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Integrated Marketing Communication: How Can It Influence Customer Satisfaction?

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Abstract

For marketers to satisfy and retain their customers in the ever changing competitive environment, marketing communication must be taken seriously in as much as it influences customer expectation. The recent increase in business endeavour in the world has made it possible for every organization or business entity to value customer satisfaction and marketing communication as the prime strategy for achieving its goals or objective. One of the key challenges of most of the organizations is how to manage customer satisfaction and to develop effective promotional strategy to achieve these desired objectives. The purpose of this paper is to explore how marketing communication influences customer satisfaction and helps in projecting the image and enrollment level in private tertiary education in Ghana, using Ghana Baptist University College as a case study. Both quantitative and qualitative research was used. Empirical data were gathered through in-depth interview with the stakeholders of the institution by using semi-structured questionnaire. Data presentation and analysis was done in accordance with the research objectives SPSS was used in analyzing the data received from 50 respondents. Simple percentages were used to analyze the demographic characteristics of respondents tabulated in a bi-variant frequency table.

Keywords: integrated marketing communication, customer, audience, promotion, media, message, satisfaction

1.0 INTRODUCTION

In modern competitive environment, it is very difficult for any organization to stand out of the competition. This implies that, for any particular organization to be known and heard by its key stakeholders, such organization should consistently communicate with its stakeholders rather than only producing and pricing its product. This means that modern marketing requires more than developing a good product, pricing it attractively, and making it accessible to target customers. Companies must communicate with present and potential stakeholders including its employees, and with the general public. Therefore, marketing communications represent the focal point of marketing activities for many, if not all businesses or companies. Consumers have certain perceptions and attitudes and these influence them in their attempt to take their purchasing decisions. However, some of these perceptions and attitudes about the image and products of an organization may be wrong. There is therefore the need for organizations to influence consumers and customers by their marketing communications in order to change these wrong perceptions and attitudes. The purpose of this paper is therefore to explore how integrated marketing communication can influence customer satisfaction by changing customers' perceptions and attitudes using Ghana Baptist University College as a case study. Organizations use an increasing variety of marketing communications tools and media in order to convey particular messages and encourage customers to favour their brand or products. In the 1980s, there was the need for accountability of functions and this led to the restructuring trend of communication. This trend led many organizations to also restructure their communication by way of bringing the various communication tools such as advertising, sales promotion, media relations, public relations and many more together. Marketing communication involves careful integration and co-ordination of a company's many communication channels to deliver a clear and consistent message about the organization and its products or services. In the past decades, marketers perfected the art of mass marketing – selling highly standardized products to masses of customers. In the process, they developed effective mass media communication technology to support these strategies. Large companies now routinely invest million or even billions of dollars in marketing communication. Today however, marketing managers face some new

marketing communication realities. Perhaps no other area of marketing is changing profoundly as marketing communication. During the 1980s many companies came to see the need for more strategic integration of their promotional tools and these form began moving towards the process of marketing communication which involves coordinating the various promotional elements and other marketing activities that communicate with a firm's customers. As marketers embraced the concept of marketing communication, they began asking their agencies to coordinate the use of variety of promotional tools rather than relying primarily on the mass advertising. A number of companies also began to look beyond traditional advertising agencies and used other form of promotional specialist to develop and implement various components of their promotional plans. Many agencies responded to the call for synergy among the promotional tool by acquiring public relation, sales promotion and direct marketing companies and touting themselves as integrated marketing communication agencies that offer one stop shopping for all their clients' promotional needs. Some agencies became involved in these non -advertising areas to gain control over their clients' promotional programmes and budgets and struggled to offer any real value beyond creating advertising. However, the advertising agency soon recognized that integrated marketing communication was more than just a fad. Terms such as new advertising, orchestration, and service communication were used to describe the concept of marketing communication. A task force from the America association of advertising developed one of the first definition of integrated marketing communication as a concept of marketing communication planning that recognize the added value of comprehensive plan that evaluate the strategic varieties of communication disciplines. The 4A'S definition focuses on the process of using all forms of promotion to achieve maximum communication impact. However, advocates of marketing communication such as Don Schult of Northwestern university argue for an even broader prospective that considers all sources of brand or company contact that a customer or prospect has with a product or service. Schultz and others note that the process of integrated marketing communications calls for a 'big picture' approach to planning marketing and promotion programmes and coordinating the various communication functions. It requires that firms develop total marketing communication strategies that recognize how all of a firm's marketing activities, not just promotion, communication with customers. The integrated marketing communication calls for a centralized message function so that everything a company says and does communicates a common theme and positioning. This paper is organized into six parts, thus, this introduction is followed by the review of related literature. The study methodology is also looked at and followed by data analysis. The next section after data analysis is findings and the paper ends with conclusion and managerial implication.

LITERATURE REVIEW

2.0 THE MEANING AND NATURE OF MARKETING COMMUNICATION

Marketing communications consist of two major concepts, marketing and communication and any attempt to define or explain it must incorporate the meanings of the two concepts. The Chartered Institute of Marketing (CIM-UK) defines marketing as "the management process responsible for identifying, anticipating and satisfying customer requirements profitably". Communication on the other hand is the process by which information is exchanged and understood by two or more people, usually with the intent to motivate or influence behaviour. (Lindstrom, M. 2003))

Therefore, 'marketing communications is a management process through which an organization enters into a dialogue with its various audiences. Based upon an understanding of the audiences' communications environment, an organization develops and presents messages for its identified stakeholder groups, and evaluates and acts upon the responses received. The objective of the process is to (re) position by influencing the perception and understanding of the organization and or its products and services, with a view to generating attitudinal and behavioral responses'. (Fill2002). The meaning of marketing communications (MCs) above, presupposes that MCs is a two-way process, that is, organizations communicate to their customers and also listen to their stakeholders, thereby leading to relationship building. This implies that organizations communicate at four levels namely, **communicating the corporate identity**- communication to all stakeholders of a clear and distinctive corporate identity (mission, values, objectives, priorities, procedures etc. of the organization) supported by sponsorship and public relations. **Communicating the product, service differentiation**-communication of a distinctive brand image, the unique positioning of the product and the reasons to buy, supported by advertising, personal selling and sales promotion. **Delivering the product, service and support**- communication and delivery of the product and support services through intermediaries in the distribution channel. Using communications to build relationships- communication with existing and potential customers regularly and systematically to build close relationships, supported by database management and IT. (I. Doole & R. Lowe, 2005, p.131)

2.1 THE ROLE OR PURPOSE OF MARKETING COMMUNICATION (MARCOM)

Marketing communications is just a part of the marketing mix and its role is to communicate information of various kinds about the company, and its products and services to target audiences.

