Ind. Nig. Ltd.	Film frames
35	Okolo industries Ltd.	Palm kernel
36	Ugochukwu chemical Ind. Ltd.	Foam
37	Niger Wax Industries Ltd.	Snow white cord
38	Help from above companies	Gas cookers
39	Life Breweries Ltd.	Larger beer
40	Allied steel industries Ltd.	Iron rods
41	Alliance international Ltd.	Calvanic sheet
42	Agu Ofodile & sons Ltd.	Concrete blocks poles
43	Adtech Ltd.	Insulated cables
44	Faurdeal resources Ltd.	Body cream
45	Dike breweries Ltd.	Wine
46	Fardeal Garment	Garment
47	City biscuit (Nig.) Ltd.	Biscuit

48	Donselz Ltd.	Bread & Confectionary
49	Edesola investment companies Ltd.	Head pan & wire
50	Ezenwa Plastic Ind. Ltd.	Plastic
51	Hoes Industries Ltd.	Pot handles & wheel barrow
52	Hite Okpe Industries Ltd.	Shoes
53	Liods wine & furniture Ind. Ltd.	Mosquito net
54	Niger Paper Industries Ltd.	Toilet rolls
55	Olympic plastic (Nig.) Ltd.	Plastic
56	Ranent Industries (Nig.) Ltd	Tooth Pick
57	K. P. Beverages Ltd	Hot drinks
58	Emba Printing & Publishing Co Ltd	Books
59	Savannah & Chemical Industries Ltd	Paints
60	Zumba paints (Nig.) Ltd	Paints
61	Brollo Nig Ltd.	Steel pipes
62	Ekenedili Chukwu steel structure	Tractor
63	Samgoz & Brother Ltd.	Soap
64	Godans companies (Nig.) Ltd.	Hand forkin cutlass
65	Nelly N. continental Companies (Nig.) Ltd.	Toys & lantern burner
66	Frankmoly (Nig.) Enterprises	Beans flour
67	Top hand industries (Nig.) Ltd.	Bar soap
68	Celac Industries (Nig.) Ltd.	Bar Soap
69	Road master mallable	Tube fittings
70	Africana Feb Publishers Ltd.	Books
71	A N – Ejeakwu & Sons Ltd.	Toilet rolls
72	Amanze Industries Ltd.	P.V.C pipes

73	Anskoye Industries Ltd.	Umbrella & rain coats
74	Bentraco Industries Ltd.	Fibre
75	Confidence Mantex Industries Co	Foam product
76	Abertos Ind. Ltd	Furniture
77	Denson paper mills Ltd	Paper products
78	Ekenedili Chukwu (SS)	Toilet rolls
79	Ezenwata Chemicals Industries	Foam products
80	Ezemba Aluminium Companies	Aluminium cooker
81	Halice industries (Nig.) Ltd.	Foam mattress
82	Keesway (Nig.) Ltd.	Bread & Biscuits
83	Kates Associated Products Ltd.	Candles
84	Kenechris property & Agric companies Ltd.	Water pump
85	Mocobros Allied Industries Ltd.	Foam product
86	Niger Paints Ltd.	Paints, wood polish
87	Niger Automatic Industries Ltd.	Brake lining & pads
88	Pesaco Chemicals Industries Ltd.	Polyester foam
89	R. O. Ozigbo & Co Ltd	Industrial hand glove
90	Santiago Chemicals Industries Ltd.	Foam product
91	Superb Industries Ltd.	Foam product
92	Show Light Farming & Food Processing	Food processing
93	Techneflex Companies Ltd.	Wheat flour
94	Ukafoods Enterprise Ltd.	Wheat offals
95	Vincent Standard Steel Industries. Ltd.	Steel product
96	Sinsco Industries	Plastic
97	Syndicated Crown Cap Ltd.	Crown caps
98	B. C. Ifegbo Associates Ltd.	Paper converts

