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# **The Role of Integrated Marketing Communication in Marketing Performance: Evidence from Scientific Review of Literature**

## **ABSTRACT**

The study's primary purpose was to review studies on the role of integrated marketing communication in marketing performance. Utilizing many communication channels with facilitated and trustworthy communications is possible with integrated marketing communication. The concept is particularly significant because it emphasizes how crucial integrated marketing communication is. As a result, integrated marketing communication delivers a unified message across all the marketing channels and it is essential for informing customers about the goods and services that are offered on the market, facilitating their marketing communication, and allowing consumers to learn more about them. A thorough assessment of the literature was done and screening standards were applied, all to improve the study. Based on the inclusion and exclusion criteria for the articles, data extraction was done. 45 published articles were analyzed, and important information was extracted. The review's findings demonstrate that integrated marketing offers a smooth, customer-focused experience by incorporating all marketing communication elements, including direct marketing, advertising, personal selling, sales promotion, and public relations strategies. Numerous previous researchers have made an effort to analyze integrated marketing communication and marketing performance using pre-existing concepts and literature, according to a review of the relevant literature. To help more scholars understand and advance the numerous theories and models related to the topic, this concept overview provides guidance.

**Keywords:** Integrated communication, Marketing performance, Advertising, Direct marketing, Sale promotion, Public relation, Personal selling, scientific review

## **1. INTRODUCTION**

Due to their exposure to intense competition from outside business environments, companies are typically subjected to varying degrees of marketing competition (Chong, 2014). According to Naeem et al. (2013), To achieve greater effect, clarity, and consistency, integrated marketing communication (IMC), a concept of marketing communication planning, integrates and assesses the strategic responsibilities of several communication disciplines. Organizations utilize marketing communication as a crucial tool to educate, remind, and persuade present and potential customers about the firm's services and perhaps even convince them to choose the firm's products over those of rival businesses. Marketers are moving beyond advertising and the conventional mass media-focused strategy to integrated marketing communication in their quest to identify the best means to communicate the right message to the right person at the right time (Kubanial, J. N & Kagiri, 2016).

Integrated marketing communication is the vital coordination of all marketing messages and the arrangement of strategies of communication to clients be they shoppers or others focused on, pertinent (outside and inside) groups of onlookers (Peltier, J. et al. 2003). One of the most important foundations of a marketing strategy for a business functioning in a competitive environment is marketing communication or IMC as it is currently known, with a broader viewpoint and influence. Kotler (2006) asserts that one of the main objectives of successful

marketing strategies is the development of IMC tools, including but not limited to advertising, public relations, sales promotion, personal selling, and direct marketing, to maximize the role of communications on target customers. The role of IMC in many areas of firm performance and the accomplishment of various firm objectives has been seen as its significance in the modern business environment has increased. It is regarded as a crucial component in establishing a company's competitive advantage and consequently boosts sales and profits while saving time and money (Naeem et al. 2013).

A straightforward defense of IMC is that the synergy provided by the integration process can lead to financial, competitive, and practical benefits. (Puspanathan & Yee, 2022). Since the start of the previous decade, the integrated marketing communications (IMC) concept has gained widespread recognition as a crucial marketing management issue due to the efficiency of the integration of marketing communication Utilizing techniques like advertising, public relations, direct marketing, sales promotion, and personal selling will help you reach your target audience more effectively. (Kotler, 2002).

Marketing typically focuses on how institutions' budgets perform in terms of effectiveness, sustainability, and benefit, and they contrast the accomplishment of the organization with previously planned destinations accomplished (Kipasha, 2013). According to Naeem et al. (2013), IMC is associated with some favorable outcomes, including customer satisfaction, higher profitability, improved sales, cost savings, brand recognition, and loyalty, a positive brand image, and distinctive brand associations. Integrated marketing communication (IMC) has taken over and influenced businesses' communications and marketing strategies in recent years. In terms of brand attractiveness, it has been effective for businesses (Gurau, 2008).

Both small and large organizations need to use integrated marketing communication practices to thrive in the cutthroat marketing climate to attract and keep customers, resulting in long-term connections, sales performance, and overall productivity (Reid et al., 2005). Firm competition, globalization, influence, evolving technology, and shifting consumer demands and wants are some of the forces pressuring businesses to alter their communication strategies in both domestic and foreign markets (R..., 2000). A shift away from traditional mass media-based communication strategies in favor of more individualized, client-centered, and innovation-focused ones has been made (Palgrave, 2000)

All aspects of marketing communications, including advertising, public relations, direct marketing, personal selling, and sales promotion, are tried to be unified by IMC. For result-driven businesses, it has become increasingly difficult to create a clear, consistent, credible, and competitive message about themselves and their products without effectively coordinating their marketing communications efforts. According to the Integrated Marketing Communication (IMC) strategy, a business should leave no room for error, have no tolerance for miscommunication, and have no time for uncertainty (Picton and Broderick, 2005).

Schultz, D.E., and Kitchen (1997) say that historically, the majority of marketing communications initiatives have centered on segmenting ideas and pursuits into increasingly more specialized subsets. Integration and holistic thinking have been used sparingly in marketing communications strategies. Even though it is acknowledged that the acceptance of a holistic approach has changed at a somewhat sluggish pace, many practitioners and clients have gradually shifted towards IMC. According to Smith (1996), "The idea of integrated marketing communications is simple. All forms of communication are combined into a fluid response. IMC combines all marketing tools to make sure they all work together at the most basic level.

### **Methodology and Review Process**

The purpose of this scientific article review was to combine evidence from both theoretical and empirical evaluations of the literature to understand how integrated marketing communication influence marketing performance. Several varieties of scientific literature exist, including structured reviews, framework-based reviews, bibliometric reviews, and meta-analysis reviews (Paul, J., 2020). The structured review method, out of all of these review techniques, best satisfies the article's objectives. The objective is to deeply comprehend the role of integrated marketing communication in marketing performance. Lastly, suggested directions for pertinent future research are made. This strategy is advantageous because it enables the reviewer to recognize and emphasize the theories and frameworks frequently applied in integrated marketing communication.

## **2.1 Review methods**

A scientific review takes data from previously published studies on the subject, analyzes and interprets it, and then discusses, summarizes, and draws a detailed conclusion. The accessible literature on online integrated marketing communication's role in marketing performance is analyzed, summarized, and inferences are drawn in this study using a scientific literature review methodology. To create a useful scientific review, it is necessary to define an answered issue and come to an agreement on an objective methodology. The procedure for the review should be published before it is started as a best practice to prevent the possibility of unintended study duplication and to promote transparency and consistency between methodology and procedure. Thorough, understandable, repeatable, and methodical describe scientific reviews. For this scientific review, all relevant published material addressing one or more research subjects was found using a scientific search approach. The characteristics and results of the search's findings were then scientifically presented and summarized. The scientific review's primary objective was to compare the empirical data that already existed on integrated marketing communication.

## **2.2. Steps for Reviewing**

**Identify the research question and objectives.** Create a precise research question and objective with a suitable scope. Identify past reviews on the subject to help with the formation of the research question, make sure they are not repeating the work of earlier reviews, and think about using a framework and defining the scope of the inquiry. These goals were defined based on the body of literature already in existence.

**Define inclusion and exclusion criteria.** This procedure is also known as developing a review protocol. Provide specific examples of the criteria used to decide whether or not to include a study in the search. The following criteria were considered: language, year, content, and relevance. The included articles were those written in English, released between 2013 and 2022, with a theme relating to integrated marketing communication, as well as being topical and thematically connected. Hence, reports from a comprehensive literature review spanned about 11 years. On the other side, publications that were not written in English had publication dates before 2013, were irrelevant to the theme, were duplicates, or were unrelated to the subject matter were ignored. With these inclusion and exclusion criteria, the researcher can clearly and quickly achieve the objectives of the scientific review.