The purpose of communications is for the organization to present and exchange information with its various stakeholders, according to its defined objectives and in order to deliver specific results. This means not only that recipients must accurately receive and understand the information conveyed but also that they may be subject to some persuasion too. MARCOM may be required to provide information, to persuade a potential customer to buy a product or it may be used to remind a lapsed customer of the need to purchase the company's brand and also to let the customer understand quickly what the brand offering is and what the value might be to them.

Traditionally the role of marketing communications is to either;

- **Differentiate** a product or brand (to make it different to a competitor's brand or seem different through effective positioning)
- **Remind** and reassure a target audience with regard to benefits (to encourage (re) purchase)
- **Inform** a target audience by providing new information (e.g. of a new brand or flavour)
- **Persuade** an audience to take a particular set of actions (e.g. buy a brand)

These four roles might be more easily remembered as the '**DRIP**' roles of marketing communications (Fill, 2002).

2.2 THE COMMUNICATION PROCESS

The task of marketing communications has become increasingly difficult, and the opportunities for sending or receiving the wrong messages are innumerable. For any message to get through, it must break through the surrounding noise and grab hold of the potential consumers' attention. The communication process consists of the following elements; sender, receiver, message, channel or media, encoding, decoding, response, feedback and noise.

Sender, the sender is the source of the message, that is, the organization; they ascertain the need to communicate with the customer and will then through the encoding process, identify the appropriate basis of communication.

Receiver, the target audience-the customer, the organization or the audience for which the message was intended.

Message, the tangible formulation of an idea to be sent to a receiver.

Channel or Media, the method by which the message is communicated or the medium through which the message is sent or communicated. Example, TV, radio, newspapers, the Internet, and many more.

Encoding, encoding the actual message, its content and intended meaning into a symbolic format that can be transmitted and understood by the target audience; symbolic format being appropriate words, pictures, images or music that customer might identify with and be attracted by.

Decoding, the customer actually understanding the symbolic format that was transmitted- that is, associating with the symbols, words or images used.

Feedback, the response the receiver makes- their communication back to the actual source of the message.

Noise, background noise, interference, distortion of the message, its content and meaning, making it difficult for the receiver to interpret, understand and respond to the message accordingly. (G. Hughes & C. Fill, 2004)

However, the effectiveness of communication is determined partly by the elements discussed above, there are a number of other elements that need to be considered when developing marketing communications and these concerns the environment in which the communications are expected to work and the behaviour (mood) of the people involved in either sending or receiving communications.

2.3 Marketing Communications Mixes

Organizations' use an increasing variety of marketing communications tools and media in order to convey particular messages and encourage consumers to favour their brand and products. The **communications mix** is the use of any or all the (elements of marketing communications mix) in a unified and cohesive manner designed to achieve specifically defined and measurable promotions objectives. The elements of the marketing communications mix all have different properties and different potentials to achieve different tasks. It is therefore, essential for marketers to mix the tools in such a way that they achieve the actual tasks at hand, within the resources available. The major elements of the marketing communications mix are:

- ◆ Advertising (is a paid form of non-formal communication that is transmitted through mass media such as television, radio, newspapers, magazines, direct mail, outdoor displays, the internet and many more)
- ◆ Public relations (the Institute of Public Relations define it as “the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its public”. This includes speeches, seminars, press kits, sponsorships, publications, community relations, Events and so on.)
- ◆ Sales promotion (a range of tactical marketing techniques designed within a strategic marketing framework to add value to a product or service in order to achieve specific sales and marketing objectives. This include exhibitions, coupons, fairs and trade shows, premiums and gifts, sampling, rebates low-interest financing etc)
- ◆ Personal selling (an interpersonal communication tool which involves face-to-face activities undertaken by individuals, often representing an organization, in order to inform, persuade, or remind an individual or group to take appropriate action, as required by the sponsor’s representative. e.g. incentive programmes, shows, sales presentations, samples etc.)
- ◆ Direct marketing (an interactive system of marketing which uses one or more advertising media to affect a measurable response at any location. For example, cat logs, mailings, telemarketing, email, electronic shopping, and so on.)

2.4 INTEGRATED MARKETING COMMUNICATION (IMC)

Integrated marketing communication (IMC) is a term used to describe a company’s aspirations to align its communication efforts in a consistent and integrated manner in order to maximize the communication impact on its stakeholders. (Duncan 2002). The topic of integrated marketing communication arose in 1990’s with the end of the mass marketing area and has turned into a major organizational challenge since then, especially for companies operating in the international field (Duncan, 2002). Several researchers have pointed out the important factors contributing to the need for an integrated approach, focusing on different aspects of the company’s environment, market place and media, society and consumer, as well as the factors related to the corporate organization itself.

2.5 BENEFITS OF IMC

Although integrated marketing communications requires a lot of efforts, it delivers many benefits including;

- IMC saves money as it eliminates duplication in areas such as graphics and photography since they can be shared and used in say, advertising, exhibitions and sales literature. Agency fees are reduced by using a single agency for communications.
- Consistent images and relevant, useful messages help nurture long term relationships with customers
- IMC also makes messages more consistent and therefore more credible. This reduces risk in the mind of the buyer.
- IMC increases profits through increased effectiveness. At its most basic level, a unified message has more impact than a disjointed myriad of messages.
- IMC wraps communication around customers and helps them move through the various stages of the buying process.