99	L.L. Nwadike & Associates Ltd.	Paper converts
100	Iju Industries	Auto components pipes
101	Silver Sam Paper Industries Ltd.	Auto mobile
102	Super Star Poly Companies (Nig.) Ltd.	Polythene bags
103	Franklin Marbles Industries Ltd.	Marbles
104	A N. Orays Craft	Craft
105	Wimas Industries Ltd.	Calcium carbonate
106	Asok Ind. Nig. Ltd.	Barrows
107	Finock Ind. Ltd.	P.V.C Pipes
108	Aritlock Industrial Ltd.	Metal
109	Beewise Industries Ltd.	Bufalo shoes dye
110	Bufambra Industries Ltd.	Hospital equipment
111	Cetina Industries Companies Ltd.	Plastic products
112	Alo Aluminium	Aluminium
113	Cometstar Companies Ltd.	PVC
114	Eastern Distilleries & food industries	Beverages
115	Geoelis Cables Ltd.	Wires & cables
116	Intafact Beverages Ltd.	Drinks
117	Nexans Kabel Metal (Nig.) Ltd.	Cable production
118	Anizon Paper Mill	Toilet paper
119	Blessed Mmadi Ltd.	Sack bags
120	Udesco Companies Ltd.	Cosmetic
121	Krisoral & Companies Ltd.	Chemical
122	Halal Ja Industries Ltd.	Plumbing
123	Dynacord Technologies	Bottled water
124	Zife enterprises Ltd.	Plastics

125	Bukata Enterprises	Plastics
126	Ezeego Plastic Ltd.	Plastics
127	Nampet ventures Ltd.	Polythenes
128	DSW Plastic Ltd.	Plastic moulding
129	Closeal Ltd.	Caskets
130	Aesfair Products Ltd.	Aefon gas
131	Caprisage Wood & Furniture	School furniture
132	I.C Umeji Agro Allied Companies Ltd.	Soaps
133	Chidubem Industries Companies Ltd.	Bags
134	Cle Ike Ventures(Nig.) Ltd.	Slippers
135	Climax Industries Ltd.	Pillows
136	Dozzte Pharm Ind. Ltd.	Juice drinks
137	Dozzy oil & Gas Coy Ltd.	Insecticides
138	Dozzy Plastics Industries Ltd.	Plastic
139	E. Amobi Companies Ltd.	Vegetable oil
140	Eastern Distillers & Food In. Ltd.	Dry gin
141	Envoy oil Ltd.	Vegetable oil
142	E. A Ike & Son Ltd.	Herbal mixture
143	Sab miller brewery	Textiles
145	Godrach Industries (Nig) Ltd.	Sanitary wares, sinc.
146	Cohehol Ltd	Paints, singlet
147	Golden Oil Industries Ltd.	Vegetable oil
148	Group Enterprises (Nig.) Ltd.	Mattresses, pillows
149	Nwigbo Associates Ltd.	Bags
150	Onitsha Alluminium Ltd	Cooking pots
151	Ozalla Plastic Enterprises Ltd.	Jerry cans

152	Peg Ofor Industries Ltd.	Moulds
153	Pesaco Chemical Industries Ltd.	Cooking pots, bowels, basins.
154	Pokobros Food Chemical Industries Ltd.	Rice
155	Saga Foam & Chemical Industries Ltd.	Pillows
156	Speciality Oil Companies Ltd.	Motor oil
157	Technoflex Companies Ltd.	Drug bottle
158	Tracopet Industries Ltd.	Lubricant, grease
159	Whiz Oil Ltd.	Brake fluids.