**Present results and assess the quality of evidence.** So that the review may be easily updated in the future with fresh research findings, provide the findings in an organized manner, and include detailed methodology information, such as the search techniques utilized, the selection standards, and others.

## **2.3 Selection of Databases**



This review searched several web sources to reveal current and pertinent literature on online promotional strategy and consumer purchase choices. The research was done in English using online databases from Emerald Insight, Google Scholar, Wiley, Springer, Taylor & Francis, PubMed, and Science Direct were all searched for the papers.

#### **2.4 Data Extraction and Article Selection**

The current study followed a scientific review procedure as precisely indicated in Figure 1 and described in the following manner. Firstly, keywords were defined as search criteria in online databases. The keywords encompassed “integrated marketing, Performance, Advertising, Direct marketing, Sale promotion, Public relation, Personal selling,” in the title of the above-mentioned online databases and contained in all text. Next, every article in the leading academic journals from 2013 to 2022 was considered. 200 articles were selected and the preliminary result included 150 articles. Then, the abstracts were read to evaluate the relevance of journal articles in online integrated marketing communication. In this regard, articles that seemed not relevant to this study were eliminated to ensure consistent focus and to reduce bias. Further, duplication of articles was eliminated to avoid counting a paper twice in the analysis. This process resulted in 45 articles for review—and which were chosen based on their originality, clearly stated aims, and relevance. Figure 1 presents a summary of the article selection process used by this study.

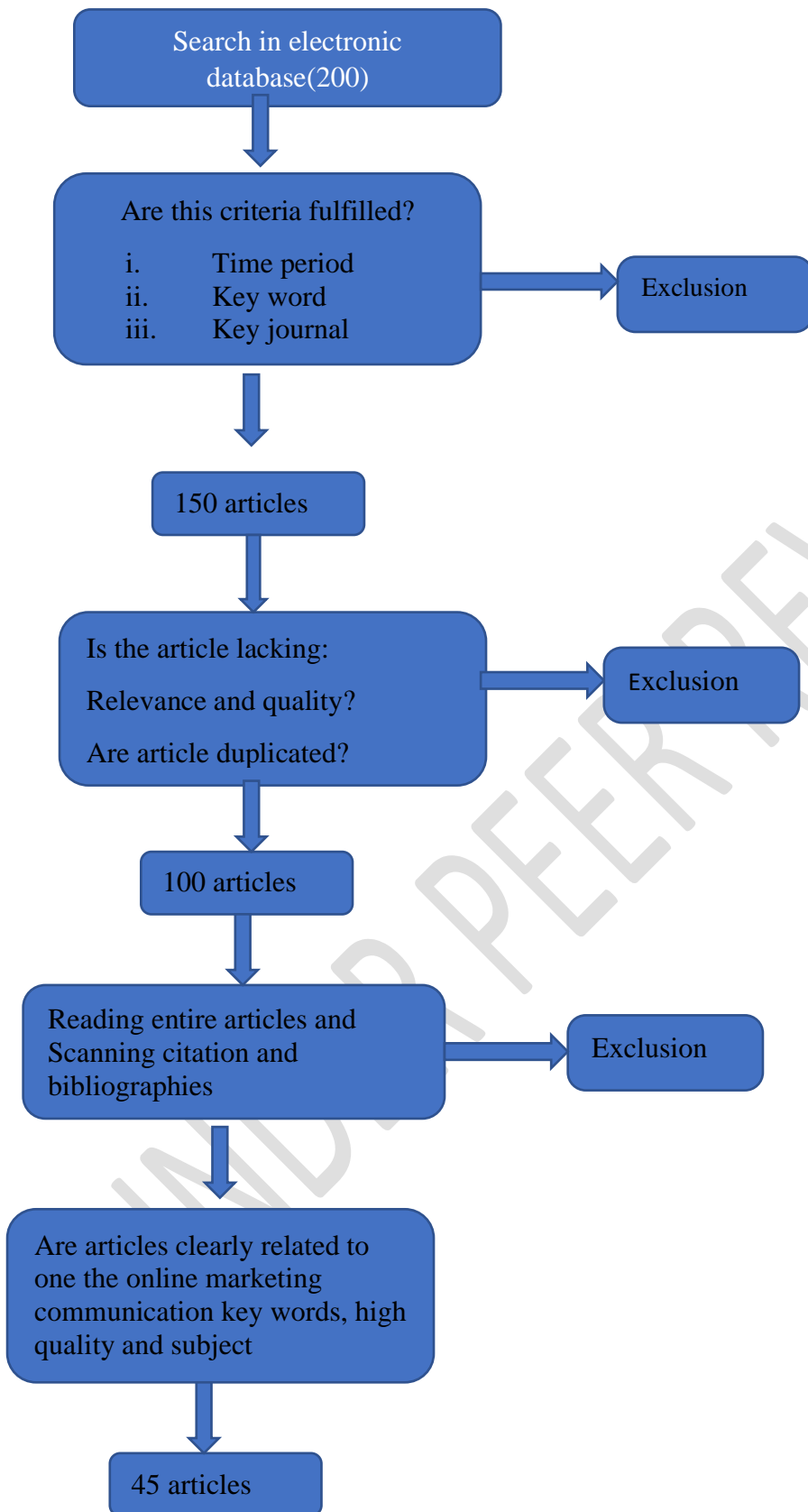


Figure 1: Summary of the article selection process.

Source: Adapted from Yong et al. [147].

### 2.5 Data Analysis

The analysis of the data gathered for this study was conducted using a structured review methodology. A structured review is similar to a scientific review in that it aims to summarize the most recent information and data pertinent to a particular research subject. However, it differs from a scientific review in that the knowledge is organized in a contemporary and calculable way.

### 2.6 Method of data analysis used in the reviewed articles

As shown in figure 2 below, the method of data analysis used in the reviewed articles shows that 14(31%) of them used regression model, 12(26.6%) of them used descriptive statistics 4(8.8%) of them used chi-square test, 4(8.8%) of them used structural equation modeling, 3(6.6%) correlation 3(6.6%) of them not include the method of analysis and the remaining 1(2.2%) of them used content analysis and narration, t-test, dynamic multimedia model, grounded theory methodology, and CEVITA model.

