

A study on Integrated Marketing Communication implementation by MSMEs in Maharashtra

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Abstract:

Marketers and academics are always interested in the four Ps of the marketing mix: product, price, place, and promotion. The fourth P promotion is the topic of this investigation. Advertisement, personal sales, internet marketing, public relations, sales promotion, direct marketing, advertising, event sponsorship, and other promotional tactics are used by marketers. The promotional techniques employed by different organisations change depending on the nature of the organisation, i.e. consumer vs. business. Many people think of current promotional tools utilised by marketers, but are old promotional methods used by small and micro businesses as well? The purpose of this study is to look at the Integrated Marketing Communication Tools used by micro and small businesses in Maharashtra. Newline Marketing Mix 4 Ps (Product, Price, Place, and Promotion) is always a fascinating topic for academics and scholars. Companies now have a variety of alternatives for designing and implementing the four Ps. Even if a firm has the best product, the most efficient pricing, and the best location, if it fails to convey its product, price, and location to its target audience, it will fail in the market. One of the reasons why firms are now focusing on promotion is because of this. In today's world, almost everyone is subjected to some type of promotion. Newline organisations have realised that in order to be successful, they must engage in effective promotion. Advertising, direct marketing, internet marketing, personal sales, advertising, sales promotion, and so on are examples of promotional instruments. Broadcast media, print media, transit media, hoardings, billboards, the internet, and many other types exist, each with subcategories such as advertising. Marketers communicate with customers in a variety of ways. In many categories, having so many possibilities makes deciding which marketing communication mix to utilise more difficult. MSMEs (Micro, Medium, and Small Businesses)

Keywords: Integrated Marketing Communication, MSMEs, Maharashtra

1. Introduction:

Product, pricing, location, and promotion are the four pillars of advertising. Because these four pillars are so important to a company's success, marketers, academics, and researchers were all fascinated by the concept of the marketing mix. A firm may collapse if it fails to justify any of these four P's. The most common cause of this is that a corporation can't properly communicate with its target audience over an extended period of time. This is why businesses have begun to emphasise the promotion of offers, which are products or services (Kotler, 2008). Almost everyone in the modern world is impacted by advertising and other forms of promotion in some way. Organizations in both the private and public sectors have learnt to communicate effectively with their target audiences, which is crucial to their success. Marketers can communicate with their target audience through a variety of promotional tactics, such as advertising, direct marketing, online marketing, personal sales promotion, sales promotion, and so on. Broadcast media, print media, transit media, hoardings, billboards, the internet, and many other types exist, each with subcategories such as advertising. Marketers are changing the way they communicate with their customers. In many categories, having so many possibilities makes deciding which marketing communication mix to use more difficult. The study of integrated marketing communication techniques used by micro and small companies in the South Gujarat region is the topic of this research.

The American Association of Advertising Agencies defines integrated marketing communication as a marketing communications planning concept that recognises the value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines, such as general advertising, direct response, sales promotion, and public relations, and combines these disciplines to provide clarity. IMC's main goals are to ensure that the message being communicated is clear by communicating it in various media, consistency by communicating the same message in various media by overcoming other media limitations, and maximum communication impact by using a variety of media to ensure that the message reaches the greatest number of target audiences. As a result, the purpose of this study is to see if corporate organisations in Maharashtra can apply Integrated Marketing Communication (IMC) study tools.

2. Objectives:

- To identify various promotional tools adopted by micro and small business organizations in south Gujarat region
- To highlight various media vehicles adopted by micro and small business organizations

3. Literature review:

Marketing management capabilities play a crucial role in the performance of MSMEs in the market in terms of marketing research, marketing strategy, planning and implementation, control and assessment (Venkatesh J., Lavanyakumari R., 2015).

Due to a lack of marketing communication understanding, SME entrepreneurs and business owners would have more difficulty operating their enterprises (Sisounonth and Kongmanila, 2014).

