

Integrated Marketing Communication and Marketing Performance of Hotels in Calabar, Cross River State

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Available online at: www.isroset.org

Received: 13/Nov/2021, Accepted: 03/Dec/2021, Online: 31/Dec/2021

Abstract— The relationship between sales promotions, advertisement, personal selling and direct marketing jointly as integrated marketing communication underpinnings and marketing performance of hotels in Calabar, Cross River State was investigated using Transcorp hotel, Channel view hotel, Pyramid hotel, Cross road hotel and Uncial hotel. The method followed in this study was exploratory and quantitative in nature. The researcher adopted survey research design. The questionnaire responses from 148 employees of the five selected hotels in Calabar were used as data for the study. Multiple Regression Analysis was used to analyze the study data. The results of the study conducted showed that the underpinnings of integrated marketing communication jointly had a positive influence on marketing performance of hotels in Calabar. The researcher also revealed that advertisement was found to have the most significant influence on marketing performance. On the basis of the findings, the researchers recommended that firms within the hospitality industry (hotels) in Calabar wishing to enhance their marketing performance should endeavour to adopt sales promotions, advertisement, personal selling and direct marketing as underpinnings of integrated marketing communication either jointly or individually.

Keywords—Integrated Marketing Communication, Marketing Performance, Hotels in Calabar.

I. INTRODUCTION

Building excellent marketing performance requires more than just producing wonderful products, pricing it attractively and making it available to the right consumers. Consumers must also be informed about an organizations value proposition and the information they receive should not be random. The organization communication strategy must be properly developed and blended carefully into integrated marketing communication programs [1]. Since the beginning of the last two decades, integrated marketing communication concept has been widely acknowledged as a significant marketing tool by researchers [2]. Integrated marketing communication mix consists of advertising, sales promotion, public relations, personal selling, packaging and direct marketing [3]. Integrated marketing communication (IMC) are the means by which firms attempt to inform, persuade and remind consumer directly or indirectly about the product and brand that they sell [3]. According to [4] integrated marketing communication is a strategy for coordinating, unifying and bringing together all of a manufacturer's or service organizations communication messages, programs and vehicles that impact customers or prospects. Integrated marketing communication performs many functions for consumers. Consumers can be told or shown why and how a service is used, by what kind of person and where and when consumer can learn about who the service providers are,

what the company name stand for and consumer can be given an incentive or reward for patronage [5]. Integrated marketing communication (IMC) is concerned with the coordination of marketing and promotional tool that effectively and consistently communicate with its target markets [6].

The development of integrated marketing communication can lead to a boost in customer and service provider confidence. As a result, communication and interaction between the service organizations and the hotel guests are likely to improve, potentially leading to improve levels of customer loyalty. This is a requirement for corporation, mutual reliance and long-term relationships [7]. According to previous studies, integrated marketing communication is closely related to marketing performance [2, 8, 9]. They have also shown customer defection cost organizations a lot of money in terms of cost revenue. Defectors are infamous for spreading unfavourable word of mouth, which can lead to other customers to purchase elsewhere. The more time an organization can keep a customer, the more revenue and cost savings it will generate and increase their overall marketing performance.

Marketing performance refers to the measures and outcomes used by marketing departments to assess how well their marketing efforts are meeting the objectives set out in their marketing strategy. According to [10]

marketing performance means the effectiveness and efficiency of an organization's marketing activities with regard to market-related goals, such as revenues, growth and market share. Integrated marketing communication and its underpinnings are important factor that contribute to hotels marketing performance [11].

Marketing has shifted its focus away from mass marketing to that of targeted marketing [12]. This is a departure from the traditional marketing approach, which advocated for the use of marketing mix and mass marketing to obtain market share dominance. The majority of hotels in Calabar are now focusing on integrated marketing communication in order to establish more creative, innovative and cost effective communication channels for attracting and maintaining customers [13, 7]. [14] presented advertisement, sales promotions, personal selling and direct marketing as the underpinnings of integrated marketing communication adopted by best practice organizations to satisfy and win the patronage of customers which this study has adopted jointly to predict marketing performance in the hotels sector of the hospitality industry in Calabar, Cross River State.