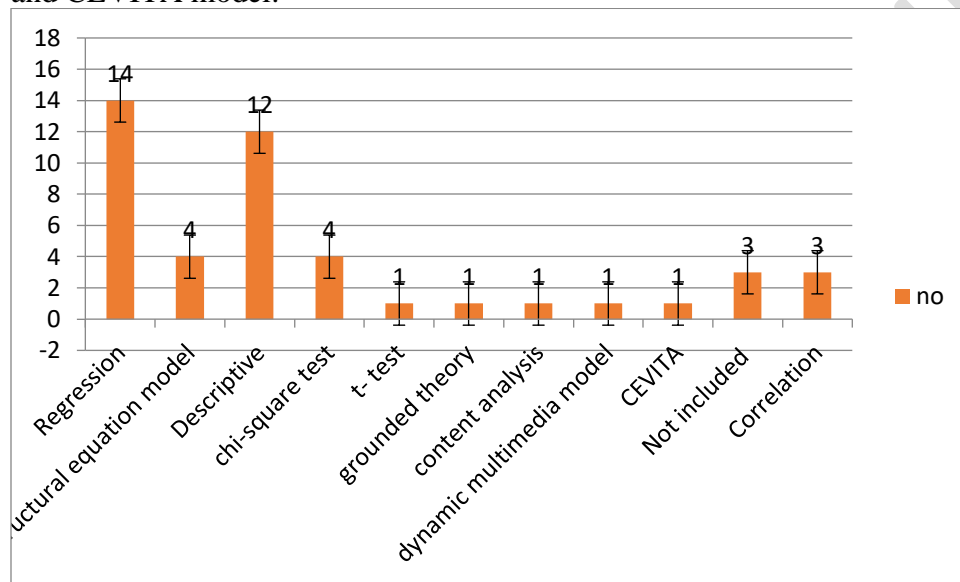


Figure 2: the method of data analysis used in the reviewed articles shows Source: a review of the literature

### 2.7 Distribution of research approach across the publications under review

Each investigation used a combination of qualitative, quantitative, mixed methods, and paper review. As a result, 2 (4.4%), 38 (84.4%), 1 (2.2%), and 4(8.9%) respectively, of the examined publications utilized a quantitative research strategy, 46 (92%), a qualitative research approach, 2(4%) and 2(4%) a mixed research approach. This led us to the decision that the majority of the papers used a quantitative research approach, which was caused by the subject's inherent characteristics.

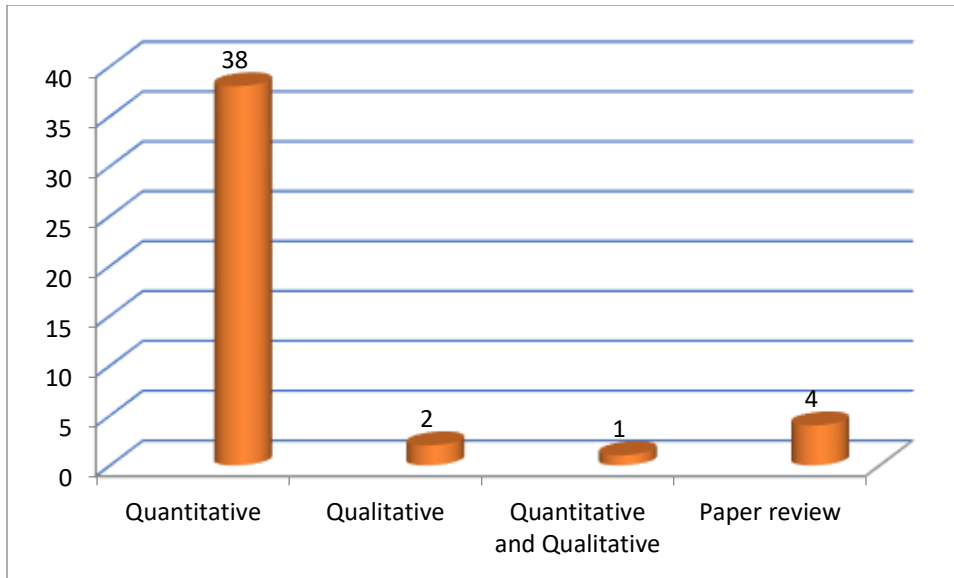


Figure3: Distribution of research approach across the publications under review

Source: a review of the literature

### 2.8 Year of publication for articles included in the review

The year of publication of the articles considered in the review is displayed in Figure 4 below. The analysis shows that between 2013 and 2022, there were different publications released addressing the role of integrated marketing communication in marketing performance there is ups and down in publication of articles in relation to the study area.

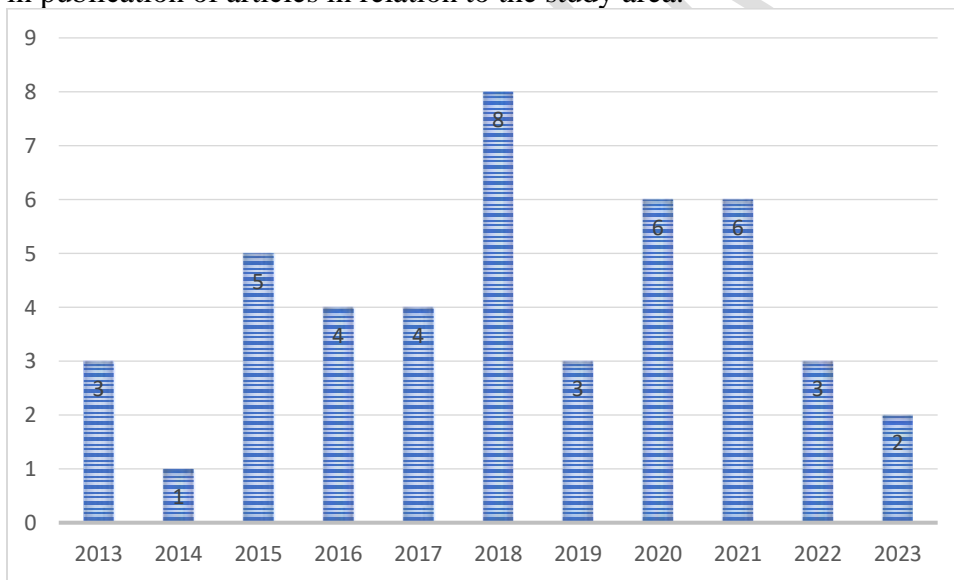


Figure4: Year of publication for articles included in the review

Source: a review of literature

### 3. Conceptual and Theoretical Background

The IMC research area has long been distinguished by a particular theoretical debate, and the majority of current research has focused on definitional concerns. IMC should look into shifting from a narrowly focused approach that is centered on marketing communications to a broader organizational viewpoint, according to both the academic and professional communities. Additionally, whereas preliminary conceptualizations (Caywood, C. and Ewing, 1991).

In this respect, (Luxton et al., 2017) IMC is situated as “a firm-wide showcase relating sending component that empowers the optimization of communication approaches to attain predominant communication effectiveness.”

Kitchen, Philip J., and Schultz (2000) said that IMC needed to develop into an integrated ideology that reaches out and touches every aspect of the business that professes to be customer-oriented. This meant that IMC needed to advance way beyond such a basic juxtaposition of promotional mix elements, i.e., every element speaks with one voice. Promotion strategy can be viewed as a process by which information about the organization's products or services is encoded into a promotional message to deliver to the customer. In truth, businesses have a variety of other information distribution options at their disposal that they may utilize to create a mix of promotion techniques that works. This portfolio of alternative delivery mechanisms mainly includes; advertising, personal sales, public relations, advertising, direct marketing, and sales promotion (Adefulu, 2015).