Participation in fairs, sponsorships, and events are the most widely utilised communication techniques in SMEs, according to Annamaria Esposito's study, although online communication is an emerging tool: digital and social media communication (Annamaria, 2013).

According to Mihart & Camelia (2012), IMC is one of the most contentious areas of research when it comes to merging the role of basic and sophisticated promotional methods in practise. However, many studies believe that IMC is the best strategy for a firm to reach its goals and that it has a greater impact on consumer behaviour.

IMC strengthens the customer's relationship with the company by recognising customers' communication channels and improving brand awareness while maintaining consistency in their communications (Laurie & Mortimer, 2011)

4. Research Methodology:

Sampling Method:

In this study, non probability Sampling design had been used and the Sampling method employed was convenience Sampling.

Sample Size:

Total 255 micro and small business organizations were contacted for this survey purpose. Out of which 5 did not fill questionnaire properly and hence excluded. Total 250 complete respondents were considered for analysis.

DATA SOURCES:

Primary Data:

A questionnaire was created using information from the secondary data. To overcome this problem, primary data was acquired directly from the respondents. To collect data for the given aims, a structured questionnaire comprising closed and open-ended questions was created. Five of the 255 respondents contacted did not completely complete the questionnaire and were thus eliminated. A total of 250 full responders were examined for study in the South Gujarat region.

Secondary Data:

Secondary data were collected from sources like research papers, thesis, books, newspapers, company's report, URLs, and magazines.

RESEARCH INSTRUMENT:

Questionnaire – Research instrument was used for the data collection under this study. This questionnaire was administered through face-to-face interviews.

5. Data Interpretation:

Who look after promotional activities of micro and small units?

LookAfter * MicroSmall Cross tabulation				
Look After Promotion		MicroSmall		Total
		Micro	Small	
Owner	Count	59	79	138
	% within MicroSmall	98.3%	84.0%	89.6%
MarketingManager	Count	1	14	15
	% within MicroSmall	1.7%	14.9%	9.7%
Manager	Count	0	1	1
	% within MicroSmall	.0%	1.1%	.6%
Total	Count	60	94	154
	% within MicroSmall	100.0%	100.0%	100.0%

The person in charge of promotional activities in micro and small businesses is shown in the table. It shows that owners of the firms look after promotional activities in 98.3 percent of micro units and 84 percent of small units, marketing managers look after promotional activities in 1.7 percent of micro units and 14.9 percent of small units, and managers look after promotional activities in 0 percent of micro and 1.1 percent of small units. It was discovered that in 89.6% of small and microbusiness organisations, no special individual is assigned to oversee promotional efforts, which are handled by the owner.

Use of various promotional tools by Micro and Small business Units

	USE	Micro	Small	Total
Sales Promotion	Yes	18	39	57
	%	30.00%	41.50%	37.00%
	No	42	55	97
	%	70.00%	58.50%	63.00%
Personal Selling	Yes	42	73	115
	%	70.00%	77.70%	74.70%
	No	18	21	39
	%	30.00%	22.30%	25.30%
Publicity	Yes	4	10	14
	%	6.70%	10.60%	9.10%
	No	56	84	140
	%	93.30%	89.40%	90.90%
Internet Marketing	Yes	22	62	84
	%	36.70%	66.00%	54.50%
	No	38	32	70
	%	63.30%	34.00%	45.50%
Public Relations	Yes	17	15	32
	%	28.30%	16.00%	20.80%
	No	43	79	122
	%	71.70%	84.00%	79.20%
Direct Marketing	Yes	15	56	71
	%	25.00%	59.60%	46.10%
	No	45	38	83
	%	75.00%	40.40%	53.90%
Event Sponsorship	Yes	4	15	19
	%	6.70%	16.10%	12.40%
	No	56	78	134
	%	93.30%	83.90%	87.60%

In the case of micro units, 30% employ Sales Promotion, while 70% do not. Sales Promotion is used by 41.50 percent of small units, whereas 58.50 percent do not use it as a promotional tool. Overall, 37 percent of micro and small businesses employ sales promotion, while 63 percent do not.