Total Registered Companies in Onitsha = 159

Location -Nnewi

S/N	Industries/Companies	Product
1	Frans Comanryon Industry Ltd.	Starch
2	Zeem International Ltd.	Starch
3	Eddison (Nig.) Ltd.	Brake disc
4	Chukwurah Agricultural Industries Ltd.	Poultry foods
5	Cento International Co. Ltd.	Plastic product
6	Cento Light Industries (Nig.) Ltd.	Electrical appliances
7	Ekwulumiri Industries Ltd.	Hand basin
8	Sam Industries (Nig.) Ltd.	Germicides
9	Adswitch Ltd.	Feeder pillars
10	Resources improvement Ltd	Palm kernel
11	Cutix cables Ltd	Electrical cables
12	Intercontinental Feed Mills Ltd.	Animal feeds
13	Alpha Odine Companies Ltd.	Paints

14	Amichi Industries Ltd.	Mosquito coil
15	Omatta Holdings Ltd.	Fitters for trucks
16	Emeckon Associates Ltd.	Polythene bags
17	Uru Industries Ltd.	Control cables
18	Ebele Journey Cycle Industries Ltd	Bicycle
19	Johnwhite Industries Ltd.	Tubes & tyres
20	Nkpor plastic industries Ltd.	Containers
21	Naz Industries Ltd.	Motor spare parts
22	OCE Fitter Companies Ltd.	Fillers
23	Sampson & Nabeat (Nig.) Ltd.	Cosmetic
24	G.O.D. Brothers Companies (Nig.) Ltd.	Rubber
25	Cepharm Product Ltd.	Auto spare parts
26	Chukwuma Auto Products Ltd.	Plastic products
27	Innoson Vehicle Companies Ltd.	Vehicle
28	Uru Industries Ltd.	Chemical
29	Durabuild Industries Ltd.	Colour hardeners
30	Union Autoparts	Motor parts
31	Chapelgate Cleaning & Allied Services	Allied product
32	Sam Onrock companies Ltd.	Motor parts
33	Talented Foundary & Construction	Spare parts
34	IBK Auto Parts Industries Ltd.	Auto parts
35	AD Switch Ltd.	Switch gear
36	A-Z Petrolleum Products	Industrial lubricants
37	Ibeto Industries Ltd.	Auto spare parts
38	Ibeto Petro Chemicals Industries Ltd.	Brake fluids
39	Innoson (Nig.) Ltd.	Motorcycles

40	Hunt Industries Ltd.	Aluminium roofing sheet
41	Louis Canter Industries Ltd.	Custard powder
42	Ngobros & Companies (Nig) Ltd.	Baby diapers
43	PMS Electrical. (Nig.) Ltd.	Switches, fuses
44	Rexton Industries Ltd.	Beverages
45	Rico Pharmaceutical Industries Ltd.	Pharmaceutical
46	Tummy-Tummy Foods Industries Ltd.	Noddles, table water
47	Union Oak Farms & Industries Ltd.	Grains products
48	Zuriek Industries Ltd.	Household plastic

Total Registered Companies in Nnewi = 48

Location- Awka

S/N	Industries/Companies	Product
1	Aroma Foundation Ltd.	Animal feed
2	Goodwill bread industries Ltd.	Bread
3	Rufus (Nig) Ltd	Golden gum
4	Pioneer Art Gallery	Textile print/art works
5	Phina Paint Industries Ltd.	Paints
6	Olympic Maize Milling Industries Ltd.	Maize flour
7	Baluchi Agro industries Ltd.	Animal feed
8	Hi-tech Carpenters	Furniture
9	Marvel Pure Water Ltd.	Bottle water
10	Able God Plastic Ltd.	Plastics
11	Adig Plastics Ltd.	Plastics
12	Global Concept WA Ltd.	Plastics

13	Finoplastika Pipes & PVC Industries Ltd.	PVC
14	Syndivel Plastic Industries	Plastics
15	Mekz Global Ltd.	Chemicals
16	Juhel (Nig) Ltd.	Drugs, water
17	Millenium plastics Ltd.	Plastics
18	Sil chemicals Ltd.	Chemicals
19	A. C. Rogers Engineering companies Ltd.	Paints
20	A. T. Ventures	Paints
21	Obiano Furniture	Furniture
22	Gauze Pharmaceuticals	Drugs & Sachet water
23	Godwin Okafor & Sons Ltd.	Pillows
24	Jezco Oil (Nig) Ltd.	Engine oil
25	The Coopers Benly Ventures Ltd.	Polythene bags