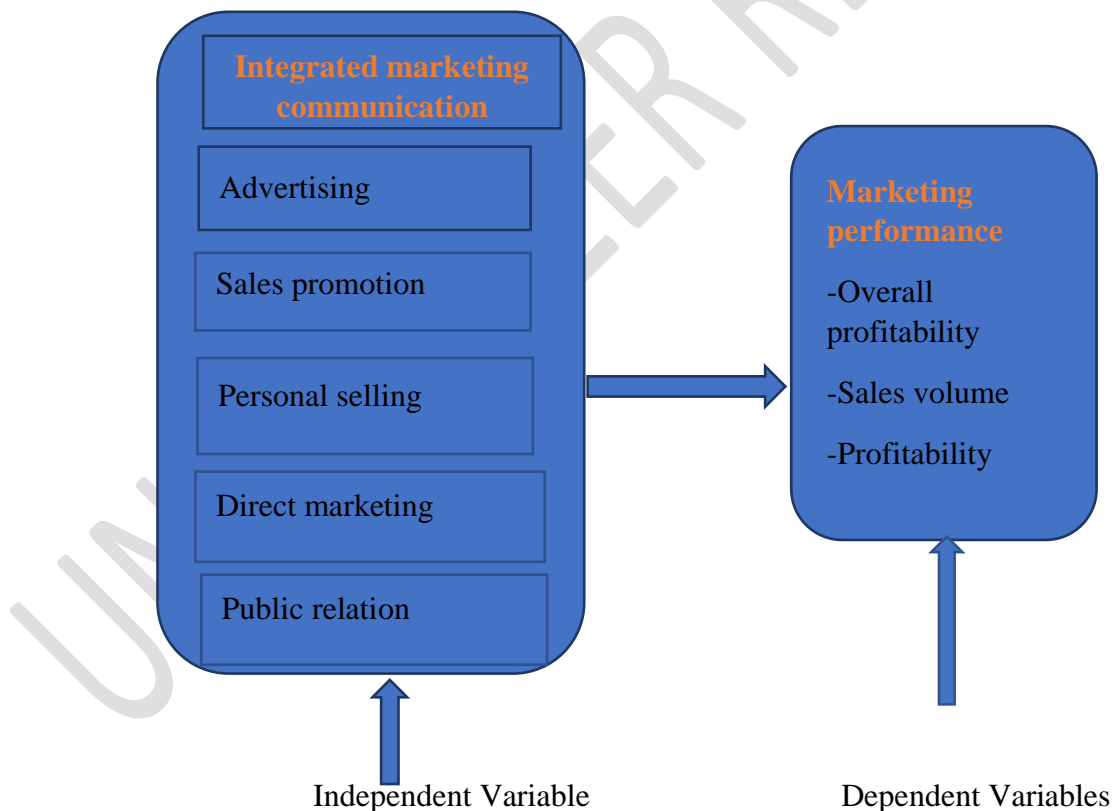


Figure 5 Conceptual frame work

Set by Author

### **Advertising Marketing Performance**

By [Dwyer, F.R. & Tanner, \(2002\)](#) advertising is "linked and being with function in creating knowledge, and building up a company's posture or picture", it is advertising which makes the firms famed. The next role would be to generate a proper environment for item and service internet marketers. In some instances, customers will buy directly from marketing, so the best final reason for ads would be to acquire further consumers.

In business, advertising aims to provide information and remind and persuade the customer to buy the product, which is confirmed by the fact that messages can reach a large number of people and alert, persuade, and remind them of offers from the organization ([Godday, 2019](#)).

([Lodhi, 2015](#)) Demonstrated that commercials aid businesses in raising customer awareness and that advertisements can influence how people perceive businesses—either favorably or unfavorably. People can judge a product's quality by gathering information that they typically learn from marketing. Consumer purchasing decisions are influenced by perceptions of product quality, product knowledge, and consumer opinion. The study critically assesses these determinants of purchasing behavior and offers perceptions of how commercials affect consumer behavior.

### **Sales Promotion Performance**

A study by ([Chang, 2017](#)) showed that there is a significant relationship between sales promotion and consumer engagement, consumer engagement and purchase intent, and sales promotion and purchase intent. Overall, the review shows that sales promotions have an impact on the organization's profitability, sales volume, and purchase intent.

According to [Brassington \(2022\)](#), sales promotion is tactical marketing techniques with mostly short-term incentives, which are to add value to the product or service, into achieve specific sales or marketing objectives. According to ([Muniz, A. M., and O'Guinn, 2001](#)) sales promotions promotion media pressure applied for a predetermined, limited period of time in order to impulse purchases, increase consumer demand or improve product quality. [Griffin, R.W, and Pustay \(2014\)](#) describe marketing concept of sales promotion as "short-term promotional activities designed to stimulate consumer buying or co-operation from distcooperation other members of the trade"

### **Personal Selling Performance**

Personal selling has long been considered the oldest and probably the most important part of the promotional mix. Personal selling as a form of promotion in which there is direct interaction between the vender and the purchaser. Personal selling is essential for establishing direct relationships and/or interactions between clients and suppliers or producers and for boosting a business' productivity ([Novak, 2011](#)). Therefore personal selling contributed to Purchase intention, Return on customer touch point, Brand preference, Brand awareness and Brand attitude. Customer related outcomes (loyalty and satisfaction) and overall profits of companies. [Kotler \(2007\)](#) As an oral pitch given during a conversation with one or more potential clients in order to complete a purchase, personal selling is defined as such. Personal selling is to influence customers' tastes, convictions, and behavior so that they will choose to purchase a good or service from the business.

### **Direct Marketing Performance**

Direct marketing is helpful, simple to utilize, and private, that's from the consolation of their homes, and they browse mail catalogs or company websites. Direct marketing to the dealers is effective device for building client relations utilizing database showcasing. Today's marketers can

target little bunches or person shoppers, tailor-offers to person needs and advance these offers through personalized communications. Coordinate showcasing can offer a low-cost-efficient for coming to their markets for illustration; direct marketing has developed quickly in B2B showcasing, incompletely in reaction to ever-increasing costs of promoting through deals constrain (Kotler, 2006).

Direct marketing explicitly certifies that promotional messages are delivered to customers directly, as opposed to via a mass media. It aims to create and employ a direct between-the-lines communication between producers and consumers. Direct marketing, rendering to the Direct Marketing Association (DMA), is a direct marketing tactic that employs one or more promotional platforms to generate a quantifiable reaction and/or close deals anywhere. As a result, direct marketing is defined as the use of fax, postal mail, the Internet, or email to directly contact with or solicit responses from particular clients and prospects (Tito Siswanto, 2013). Therefore direct marketing has also contributed to Overall profitability Overall, Sales volume, Sales growth, Market share and Customer value. ROI, Purchase intention, Return on customer touch point, Brand preference, Brand awareness and Brand attitude. Customer related outcomes (loyalty and satisfaction) financial market position and Shareholder value

### **Public relation performance**

To create a favorable public perception of their company's products, marketers engage in public relations activities. They coordinate these operations to entice their intended audience. Because of this, public relations can be thought of as a series of external communication initiatives intended to establish and maintain a positive relationship between an organization and the general public (Akinruwa, 2014).

Kerin (2009) states that public relations could be a shape of communication administration that looks for to impact the emotions, conclusions or convictions held by clients, imminent clients, stock holders, providers, representatives and other public around a company and its items or administrations. Any organization is interested in creating and maintaining strong relationships with its customers in order to achieve satisfaction and full mutual communication, whether internally or externally. To do this, the organization may implement policies and programmes based on the principle of social responsibility and may use media to promote the desired image of the company. The magazine is an effective instrument for influencing customer behavior. Public relations, according to journalists and reporters, boosts trust between businesses and the general public (Clarissa, 2004)

### **Marketing Performance**

A multidimensional process that includes the three dimensions of effectiveness, efficiency and adaptability; the effectiveness and efficiency of an organization's marketing activities with regard to market-related goals, such as revenues, growth, and market share (Eccles, et al., 1991).

Ferdinand (2000) stated that the performance of the marketing of a factor which is often used to measure the impact of the company marketing strategies applied. Marketing strategies always directed to produce the performance marketing (as sales volume and the level of sales growth). Organizational performance is reflected in the results achieved by the organization, which are measured using key performance indicators. This organizational performance can be measured in financial and non-financial indicators. Financial indicators are used primarily by accountants and non-financial indicators are used by managerial.

