



COMPUTING THE USE OF INTEGRATED MARKETING COMMUNICATION TOOLS IN SMALL AND MEDIUM SCALE AGRICULTURAL ENTERPRISES

| Odetola Ebenezer F^{1*} | Awopetu Niya Gabriel² | Adesokan Felicia Bola³ | Adeniji Ibidunni Temitope³ | and | Jegede Opeyemi Christiana⁵ |

¹. Adekunle Ajasin University | Akungba Akoko Ondo State | Nigeria|

². College of Health and Technology | Ijero Ekiti State | Nigeria|

^{3,4,5}. Forestry research institute of Nigeria Jericho Ibadan Oyo State|

| Received August 28, 2020 |

| Accepted October 01, 2020 |

| Published October 08, 2020 |

| ID Article | Odetola-Ref1-ajira280920 |

ABSTRACT

Background: The use of Integrated Marketing Communication (IMC) tools has grown considerably over the years on a global basis, and it is fast becoming the cogent tool to effectively market one's goods and services. Several literatures have evaluated the effect of IMC tools on various fields of businesses; however, few have tried to evaluate its effect on agricultural enterprises. This study assessed the use of integrated marketing communication tools by small and medium agricultural enterprises in Odeda local government, Ogun state, Nigeria. **Objective:** This research aimed to; identify the types of small and medium scale agricultural enterprises in the study area, identify the marketing communication tools available to the enterprises, determine the marketing communication tools used by the enterprises, determine how often the enterprises use the marketing communication tools available to them, and to identify the constraints associated with the use of marketing communication tools. Multistage sampling technique was used to select respondents; questionnaires were administered to the respondents. Data collected were analyzed using descriptive and inferential statistics. **Method:** The study revealed that 82.0% of the respondents were male, 62% were between the age ranges of 21-30years, 64.0% were Christians, 64.0% were single, and 88.0% had tertiary education. And that the marketing communication tools used by the respondents were; word of mouth (98%), personal selling (100%) and advertising (88%). Cost of maintenance ranked highest among constraints associated with the use of the marketing communication tools, while time/resources issues ranked 2nd and difficulty of implementation ranked 3rd and were considered as the major factors influencing the use of integrated marketing communication tools in the study area. **Results and conclusion:** The study showed that the integrated marketing communication tools are not used resourcefully by the enterprises as a result of some of the limitation such as cost of maintenance, time/material resource and difficulty of implementation

Keyword: computing, integrated, marketing, communication tools, agricultural enterprise.

1. INTRODUCTION

Communication can view as well as chipping in meanings among folks, units or society. Communications in a promoting outlet which can function as the process through which significant information is convey [1]. However it's a unified strength which combines and ensures a channel of distribution. Nevertheless marketing communication has a fundamental role in outlet implementation [2]. The role of communication within a marketing channel is inevitable from both theoretical and operational viewpoint [3]. Communication is a contrivance being used to build group, stretch data and promote the merchandise or services [4]. Marketing communication encompass all the components of a brands marketing mix that achieves exchanges by building interrelated meanings with the stakeholders of the brand. Nevertheless an intention of marketing communication is to make available information to target audience and improve the sales output. IMC was developed essentially to address the needs for businesses to use a more adapted advertising approach instead of the standard advertising [5]. IMC identifies that marketers should prioritize customer's needs customers buying patterns, preferences, attention span as well as many other factors in order to talkatively expose the customer to his manufactured goods through an attractive and convincing marketing communication mix. Marketing communication creates a path where every concerned party comprehend the goals of others and also appreciates the value of the services presented [5]. The need for integrated marketing communication tools is essential if looked at from any outlook, as a tool that can ensure that a lasting impression about the product is created in the mind of the potential customers who eventually buys the product. Communication is an essential tool for creating a network, developing ideas and marketing ones product or service. Authors in previous research [6] however stated that Integrated marketing communication can be referred to as the harmonization and integration of all marketing communication tools, avenues and sources within a company into faultless program that maximizes the impact on customer and other end users at a nominal cost. Small scale Agricultural enterprises use several tools and strategies to support their merchandise to guarantee their business continued existence and one of these tools is the Integrated Marketing Communication tool which involve approach that add value to the product as well as client. According to Nguyen et al., (2017), Integrated Marketing Communications (IMC) is an intuition in which a "company cautiously amalgamates and manage its many communicating channels mass media advertising, public relations,

direct marketing, sales promotion, personal selling, packaging, in addition to others to deliver a clear, consistent, and compelling message about the organization and its products [7]. A primary objective for using the Integrated Marketing Communication tool is to provide effective amount of information to target audience, increase sales and for business survival [8]. Besides from being an aggressive process of marketing because it sets and tracks marketing strategy that captures and uses extensive amount of customer information, it also ensures that all forms of communications and messages are carefully correlated together to accomplish specific objectives, it is also seen as an approach to harmonize and manage their marketing communication programs to certify that they give customers a unswerving and reliable information concerning the company and its production [9]. Eldar (2014) suggest that these IMC loom helps brands spot the most fitting and effective methods for communicating and building interaction with their customer as well as other stakeholders such as employees, suppliers, investors, interest groups and the general communal [10]. Integrated marketing communication is the peak of the shift that began in the post-World War II period, from selling what the brands make, to making what the consumers want. Integrated marketing communication is focused on what to know about product and services, not what the marketers want to tell customers in order to sell product [11]. However communication hint that producers as well as marketers pay close concentration to the buyer, and also to the factors that influence the buyer's aptitude to choose a product and as well purchase the product. Hi-tech advancement has greatly influenced the whole marketing process by placing the consumer on the fore front of decision making as regards which product is consumed and how [12]. Integrated marketing communication plays an essential role in the intensification and sustainability of a business. " however this IMC program plans and carry out different marketing activities with consistency so that its total impact exceeds the sum of each activity [13]. The impact of every marketing strategy can be assessed from the results generated; poor management and marketing lead to poor performance of businesses with regards to profitability. IMC can consolidate the image of an enterprise, create a dialogue and develop is relationship with customers. Also IMC stretches the message across all communication platforms to boost sales since it is a more specialized media compare to other mass media. Hence, it can reach the potential target customer with the high accuracy at any time with a message that improves the product value to the consumer and also reduce product related risk in the mind of the consumer. IMC can have a positive impact on creativity and even maintain a consistency in communications. IMC provides a new dynamic model of communication that facilitate the business to make marketing communication more consumer oriented [14]. McKay et al., (2015) identified two conflicting objectives of IMC as: to achieve considerable sales and to build a strong brand image. While confirmed that objective of IMC is to influence the behaviour and degree of interaction of target audience with brand's product [15]. Elements of an Integrated Marketing Communication (IMC) can include; Media, Message, Consistency, Design consistency, Reinforcement and Sales alignment. There is a heady need to explore the concept of integrated marketing communication as an essential tool for business sustainability and a major influencer of business evolution in Nigeria. Considering the reoccurring improvement of communication practice and technology, businesses within Nigeria and beyond cannot decline integrated marketing communication as a tool for survival in the emerging global business world.