Total Registered Companies in Awka-25

Location-Obosi

S/N	Industries/Companies	Product
1	Synduel Plastic Ind. Ltd.	Plastic ceiling board
2	Dueman Chemicals Ltd.	Paints colorants
3	Alpha Papers Mill Ltd.	Stationery
4	Geolis Cables Ltd.	Electrical cables
5	Maco Chemical Ind. Ltd.	Chemicals
6	Mazi D. N. Madu & Bros	Skeletal furniture
7	Chanchord Ltd.	Wheel barrow, iron sponge
8	King size pharmaceuticals Ltd.	Pharmaceuticals

9	Markson Chemicals Industries Ltd.	Cosmetics
10	Confidence Rimlex Industries.	Foam products
11	Seaport Chemicals Ltd.	Paints/colorant
12	K.P. Beverages Ltd.	Spirit & Wine
13	John Bosco Investment Ltd.	Paper converters, toilet
14	D & C Companies	Insect killer, soap cream
15	Gasta Industries Ltd.	Foam products
16	Jacbon Industries Ltd.	Paints
17	Chricord Industries (Nig.) Ltd.	Foam products
18	Fenok Industries Ltd.	Paper convent
19	Afamlam Farms Industries Ltd.	Animal feeds
20	Animo International Ltd	Office pins
21	Onyekachi Bread Cake Industries Ltd.	Bread
22	Oxford Cake Industries	Bread
23	Eligwe Poly Plastic Enterprises	Plastics
24	Austine VIC industries Ltd.	Metal cans
25	Basmic Plastic Industries Ventures	Soap & cosmetics
26	Chaz-max Pharmaceuticals Industries Ltd.	Drugs
27	Citizens Chemicals Ind. Nig. Ltd.	Paints
28	Cutix-jas Industries Ltd.	Pillows
29	Daco-foam & Chemical Industries Ltd.	Cushions, pillows
30	Ehae Adrindo (Nig) Ltd.	Radiator cores.
31	Elephant Chemical Industries Ltd.	Mattresses
32	Emic Foam & Allied Industries Ltd.	Pillows
33	Gabinson Industries Ltd.	Mattresses, pillow
34	Gasfa Industries Ltd.	Mattresses, pillow

35	Heco Foam Industries (Nig) Ltd.	Foams
36	Marta Industries (Nig) Ltd.	Mattresses
37	M/S Peters & Daniel's (Nig) Ltd.	Plastic containers
38	Oduav & Sons Nig Ltd	Pencils
39	Peter E. Ventures (Nig) Ltd.	Poly bags
40	Unity Foam & Chemicals Industries Ltd.	Mattresses

Total Registered Companies in Obosi-40

Other Towns

S/N	Town/ Location	Industries/Companies	Product
1	Abagana	Atico bread industries	Bread
2	Nkwelle Ezukala	Central medical software	Syringes
3	Nawfia	G. L. Tech Ment	Inner door opener
4	Agulu	Bekks Int. Co. Ltd.	Biscuit & confectionaries
5	Agulu	Danapal (Nig) Ltd.	Bread & plastics
6	Aguata	Oke industries	Aluminium
7	Nkwelle	Nkwelle Oil mills Ltd.	Palm oil
8	Abagana	Lamour spring water Ltd.	National spring water
9	Nibo	Ranco table water	Sachet water
10	Nkwelle	Elephant steel industries Ltd.	Iron rods
11	Nkwelle	Evepon industries Ltd.	Cotton buds, straws
12	Uga	Fezel(Nig) Ltd.	Granite products
13	Ogbunike	Franklin marble industries Ltd.	Marbles
14	Ogbunike	Gabee industries Ltd.	Shoe soles
15	Ogbunike	Ginpat aluminium products Ltd.	Roofing sheet