The hospitality (hotels) industry in Nigeria has contributed to the socio-economic development of the country. The industry has experienced unprecedented growth, creating over 897,500 jobs which according to [15] represent 1.4 percent of Nigeria total work force in 2002, Nigeria government need to do more to improve hospitality (hotels) development in the nation. There is intense competition among the major operators of hotel services in Calabar, Cross River State namely: Transcorp hotel, Channel View hotel, Pyramid hotel, Cross Road hotel, and Unical hotel.

In the hospitality (hotels) industry in Calabar, Cross River State the service operators use different integrated marketing communication underpinnings in an attempt to win customer patronage and increase their marketing performance. Despite the application of the various underpinnings, there is little empirical research as to how they jointly relate to marketing performance in the industry. Particularly, no study on the combined relationship between advertisement, sales promotions, personal selling and direct marketing and marketing performance within the hospitality (hotels) industry in Calabar, Cross River State could be found. This study was aimed at investigating the combined influence of the underpinnings of integrated marketing communication thus: H_0 : There is no significant positive influence of advertisement, sales promotions, personal selling and direct marketing on marketing performance of hotels in Calabar Cross River State.

The structure of this research paper is organized as: section I- introduction; section II- related work with short discussions on concept of integrated marketing communication and its underpinnings, overview of marketing performance and its indicators; theoretical

underpinnings related to the study and empirical framework; section III-present the methodology used in the study; section IV- present the results of hypothesis test and followed by discussion; and finally, section V- draws the conclusion and recommendations.

II. RELATED WORK

The concept of integrated marketing communication

Integrated marketing communication concept is presented as a broad framework that organizations can use to increase a thorough and effective communication program. It takes into account the fundamental variation amongst organizations and builds on the fact that every business is a communicator. However, a variety of definitions have appeared on the concept and understanding of integrated marketing communication (IMC). According to American Association of Advertising Agencies (AAAA) integrated marketing communication is a marketing planning concept that recognizes the value of a comprehensive plan that evaluates the strategic roles and incorporating a number of communication mix (such as; advertising, direct marketing, sales promotion and public relations) to give transparency, uniformity and maximum communications impact [16]. [17] defined integrated marketing communication as a concept of marketing communication planning that combine and evaluate strategic role of different communication discipline to get the clarity, consistency and greater impact.

[18] sees integrated marketing communication (IMC) as a strategy in which different communication tool like advertising, public relations, sales promotion, direct marketing and personal selling work together to maximize the communication impact on target consumer. The primary role of integrated marketing communication is to evaluate the communication needs and wants of consumers and, based on that information, design a communication strategy that will (i) provide answer to the target audience's primary questions, (ii) assist the consumers ability to make the best decision possible and (iii) increase the probability that the choice they make often will be the brand of the information provider that is; the organizations. Organizations understand that if they learn to fulfill this role, they will establish a lasting relationship with the customers which will in turn enhance their marketing performance.

Underpinnings of integrated marketing communication

The integrated marketing communication mix is made up of five promotional tools, this study will discuss the four selected mix as underpinnings of integrated marketing communication which are; advertising, personal selling, sales promotion and direct marketing [19]. The nature of each promotional tool has unique characteristics and cost. Organizations must understand these dimensions in selecting their mix to enhance their performance.

ADVERTISING: Advertising is one of the most powerful underpinning of marketing communications. It is available

to management to building device or persuasive tool used by organizations to inform and remind the target market of the availability of a certain products or services [20:237, 21:50]. Although some advertising are targeted at specific individuals (see for example, in the utilization of direct mail), most advertising messages are personalized to groups and employ mass media such as television, newspaper, radio and magazines. (1) defined advertising as any compensated type of non-personal presentation of ideas, services or goods by a well-known promoter. While, [21] opined that advertising is a non-personal, multiple presentation to the market of products or services and commercial ideas by an identified sponsor who pays for the delivery of his messages to the carrier, distinguished from publicity which does not necessarily identify the sponsor.