Personal sales are used by 70% of micro units, whereas personal sales are not used by 30%.

Personal sales are used by 77.70 percent of small businesses, whereas 22.30 percent do not use them as a promotional technique. Personal sales are used by 74.70 percent of micro and small businesses, while just 25.30 percent do not.

Advertising is used by 6.70 percent of micro units, whereas 93.30 percent do not.

Advertising is used by 10.60 percent of small businesses, whereas 89.40 percent do not utilise it as a promotional strategy. Overall, 9.10 percent of micro and small businesses use advertising, compared to 90.90 percent who do not.

Internet marketing is used by 36.70 percent of micro units, whereas 63.30 percent do not.

Internet marketing is used by 66 percent of small firms, whereas 34 percent do not use it as a promotional tool. In total, 54.50 percent of micro and small businesses employ Internet marketing, while 45.50 percent do not.

Public relations is used by 28.30 percent of micro units, whereas it is not used by 71.70 percent. Only 16 percent of small businesses use public relations as a promotional tactic, while 84 percent do not. In all, 20.80 percent of micro and small businesses use public relations, while the remaining 79.20 percent do not.

Direct marketing is used by 25% of micro units, whereas direct marketing is not used by 75%. Direct marketing is employed by 59.60 percent of small businesses, whereas 40.40 percent do not use it as a marketing tactic. In general, 46.10 percent of micro and small businesses employ direct marketing, whereas 53.90 percent do not.

Event sponsorship is used by 6.70 percent of micro units, whereas 93.30 percent do not. Event sponsorship is used by 16.10 percent of small businesses, whereas 83.90 percent do not use it as a promotional strategy. Overall, 12.40 percent of micro and small businesses use sponsorship for events, compared to 87.60 percent who do not.

6. Conclusion:

According to the findings, 49.6% of micro units and 72.9 percent of small units employ integrated marketing communication techniques. Micro units are used by 53.3 percent of respondents, while advertising is not used by 46.7 percent. Micro units are used by 30% of respondents, whereas promotional deals are avoided by 70%. Personal sales are used by 70% of respondents, while micro units are used by only 30%. Micro units are used by 6.70 percent of respondents, while advertising is not used by 93.30 percent. Micro units are used by 36.70 percent of respondents, whereas Internet marketing is not used by 63.30 percent. While 71.70 percent of respondents say they don't employ public relations, 28.30 percent say they do. Micro units are used by 25% of respondents, while direct marketing is not used by 75%. Micro units are used by 6.70 percent of respondents, whereas sponsorship is not used by 93.30 percent. Small units are used by 50% of respondents, while advertising is used by 50% of respondents. Sales promotion is used by 41.50 percent of small businesses, whereas 58.50 percent do not. Small units are used by 77.70 percent, whereas personal sales are used by only 22.30 percent. Small units are used by 10.60 percent of respondents, whereas advertising is not used by 89.40 percent. Small businesses use 66 percent of internet marketing, whereas 34 percent do not. Small units are used by 16 percent of respondents, whereas public relations is used by 84 percent. Direct marketing is used by 59.60 percent of small businesses, whereas 40.40 percent do not. Small units are used by 16.10 percent, whereas sponsorship is not used by 83.90 percent. This shows that the adoption of IMC instruments by micro and small businesses in the southern Gujarat region still has a lot of promise.

7. Scope for further research

It is possible to conduct additional research to determine the effectiveness of such programmes. Advertising, public relations, event sponsorship, and trade shows are not commonly used marketing communication strategies by micro and small businesses. It is possible to conduct additional studies to learn why these technologies are not being used.

It is feasible to undertake research into why micro and small businesses do not apply for SSI and so do not obtain government benefits and assistance. Further research can also be done to better understand the integration of various marketing communication tools.

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