1. LITERATURE REVIEW

1.2 Integrated Marketing Communication (IMC): recently, integrated marketing communication (IMC) has become wholly importance as a strategic marketing management approach [16] due to the helpfulness of the integration of marketing communications tools such as a sale promotion, public relations, direct marketing, advertising and private selling). This optimizes the impact of appropriate communication on targeted customers [17] IMC adopts a holistic view of marketing communications with the objective of synergy of effects [18]. IMC framework relies upon the operation of multiple communication channels; which includes both traditional communications and E-integrated marketing communication (E-IMC), to enhance the involvement of each of them. Its objective is to develop and maintain strong beneficial relationships with all stakeholders through ongoing two-way dynamic dialogue and communications, which will have its definite positive impact on sales and profits [19]. As for the term business competency; the capabilities of integrated management for various media channels help to reach superior results and synergistic outcomes [19] The aim of marketing communications is to inform, persuade, and remind consumers directly or indirectly about the goods and services [20].

Different researchers have done the categorization of marketing communication tools.

According to Othman et al., (2020) marketing communication tools have consisted of these communication tools which can be identified as the following [21].

1. Advertising means paying to show case ones goods and services in order attract larger customers.
2. Sales promotion is short-term incentives that encourages purchasing or selling of goods and services.
3. Personal selling is personal presentation by the firm 's sales force to make sales and build Consumer relationships.
4. Public relations build good relationships with the company 's various publics and build good company's image and other hand handle or protect company of unfavourable reports.
5. Direct marketing connects directly with selected customers to obtain immediate response

and build long-term consumer relationships. For example, direct mail, the telephone, the Internet can be used to communicate directly with customers using social media which can help to build and maintain a more personal relationship with customers as well as attract new customers to purchase your product.

Also others researchers, divided marketing communication tools into five categories; advertising, sales promotion, events and experiences, public relations and publicity, direct marketing, interactive marketing, word-of-mouth and personal selling [21]. Authors have mentioned that tools of marketing communications mix have been mainly advertising, sales promotion, events and experiences, public relations and publicity, direct marketing, interactive marketing, word-of-mouth and personal selling [22]. Other classification of marketing communication tools has been advertising, public relations, sponsorship, sales promotion, direct mail, sales force, packaging, point of sale, retail store design or commercial offices, exhibitions and conferences, word of mouth [23]. Lastly, the marketing communication tools have been classified traditionally as advertising, public relations, sponsorship, exhibitions and trade fairs, E-communications, point-of-purchase communications, direct marketing communications, sales promotions, and personal selling [24].

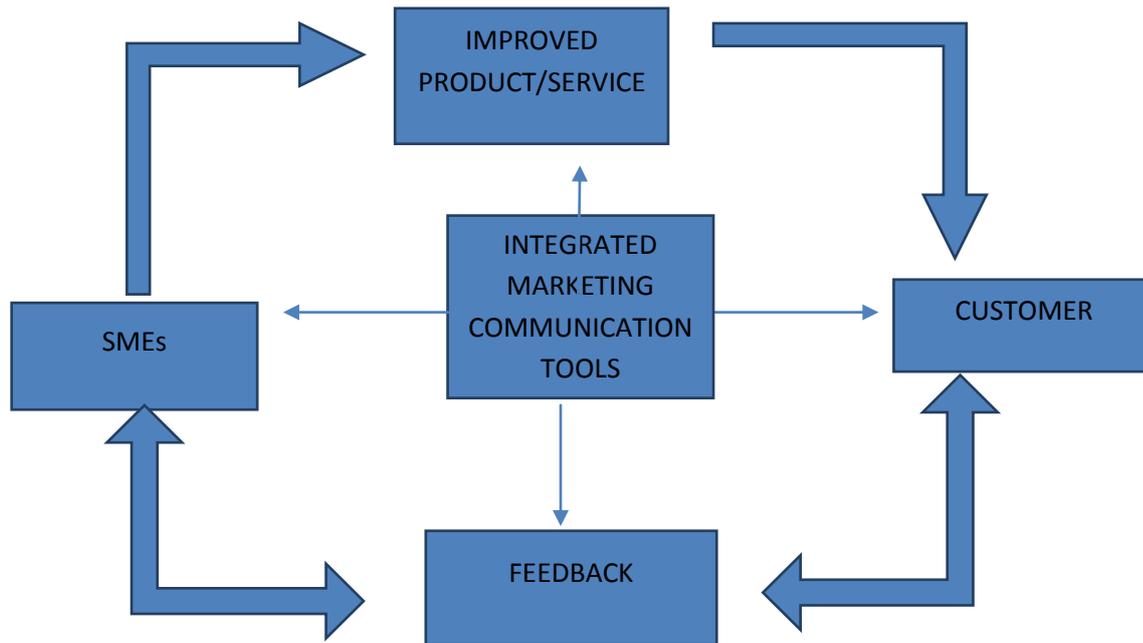


Figure 2: Framework of integrated marketing communication tools.