2.6 CHALLENGES OF IMC

- The implementation requires proper planning, redefining the scope of marketing communication, application of information technology and financial and strategic integration.
- Lack of management support, without top management support, it is difficult for any plan or project to be successful. Some managers still think that the marketing budget gets diluted and effectiveness suffers if multiple tools are employed or even fail to see that they can reach the target audience via multiple media.
- Lack of accurate metrics, as long as there will not be accurate metrics to measure marketing expenditure in general will be seen by some CEOs as an expense that can be easily cut.

2.7 SOCIETAL FORCES INFLUENCING COMMUNICATION IN GHANA

Some of the most important of the environmental forces acting in the societal sub-context concern changes in the demographical balance. The number of people in each of the age bands is changing. This demographic shift in population bands means that by 2020 there will be more than three times the number of people below 60 years old than there will in 1990s. The growth in the number of youth people brings implications of the production capacity of the economy and the opening of new markets. Already the grey market is well established. In 2000, about 15percent

of the Ghana's population was 50+ years old and this band is expected to increase significantly. This new segment requires different products and services from all others. As they possess different readership habits and viewing patterns. This will mean a change not only in nature and form of products which are not only in nature and form of products which are of value to them but also in the way products and services are presented to them.

Another force is that the number of single- parent families has grown and the size and shape of the family unit are shifting as divorce rates remain high and the number of birth outside the traditional family increases. Apart from addressing the impact that these new units have on levels of disposable income marketing communications need to be sensitive to the fact that the extended family unit is no longer dominant. Sales promotions that offer bonus packs or family tubs offer no value to these emerging units. Sensitivity to and awareness of these issues are more important if a message is to have credibility with the target audience. Further to this point and at a more subtle level, the changing nature of society brings difficulties and opportunities for advertisers. How should messages be presented to target audiences? For example the role of women in the society has changed considerably over the past decade, the traditional role of mother and housewife has changed and there are growing numbers of households where domestic chores are shared equally. The pattern of women's lives has changed considerably over the last 25 years. Many more are now pursuing educational qualifications before commencing careers. Increasing number of those who were previously unable to study are returning to education latter in life. The role women now assume at work has also changed, as many of them are now holding middle and senior management positions. Promotional messages have tried to reflect these changes and some advertisers have moved from narrow stereotyping. However these have given way in the light of reality and the guilt that some women experienced in trying to live up to these implausible expectations. Changes in the environment are not always negative and uncontrollable as they can be used and incorporated within a campaign to good advantage. By seizing the initiative it is possible to associate topicality and flexibility with a brand.

2.8 CUSTOMER SATISFACTION

Early concepts of satisfaction research have typically defined satisfaction as a post choice evaluation judgment concerning a specific purchase decision (Churchill and Sauprenant 1992, Oliver 1980). Most researchers agree that satisfaction is an attitude or evaluation that is performed by the customer comparing their pre-purchase expectation of what they would receive from the product to their subjective perceptions of the performance they actually did receive. (Oliver, 1980) Several authors have defined satisfaction in a different way and some include the following: Kotler (2000). Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's received performance or outcome in relation to his or her expectation. Yu ,(1990). Satisfaction is a collective outcome of perception, evaluation, and physical reaction to the consumption experience with a product/service.

2.8.1 DETERMINANTS OF CUSTOMER SATISFACTION

Although, there is the general conformity or distinctiveness of service quality and customer satisfaction from a conceptual point of view. The operationalisation of customer satisfaction is somewhat hazy. For instance, (Cronin and Taylor 1992) defined and measured customer satisfaction as a one-item scale that asks for the customer's overall feeling towards an organization. By using a single item-scale to measure customer satisfaction as it has failed to acknowledge that, like service quality, customer satisfaction is also likely to be multidimensional in nature.

(Bitner and Hubert 1994) used four items to measure the customer's overall satisfaction with the service provider. The author introduced the concept of encounter satisfaction and devised a nine- item scale to measure the same (that is the customer's satisfaction with a discrete service encounter).

2.8.2 THE MULTI-FACEAT NATURE OF CUSTOMER SATISFACTION

Other works have emphasized the multi-facet nature of customer satisfaction and have used multiple item scales to measure customer satisfaction.

(Westbrook and Oliver, 1981; Crosby and Stephens, 1987; Supermen and Solomon, 1987.; Oliver and Swan, 1989.; Oliva et al 1992).

In a recent effort, (Shinwell et al 1998) used a five-item scale to model customer satisfaction.

(Price et al1995) measured service satisfaction by using a six-ten scale while studying the structural models of the relationships among service provider performance, affective response and service satisfaction. From the growing body of literature on customer satisfaction, one can easily observe that, there has been some research works on specific encounters, known as transaction-specific/ encounter specific customer satisfaction. Researchers have also acknowledged the multi dimensional nature of customer satisfaction and have come out with global measures

(capturing the satisfaction at multiple levels in organization), what view overall satisfaction is a function of satisfaction with multiple experiences or encounters with the service providers. The present study takes a slightly different approach and views customer satisfaction as a multi dimensional construct, but the underlying factors/items of customer satisfaction are the same as the ones by which service quality is measured.

2.8 .3 THE FIVE FACTORS OF CUSTOMER SATISFACTION

By this factor/item specific approach, it is posited that a more meaningful comparison/ relationships of service quality and customer satisfaction constructs can be made.

Therefore, it is postulated that, customer satisfaction also comprises of the following five factors, according to Hubert, (1994).