SALE PROMOTION: sales promotion is a short term inducement or incentive directed at the consumers or the trade to stimulate consumer purchase and dealer effectiveness. Sales promotion is a promotional tool outside advertising, personal selling and publicity [22:189]. [23] described sales promotion as any short-term incentive presented by a company to boost the purchase of products or services. Sales promotion invite and reward quick response whereas advertising, say “buy our product” sales promotion say it now, sales promotion effect are often short lived, however, and often are not as effective as advertising or personal selling in building long-term market share and profitability [1].

PERSONAL SELLING: the term personal selling as a promotional tool was first used by John Wakamaker in 1965 in United State of America. At various stages of the buying process, personal selling is the most successful marketing communication method notably in establishing consumer preference, conviction and action. It involves personal interaction between two or more peoples, so each person can observe the other’s need and characteristic and make quick adjustment [14].

DIIRECT MARKETING: although there are many forms of direct marketing telephone marketing, direct mail, online marketing, and other they all share four distinctive characteristic. Direct marketing is non-public the message normally directed to a specific person. Direct marketing is immediate and customized: message can be prepared very quickly and can be tailored to appeal to specific consumer. Finally direct marketing is interactive: it allows the marketing team and the customers to communicate [25].

Overview of marketing performance

It is somewhat worrisome that literature on marketing performance has failed to bring to light a clear and unambiguous definition of what the construct “marketing performance” means, despite researches on marketing performance are well recognized [26]. However, scholars like [27] see marketing performance as the use of scarce resources by businesses to meet the demand of consumers for market related goals such as market share, profit and

sales volume. Measuring marketing performance allows organizations to align her integrated marketing communication strategies accordingly, increase their competitive advantage and to outsmart the marketing strategies of their competitors. It is only through the measurement of the performance of an organization that marketers can be able to develop a new strategy and grow its revenues while achieving its overall objectives accordingly [28]. According to [26] market performance is measured using market share, total sales or sales volume and productivity which will be discussed as indicators of marketing performance.

Indicators of marketing performance

Sales volume: Sales volume is the quantity of goods sold or services rendered by a business at a certain period of time or the number of items sold by a company over a given period of time such as fiscal quarter or a year. Sales volume is used to measure the quantity, usually in cartons/crates, etc, of the product being sold at a given point in time. This is commonly used as well with products but it could be as used within a service company [28].

Market share: [28] in their article defined market share as a company’s sales in relation to total industry sales for a certain period. They further opined that market share is the sales of a company in relation to those of her competitors in the market and that market share in most cases can be used to express competitive position. It is also believed that increased market share can be equated with success and decreased market share is a manifestation of unfavorable actions by firms and usually equated with failure.

Productivity: productivity is the measure of how efficiently and effectively marketers use resources to achieve organizational goals. [29] opined that productivity evaluate quantity and quality of work done, bearing in mind the cost of capital utilized. [30] assert that better productivity ratios does not automatically mean that more output is manufactured; it could also imply that less workers or less financial resources and time were utilized in producing the related output. According to [24] Productivity in the hospitality industry measures the effectiveness and efficiency of a given input to output. They further assert that productivity is an economic measure of the efficiency of production to customer’s retention, customer’s relationship, satisfaction and increase in sales volume of the firm.

Theoretical Framework

Integrated marketing communication theories aim at providing systematized design that explains integrated marketing communication phenomena by providing answers to questions “why”. Effort is made to portray the theoretical foundation of the variables of integrated marketing communication assumed for this study. The anchor theory for this study is the Dagmar theory propounded by Russel Colley in 1961. Dagmar is an acronym in marketing that means Defining Advertising

Goals for Measured Advertising Results. The theory states that effective advertising seeks to communicate rather than to sell. Marketers discover whether their campaigns conveyed enough information and understanding of a product to their customers and also its respective benefits from clear objectives. Particularly, Dagmar seeks to communicate a precise message through four steps: awareness that is making the consumer aware that the product or company exists. Comprehension – informing the consumer know what the product are used for. Conviction – encouraging the consumer to purchase the product and Action –is the process of persuading consumer to make purchase decision [14]. Dagmar theory is relevant to this study because it deals with creating awareness, communicating the usage of the product/services, conviction to purchase the product and services finally, to purchase the product.