1.3 The Marketing Mix Elements

Conversely making feasible exchange process and building effective relationships, marketers need to examine the needs and wants of customers, develop a product or service that satisfy these needs, offer it a certain price, make it available through a particular place or path of allocation and build up a program of promotion or communication to create awareness and interest. These elements have formed part of the marketing mix that consists of product, price, place and promotion [25]. The ingredients of a unified marketing contribution are therefore refer to as marketing mix, otherwise the four P's of marketing. therefore, the interaction of product, distribution, price and marketing communication will influence marketing decisions, and vice versa [26].

In current marketing, the boundaries of the marketing elements are blurred, as a result of the undue increase in the access to information, and the technology that enables the processing and analysis thereof. In order to appreciate the total market offering, the four elements of the marketing mix and their integration into a marketing program will be discussed. Products consist of tangible goods, services or ideas that are offered to a market for attention, purchase, use or consumption, or for satisfying needs. Consumers perceive these products as an interconnected collection of benefits, which are communicated by the characteristics of the products, such as the quality, features, style, design, branding, packaging and support services [21].

Price is an additional element of the marketing mix and it refers to the entire fiscal value and other sacrifices that clients exchange and make for the remuneration of owning and using the product or service. The pricing strategy is subjective by various factors, including the marketing objectives, the perception of the target market, positioning and communication objectives, the cost of and demand for the product, and competition, as well as any other marketing mix elements [21].

Brand building is crucial to distinguish the product; also it adds to the symbolic value linked with the total market offering. Branding can help to communicate and uphold a distinctive brand image and brand identity; and it is a

critical aspect to take into account when developing marketing strategies for targeted customers. Even the standing of the company behind the market contribution or the corporate brand can weigh the consumers' perceptions of their brands. Productive marketing schemes should supremely merge all the elements of advertising, branding and packaging, product design, price and value offer and distribution in order to create a unique focus for the product and a specific image for the company that extends beyond the physical attributes and benefits of the product itself.

Distribution refers to the manner a product is moved from the manufacturer to the final consumer. Manufacturers often use intermediaries, such as retailers and wholesalers, to distribute their products to the market [27].

These key features of marketing and the elements of the marketing mix reveal that it is essential for marketers to realize what their target market wants and needs are in order to counterpart it with the total marketing mix. It has also shown that there is an interaction between the elements. The holistic marketing concept recognizes that "everything matters" with marketing; thus an approach is required that includes the development, design and implementation of marketing program, processes and performance, and one that recognizes their breadth and interdependencies [21].

Advertising means paying to show case ones goods and services in order attract larger customers [28]. It may perhaps be referred to as one of the most trendy marketing communication tool used in businesses. It plays a momentous role in the perspective of brand building as businesses use it to communicate how they want to be seen by the public.

There are few threats of advertisement discussed in the literature. The first one is the difficulty of finding the right promotional mix for the companies to achieve an optimal return on investment. According to [29] consumers have difficulties to differentiate between mass media advertising and sales promotion or publicity and sponsorship. Experience and expertise are the major factors on choosing the right advertising tools [28] Another one is the possible risk of negative effect of an effective advertisement on the community due to misinterpretation, false images, unrealistic expectations [27]. For example, advertisements can promote stereotypes such as linking Garri with Ijebu people or linking Africa with poverty. These types of ads tend to dictate how the members should of these groups act. Small sized businesses could be exposed to this risk due to lack of allocated professional resources on advertising.

1.4 Public Relations

Authors in [30] defined public relations as communication between an organization and its publics and it is a strategic management tool. Public relations are connective activities with sales promotion and advertising. It aims to increase awareness of a product or service [31]. There are some advantages of public relations in marketing practices such as increasing brand awareness, provides acceptance and credibility for brand, cost effectiveness, clutter busting and reaching the hard to reach [28]. The strengths of public relations have been clarified as good citizenship, advice on important trends, difficult-to-reach audiences, cost-effective, message flexibility, crisis management and more objective. PR aims reaching difficult audiences like investors and opinion leaders that mostly avoid advertising or direct mailing [32].

The disadvantages of public relations have been defined as difficulty in measuring effectiveness, lack of control, and journalists as gatekeepers. The lack of control over the content of the news is a major disadvantage of PR because, the media have some priorities and they can publish the news differently from PR department.

1.5 Direct Marketing

Direct marketing has grown very rapidly in recent years. According to Direct Marketing Association, direct marketing sales grew 6.6 percent annually through 2012 in U.S. [26]. Authors in previous study [24] defined direct marketing as communication directly with target customers for obtaining immediate and measurable customer response. Conversely it has interactive interface for the reason that it allows two-way communication between the advertiser and the targeted consumer. Multiple media can be used in direct-response marketing, including direct mail, telemarketing, direct-response advertising (on TV, radio or in magazines or newspapers, telemarketing, internet sales, catalogues and shopping channels [21]. Direct marketing has main tools for example, catalogue companies, social network platforms, mobile text, mail, telephone and Internet. Mostly, direct marketers sell products or services via mail and telephone [33]. Owing to direct marketing, consumers can buy products without going inside, ordering online or via telephone. Direct marketing is used a complementary channel by many companies. For example, Lexus use mass-media advertising for marketing its cars, however direct marketing is also used as supplement communication tool. Promotional DVDs and other materials are mailed directly to target customers for informing about various models and financing Direct-response marketing intend to create a assessable and immediate response from its customers. This could be in the form of a purchase, a request for further information, or a reply that offers specific information on the customers' needs or interests. Moreover, direct marketing offers direct communication rather than through intermediaries. Hence, direct marketing is also appropriate for small firms, because small firms