### **Theoretical Review**

#### **Marketing communication theory**

The variety of concepts that are included in communication theory's nominal scope is incredibly rich, and fresh theoretical work on communication has recently been thriving. Marketing communications should be an audience centered activity and in that sense it is important that messages be based on a deep understanding both the needs and environment of the audience. To be successful marketing communications should be grounded in the behavior and information-processing needs and style of the target audience (Chris, F. & Sarah, 2016). Businesses must retain clients to remain profitable. The academic field of marketing management considers customer relationship management (CRM) as most appropriate to achieve this, while communication management focuses instead on public relations (PR) (Loots, H. & Grobler, 2013). Marketing communication, the most visible of marketing functions, interacts subtly with corporate communication for what can be a formidable force for business and other organizations and one that impacts strongly on society, generally. Marketing and corporate communication or send belonging to myriad companies and other organizations domestic and globally. This includes the effects of branding, advertising, sales promotions publicly and sponsorships, personal communications packaging and so on (Paul et al., 2004). Communication theory posits sharing of the commonness of thought; therefore, communication cycle is recognized when a feedback is given back to the information source portraying the understanding and agreement on the content of the information both by the informer and the informant. Communication theory in marketing perspective supports this study because effective marketing communications leads to efficient persuasion about your offer communication to the customer.

### **Resource Based Theory**

The resource-based view of the firm (RBV) and the resultant resource-based theory (RBT) provide an important framework for explaining and predicting the basis of a firm's competitive advantage and performance (Barney, J. Kitchen, D. & Wright, 2015). Even though prior works have identified organization resources as important to firm's success (Pensrose, 1959). It was not until the 1980's that the resource-based view of the firm began to take shape. The prevalent paradigm at the time claimed that each firm's capacity for profit was governed by factors at the industry level (Porter, (Porter, 1979). Later academics began to make the case that internal company variables, specifically, its (Wernerfelt, 1984)resources and capabilities, really determine its profits (Worku, 2020). According to Pete Raf, M. & Barney (2003) a firm achieves a competitive advantage when it is able to generate more economic value than the marginal (break-even) competitor in its product market. Evaluating the use of RBT across different market domains, suggests that the primary motivation for using RBT in many marketing contexts is that it offers a compelling framework for integrating multiple, dissimilar resources to explain their synthetic, different effects on performance and their associated contingencies (Kozlenkorg, I.V Samaha, R.W. & Patmatier, 2014).

### **Persuasion Theory**

Dual process theories such as Elaboration likelihood model (Journal & Management,1981) posit the existence of a scientific or central route to persuasion, as well as heuristic route. The scientific route presumably produces more enduring judgment that is based on extensive and critical judgment. Cognitive response model of persuasion are any thoughts that arise during the process of elaboration when people relate message material and message content and views memory.

This integration infers sum total of persuasion effect of two integrated communication elements is typically considered greater than the sum effects of the individual items. IMC has become an integral part of marketing communications strategy for many advertising and public agencies across many countries worldwide(Kitchen, Philip J., and Schultz, 1991). Reaching the target



audience and establishing visibility with them in a necessary condition for success. However, it is not sufficient condition since much depends on the persuasiveness of what is conveyed (ohn, O., & Nicholas, 2004). When you are able to successfully implant a message in the mind of an individual or group of individuals, you are persuaded about messaging one to one or one too many times using subliminal persuasions. In order to affect people's minds, beliefs, and acceptance of new information as not only true but also having the potential to spread, subliminal persuasion is used.

### **Dagmar Theory**

Dagmar is a marketing theory used to measure the results of an advertising campaign. According to the notion, quantifiable, detailed campaign goals must be created in order to assess whether they were achieved. Dagmar specifically aims to convey a particular message through four steps: awareness, which is informing the consumer about the existence of the product or firm, third, Conviction—persuading the consumer to buy the product; and last, Action—getting the consumer to actually make the purchase. The second step is comprehension—letting the consumer know what the product is used for. According to Karisson (2007), argued that the created Dagmar when he prepared a report for association of National Advertisers. Dagmar focuses on how to evaluate the effectiveness of advertising campaigns and the level of comprehension that a client must have for the company (Belch, 1995).

### **4. Discussion and findings**

This section presents the results of 45 articles that meet the selection criteria. This section of the study was devoted to reviewing the findings of relevant studies that had been conducted only to look at the role of integrated marketing communication in marketing performance. To address the research objectives, 45 papers were taken into consideration, including both empirical and conceptual studies.

#### **4.1 Integrated marketing communication and Marketing Performance**

IMCs are definitely “a management strategy that is made to make all areas of marketing connection as advertising, product sales promotion, personal selling direct marketing and advertising work together to be a unified force, instead of permitting each to operate in isolation” (Amir Ekhlassi and Vahid Maghsoodi, 2012).

According to Rahayu & Hendrayati (2021) Integrated marketing communication activities have to be carried out by the company because marketing communication becomes the central point and strategy in building the company's image many various choices can be made to communicate to customers. In order for this activity to run effectively, regularly and ongoing evaluations are important to do

The study result by Lekhanya (2015) shown in the cross-tabulation set out indicate a large number of the respondents agreeing that IMC tools play a major role in their business growth enhancement and that IMC is very important to the growth and popularity of their businesses. Anabila (2020) the study clearly demonstrates that IMC plays an overarching role as a significant driver of business performance directly. IMC exerts direct positive effect on business performance both through short-term promotional campaigns and long-term brand development to deliver a total positive effect on business performance.

Anabila (2020) pointed out there is a positive and significant relationship exists between IMC and business performance. The goal is to connect the vital nexuses that underpin the symbiotic relationships between IMC and business performance to help provide a value-chain of marketing communications activities that promote business performance.

Muhanji & Ngari (2015) IMC tactics help businesses draw in and keep customers, increasing their return on investment. Consequently, integrated marketing communications (IMC) have a big impact on sales turnover as it has become one of the most notable examples of advancement in the marketing discipline. In this case appropriate choice of promotional mix will perfectly enhance the sale and boost the good image of an organization (Sunday, 2008).

#### **4.2 Advertising and Marketing Performance**

As stated by Abdullah (2019) Advertising is all forms of nonperson presentation, and promotion of ideas, promotion of goods or services paid by sponsors. The results of this study state that there is an influence of marketing promotion / advertising promotion mix strategy on marketing performance. Avili & Beheshti (2016) believes that IMC capability contributes to sales and brand performance. This contribution is mostly due to the development and implementation of more effective IMC campaigns resulting in positive brand-related market performance outcomes. Similarly Karunanithy & Sivesan (2013) extensive investments on advertising, advertising diversity, concentration on sales persons' training in different fields such as social communications, sell technical knowledge and having informed of products' attributes, repetitive reward presentation, participating in different social occasions for boosting brand awareness and loyalty and market performance .

Luxton et al. (2017) stated that many intervening operational activities and environmental influences exist between the building of an IMC capability, the implementation of communication campaigns and the achievement of a marketing performance outcomes.

Furthermore Teye (2021) opinion that they understood the concept of IMC as the blending of some marketing communication tools such as advertising, sales promotion, public relations, personal selling and direct marketing and their digital media concepts of Facebook, Instagram, twitter etc. are used to produce a clear, precise, consistent and more impact on target markets performance.

#### **4.3 Sales Promotion and Marketing Performance**

Sales promotion is any initiative undertaken by an organization to promote an increase in sales, usage or trial of a product or service (i.e. initiative that are not covered by other elements of the marketing communications or promotional mix. The degree of competition also determines the sales promotion techniques to be adopted. Effective implementation of sales promotion tools leads to increase in sales volume and invariably higher profit.(Uforo Akpan Ekanem, 2021).