16	Ogbunike	Global fabrics Ltd.	Elastic tape
17	Umunya	Hardis & dromedas Ltd.	Germicides
18	Ogbaru	L.L. Nwadike & Associate Ltd.	Exercise books
19	Ihiala	Maglo International Technical companies Ltd.	Schools bags
20	Okija	Maryment (Nig) Ltd.	Motocycles
21	Umunya	Niger delta flour mills	Flour & ofals
22	Nnaka	Pillar pole (Nig) Ltd.	Poly products
23	Amesi	R. O. Ozigbo & companies Ltd.	Staples & bolts
24	Nimo	Safanaaco technical companies (Nig) Ltd.	Chalk
25	Ogbunike	Superjet Engineering companies Ltd.	Tricycles
26	Ogbunike	Zubee International companies Ltd.	Biscuits, cheese balls.

Total Registered Companies in other towns -26

Grand Total= 298

Sources: Ministry of Trade, Commerce and Industry, Corporate Affairs Commission, Awka 2017

APPENDIX B**LETTER OF TRANSMITTAL**

Department of Tech and Voc. Education
Nnamdi Azikiwe University,
Awka
22nd May, 2016.

Dear Sir/Madam,

REQUEST FOR COMPLETION OF A QUESTIONNAIRE

I am a postgraduate student of the above named institution carrying out a research on the **“Extent of Utilization of Integrated Marketing Communication Strategies by Manufacturing Companies in Anambra State.”**

As a manager/owner of the business, you have been identified as an important resource person in respect of this study. I therefore humbly request you to complete the attached questionnaire which was designed for data collection for the study.

I assure you that your inputs will be used solely for the stated academic purpose and treated with confidentiality.

Thanking you immensely for your anticipated cooperation.

Yours faithfully,

Okafor, Stella .N
Researcher
08033656639

APPENDIX C**INSTRUMENT****INTEGRATED MARKETING COMMUNICATIONS STRATEGIES
QUESTIONNAIRE (IMCSQ)****Section A: Background Information on Respondents' Demographic
Data****Instruction(s)**

Please supply the required information by ticking good (√) in the column that best apply to you.

Status: Manager () Owner ()

Level of education: (a) NCE/OND () (b) BSc/HND () (c)

MSc/PhD ()

Section B**Section B1: Questionnaire items on Advertising****Instruction(s):**

Kindly rate the extent to which your company utilizes advertising in marketing its products. Use the following codes: Very Great Extent (VGE) 5, Great Extent (GE) 4, Moderate Extent (ME) 3, Small Extent (SE) 2, Very Small Extent (VSE) 1.

S/N	Advertising in marketing products	Extent of Utilization				
		VGE	GE	ME	SE	VSE
1	My company pays newspaper publishers to advertise its products					
2	Buys pages of magazines for marketing its products					
3	Markets its products through radio advertising and commercials					
4	Markets its products through mobile advertisement					
5	Uses bulk SMS to market its products					
6	Markets its products through television advertisement					
7	Markets its products through internet					
8	Uses advertising media to pass information to Customers quickly.					
9	Uses persuasion to invite the public to its products.					

Section B2: Sales Promotion

Instruction(s):

Kindly rate the extent to which your company utilises sale promotion in marketing its products. Use the following codes: Very Great Extent (VGE) 5, Great Extent (GE) 4, Moderate Extent (ME) 3, Small Extent (SE) 2, Very Small Extent (VSE) 1.

S/N	Sales promotion in marketing products	Extent of Utilization				
		VGE	GE	ME	SE	VSE
10	Employs trade allowances in its sales promotion					
11	Uses trade contests for sales promotion of its products					
12	Performs her sales promotion function using training programmes					
13	Promotes the company's products through trade discounts or functional discounts					
14	Performs her sales promotion of products using push money/spiffs					
15	Uses dealer loaders incentives for sales promotion of its products					
16	Uses coupon booklets for its sales promotion					
17	Offers loyalty reward and packages					

Section B 3: Direct Marketing

Kindly rate the extent to which your company utilises direct marketing in mating its products. Use the following codes: Very Great

Extent (VGE) 5, Great Extent (GE) 4, Moderate Extent (ME) 3, Small Extent (SE) 2, Very Small Extent (VSE) 1.