can have closer relationship with their consumers [34]. Direct-response marketing does not require salespeople or a retail store; transactions can occur at any physical or virtual location that is most convenient for the customers. Others authors [35] suggest that direct-response marketing is used for three main purposes: to sell to targeted customers by employing direct-response marketing alone, or as part of an IMC strategy; to categorize likely projection, whereas providing certain customers with relevant and detailed information; and to initiate dialogue with customers by seeking their advice, providing users of the products with valuable product information or rewards ultimately resulting in customer loyalty [23].

1.6 Sales Promotions

Generally, most of the costumers cannot distinguish promotions from advertisements. Promotion is another communication facility. Sales, price reductions, products free of charge, gifts etc. are among the promotion facilities. Promotion guarantees customer satisfaction and increases the rate of total selling. Nevertheless, there are still limitations about promotions for instance; promotions put a boundary to businesses' financial revenues. It is a good communication tool, yet, not that profitable for companies [21]. Sales promotion creates a great image of the SMEs with the consumers. Sales promotions are divided into two parts. First is the "consumer promotions" which consists of premiums, gifts, prize and incentives. The other sales promotion is the "trade promotions" which includes free merchandise, discount and bonus [23]. Sales promotions provide increasing of business' sales for a short period of time. The results of sales promotions are seen instantly rather than advertising. Because, promotional tools are short-term oriented. Moreover, promotion campaign can be measured easier than advertising campaign. All these factors influence the increasing use of sales promotions [36]. Promotional tools are wide area and it contains everything that can be used for sales promotions [37].

However this study focused on communication element of the integrated marketing mix. Communication is at the centre of marketing communication. Authors in [38], suggest that organizations must regard communication as the key competitive advantage of marketing. Though, researchers in [39] believes that IMC functions alone are not enough to give any company a sustainable competitive advantage, unless all aspects of an organization are integrated. Yet, existing approaches to marketing, such as IMC, are verification of the increased value of communication in marketing. Not only does communication play a crucial role in attracting and keeping customers, but with advances in new media and information technologies, the benefits of understanding and applying communication theory and strategies to marketing have never been greater [14].

1.7 Marketing Communication

The main purposes of marketing communication are to inform, persuade or remind the selected target audience of the market offering [40]. Meanwhile [36] emphasizes that marketing communication's ultimate role is to influence the behaviour of the target market, and not only to inform, persuade or remind the consumers.

Communication objectives, such as creating alertness of or interest in the marketing offer, are certainly not enough. Marketing communication however should, show the way to changes in the behaviour of the marked market in the purchase of products or loyalty towards the brand. salespersons could make use of the marketing communication tactic to encourage the selected target market(s) that the products or services offered provide a significant and competitive advantage over those of their rivals [40].

Hackley et al., (2014) acknowledges that marketing communication can add value for customers, because customers need to be informed on aspects, such as the features and potential benefits of a product, where it can be bought, and whether it is a well-known brand with a good reputation, or whether it has already formed a positive association in the minds of the consumers [37]. On the other hand, marketing communication is capable of controlling the target audiences' perceptions of crucial features and symbolic associations that are superior to those of the competitors.

1.8 Contemporary Marketing Communication Elements

Contemporary IMC elements consist of a wide diversity of recent decisions, such as cell phone marketing, online marketing, buzz-marketing and social media, viral-marketing, labelled entertainment, product placement and guerrilla-marketing. These recent marketing communication rudiments and online media have transformed the crossing point between consumers and organizations, where there has been a shift in power between the media and the consumer, with consumer-generated media off-ramp consumers into satisfied inventors. Consumers now demand greater control over what, when, where and how they are exposed to corporate communications, there by blurring the traditional boundaries between public and private, producers and consumers. These present-day marketing communication systems constitute more than just an innovative way of reaching consumers; they have changed many aspects of branding and marketing from segmentation and targeting through to positioning, distribution and customer relationship management [41]. Online marketing benefits marketers in several ways: it increases sales and generates

enquiries from people who are searching and buying increasingly more online across the world. It provides value-added service to customers; it increases efficiency and decreases costs, by allowing interactive database-driven communication with customers, while improving their personal experience with the brand [42]. Internet advertising offers marketers the opportunity to customize messages and reach very specific interest groups by advertising on niche sites, sending customized emails based on the information in the databases, and encouraging the interactivity of the communication. Another feature is the fairly low cost involved, since modernize and changes are easier and less costly than the production costs associated with other media making these media thereby accessible to medium and small businesses. With all the new media now at their disposal, customers can access information and advertisements on the Internet at any time and place resulting in a more favourable attitude in the direction of the media, simultaneously with firmer control, when choosing and processing information

2. METHODOLOGY

This research was conducted in Odeda Local Government Area in Ogun state Nigeria. This is one of the local governments and town closer to the state capital, according to 2006 census the population of the town is 109,449 and the local government cover an area of 1,560.km²

The target population for this study consist of the owners of small and medium agricultural enterprises

2.1 Sampling Procedure and Sample Size

A Multi-Stage sampling technique was used to select respondent for the study.

Stage 1 (Osiele, Alabata, and Obantoko) were selected purposively owing the most immense concentration of agricultural small and medium enterprises in the local government the three wards of the ten wards in the local government.

Stage 2: The second stage of the sampling technique involved a random selection of agricultural small and medium enterprises from the selected wards

Stage 3: The third stage was a random selection of respondents from the selected agricultural small and medium enterprises to be surveyed for the study.