Empirical Framework

[2] conducted a study on impact of integrated marketing communication (IMC) on hotel's marketing performance. The purpose of the study was to provide insights of IMCs by empirically examining the concept in a new context, which is the hotel industry and its impact on marketing performance. The study employed survey methods. Regression Analysis was utilized to test the hypothesis. Findings revealed that integrated marketing communication tools such as public relations, advertising and social media marketing have positive significant impact on hotels' marketing performance.

[31] carried out a study to investigate integrated marketing communication on consumer patronage of beverage product in Nigeria. The goal of the study was to see how IMC affects consumer patronage of Nigeria Beverage product. The intention of the study was to determine the level of understanding and application of IMC by Nigerian Beverage communication institutions among other things. The research adopted a survey design and data for the study was obtained through a structured questionnaire. Correlation and kruskalwallis one way analysis were used to analyze the data. Finding showed that respondent valued the inherent advantage that the utilization of integrated marketing communication over the use of (the traditional method). Such benefit includes cost savings, effective and efficient marketing communication message, and sustained long-term client-customer relationship better consumer patronage amongst others.

[4] conducted a study to ascertain if Advertising, Sales Promotion Personal selling; Direct Marketing and Public relations are employed to improve bank performance in Nairobi. The research was done in a descriptive manner. The sample was chosen using a stratified proportionate random sampling procedure. The study employed simple random procedure to select 80 respondents from each strata. Questionnaire were used to collect data. The benefits of integrated marketing communication on performance were studied using data from 80 employees. Tables, graphs and pie charts were used to illustrate the

data, which was analyzed using descriptive and inferential statistics. The data was processed using SPSS v.20. Customer attraction, loyalty, sales volumes, branch expansion and reminding customers of the banks offering are all enhanced through advertisement, direct marketing, sales promotion, personal selling and public relations, according to the findings.

[32] conducted a research work on integrated marketing communication and competitive advantage in market place: the objective of the study was to investigated how Nigeria multinational and indigenous food and beverage companies utilized the promotional mix competitively to enhance competitive advantage and how these variables influenced the perception of the consumer to the companies achieving effective performance in market place. In comparison to their domestic counterparts, multinational companies gained a competitive advantage and produced better results, according to their findings.

III. METHODOLOGY

The study utilized a survey research approached. The design was chosen to aid the researchers get first hand information from the respondents. The population of the study comprised of employees working in the selected hotels under study (Transcorp hotel, Channel view hotel, Pyramid hotel, Cross road hotel and Uncial hotel) in Calabar which has a total of 245 employees. Being a known population, Taro Yamani formula was used to determined the sample size of 152. Hence, 152 constituted the sample size for this study. Questionnaire was the instrument used for the collection of primary data. Out of the 152 copies of questionnaire distributed, 148 copies representing 97.99% were recovered in useable form, which constituted the workable sample for the study. Simple random sampling was employed for this study, which ensured that every member of the population had an equal chance of being chosen. The hypothesis was tested using Multiple Regression Analysis with a significance level of 0.05.

Table 3.1 shows the population of hotel staffs as at the time of this study

S/N	Name of Hotels	Number of staffs
1	TRANSCORP	85
2	CHANNEL VIEW	57
3	PYRAMID	35
4	CROSS ROAD	29
5	UNICAL	39
TOTAL		245

Source: Researcher's investigation, 2021.

IV. RESULTS AND DISCUSSION

RESULTS

In presenting the results of this study, the hypothesis was first restated in the null form.

H₀: There is no significant positive influence of advertisement, sales promotions, personal selling and

direct marketing on marketing performance of hotels in Calabar Cross River State.