- Core service or service product
- Human elements of service delivery
- /Systematization of service delivery; non human element
- Tangibles of service – service escarp
- Social responsibility

8.4 SATISFACTION FORMATION

In marketing literature, (example, Churchill and Surprenant, 1982; Oliver 1980) as well as in recent information /system studies (example, McKinney et al, 2002), the disconfirmation theory emerges as a primary foundation for satisfaction models. According to this theory, satisfaction is determined by the discrepancies between perceived performance and cognitive standards such as expectation and desires (Khalifa and Liu 2003).

Customer expectation can be defined as customer's pretrial beliefs about a product (McKinney, Yoon and Zahedi 2002).

Perceived performance is defined as a customer's perception of how product performance fulfils their needs, wants, and desire (Cadott et al 1987).

Disconfirmation is defined as a consumer subjective judgment resulting from comparing their perceptions of performance received. (Mickenny et al, 2002, Spreng et al 1996).

Oliver (1980) described the process by which satisfaction judgment is reached in the expectancy-disconfirmation framework. The diagram below shows how satisfaction judgment is related to expectancy-disconfirmation approach.

The figure 1, explains the arrow drawn from expectations to perceived quality and that indicated perceived quality may increase or decrease directly with expectations. Perceived quality may either confirm or disconfirm pre-purchase expectation. The determination of the extent to which perceived quality expectation are disconfirmed in figure 1 by arrow drawn from expectations and perceived quality to disconfirmation. Satisfaction is positively affected by expectations and perceived levels of disconfirmation that is also shown by arrow in the figure

3.0 Research Methodology

Echtner and Ritchie (1991) assert that using structured and unstructured methodologies is vital to accurately measure the research phenomenon. Going by this assertion, both structured and unstructured approaches were used for this paper. To gain an insight, this study used a qualitative approach involving 50 respondents made up of 40 students and 10 management staff of the University College. To ensure the authenticity of their stances, respondents were selected using purposive sampling based on their study programme, positions, qualifications, length of working experience and their expertise in the areas of corporate governance. Questionnaires were used to collect all the necessary data from the management and students of the University College. With regards to the questionnaire, both open-ended and close-ended questions were used. This question style was adopted because it will facilitate ease understanding on the part of the respondents. It will also enable me to have a direct visual impression of the trend of events. A combination of Statistical tools or normal distribution curves and software packages such as SPSS were used to analyze the data.

PRESENTATION AND ANALYSIS

4.0 INTRODUCTION

In this section, data collected from questionnaires, are analyzed and compared with the literature. The results are therefore presented in tables showing frequencies, percentages and degrees of the responses given by the management, and students of Baptist University College. Below are the responses presented in Tables and Charts form.

4.1 RESPONSES FROM STUDENTS

A number of twenty-four questions were sent out to forty (40) students of the College. The table below shows the distribution of the responses.

The sex distribution of students' respondent of the College was made up of both males and females. From the gender distribution table, males constituted 60% whilst females constituted 40% of the total respondents. This shows that, male students constituted more in the response than females. This can be represented in the chart below;

The table above shows the number of respondents we had from five departments of the college. 8 respondents equivalent to 20% was from the Marketing Department, 25% from the Accountancy Department, 20% from the Human Resource Department, another 20% from the Entrepreneurship Department, and finally, 15% from the Theology Department. This data can be represented in the chart below;

The table above represents data on whether the students' expectations are met or not met with regards to the college's learning facilities. A number of 22 people representing 55% stated that, the learning facilities provided by the institution meet their expectation whilst on the contrary, another group of 18 students representing 45% stated specifically that, the learning materials provided by the college do not meet their expectation indicating that, management have some work to be done on improving their learning facilities because a sizeable number of students are not impressed with the college's facilities

The table above is a data of students' satisfaction with the lectures general performance. Out of the 40 people only 20% of the students were not satisfied with the lectures general performance. 80% of the respondents stated that they were satisfied with the lecturers' general performance. This means that, most of the students are okay with college's lecturers' performance. In addition, the average responds is around 1.20, indicating that students are satisfy with the performance of lecturers skill and their ability.

The table above is a data that portrays the satisfaction level of students with reference to the college's general services. Out of the 40 students, 37.5% indicated that their satisfaction level is low and 62.5% of the students indicated that they are highly satisfied with the college's general services.

From the table above, 55% out of the 40 respondents stated that their expectation matches with their experience with regards to the college's complaint system or procedure whilst a proportion of 45% stated categorically that they are dissatisfied with the college's complaint system as one of the respondents emphatically stated that, one has to pass through so many procedures and channel before ones complaint is noted down and at times, there is no feedback. This means that the college must reconsider its complaints system or procedure in order to accelerate the rate at which students complaints are handled and also send feedback to complainants.

The above table represents data on whether students are impressed about the college's marketing communication activities. Out of the total of 40 respondents, 47.5% indicate that they are very impressed with the college's marketing communication activities, 47.5% also indicated that, their impression about the college's marketing communication activities are good whilst, 5% stated that they are not impressed at all about the college's marketing communication activities. And also the mean of the respondent age was 1.20 it shows also that average age of respondent is 1.20, indicating that average student's impression about the college's marketing communication activities. The standard deviation of their age was 0.405. This is represented in the chart below;

RESPONSES FROM MANAGEMENT

The table below shows the distribution of respondents.

The sex distribution of respondents for the college was made up of both males and females. From the gender distribution table, males constituted 70% whilst females constituted 30% of the total respondents. This indicated that males participated more in the responses than females. This can be represented in the chart below;

From the table above, 5 out of the 10 respondents expressed that management is highly committed to the implementation of marketing communication programmes or activities. Also, 4 people did indicate that management is committed. However, 1 indicates that management is not committed. This indicates that management needs to continue to be much more committed in implementing its marketing communication activities so as to attain high-caliber consistent services and greater marketing precision and average responds is around 1.60 indicating that management are committed to the implementation of marketing communication.

