

ROLE OF INTEGRATED MARKETING COMMUNICATION FOR THE INNOVATIONAL DEVELOPMENT IN TAMILNADU

SAMATHANAM ANTONY

MISSIONARY, VIA MARCONI, GAGGIANO (MI), ITALY.

ABSTRACT

Integrated advertising communications (IMC) includes coordinating numerous types of promotional factors, which include social media, public family members and direct advertising, to communicate the price of a business enterprise to their clients. Traditional advertising and marketing become mass advertised at the TV, Radio, and in print commercials. Companies shifted far away from traditional merchandising and advertising to evolve to the news ways clients have been locating statistics, to apply extra centered verbal exchange gear. This examine makes a speciality of locating the repute of the usage of the marketing communique equipment or approach and function Integrated advertising and marketing communique. The observe is carried out in 3 parts. First, the literature overview through which various gear of incorporated advertising conversation. This study being carried in Tamilnadu, by using the views and marketing practices in Textile Industry of CG are diagnosed via exploratory research having the Sales Executive of textile industry of Tripur as sample. For predominant take a look at i.e. Understanding the fame of the usage of IMC tools and conventional marketing communique gear, again the samples of sales Govt were taken and their opinion of six questions had been sought in percent. The questions were associated with verbal exchange tools working on advertisement, newspapers, T.V commercial, Display banners, Personal Selling, Web banners and Floating Advertisement, Popusaand social media. The response highlighted that the integrated advertising verbal exchange aren't getting used efficaciously and efficaciously, suggesting that this mistaken utilization can be the cause for pricey or much less effective advertising communique tools amongst sales govt of diverse textile companies from Tripur in Tamilnadu.

Keywords: Integrated Marketing Communication, Traditional Marketing tools, Online Marketing.

Introduction

Integrated Marketing Communication plays an important role as a successful promotional tool. IMC is associated with some positive results like brand awareness, customer satisfaction, brand loyalty, positive brand image, unique brand association, greater profitability, increased sales and cost savings. Consumers were becoming less responsive to traditional media, and the Internet and social media were changing the ways consumers interacted with companies. IMC enables a company to have synergy among their promotional tools and develop more effective marketing communication programs. But all the factors which are influencing the IMC should be managed properly (2013, Rashid Saeed). The inheritance of dimensional techniques from marketing communication order of advertising, marketing publicity, personal selling, and sales promotion are hindrance to new opinion on integration and evaluation. Some authors recommended that measurement of an integrated campaign should begin with its elements. Their contribution should be defined and objectives measured. However, such measurement must take account of the difficulty of isolating the individual parts and in estimating synergistic effect (White 1999, Kitchen and Schultz 1999).

Baldinger (1996) suggests that the substantial body of research on advertising effectiveness makes it an ideal place to start examining the impact of integrated campaigns. Other writers draw from direct marketing to suggest the consideration of measures such as Customer Lifetime Value or profitability segmentation (Moriarty 1999) or the inclusion of a response device on all communications (Schultz and Barnes 1995).

There is also a body of literature to support the evaluation of the totality of the IMC effect. It is felt that it is impossible to isolate the effect of each individual discipline and the concept of synergy too ambiguous to measure. Schultz (1999) states, there are always some specific objectives behind every strategy and these objectives are the end results of that strategy. IMC strategy of communication is also focused to achieve specific objectives. Katrandjiev (2000) described two conflicting objectives of IMC as to achieve considerable sales and to build a strong brand image. Schultz (1993) said that objective of IMC is to influence the behavior of target audience. The ultimate goal of IMC is to setup customer oriented sensibilities, help in resource allocation, achieve competitive advantage and develop business process in all direction of organization and its operations that add value for its customer. Despite these major objectives,

there are some common objectives like create brand awareness, favorable customer attitude and to drive business & revenue (Schultz and Schultz, 2000). Suggest that the best way to ensure the transition in marketing and communication in the new era is to integrate the processes and systems involved in marketing and communication. In short, all communications inside and outside the organization need to be considered holistically.

IMC has clearly had an impact on academic thought, curricula development and the practice of marketing; yet, there is a significant area of research ahead of this discipline, particularly in the development of measures of effectiveness, including the challenging of the field's basic constructs of synergy and integration . Duncan and Caywood (1996) and Low (2000) have suggested that a real benefit of IMC lies in the stronger internal coordination of the marketing communication disciplines and the push for shared objectives and greater accountability the possibility that organizations can actually measure the effectiveness of marketing communication in terms of increased response to increased demand, sales and increased trust of target groups. It is a given that measuring instruments are the basis for achieving the effectiveness of marketing communication, and consequently achieving organizational performance.