The process of bringing the product/service or item to the attention of the customer in a way that influences their attitude towards this item. This process can be done in different approaches including the prices, packaging, developing and/or quality enhancement (Huang, H et al., 2014).

The analysis result of Pembi et al.(2017) point out that sales promotion is believed to have significant impact on organizational performance. Sales promotion is any program undertaken by an organization to promote an increase in sales, usage or experiment of a product or service.

Research by Pembi et al. (2017) asserts that sales promotions are one of the key communication mix tools being used by almost all of the organizations to positively impact their profitability. Many researches prove the positive impacts of this tool on organization profitability, while some also discuss its possible potential or the lack of it as a long run weapon for the organization.

Ochieng', M. E.(2018) study argument indicates that sales promotion speeds up awareness process and therefore maximize sales of services. Sales promotion speeds up awareness process and therefore maximize sales, Participation in sales promotion improves performance, Sales promotion leads to branch expansion, Sales promotion involves some incentives and motivation that offers clients a reason to buy the company.'

According to [Abdullah et al. \(2019\)](#) sales promotion is a collection of incentive tools, which are mostly short-term, designed to stimulate the purchase of certain products or services faster and bigger by consumers or traders. The results of this study state that there is positive effect sales promotion on marketing performance.

[Ejeta Abdeta & Zewdie \(2021\)](#) the review of articles by researchers used to promote sales in order to increase their sales. These incentives create a good relationship and loyal customers are profitable for the company. There is strong relationship between sales promotion and company's sales performance for increasing buyer awareness and promoting the brand this also helps that personal selling increase promotion activities and sales volume.

According to [Martha et al. \(2019\)](#) sales promotion has a significant and positive effect on that sales which has a function that is more than just building customer commitment to buy products, but also it is expected to make customers make repeat purchasing.

#### **4.4 Personal Selling and Marketing Performance**

Personal selling is communication carried out in two directions between the seller and prospective buyers face to face to introduce the product offered, so that a decision can be made that is beneficial for both parties. that personal selling has a role in increasing the sales volume of agate Personal Selling promotion mix strategy on marketing performance([Abdullah. et al. 2019](#)).

[Oluyinka et al. \(2019\)](#) studied the link between personal selling and organizational sales volume, which is demonstrated by the effect of personal selling on organizational sales volume. This suggests that personal selling can affect and increase a company's sales rate when done well. By personal selling we imply the direct relationship between a sales representative and a customer, the intention of which is to communicate the existence of a product as well as its basic functions. Similarly [Ejeta Abdeta & Zewdie \(2021\)](#) found that the personal selling strategy is the most beneficial marketing communication tool that companies should use to retain customers, generate higher sales, generate profits and guarantee mutually beneficial marketing relationships. Generally, from the reviewed articles, we can conclude that personal selling has an impact on business performance.

[Muhanji & Ngari \(2015\)](#) also examined the respondents indicated that positive word of mouth from loyal customers was a strong mean of personal selling that influenced others to purchase their service which indicated that personal contact was an effective mean of personal selling. Another study by [Uforo Akpan Ekanem \(2021\)](#) confirmed that personal selling is an essential marketing tool in enhancing customer relationship, customer retention and increasing sales volume of a firm. Personal selling to a large extent creates awareness about a firm's offering; stimulate demand of a firm's offerings.

#### **4.5. Direct Marketing and Marketing Performance**

[Ochieng et al. \(2018\)](#) found that direct marketing is significant in promoting sales performance among the selected private security firms. The study therefore recommends that the government should enable business environment by improving connectivity because direct marketing relies on the connectivity of the internet. Communication technology improvement will enable private security firms' sales performance.

[Ejeta Abdeta & Zewdie \(2021\)](#) concluded that direct marketing has positive and significant impact on sales volume. The review of summery implies that direct marketing has used internet and electronic promotion to see the impact direct marketing on sales volume. From the point of scientific review we understand that direct marketing need different infrastructure and the result will be different from one country to another country. [Guyo \(2021\)](#) examined about moreover concludes that direct marketing has too contributed to overall profitability overall, sales volume,

sales growth, market share and customer value, the client dependability, fascination of unused clients, expanding of deals, extension of company's branches, upgrading mindfulness on the organization's products/services, and reminding clients of the have to be buy the organization's items.

Also [Ali & Allan \(2017\)](#) found out that the direct messaging and the communicational messaging is also important in increasing the efficiency of the intern-based marketing. Normally, the idea of direct messaging and communication is considered to be one of the CRM tools, through this tool the customer would be feeling important and it helps in increasing the level of satisfaction among the customers through the direct communication with them.

#### **4.6 Public Relation and Marketing Performance**

[Karunanithy & Sivesan\(2013\)](#) found that direct marketing affect marketing performance. The conclusions imply that the promotional mix has beneficial effects on marketing performance, which were also seen in the other research findings. The benefits of immediate and intelligent advertising incorporate the capacity to unequivocally impart to people with addressable messages that can be redone in ways that make messages more applicable to purchasers

[Guyo \(2021\)](#) discovered public relations altogether builds customer-related outcomes (loyalty and satisfaction), financial market position and Shareholder value, organization's picture, improves deals volumes, averagely builds client devotion, draws in modern clients, upgrades department development to a huge degree, and on normal reminds clients to buy the company's items. Be that as it may, the degree of usage of public relation in a few is destitute since administration isn't sharp on issues to do with PR.

Regarding [Ejeta Abdeta & Zewdie \(2021\)](#)the review of summery implies that public relation has effect on market share and profitability which have direct impact on organizational performance. From the point of scientific review we understand that public relation has impact on market share and profitability. Therefore, this summary of findings gives direction for further study on the impact of public relation on other organizational performance dimensions.

[Segun Ogunmuyiwa \(2022\)](#) based on the findings from this study, it is evident that sales promotion and publicity are panacea for enhancing, stimulating as well as arousing customers demand for the firm's product. Publicity and sales promotion foster spontaneous reactions and response to sales and it influences the achievement of firm's marketing performance

#### **5. Limitations of the study and Areas for Further Research**

This section's objective is to outline a future research plan for academics who are interested in studying the role of integrated marketing communication in marketing performance. On the basis of the review's conclusions and a thorough analysis of the literature, the following limitations of the study and future study directions are recommended.

The findings of the review demonstrate that most empirical studies lack a theory to guide their investigation. To apply grounded theoretical approaches to comprehend and address numerous challenges associated with integrated marketing communication from the standpoint of marketing performance, future research must establish theories related to this field of study.

Methodologically, practically all research used a cross-sectional design and a quantitative method to examine the role of integrated marketing communication in marketing performance. Therefore, it is advised that future research be conducted using a mixed or more qualitative methodology with a longitudinal design because qualitative research enables researchers to ask questions that are difficult to translate into numerical data to understand human experience, get at the everyday realities of various social phenomena, and research important issues as they emerge.

Due to the small number of databases and journals employed and the young nature of the study's premise, the number of papers evaluated in this analysis was also somewhat constrained, which may have limited how broadly the results can be applied. Future scholars and researchers are advised using expanded databases and journals in this regard, as well as integrate additional articles in their studies, to assist them produce highly thorough and valuable conclusions on the role of integrated marketing communication in marketing performance.

## **6. Managerial Implication**

The company must engage in integrated marketing communication activities because communicating with customers has become the focal point and strategy for developing the company's reputation. There are many different ways to communicate with customers, and if a business adopts and updates technology, it can quickly improve and speed up the process of marketing communication with customers. Managers must adopt a comprehensive view of marketing communications and regularly review their options.