S/N	Direct marketing in marketing products	Extent of Utilization				
		VGE	GE	ME	SE	VSE
18	Uses text messaging in marketing its products					
19	Uses e-mail in marketing its products					
20	Employs online advert in marketing its products					
21	Uses fliers to market its products					
22	Develops a database marketing in marketing company's products					
23	Catalogue distribution is used in marketing its products					
24	Uses websites in direct marketing of its products					

Section B4: Public Relations

Kindly rate the extent to which your company utilizes public relations in marketing its products. Use the following codes: Very Great Extent (VGE) 5, Great Extent (GE) 4, Moderate Extent (ME) 3, Small Extent (SE) 2, Very Small Extent (VSE) 1.

S/N	Public relations in marketing products	Extent of Utilization				
		VGE	GE	ME	SE	VSE
25	Sponsors a charity event as way of marketing its products					
26	Performs press launch to market its products					

27	Uses exhibition to market its products					
28	Uses trade fair to market its products					
29	Uses aids and grants to market its products					
30	Uses cultural programmers to market its products					
31	Uses workshops as a an aspect of public relation to market its products					
32	Uses exhibitions of product during conferences					

Section B5: Personal Selling

Kindly rate the extent to which your company utilizes personal selling in marketing its products. Use the following codes: Very Great Extent (VGE) 5, Great Extent (GE) 4, Moderate Extent (ME) 3, Small Extent (SE) 2, Very Small Extent (VSE) 1.

S/N	Personal selling in marketing products	Extent of Utilization				
		VGE	GE	ME	SE	VSE
33	Engages the services of representatives in marketing its products					
34	Employs the services of trends in marketing its products					
35	Engages the services of sales clerk in marketing its products					
36	Uses telephone sales in marketing its products					
37	Uses outside personal selling in marketing its products					

38	Uses sales meetings as a way of marketing its products					
39	Uses the services of incentive programmes in marketing its products					

APPENDIX D

CRONBACH ALPHA RELIABILITY OUTPUT

Reliability

ADVERTISING

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.860	9

Reliability

SALES PROMOTION

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.809	8

Reliability

DIRECT MARKETING

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.804	7

Reliability

PUBLIC RELATIONS

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.822	8

Reliability

PERSONAL SELLING

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.791	7

Summary of all the clusters

$$0.86 + 0.81 + 0.80 + 0.82 + 0.79 = 4.13$$

$$4.08 / 5 = 0.82$$

APPENDIX E

SPSS ANALYSIS OUTPUT

Descriptive

Descriptive Statistics

	N	Mean	Std. Deviation
Our company pays newspaper publishers to publish information on our products	286	2.6993	.82958
Buys pages of magazines for marketing our products	286	2.3671	.70699
Markets its products through radio advertising and commercials	286	2.6503	.75169
Markets its products through outdoor advertisement	286	2.5804	.78952
Uses bulk sms to market its products	286	3.2448	.91932
Markets its products through television advertisement	286	2.0839	.89440

Markets its product through internet	286	2.1259	.69955
Uses advertising media to pass information to Customers quickly.	286	2.9091	1.01849
Mass production of goods are made possible through advertising.	286	2.8706	1.02292
Valid N (listwise)	286		

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
My company employs trade allowances in our sales promotion	286	2.2657	.69536
Uses trade contests for sales promotion of our products	286	2.5280	.87715
Performs her sales promotion function using training programmes	286	3.3322	.84073
Promotes the company's products through trade discounts or functional discounts	286	3.6189	.89728
Performs her sales promotion of products using push money/spiffs	286	2.1818	.66635
Uses dealer loaders incentives for sales promotion of its products	286	1.8182	.63397
Uses coupon booklets for its sales promotion	286	3.2937	.77080