2.2 Method of Data Collection

The data for the study was collected mainly through the primary source, which was collected at a cross-sectional survey of agricultural small and medium enterprise owner in the study area with the aid of a well-structured questionnaire.

2.3 Data Analysis

- (a) Descriptive statistic: which include frequency and percentage and mean
- (b) Inferential statistic: such as Chi-Square and Pearson Product Moment Correlation (PPMC)

3. RESULTS AND DISCUSSION

Table 1 showed that Majority (82.0%) of the students were male, while 18.0% were female. Also 62% of the respondents were between the age range of 21-30 years and 32% were between the age range of 31-40 years, while 6% were 40 years and above. This indicates that majority of the respondents are at their active age. The table also shows that majority (64%) of the respondents were Christian, 36% were Muslim. This means majority of the respondents were Christians. Also that (2%) of the household had less than 2 members while 68% had a household size within the range of 3-5 individuals, (28%) had a household size of 6-8 individuals and 2 % had more than 8 individuals in their household. Majority (88%) of the respondents attended tertiary institution, 10% had secondary school education, while few (2%) had no formal education. The shows that most (36.0%) of the respondents were married and majority of the respondents (64%) were single. The table also showed that majority (92%) of the respondents are self-employed and (8%) of the respondents are government employed but run an agricultural enterprise as a complimentary source of income. Finally the table also shows that majority of the respondents have a work experience between the range of 1-5 years while (38%) of the respondents have between 6-10 years of work experience and (10%) have between 11-15 years of work experience.

Table 1: Distribution of respondents based on socio economic characteristics (n=50).

Variable	Frequency	Percentage (%)	Mean	SD
Sex				
Male	41	82.0		
Female	9	18.0		
Age (years)				
≤20	-		29.7	6.67
21 – 30	31	62.0		
31 – 40	16	32.0		
>40	3	6.0		
Religion				
Christianity	32	64.0		
Islam	18	36.0		
Household size				
≤2	1	2.0	5.1	1.36
3-5	34	68.0		
6-8	14	28.0		
.>8	1	2.0		
Education Level				
No formal	-	-		
Primary	1	2.0		
Secondary	5	10.0		
Tertiary	44	88.0		
Adult education	-	-		
Marital status				
Married	18	36.0		
Single	32	64.0		
No longer in marriage	-	-		
Nature of Business				
Self employed	46	92.0		
Government employment	4	8.0		
Company employment	-	-		
Working experience (years)				
1-5	26	52.0	5.7	3.35
6-10	19	38.0		
11-15	5	5.0		

3.1 Types of agricultural enterprise present in the area

Table 2 shows the types of agricultural enterprise present in the study area. A total of 16 enterprises were used for this study, the study showed that majority (66%) were involved in poultry farming, (44%) were involved in fish farming and (38%) were involved in rabbit raising while beekeeping (8%), mushroom farming (4%) and juice production (2%) were the least involved enterprise by the respondents.

Table 2: Types of agricultural enterprise present in the area.

Types of Agricultural Enterprise	Yes (Frequency (%))	No (Frequency (%))
Mushroom farming	2(4.0)	48(96.0)
Beekeeping	4(8.0)	46(92.0)
Honey production	5(10.0)	45(90.0)
Food delivery	4(8.0)	46(92.0)
Fruit canning	-	50(100.0)
Vegetable farming	15(30.0)	35(70.0)
Livestock feed manufacturing	17(34.0)	33(66.0)
Field crop farming	7(14.0)	43(86.0)
Nursery operation	7(14.0)	43(86.0)
Dairy farming	5(10.0)	45(90.0)
Poultry farming	33(66.0)	17(34.0)
Fish farming	22(44.0)	28(56.0)
Rabbit raising	19(38.0)	31(62.0)
Snail farming	5(10.0)	45(90.0)
Juice production	1(2.0)	49(98.0)
Agricultural equipment rental	8(16.0)	42(84.0)

3.2 Integrated Marketing Communication Tools Available to the Enterprises

Table 3 shows that there are nine integrated marketing tools evaluated for. The integrated marketing communication tools available to the respondents were personal selling 100%, word of mouth 100%, advertising 96%, while point of purchase 38%, public relation 34% and sponsorship 2% were the least available tools to the respondents

Table 3: Integrated marketing communication tools available to the enterprises.

Integrated marketing communication tools	Available Frequency (%)	Non available Frequency (%)
Advertising	48 (96.0)	2 (4.0)
Public relation	17 (34.0)	33 (66.0)
Sales promotion	40 (80.0)	10 (20.0)
Personal selling	50 (100.0)	-
Direct marketing	36 (72.0)	14 (28.0)
Sponsorship	1 (2.0)	49 (98.0)
Point of purchase	19 (38.0)	31 (62.0)
Word of mouth	50 (100.0)	-
Internet	43 (86.0)	7(14.0)

3.3 Integrated Marketing Communication Tools Used and Frequency of use

Table 4.1 shows the integrated marketing communication tools that were in use by the enterprise. The study showed that majority (100%) of the respondents used personal selling, word of mouth (98%), and advertising (88%) more than other tools while point of purchase (28%), public relation (24%) and sponsorship (4%) were the least used integrated marketing communication tools by the respondents. This shows that not all available integrated marketing communication tool were in use by the respondents, and that the use of this tools varied based on respondent. Also table 4.2 showed how often the integrated marketing communication tools were used by the respondents. It shows that word of mouth (mean=3.0), also advertising (mean=2.9) were used most by respondents while sponsorship (mean=1.2) was least used. This shows that the respondents are selectively utilizing the integrated marketing communication tools.