Review of Literature

Rachmadhian and Chaerudin (2020) analyzed the impact of event marketing as a tool of IMC to build brand awareness among customers of the apparel industry in Bandung. The findings stated that the top five indicators of event marketing that influenced brand awareness were enterprise, entertainment, individuality, innovation, and integrity. Thus, it was found that event marketing had a positive impact on brand awareness for fashion customers.

Ngamsutti et al. (2019) investigated the effects of an integrated marketing communication strategy on marketing competitiveness and marketing survival of the fashionable apparel business in Thailand. The research showed a positive effect of IMC on brand trust, customer loyalty, market acceptance, and market competitiveness. Boonyasana et al. (2018) studied the impact of IMC in online social networking on the purchase of clothes of the Association of Southeast Asian Nations (ASEAN) market. It was found that the consumers were influenced by advertisements, sales promotion, public relations, and direct marketing on the online platform. It

was found that IMC positively influenced the Philippines, Vietnam, Malaysia and Singapore in clothing. Henninger et al. (2017) analyzed integrated marketing communication (IMC) on micro-organizations of the UK dealing with the fashion industry. The findings of the study stated that these micro-organizations had limited knowledge of properly implementing IMC. Though various social media tools were used to reach the target customers, there were barriers between reaching the target customers and catering to their needs. Godey et al. (2016) investigated the impact of social media marketing, as an IMC tool, on brand equity creation and customer behavior. The brands considered for the study were Burberry, Louis Vuitton, Dior, Gucci, and Hermes. It was found that social media marketing had a positive impact on brand equity and customer loyalty towards brands.

Need for the study

Industrial progress depends on satisfied labour force and in this connection the importance of welfare and social security measures was accepted long back. Social security concept is basically based on human values, where each citizen has a right to work in a congenial environment with no hazards to his health on reasonable wages and other terms and conditions of employment. The days are over when labour was considered to be a commodity. When a worker joins industry he has to work in an entire strange atmosphere, creating problems of adjustment. Having a satisfied workforce is very much essential for smooth working of every organization. So this study is conducted to know whether the workers are aware of the provisions of social security benefits and their level of satisfaction towards the social security benefits provided by textile industries in Tamilnadu. The outcome of the study may help the administration and policy makers to differentiate the satisfying factors from dissatisfying and to take effective steps to improve the social security benefits in the textile industry.

Objectives of the study

1. To analyze the level of satisfaction of Technical and Non-Technical Cadre's employees on social security benefits in the select units.
2. To study the Employees' length of the service and the opinion on the level of satisfaction towards Social Security Measures.

3. To suggest measures for better implementation of social security provisions in the Textile Industry of Tamilnadu.
4. To study the impact of Integrated Marketing Communications (IMC) trends on customer loyalty with respect to the apparel industry.

Methodology

The present study adopts the Descriptive Research Design. The study uses both primary data. Primary data was collected through schedule method, was collected through company records, journals, books etc., the convenience sampling method was adopted to carryout the research study. The sample size for the study consists 460 (230 Technical/ 230 Non-Technical from 10 textile organizations which are located in Tiruppur District, Tamilnadu State employees from the select cotton textile units in Guntur District and they are drawn from all the concerned departments on gender ratio of 50:50. The schedule consists of mostly closed ended questions with 5-point Likert scale i.e. Highly Satisfied, Satisfied, Average, Dissatisfied and Highly Dissatisfied. The statistical tools applied for the study are percentages, mean score, S D and Chi-square test.

Data analysis and interpretation

Table 1: Satisfaction regarding the implementation and compliance of the enactment of Social security measures by the Sample Units

S.No	Particulars	Extremely Satisfied	Frequency Satisfied	Not Satisfied	Mean	SD
1	Workmen's compensation Act, 1923	15	331	76	2.46	0.463
2	Employee's PF Act, 1952	14	302	100	2.66	0.524
3	Payment of Gratuity Act, 1972	10	294	105	2.71	0.569
4	Payment of Bonus Act, 1965	82	210	36	1.96	0.718