The table above describes how the public respond to newly introduced programme by the college. 4 out of the 10 people described the public attitude and response towards newly introduced programme by the college as very good, 5 people showed that the public has good response and attitude towards a newly introduced programme, whilst 1 person described the public attitude and response towards a newly introduced programme by the institution as poor. The data is presented in the chart below;

Figure 6 a pie chart showing the public responds and attitude towards newly introduced programmes by the college.

The table above shows the variety of ways used by the college in sending messages to its target audience. 4 people equivalent to 40% indicated that management sends messages to its target audience through the web and advertisement, 4 people equivalent to 40% attested that management sends its message through public relation and 2 of respondent said that management use Press Release indicating 20%. The average responds is 1.80 indicating that colleges uses website, advertisement and public release to send information to its target audience. The above data is represented in bar chart below;

The table above describes how management assesses marketing communication on the enrollment level of the college. From the data above, 40% of the respondents indicated that, the introduction of marketing communication on the enrollment level of the institution is very good. 50% of the people also admitted that, the introduction of marketing communication on the enrollment level of the institution is good. One person, equivalent to 10% pointed it out that; the introduction of marketing communication on the enrollment level of the institution is poor. This is represented in the chart below;

The table above represents data on whether the college attends to students complaints at a faster rate or not. 3 respondents equivalent to 30% stated that the college attends to student's complaints very quickly. 70% of the respondents indicated that, the college attends to students complaints quickly. None of them did indicate that student's complaints are not attended to. This information can be represented in the chart below;

FINDINGS

The findings indicate that the learning material and other facilities of the college especially book for references are not adequate and do not help effective teaching and researches on the part of students. Moreover, some were also dissatisfied with the long channels or procedures they have to go through before their complaints are written down and also the delays in communicating the feedback to them. It was also seen that ways management use to communicate with students and the general public were not adequate, communicate through website advertising,

public relation and press release. There was no indication of integrating these methods to provide consistent message which could confuse audience.

CONCLUSION AND MANAGERIAL IMPLICATIONS

Integrated marketing communication is one of the 'new generation' marketing approaches being used by companies to better focus their efforts in acquiring, retaining, and developing relationships with customers and other stakeholders. Many companies are realizing that, communicating effectively with customers and other stakeholders involves more than traditional marketing communication tools. In the face of fierce competition there is the need for organization to obtain a larger share of the customer pie with the lowest cost possible and as a result of this, organizations who wants to continuously strive, should coordinate their marketing efforts in order to avoid duplicate, take advantage of synergy among promotional tools and develop more efficient and effective marketing communication programmes and to maximize returns on its investments. Without integrating one's communication programmes, organizations cannot remain competitive in modern business. Moreover, organizations that have the ability to satisfy its customers through integration of its communication are able to succeed even in the face of fierce competition. Once a customer's perception meets with his /her consumption experience, this client is satisfied and remains loyal to the organization. This does not end there as this same loyal customer goes to the extent of spreading the organization's good name by word-of-mouth which is a powerful advertising tool. Organizations should therefore make customer satisfaction their number one priority due to the merits derived from it and moreover, embark on a very effective integrated marketing communication activities in order to provide consistent message and avoid confusing customers so as to gain competitive advantage

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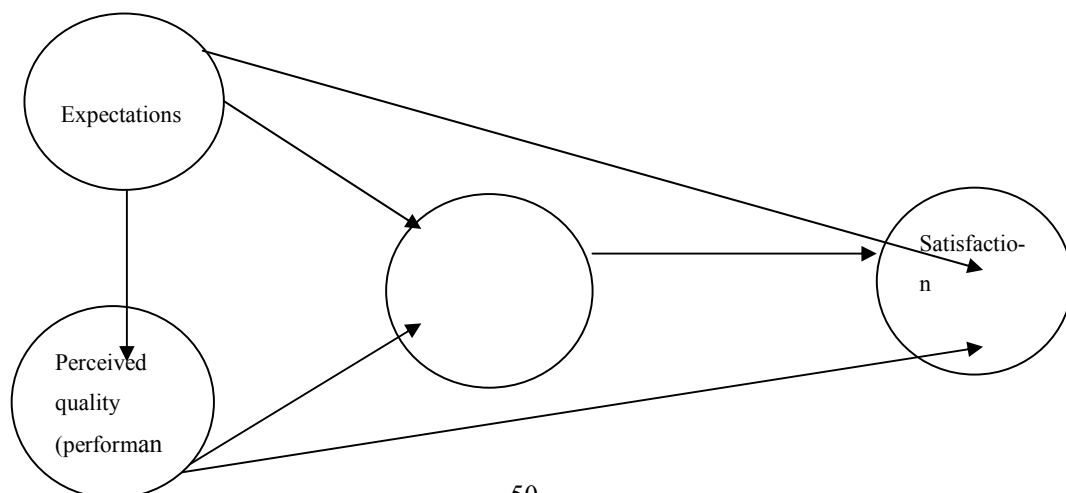
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Figure 1 satisfaction formation



**TABLE (1): SEX
 DISTRIBUTION OF RESPONDENTS**

SEX	FREQUENCY	PERCENTAGE
Male	24	60%
Female	16	40%
Total	40	100%

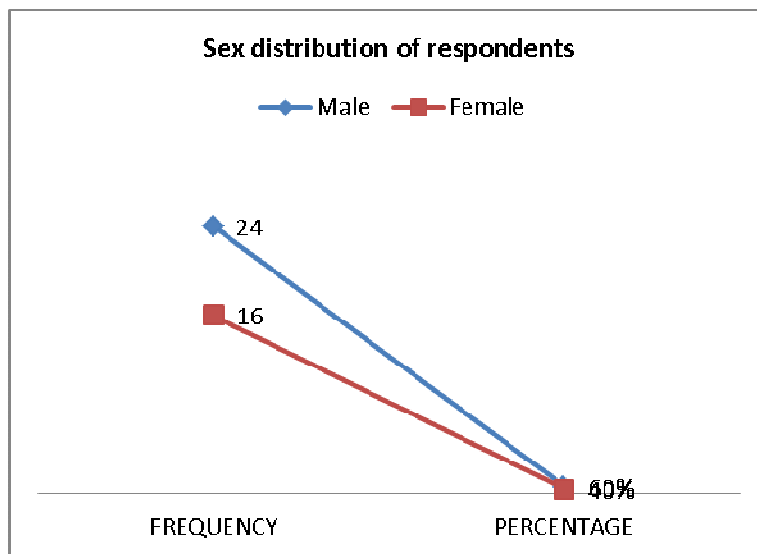


Figure 2 a chart showing the sex distribution of respondents (students)