Table 4.1: Integrated marketing communication tools in use by the enterprises

Integrated marketing communication tools	In use Frequency (%)	Not in use Frequency(%)
Advertising	44 (88.0)	6 (12.0)
Public relation	12 (24.0)	38 (76.0)
Sales promotion	35 (70.0)	15 (30.0)
Personal selling	50 (100.0)	-
Direct marketing	34 (68.0)	16 (32.0)
Sponsorship	2 (4.0)	48 (96.0)
Point of purchase	14 (28.0)	36 (72.0)
Word of mouth	49 (98.0)	1 (2.0)
Internet	40 (80.0)	10 (20.0)

Table 4.2: Frequency of use of the integrated marketing communication tools by the enterprises

Integrated marketing communication tool	Often Frequency (%)	Rarely Frequency (%)	Never Frequency (%)	Mean	SD
Advertising	46 (92.0)	3 (6.0)	1 (2.0)	2.9	0.36
Public relation	5 (10.0)	34 (68.0)	11 (22.0)	1.9	0.56
Sales promotion	28 (56.0)	20 (40.0)	2 (4.0)	2.5	0.58
Personal selling	49 (98.0)	1 (2.0)	-	3.0	0.14
Direct marketing	25 (50.0)	24 (48.0)	1 (2.0)	2.5	0.54
Sponsorship	1 (2.0)	9 (18.0)	40 (80.0)	1.2	0.47
Point of purchase	9 (18.0)	29 (58.0)	12 (24.0)	1.9	0.65
Word of mouth	49 (98.0)	1 (2.0)	-	3.0	0.28
Internet	34 (68.0)	7 (14.0)	9 (18.0)	2.5	0.79

3.4 Constraints associated with the use of the integrated marketing communication tools

Table 5 shows the constraints associated with the use of the integrated marketing communication tools by agricultural small and medium scale enterprise. Respondents consider cost of maintenance (mean= 2.7), time/resources issues (mean = 2.2), difficulty of implementation (mean= 2.0) as constraint affecting their use of the integrated marketing

communication tools. The result showed overall that majority of the below listed are constraints experienced by the respondent in the use of the integrated marketing communication tools on their enterprise.

Table 5: Constraints associated with the use of the integrated marketing communication tools

Constraint	Major Frequency (%)	Minor Frequency (%)	Not a constraint Frequency (%)	Mean	SD	Ranking
Cost of maintenance	36 (72.0)	14 (28.0)	-	2.7	0.45	1 st
Target audience complexity	5 (10.0)	20 (40.0)	25 (50.0)	1.6	0.67	5 th
Product complexity	3 (6.0)	19 (38.0)	28 (56.0)	1.5	0.61	8 th
Distribution complexity	5 (10.0)	19 (38.0)	26 (52.0)	1.6	0.67	6 th
Existing structures	6 (12.0)	3 (6.0)	41 (82.0)	1.3	0.68	10 th
Lack of internal communication	4 (8.0)	14 (28.0)	32 (64.0)	1.4	0.64	9 th
Perceived complexity of planning and coordination	8 (16.0)	13 (26.0)	29 (58.0)	1.6	0.76	7 th
Cultural issues	3 (6.0)	5 (10.0)	42 (84.0)	1.2	0.55	11 th
Time/resources issues	13 (26.0)	33 (66.0)	4 (8.0)	2.2	0.56	2 nd
Difficulty of implementation	14 (28)	23 (46.0)	13 (26.0)	2.0	0.74	3 rd
Control of message	4 (8.0)	32 (64.0)	14 (28.0)	1.8	0.57	4 th

Test for Hypothesis

Four hypotheses were outlined for the study and these are stated below:

- **Ho1:** There is no significant relationship between the type of agricultural enterprise and the marketing communication tools used.
- **Ho2:** There is no significant relationship between the type of agricultural enterprise and the frequency of use of the marketing communication tools.
- **Ho3:** There is no significant difference in the frequency of use of the marketing communication tools among the agricultural enterprises.
- **Ho4:** There is no significant relationship between the constraints experienced by the agricultural enterprises and the use of marketing communication tools.

Ho1: There is no significant relationship between the type of agricultural enterprise and the marketing communication tools used.

Pearson Product Moment Correlation was used to test for significant relationship between the type of agricultural enterprise and marketing communication tools used. Results as seen in table 6 below show that there is significant relationship between the type of agricultural enterprise and the marketing communication tool used ($r = -0.309$, $p < 0.05$) thus, the null hypothesis of no significant relationship between the type of agricultural enterprise and marketing communication tools used was rejected. This means that some agricultural enterprise require specific marketing communication tools for effective marketing.

Table 6: Hypothesis 1

r-value	S.E	P-value	Decision
-0.309	0.126	0.029	Significant

Decision rule: $p < 0.05$; Significant (S); $p \geq 0.05$; not significant (NS)

Ho2: There is no significant relationship between the type of agricultural enterprise and the frequency of use of the marketing communication tools.

Pearson Product Moment Correlation was used to test for significant relationship between the type of agricultural enterprise and the frequency of used of the marketing communication tools used. Results show that there is a significant relationship between the type of agricultural enterprise and the frequency of use of the marketing communication tools ($r = -0.369$, $p < 0.05$) thus, the null hypothesis of no significant relationship between the type of agricultural enterprise and the frequency of use of the marketing communication tools was rejected. This means that the nature of agricultural enterprise determines the frequency of use of the marketing communication tools.

Table 7: Hypothesis 2

Pearson product model correlation value	S.E	P-value	Decision
-0.369	0.099	0.008	Significant

(Source: Field survey 2020)

Decision rule: $p < 0.05$; Significant (S)
 $p \geq 0.05$; not significant (NS)

Ho3: There is no significant difference in the frequency of use of the marketing communication tools among the agricultural enterprises.