Offers loyalty reward and packages	286	4.0909	4.29101
Valid N (listwise)	286		

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
My company uses text messaging in marketing its products	286	2.8881	.91464
Uses e-mail in marketing its products	286	1.9965	.67277
Employs online advert in marketing its products	286	2.9336	.69519
Uses fliers to market its products	286	2.8881	.78678
Develops a database marketing in marketing company's products	286	2.7098	.73726
Catalogue distribution is used in marketing its products	286	2.7308	.66562
Uses websites in direct marketing of its products	286	2.5594	1.01305
Valid N (listwise)	286		

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
My company sponsors a charity event as way of marketing its products	286	1.8357	.66300
Performs press launch to market its products	286	1.8147	.66801
Uses exhibition to market its products	286	3.0979	.82347
Uses trade fair to market its products	286	3.6783	.91077
Uses aids and grants to market its products	286	1.9965	.67277
Uses cultural programmers to market its products	286	2.0175	.76068
Uses workshops as a an aspect of public relation to market its products	286	1.9825	.72284
Uses exhibitions of product during conferences	286	1.7273	.61195
Valid N (listwise)	286		

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
My company engages the services of reps in marketing its products	286	2.9021	.69902
Employs the services of trends in marketing its products	286	1.9441	.69863
Engages the services of sales clerk in marketing its products	286	3.1329	.75615
Uses telephone sales in marketing its products	286	3.3427	.80877
Uses outside personal selling in marketing its products	286	2.7692	.83091
Sales meetings are held by my company as a way of marketing its products	286	2.7483	1.01199
Uses the services of incentive programmes in marketing its products	286	3.1993	.86985
Valid N (listwise)	286		

t-test

Group Statistics

	Status	N	Mean	Std. Deviation	Std. Error Mean
Advertising	Manager	199	2.5991	.37015	.02624
	Owner	87	2.6501	.36402	.03903

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Advertising Equal variances assumed	.571	.450	1.076	284	.283	-.05096	.04734	-.14413	.04222
Advertising Equal variances not assumed			1.084	166.544	.280	-.05096	.04703	-.14380	.04189

t-test

Group Statistics

	Status	N	Mean	Std. Deviation	Std. Error Mean
Sales Promotion	Manager	199	2.8819	.60187	.04267
	Owner	87	2.9124	.63741	.06834

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper

Direct Marketing	Equal variances assumed	.822	.365	-.428	284	.669	-.01782	.04166	-.09983	.06419
	Equal variances not assumed			-.419	156.415	.676	-.01782	.04254	-.10185	.06621

t-test

Group Statistics

	Status	N	Mean	Std. Deviation	Std. Error Mean
Public Relations	Manager	199	2.2720	.27132	.01923
	Owner	87	2.2615	.24533	.02630

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Public Relations	.120	.729	.310	284	.757	.01049	.03390	-.05623	.07721
			.322	180.186	.748	.01049	.03258	-.05380	.07479

t-test**Group Statistics**

	Status	N	Mean	Std. Deviation	Std. Error Mean
Personal Selling	Manager	199	2.8521	.35268	.02500
	Owner	87	2.8867	.30433	.03263

Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Personal Selling	Equal variances assumed	2.452	.119	-.794	284	.428	-.03458	.04354	-.12029	.05112
	Equal variances not assumed			-.841	188.423	.401	-.03458	.04110	-.11567	.04650

Oneway**ANOVA**

Advertising

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.030	2	.015	.110	.895
Within Groups	38.652	283	.137		
Total	38.682	285			

Oneway

ANOVA

Sales Promotion

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.792	2	.396	1.058	.349
Within Groups	105.930	283	.374		
Total	106.722	285			

Oneway

ANOVA

Direct Marketing

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.014	2	.007	.068	.934
Within Groups	29.850	283	.105		
Total	29.864	285			

Oneway

ANOVA

Public Relations

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.140	2	.070	1.009	.366

Within Groups	19.618	283	.069		
Total	19.758	285			

Oneway

ANOVA

Personal Selling

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.303	2	.151	1.323	.268
Within Groups	32.362	283	.114		
Total	32.665	285			