TABLE (2): DEPARTMENTS OF VARIOUS RESPONDENTS

DEPARTMENT	FREQUENCY	PERCENTAGE
Marketing	8	20%
Accountancy	10	25%
Human Resource	8	20%
Entrepreneurship	8	20%
Theology	6	15%
Total	40	100%

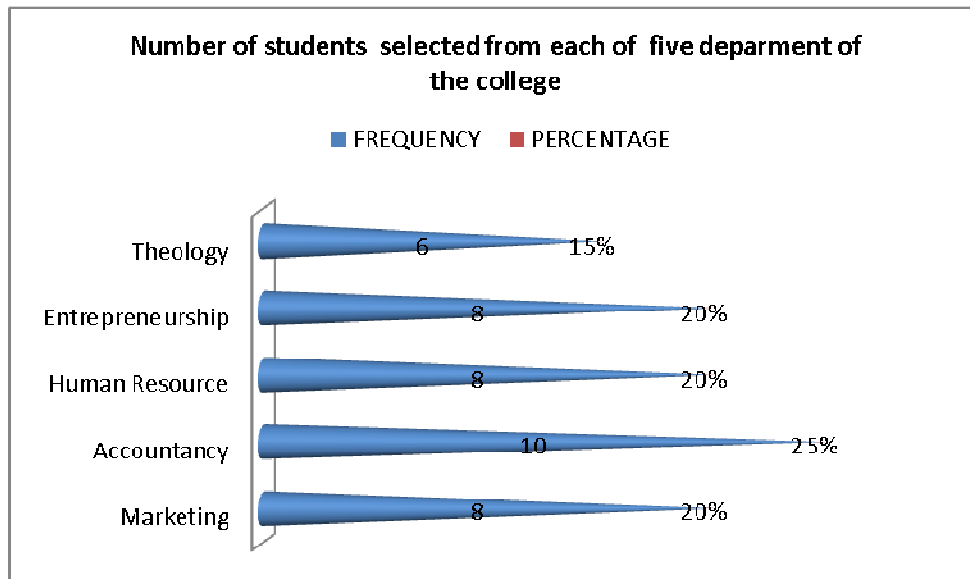


Figure 3 a chart indicating the number of respondents from each of the five (5) selected department of the college.

TABLE (3) STUDENTS CONFIRMATION ABOUT THE COLLEGE'S LEARNING FACILITIES

RESPONSE	FREQUENCY	PERCENTAGE
Yes	22	55%
No	18	45%
Total	40	100

TABLE (4) STUDENTS SATISFACTION WITH LECTURERS PERFORMANCE (TEACHING SKILLS AND ABILITY)

response	Frequency	Percent	Valid Percent	Cumulative Percent	Mean	Std. Deviation
Valid yes	32	80.0	80.0	80.0	1.20	.405
no	8	20.0	20.0	100.0		
Total	40	100.0	100.0			

TABLE (5) STUDENTS SATISFACTION LEVEL WITH THE GENERAL SERVICES OF THE COLLEGE

RESPONSE	FREQUENCY	PERCENTAGE
High	25	62.5%
Low	15	37.5%
Total	40	100%

TABLE (6) STUDENTS CONFIRMATION ABOUT EXPECTATION MET WITH REFERENCE TO THE COLLEGE'S COMPLAINT SYSTEMS OR PROCEDURE

RESPONSE	FREQUENCY	PERCENTAGE
Yes	22	55%
No	18	45%
Total	40	100%

TABLE (7) STUDENTS IMPRESSION ABOUT THE COLLEGE'S MARKETING COMMUNICATION ACTIVITIES

		Frequency	Percent	Valid Percent	Cumulative Percent	Mean	Std. Deviation
Valid	very good	19	47.5	47.5	47.5	1.20	.405
	Good	19	47.5	47.5	95.0		
	Poor	2	5.0	5.0	100.0		
	Total	40	100.0	100.0			