Chi Square test was used to test for a significant difference in the frequency of use of the marketing communication tools among the agricultural enterprise. The result shows that there is a significant difference in the frequency of use

of marketing communication tools among the agricultural enterprises ($\chi^2=22.360$, $p<0.05$). Thus, the null hypothesis of no significant difference in the frequency of use of the marketing communication tools among the agricultural enterprises is rejected. This means that the marketing communication tools are used different intervals by the different small and medium agricultural enterprises.

Table 8: Hypothesis 3.

T	Df	Mean difference	Decision
56.302	49	2.900	S
23.806	49	1.880	S
30.726	49	2.520	S
149.00	49	2.980	S
32.259	49	2.480	S
18.585	49	1.220	S
21.045	49	1.940	S
74.000	49	2.960	S
22.408	49	2.500	S

Ho4: There is no significant relationship between the constraints experienced by the agricultural enterprises and the use of marketing communication tools.

Pearson product model correlation was used to test for a significant relationship between the constraints experienced by the agricultural enterprises and the use of marketing communication tools. The result shows that there is no significant relationship between the constraints experienced by the agricultural enterprise and the use of marketing communication tools ($r=0.071$, $P>0.05$). Thus the hypothesis of no significant relationship between the constraints experienced by the agricultural enterprises and the use of marketing communication tools is accepted. The major constraint was cost of maintenance as indicated by the respondents, which indicated that the small and medium agricultural enterprise adopt one or more marketing communication tools to market their enterprise.

Table 9: Hypothesis 4.

Constraint	χ^2	df	P-value	Decision
Cost of maintenance	4.30	4	0.367	S
Target audience complexity	6.465	8	0.595	NS
Product complexity	18.313	8	0.019	S
Distribution complexity	2.003	8	0.981	NS
Existing structures	1.488	8	0.993	NS
Lack of internal communication	2.551	8	0.959	NS
Perceived complexity of planning and coordination	3.270	8	0.916	S
Cultural issues	6.703	8	0.569	NS
Time/resource issue	4.994	8	0.758	S
Difficulty of implementation	9.183	8	0.327	S
Control of message	11.417	8	0.179	S

4. CONCLUSION

The study showed that the integrated marketing communication tools are not used resourcefully by the enterprises as a result of some of the limitation such as cost of maintenance, time/material resource and difficulty of implementation.

Recommendations: As a result of the findings, the following recommendations were proffered.

1. Training and Awareness schemes should be created by extension agencies in order to enlighten and empower the entrepreneurs on the importance and use of integrated marketing communication tools particularly to sustainably improve income generated. For instance the use of Internet marketing has been found to be an effective way to market one's product and service to a larger and more specific audience owing to the current level of technological advancements such as big data.
2. Marketing strategists and consultants should provide affordable consultancy service to aid entrepreneurs in creating and updating their sustainable strategy in the use of the integrated marketing communication tools to create awareness about their products and services especially using e-integrated marketing communication. E-IMC has multiplicity of well-recognized capacities and benefits such as low-cost, speed (instantaneous communication), geographic barrier reduction and efficiency.

5. REFERENCES

- [1] T. Yeshin, "Integrated marketing communications," *Mark. B. Sixth Ed.*, pp. 327–351, 2007.
- [2] F. Adesokan, E. Odetola, M. . Adediji, B. . Adeniyi, and O. Faleye, "Assessing the factors motivating Agricultural Teachers towards exposing their students to Agricultural Production as Source of Livelihood ; Case study of Odeda Local Government Area , Ogun State , Nigeria," *Int. J. Multidiscip. Scope*, vol. 1, no. September, pp. 1–14, 2020.
- [3] H. K. Kalla, "Integrated internal communications: A multidisciplinary perspective," *Corp. Commun.*, vol. 10, no. 4, pp. 302–314, 2005.
- [4] I. Journal, I. Security, and C. Science, "ACCEPTING THE CHALLENGES IN DEVISING VIDEO GAME," vol. 14, no. 6, pp. 582–590, 2015.
- [5] T. Yeshin, "The integration of marketing communications," *The Marketing Book*. pp. 395–418, 2012.