Table-1 shows the satisfaction regarding the implementation and compliance of the enactment of social security measures by the sample units. The opinion of the respondents were measured on three point scale with 1 = Extremely Satisfied, 2 = Satisfied, 3 = Not Satisfied. Among the sample respondents, 331 respondents, are satisfied, 76 respondents are not satisfied with the implementation and compliance of the enactment of Workmen’s Compensation Act 1923 and the mean score is 2.46 for the compliance of the act, which indicates that the opinion towards workmen’s compensation Act is satisfied. 302 respondents are satisfied, 100 respondents are not satisfied with the implementation and compliance of the enactment of Employee’s PF Act, 1952 and mean score is 2.66 for the compliance of the act, which indicates the overall opinion towards Employee’s PF Act, 1952 is satisfied. 294 respondents are satisfied and 105 respondents are not satisfied with the implementation and compliance of the enactment of payment of gratuity Act, 1972 and the mean score is 2.71 for the compliance of the Act, which indicates the overall opinion towards payment of Gratuity Act, 1972 is satisfied. 210 respondents are satisfied, 82 respondents are extremely satisfied and 36 respondents are not satisfied with the implementation and compliance of the enactment of payment of Bonus Act, 1965, the mean score is 1.96 for the compliance of the Act, which indicates the opinion towards payment of Bonus Act is satisfied. It can be seen that the highest mean score is 2.71 for payment of Gratuity Act, 1972 and the lowest mean score is 1.96 for payment of Bonus Act, 1965. It shows that majority of the respondents are satisfied with social security measures.

Table 2: Technical and Non-Technical Cadre’s opinion on the level of satisfaction towards social security measures Using Chi-Square

Particulars	Cadre	Extremely Satisfied	Frequency Satisfied	Not Satisfied	ChiSquare	P value
Workmen's compensation Act, 1923	Technical	21	150	30	0.247 (df=2)	0. 642#
	Non-technical	8	160	8		
Employee's PF Act, 1952	Technical	10	120	79	8.624 (df=2)	0.005*
	Non-technical	12	145	50		
Payment of	Technical	15	109	75	18.276	0.000*

Gratuity Act, 1972	Non-technical	20	145	45	(df=2)	
Payment of Bonus Act, 1965	Technical	50	62	15	28.812 (df=2)	0.000*
	Non-technical	20	100	41		

Table-2 shows the technical and non – technical cadre’s opinion on the level of satisfaction towards social security measures. This includes: Workmen’s compensation Act, 1923, Employee’s PF Act, 1952, Payment of Gratuity Act, 1972, Payment of Bonus Act, 1965.

Conclusion

Integrated Marketing Communications has emerged as the most effective promotional tool. As compared to the traditional tools, it has set the standards higher due to its proper channelizing strategy of the message from the company to customers. Though there are many IMC tools, each industry needs to personalize them according to the situation of the market and the target customers.

Social security measures are important personnel and human resource functions in a business. The earlier view of considering labour as nothing more than a factor of production had changed over the years and now welfare for the employees holds a place of importance in the minds of every employer. The effective utilization of other factors of production depends on the efficiency of human factor. The worker spends more than a quarter of his life in his working place. Therefore the worker has every right to demand that the condition under which he works should be reasonable and provides proper safeguards for life and health. The amount of dedication, quality of work, commitment to the organization, morale etc. are all determined by the type and amount of welfare a worker receives. In this study it was found that the employees of the selected units in the textile industry are well aware of the provisions with regard to social security benefits provided by the organizations. It can also be concluded that the satisfactory levels of respondents with regard to social security measures are high.

References

1. Ahuja KK. Labour Welfare and Social Security in Personnel Management, Kalyani publishers, New Delhi. 1988, pp.935-947.

2. Arun Monappa. Labour Welfare and Social Security in Industrial Relations, Tata McGraw-Hill Publishing Company Limited, New Delhi. 1990, pp.243-271.
3. Cadbury A. Report on the Committee on the Financial Aspects of Corporate Governance, Gee, London, 1992.
4. Carton RB. Measuring organizational performance: an exploratory study, 2004.
5. Drew, Stephen A., Kelley, Patricia C, Kendrick, Terry. Class: Five elements of corporate governance to manage, strategic risk. Business Horizons. 2006; 49:127-138
6. Hitesh I. Bhatia Social Security for the Most Overlooked Human Resources in India, HRM Review, Hyderabad. 2010, pp.49-53
7. Onuoha B, Chima, Ogbuji, Chinedu N, Ameh, Abu A et al. Strategies for Improving Corporate Governance by Organizations, 2013.
8. Perace JA, Robinson RB. Strategic Management: Formulation, Implementation, and Controll. 11th Ed.University of Phoenix. E-book Collection, 2009.
9. Ramasatyanarayana M. Labour Welfare Measures in Cement Industries in India. International Journal of physical and social science, 2012; 2(7).
10. Srivastava A. Study of Labour Welfare and Social Security in the Industrial Undertakings of Rai Barelli District, Unpublished thesis submitted to Chhatrapati Shahuji Maharaj University, Kanpur, 2007.
11. Ramasatyanarayana M. Labour Welfare Measures in Cement Industries in India. International Journal of physical and social science, 2012; 2(7).
12. Cadbury A. Report on the Committee on the Financial Aspects of Corporate Governance, Gee, London, 1992.