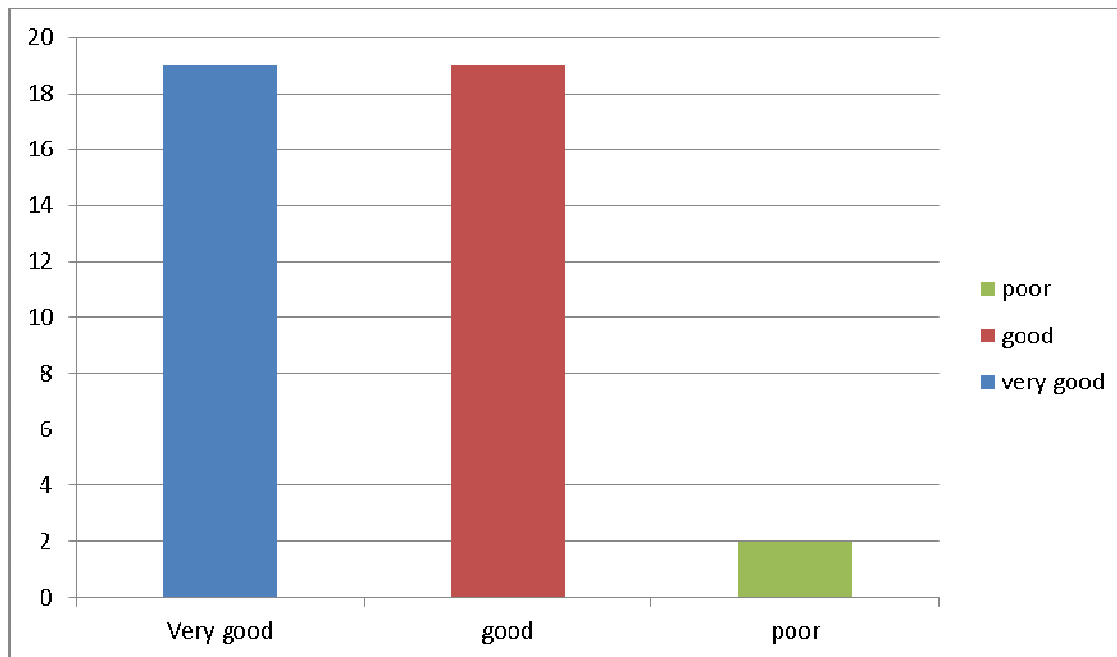


Figure 4 a bar chart Showing students impression about the college's marketing communication activities.

TABLE (8) SEX DISTRIBUTION OF RESPONDENTS

SEX	FREQUENCY	PERCENTAGE
Male	7	70%
Female	3	30%
Total	10	100%

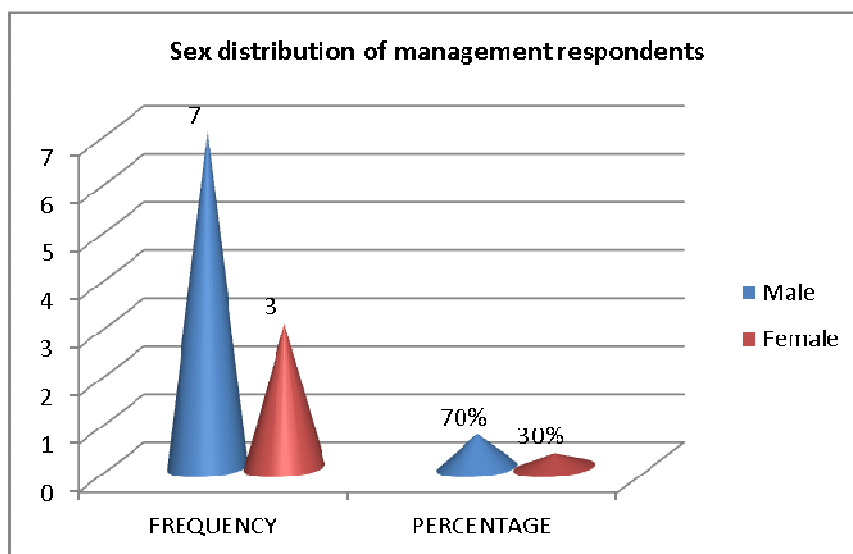


Figure 5 a chart showing the sex distribution of respondents (management and staff)

TABLE (9) MANAGEMENT COMMITMENT TO THE IMPLEMENTATION OF MARKETING COMMUNICATION PROGRAMMES

TABLE (10) THE PUBLIC RESPONDS AND ATTITUDE TOWARDS THE ADVERTISEMENT OF A NEWLY INTRODUCED PROGRAMMES BY THE COLLEGE

RESPONSE	FREQUENCY	PERCENTAGE
Very Good	4	40%
Good	5	50%
Poor	1	10%
Total	10	100%

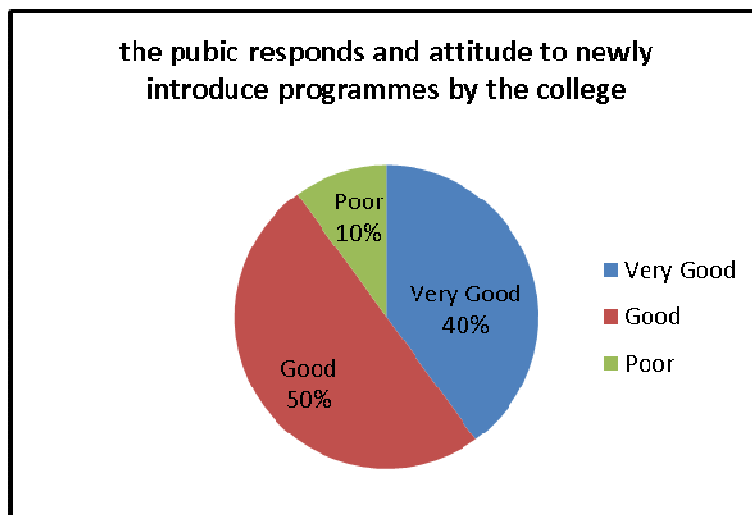


Figure 6 a pie chart showing the public responds and attitude towards newly introduced programmes by the college.

TABLE (11) THE VARIETY OF WAYS THE COLLEGE USES IN SENDING MESSAGE TO ITS TARGET

	Frequency	Percent	Valid Percent	Cumulative Percent	Mean	Std. Deviation
Valid Highly committed	5	50.0	50.0	50.0	1.60	.699
Committed	4	40.0	40.0	90.0		
Not committed	1	10.0	10.0	100.0		
Total	10	100.0	100.0			

AUDIENCE (ANAYSIS)

	Frequency	Percent	Valid Percent	Cumulative Percent	Mean	Std. Deviation
Valid Website and advertisement	4	40.0	40.0	40.0	1.80	.789
Public relation	4	40.0	40.0	80.0		
Press release	2	20.0	20.0	100.0		
Total	10	100.0	100.0			