Some useful understanding is provided by the studies of the IMC mix, the effectiveness of IMC, and how these all affect marketing performance. In general, business owners should improve their marketing skills and knowledge, with specific reference to the application of marketing promotional tools and their benefits on marketing performance.

The findings of different studies are crucial to marketing managers as well as different marketing activities and customers. Its results can assist in developing plans for implementing an efficient integrated marketing communication strategy.

The business should be able to sustain or even enhance its promotional mix, which includes advertising, marketing, sales promotion, public relations, and personal selling. They should be understood that keeping existing customers is much better and more profitable than attracting new ones.

IMC's main responsibility is to thoroughly assess the buyer's communication requirements and preferences, using the results to design a communication strategy that will respond to the target audience's main inquiries, support the customer's capacity for wise decision-making, and increase sales performance so responsible body should oversee the development of goals, strategies, and implementation plans to execute comprehensive marketing campaigns.

## **7. Conclusions**

A prominent example of marketing innovation is the creation of integrated marketing communications (IMC). All different kinds of businesses and organizations dealing with the reality of competition in the current open economy have been influenced by it in their thinking and behavior. The target audience is reached with a universal, understandable, and powerful promotional message through the wise and successful use of product marketing instruments. IMC (Integrated Marketing Communication) involves more than just coordinating a company's message across various media and maintaining consistency in that message. Additionally, this makes it easier to evaluate the success of all marketing initiatives. To reach a better result, marketers needs to develop marketing integration as occurring different levels and degree of various functions.

Every business that wants to stay afloat in its firm must be able to effectively market its goods. As a manufacturer, the organization must ensure that its promotional operations succeed in influencing the targeted market to accept and purchase the product to realize its profit-making objectives. Any product's promotion needs to be available to the people for whom it will be valuable while also motivating new customers to buy the product and keep buying it. Every

organization must have proper and well monitored promotional activities and must be able to tailor them in such a way that it will increase its sales thereby increasing the profit of the organization. The "promotional mix" is the variety of tools that a business might use to persuade customers of the benefits of its goods or services. The difficult aspect is choosing the ideal combination of promotional activities to suit the specific business at the proper moment and then correctly utilizing it to produce a result. Choosing the best strategy for marketing a company's goods and services is one of the most crucial decisions that managers may have to make. This study looks at how the promotional mix, which includes advertising, direct marketing, personal selling, sale promotion, and public relations affect marketing performance. The conclusions imply that the promotional mix, together with the other research findings, has a favorable influence on marketing performance.

This article delivers motivating enlightenment for researchers and practitioners. For researchers, the study provides a more detailed and up-to-date image of integrated marketing communication research. In addition, the study suggests promising future research pathways to advance research in developing countries. From the perspective of professionals, this research is of great importance. First, this research summarizes and highlights the important drivers of, integrated marketing communication enabling firms to make up-to-date decisions. Second, the study presents the integrated marketing communication research so far in more detail and has a deep understanding of the key drivers that stimulate firms to formulate integrated marketing communication strategies, as well as promote integrated communication and mixed promotion experience. Thus, it can help professionals better recognize how to attract and retain customers and how to achieve marketing performance.

Table 1 : Literature survey

<b>S. No</b>	<b>Reference</b>	<b>Meta matrix Title</b>	<b>Approach</b>	<b>Method of data analysis</b>	<b>Research Summary</b>
1	Duba Malicha Guyo (2021)	Role of integrated marketing communication in marketing performance	Review paper	Content analysis and narration	Promotion mix factors are enhancing business efficiency by increasing Overall profitability, overall brand performance, customer satisfaction, loyalty, new customers, and a

					rise in sales volume.
2	Adegbola Eunice Abimbola et al. (2020)	Effect of integrated marketing communications on the institutional performance of selected private universities	Quantitative	Regression	Institutional performance is improved via integrated marketing communications.
3	Marzouq Ayed Al-Qeeda (2019)	Impact of integrated marketing communications on Hotels' marketing performance	Quantitative	Regression	The marketing effectiveness of hotels is substantially impacted by the use of integrated marketing techniques such as social media marketing, advertising, and public relations.
4	Oliyad Abdeta, Shimels Ejeta and Zewdie (2021)	The effects of promotional mix strategies on organizational performance: evidence from a systematic review of literature	Review paper	Not included	Promotions affect how well an organization performs.
5	Sandra Luxton (2015)	IMC capability: antecedents and implications for brand performance	Quantitative	Structural equation modeling	Between establishing an IMC capability, launching brand communication initiatives, and attaining a brand's financial performance objectives, there are numerous operational and environmental interstices.

6	Ochieng', M. E (2018)	Assessing the influence of integrated marketing communications on sales performance among selected private security firms in nairobi county	Qualitative and quantitative	Descriptive statistics	The promotion mix improves client attraction, loyalty, sales volumes, branch expansion, and customer retention, which all contribute to the company's performance.
7	Perwito et al. (2020)	Integrated Marketing Communication Analysis and Its Effect Towards Brand Equity	Quantitative	Descriptive statistics	It is possible to improve a company's performance by using integrated marketing communication (IMC), which will increase the company's Brand Equity in consumers' thoughts and maximize sales, earnings, and wealth for the company.
8	Lawrence Mpele LEKHANYA (2015)	The Role of Integrated Marketing Communications in the Enhancement of SMEs Growth	Quantitative	Descriptive statistics	Integrated Marketing Communication (IMC) can help a company's Brand Equity become more well-known to consumers, which will increase the company's performance and maximize sales, profits, and wealth for the company. significant factors that affect



					the use of IMC for SME growth.
9	Shakeel ul Rehman et al.(2022)	Developing the Integrated Marketing Communication (IMC) through Social Media (SM): The Modern Marketing Communication Approach	Review paper	Not included	The current study examines and discusses how social media and consumer-generated media relate to IMC in the context of improved IMC outcomes in contemporary marketing communication strategies.
10	Peter Anabila (2020)	Integrated marketing communications, brand equity, and business performance in micro-finance institutions: An emerging market perspective	Quantitative	Structural equation modeling	The findings show a strong positive correlation between IMC and BE on the one hand and IMC and BP on the other hand in terms of business performance.
11	Rajasekhara Mouly Potluri (2014)	Assessment of the effectiveness of marketing communication mix elements in the Ethiopian service sector	Quantitative	Descriptive	According to research, advertising and personal selling are poor at establishing a company's reputation and promoting brand loyalty while being relatively good at spreading knowledge, raising awareness, and altering attitudes.
12	Anand Shankar Raja M(2020)	Digital integrated marketing communication	Quantitative	Descriptive	Instead of employing merely an IMC

		and it's a logical relationship with co-branding and brand values with reference to Coke studio			model as is customary, we need an Integrated Brand Communication model.
13	Abdullah et al. (2018)	Analysis of The Effect of Promotional Mix Strategies on Marketing Performance	Quantitative	Chi-square test	Performance is influenced by marketing and advertising.
14	MOHAMADREZA HAMIDIZADEH (2016)	Relationship between integrated marketing capability on sales and brand performance: moderation roles of IMC performance	Quantitative	t-test	Support the impact of IMC capability on brand performance and sales. Additionally, the data supported the idea that IMC performance acts as a moderator.
15	Emeh, Prince C et al (2018)	Effect of Integrated Marketing Communication (IMC) On Firms' Sales Volume:	Quantitative	Regression	The link between IMC factors and sales volume was found to be both favorable and significant.
16	Evinah Mbayisi Muhanji and Boaz Ngari (2015)	Influence of Integrated Marketing Communication and Sales Performance	Quantitative	Regression	Using integrated marketing communication techniques, companies may advertise their goods and services internationally, raising awareness and increasing their market share.
17	John Njau Kamau et al.	Role of integrated marketing communication	Quantitative	Regression	Integrated marketing strategies and organizational