Table 1, 2 and 3 shows multiple regressions analysis of sales promotions, advertisement, personal selling and direct marketing on marketing performance of hotels in Calabar, Cross River State.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.820 ^a	.672	.668	1.12618

a. Predictors: (Constant), Sales promotions, Advertisement, Personal selling and Direct marketing

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	924.492	4	231.123	182.233	.000 ^b
	Residual	451.508	356	1.268		
	Total	1376.000	360			

a. Dependent Variable: Marketing performance

b. Predictors: (Constant), Sales promotions, Advertisement, Personal selling and Direct marketing.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	.078	.556		.140	.889
	Sales promotions	-.002	.096	-.002	-.021	.983
	Advertisement	.599	.061	.427	9.901	.000
	Personal selling	.312	.061	.245	5.098	.000
	Direct marketing	.404	.104	.335	3.895	.000

a. Dependent Variable: PATtotal

Result from Tables 1, 2 and 3 shows an adjusted coefficient of R-square of 0.672 which indicates that 67.2% of the variation in marketing performance was accounted for by the independent variables. The F-calculated of 182.233 is greater than the F-critical of 0.05 level of significance and $P < 0.005$ ($0.000 < 0.05$). This implies that there is a regression relationship between the dependent variable and the independent variables. The results also shows that sales promotions ($\beta = -0.002$, S.E = 0.096, t. calc. = -0.021, $P = 0.000$, $P < 0.05$), advertisement ($\beta = 0.599$, S.E = 0.061, t. calc. = 9.901, $P = 0.000$, $P < 0.05$), personal selling ($\beta = 0.312$, S.E = 0.061, t. Calc. = 5.098, $P = 0.000$, $P < 0.05$), direct marketing ($\beta = 0.404$, S.E = 0.104, t. calc. = 3.895, $P = 0.000$, $P < 0.05$). The null hypothesis was rejected. Hence, there is a significant positive relationship between sales promotions, advertisement, personal selling and direct marketing jointly on marketing performance. Also, the result reveals that advertisement was found to have the most significant influence with a beta coefficient of $\beta = 0.599$ on marketing performance.

Discussion of major findings

The result of the hypothesis posits a significant positive relationship between the dimensions of integrated

marketing communication jointly investigated on marketing performance of hotels in Calabar, Cross River State. The study also shows an adjusted coefficient of determination R^2 of 0.672. This shows a variation of 67.2% in the dependent variable. This is an indication that sales promotions, advertisement, personal selling and direct marketing jointly exerts significant positive influence on marketing performance of hotels in Calabar, Cross River State. This research finding is in line with the works of [2]; [31]; [4] and [32].

V. CONCLUSION AND FUTURE SCOPE

CONCLUSION

The primary aim of conducting this study was to investigate whether the underpinnings proposed by the integrated marketing communication framework jointly influenced marketing performance of hotels' in the city of Calabar, Cross River State. From the study conducted, it is noticeable that sales promotions, advertisement, personal selling and direct marketing are the dimensions that can enhance marketing performance of hotels in Calabar. The empirical result of the study clearly highlights the following:

1. Sales promotions, advertisement, personal selling and direct marketing are significant positive drivers of marketing performance. Hence, firms within the hospitality industry (hotels) that are mindful of these dimensions are likely to have high performance.
2. Though, the four integrated marketing communication underpinnings are important, advertisement was seen as the dimension with the highest significant influence (0.599) on marketing performance.

The implication of this study is that; to influence marketing performance, there is a need for these hotels to maintain and enhance an effective integrated marketing communication program for their guest (customers). The findings also entails that building a robust marketing performance is a function of workable integrated marketing communication strategy targeted towards building and sustaining high marketing performance.

FUTURE SCOPE

On the basis of the study findings, the following recommendations were made:

1. Firms within the hospitality industry (hotels) in Calabar wishing to enhance their marketing performance should endeavour to adopt the dimensions of integrated marketing communication and also maintain an open communication channel for free flow of information between the hotels providers and guest (customers).
2. Hotels in Calabar should pay much attention to advertisement as that is the dimension with the greater influence on marketing performance.

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