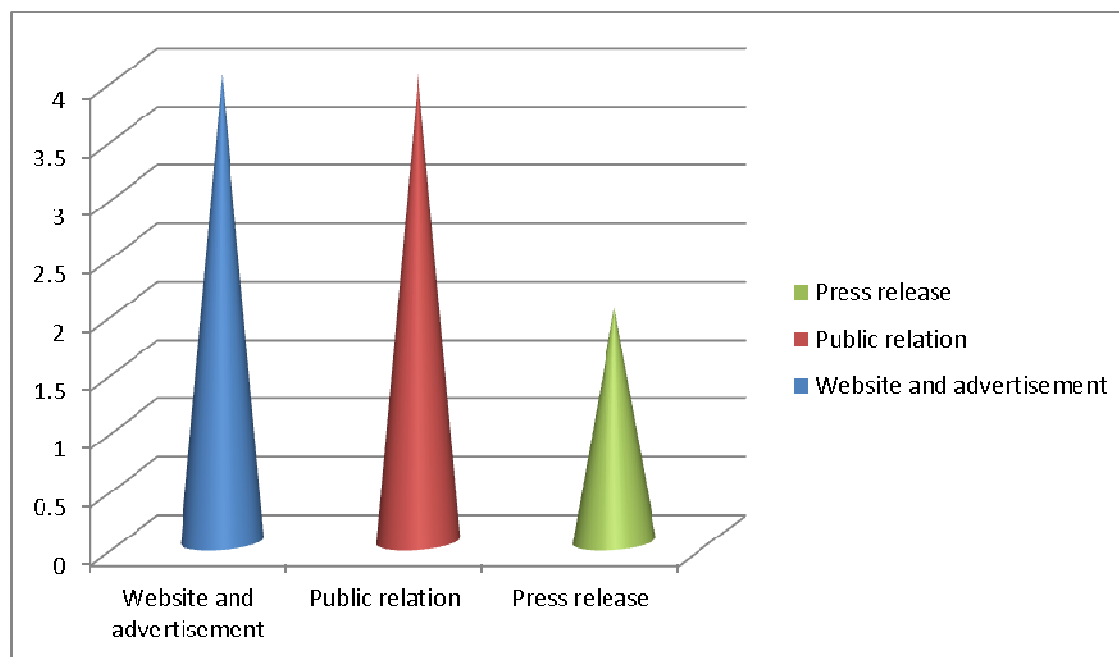


Figure 7 a chat showing the variety of ways management sends message to its target audience

TABLE (12) MANAGEMENT ASSESSMENT OF MARKETING COMMUNICATION ON THE ENROLLMENT LEVEL OF THE INSTITUTION

RESPONSE	FREQUENCY	PERCENTAGE
Very Good	4	40%
Good	5	50%
Poor	1	10%
Total	10	100%

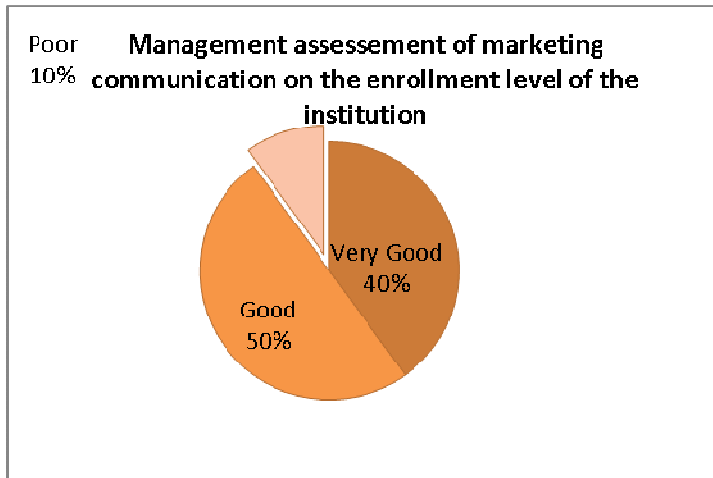


Figure 8 a pie chart indicating management assesment of marketing communication on the enrollment level on the college.

TABLE (13) THE RATE AT WHICH MANAGEMENT ATTEND TO STUDENTS COMPLAINTS

RESPONSE	FREQUENCY	PERCENTAGE
Very quickly	3	30%
Quickly	7	70%
Not at all	0	0%
Total	10	100%

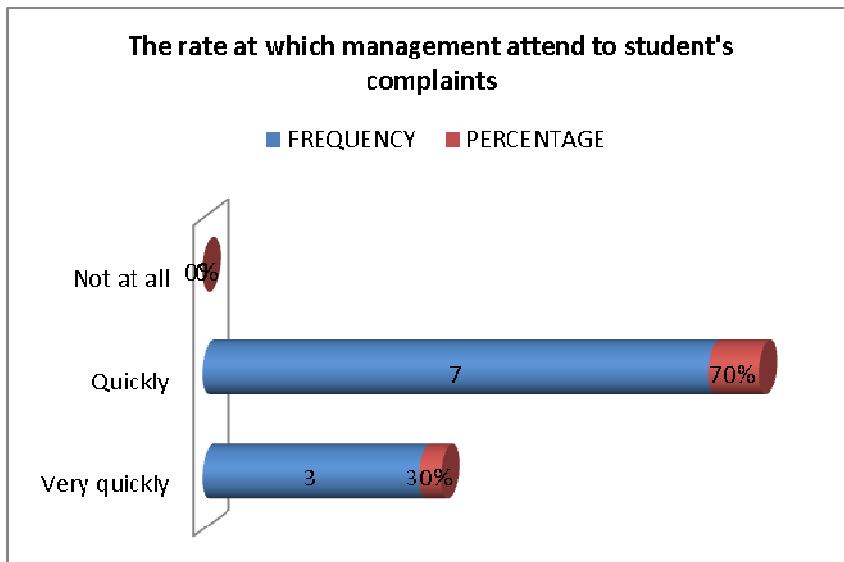


Figure 9 a bar chart representing the rate at which management attend to student's complaints.

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