		in modern Indian business			design had a bigger overall impact than either factor alone. Considering and acting across all business and organization kinds
18	Bilić, I. & Mateljak, Ž. (2015)	Strategic Integration of Integrated Marketing Communications,	Quantitative	Regression	Higher levels of developed integrated marketing communications are thought to be associated with improved organizational performance.
19	Mike Reid et al.(2013)	The relationship between integrated marketing communication, market orientation, and brand orientation	Quantitative	Descriptive	Building and maintaining stakeholder relationships, as well as exploiting these relationships to increase brand and channel equity, are all critical aspects of marketing communication.
20	Ahmad Bin Yamin (2018)	Analyzing the Role of Integrated Marketing Communication: Significance of Incorporation with Social Medias	Quantitative	Descriptive	Due to the increased use of social media by the target market audience, as well as its flexibility, cost-effectiveness, and detail-informing features, it has become an essential

					instrument for communication.
21	Vera Butkouskaya et al. (2020)	Entrepreneurial Orientation (EO), Integrated Marketing Communications (IMC), and Performance in Small and Medium-Sized Enterprises (SMEs):	Quantitative	Structural Equation Modelling	Only two organizational performance metrics—market and customer performance—as well as EO are regarded in the study as the primary strategic assets of SMEs.
22	Kalyan Raman and Prasad A. Naik (2017)	Long-term Profit Impact Of Integrated Marketing Communications Program	Quantitative	dynamic multimedia model	Describe how IMC programs affect business and how synergy works as a catalyst in IMC settings.
23	Daina Šķiltere and Santa Bormane (2018)	Integrated Marketing Communication as a Business Management Tool in the Context of Sustainable Development	Review Article	Not included	Companies can create product consumption value by using integrated marketing communication tools for sustainability.
24	Kelly Hewett and Laura L. Lemon (2018)	A process view of the role of integrated marketing communications during brand crises	Qualitative	Grounded theory methodology	Revealed a three-stage procedure for internal crisis coordination efforts: sensing or scanning the environment and gathering information about crises, informing or disseminating this information throughout the organization to create transparency,

					and responding or reacting to the event via a coordinated effort.
25	Mike Reid, Sandra Luxton, and Felix Mavondo (2023)	Role of integrated marketing communication in modern Indian business	Qualitative	Descriptive	A good IMC requires efforts to distinguish between or develop a connection between IMC, market orientation (MO), and an evolving idea of brand orientation.
26	Arbresha MEHA (2022)	The relationship between integrated marketing communication, market orientation, and brand orientation	Quantitative	Regression	Building strong client relationships requires more than just creating a quality product, offering it at consumer-friendly costs, and being accessible to your target market.
27	Arbresha MEHA et al. (2021)	An Investigation of Integrated Marketing Communication for A Successful Customer Relationship	Quantitative	Regression	The message will reach more market segments, will be better remembered, and will contribute to increased sales and successful operations of companies.
28	Abdullah et al. (2019)	Analysis of The Effect of Promotional Mix Strategies on	Quantitative	Regression	The business must be able to sustain or even enhance its promotional mix

		Marketing Performance			programs to keep customers engaged in making additional purchases.
29	Uforo Akpan Ekanem (2021)	Integrated marketing communication and performance	Quantitative	Correlation	Promotional mix that can improve organizational effectiveness.
30	Nancy Mumbi Wachira and Peter Kiiru Kariuki (2018)	Integrated marketing communication and performance	Quantitative	Regression	The management of Unilever should make considerable investments in each of the five IMC tools because they have a positive impact on the business' performance.
31	M.Karunanithy and S.Sivesan (2013)	An Empirical Study on the Promotional Mix and Brand Equity	Quantitative	Correlation	The phrase "promotional mix" is used to a group of resources that a company might employ to convince clients of the advantages of its goods or services.
32	LusiaTria Hatmanti Hutami and Ignatius Soni Kurniawan (2020)	The Effect of International Marketing and Marketing Communication on Marketing Performance	Quantitative	Regression	International marketing has less of an impact on marketing performance than marketing communication.
33	Babaleye Taye et al. (2021)	Integrated Marketing Communication and Customers' Loyalty of Guaranty Trust	Quantitative	Chi-square test	All of the main marketing communication techniques are included in online integrated

					marketing communication (IMC). Most businesses find the unified strategy to be very beneficial and economical.
34	Masri bin Abdul Lasi et al. (2023)	The Role of Integrated Marketing Communication (IMC) in The Context of The Fourth Industrial Revolution and The Need for Higher Education to Adapt to It	Qualitative	Descriptive	IMC offers suggestions for how to train personnel who will priorities serving customers and goes into greater detail about how IMC can be applied in higher education settings.
35	Nafez Nimer Hasan Ali & Mahmoud Allan (2017)	The Role of Integrated Marketing Communications in Increasing the Efficiency of Internet-based Marketing	Quantitative	Regression	According to the study, IMC has a favorable impact on internet-based marketing whereas the elements of the promotion mix don't appear to have any effect on it.
36	Syahputra (2013)	The Influence of Promotion Mix Towards Purchasing Decision of Indi home product	Quantitative	Correlation	To improve their marketing performances, small and medium-sized businesses should critically consider the value of integrated marketing communication.
37	Cheruiyot Jemutai, Rose Peter	Integrated Marketing	Quantitative	Regression	Effects of integrated

	Philip Wambua (2016)	Communication and Performance			marketing communication on Output
38	Randy Evri Martha et al.(2018)	The Influence of Promotion Mix Towards Purchasing Decision	Qualitative	Descriptive	The promotion mix has an impact on buyers' decisions.
39	Michael Segun Ogunmuyiwa (2022)	The Influence of Publicity and Sales Promotion on Marketing Performance	Quantitative	Chi-square test	In a cutthroat marketing climate, publicity and sales promotion are effective instruments for accomplishing organizational marketing goals.
40	Stephen Pembi et al. (2017)	Impact of sales promotional strategies on organizational performance	Quantitative	Regression	The outcome shows that sales promotion methods significantly and favorably impact organizational performance.
41	Adebite Ganiu Adewale et al. (2019)	The Effect of personal selling and Marketing on firm sales growth	Quantitative	Chi-square test	When done well, personal selling has an impact on and increases a company's sales rate.
42	Mudzanani, Takalani (2015)	A review and analysis of the role of integrated marketing communication message typology in the development of communication strategies	Quantitative	Descriptive	From the period of mass marketing to the era of consumer orientation, IMC marks a paradigm change. The new marketing strategy, as represented by IMC.



43	Janek Ratnatunga and Michael T. Ewing (2016)	The brand capability value of integrated marketing communication (IMC)	Quantitative	CEVITA model	The IMC can also be used to boost brand competency by allocating various amounts of money to various factors.
44	Halit Karaxha et al. (2016)	The Role of Direct Marketing in Relation with the Consumers	Quantitative	Descriptive	An intriguing area of study is direct marketing and its function in connection to consumers.
45	Vera Butkouskaya ET al.(2021)	The impact of customer performance on IMC outcomes: firm size moderation in the inter-country context	Quantitative	Structural equation modeling	From a practical standpoint, the study emphasizes that customer performance management should be heavily prioritized while implementing IMC.

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