- [6] M. Arıcı, "No Title/EAENH," *Ayaq*, vol. 8, no. 5, p. 55, 2019.
- [7] B. Nguyen, T. C. Melewar, D. E. Schultz, B. Nguyen, T. C. Melewar, and D. E. Schultz, "Understanding Online Brand Relationships in Western Asia: The Case of Lebanon and Saudi Arabia," *Asia Brand.*, no. January, pp. 114–136, 2017.
- [8] O. J. Oluwafemi and S. O. Adebisi, "Customer Loyalty and Integrated Marketing Communications among Subscribers of Telecommunication Firms in Lagos Metropolis, Nigeria," *J. Compet.*, vol. 10, no. 3, pp. 101–118, 2018.
- [9] S. Z. Ahmad, N. Ahmad, and A. R. Abu Bakar, "Reflections of entrepreneurs of small and medium-sized enterprises concerning the adoption of social media and its impact on performance outcomes: Evidence from the UAE," *Telemat. Informatics*, vol. 35, no. 1, pp. 6–17, 2018.
- [10] O. Eldar, "The Role of Social Enterprise and Hybrid Organizations," *SSRN Electron. J.*, 2014.
- [11] N. S. & L. N. Nicolene Barkhuizen, *Editors: N. Delener, Ph.D. Christina Schweikert, Ph.D.* 2017.
- [12] "Remix Dialectics and the Material Conditions of Immaterial Art Olivier Sorrentino In the Humanities Program Presented in Partial Fulfillment of the Requirements For the Degree of Doctor of Philosophy (Humanities) at Concordia University Montreal , Quebec," 2017.
- [13] A. Mathur, "Effect of Celebrity Endorsement on Consumers: a Study of Selected Fmcg Products," no. September, 2017.
- [14] S. Laurie and K. Mortimer, "How to achieve true integration: the impact of integrated marketing communication on the client/agency relationship," *J. Mark. Manag.*, vol. 35, no. 3–4, pp. 231–252, 2019.
- [15] A. McKay, E. Nakamura, and J. Steinsson, "No 主観的健康感を中心とした在宅高齢者における健康関連指標に関する共分散構造分析Title," vol. 3, no. 2, pp. 54–67, 2015.
- [16] M. Hamidizadeh, M. Sanati, and A. G. Avili, "Relationship Between Integrated Marketing Capability on Sales and Brand Performance: Moderation Roles of IMC Performance," *Malaysian Manag. J.*, vol. 20, no. December, pp. 99–109, 2020.
- [17] E. Ruswanti, N. P. Hapsari, M. U. Januarko, and M. D. Kusumawati, "Analysis Advertising, Sales Promotion, Personal Selling and Direct Selling on Purchase Intention Vegetables in Retail West Jakarta," vol. 100, no. Icoi, pp. 657–662, 2019.
- [18] E. N. Gebremeskel, S. Desta, and G. K. Kassa, "D E V E L O P M E N T Pastoral Development in Ethiopia Trends and the Way Forward."
- [19] M. Birasnav, R. Chaudhary, and J. Scillitoe, "Integration of Social Capital and Organizational Learning Theories to Improve Operational Performance," *Glob. J. Flex. Syst. Manag.*, vol. 20, no. 2, pp. 141–155, 2019.
- [20] D. K. Soedarsono, B. Mohamad, A. A. Adamu, and K. A. Pradita, "Managing digital marketing communication of coffee shop using instagram," *Int. J. Interact. Mob. Technol.*, vol. 14, no. 5, pp. 108–118, 2020.
- [21] B. A. Othman, A. Harun, N. M. De Almeida, and Z. M. Sadq, "The effects on customer satisfaction and customer loyalty by integrating marketing communication and after sale service into the traditional marketing mix model of Umrah travel services in Malaysia," *J. Islam. Mark.*, 2020.
- [22] I. Tandoh, "Public relations as a marketing communications tool : Evidence from selected multinational companies in Ghana," vol. 30, no. 1, p. 9324, 2020.
- [23] T. K. Ekwonwu, J. A. Adeniran, and C. O. K. Ekwonwu, "Integrated marketing communications and customer Loyalty in Nigeria ' s Telecommunications Industry," *Int. Bus. Manag.*, vol. 14, no. 2, pp. 18–28, 2017.
- [24] A. Of, P. Perception, and M. C. Tools, "School of Graduate Studies Assessment of Physician Perception Towards (in Addis Ababa Health Care Institutions)," 2019.
- [25] "International Program Committee," pp. xxxiii–xxxiii, 2019.
- [26] Y. Chen and J. Xie, "Online consumer review: Word-of-mouth as a new element of marketing communication mix," *Manage. Sci.*, vol. 54, no. 3, pp. 477–491, 2008.
- [27] E. B. & M. Muchie and DIIPER, "Promoting micro , small and medium Enterprises (MSMEs) for sustainable rural Livelihood Eshetu Bekele & Mammo Muchie," *Diiper*, no. 11, pp. 1–24, 2009.
- [28] S. Atik and A. Nordvall, "Use of marketing communication tools by micro and small enterprises A case study based on three small restaurants in Umeå," *Umeå Sch. Bus. Econ.*, 2016.
- [29] G. S. Low and J. J. Mohr, "Advertising vs sales promotion: A brand management perspective," *J. Prod. Brand Manag.*, vol. 9, no. 6, pp. 389–414, 2000.
- [30] J. E. Grunig, "Public relations and strategic management: Institutionalizing organization–public relationships in contemporary society," *Cent. Eur. J. Commun.*, vol. 1, no. 2011, pp. 1899–5101, 2011.
- [31] J. E. Grunig, "Paradigms of global public relations in an age of digitalisation," *Prism*, vol. 6, no. 2, pp. 1–19, 2009.
- [32] "Effective Government Affairs in an Era of."
- [33] *Successful Implementation of Information Technology : It , Marketing , Education and Business Working Together.* 2018.
- [34] L. C. Leonidou, P. Christodoulides, and D. Thwaites, "External Determinants and Financial Outcomes of an Eco-friendly Orientation in Smaller Manufacturing Firms," *J. Small Bus. Manag.*, vol. 54, no. 1, pp. 5–25, 2016.
- [35] W. Tafesse and P. J. Kitchen, "IMC - An integrative review," *Int. J. Advert.*, vol. 36, no. 2, pp. 210–226, 2017.
- [36] G. Adewale, M. . Adesola, and Oyewale.I.O, "Impact of Marketing Strategy on Business Performance A Study of Selected Small and Medium Enterprises (Smes) In," *J. Bus. Manag.*, vol. 11, no. 4, pp. 59–66, 2013.
- [37] C. Hackley, "Introducing Advertising and Promotion," *Advert. Promot. Commun. Brand.*, pp. 1–24, 2014.
- [38] Å. Finne and C. Grönroos, "Communication-in-use: customer-integrated marketing communication," *Eur. J. Mark.*, vol. 51, no. 3, pp. 445–463, 2017.
- [39] E. Acar, I. Koçak, Y. Sey, and D. Arditi, "Use of information and communication technologies by small and medium-sized enterprises (SMEs) in building construction," *Constr. Manag. Econ.*, vol. 23, no. 7, pp. 713–722, 2005.
- [40] C. Joyvice, J. T. Atemnkeng, M. C. Sama, M. S. Agbor, and N. N. Buwah, "The Effect of Deceptive Marketing Communication on the Brand Equity of Private Higher Education Institutions (PHEIs) in the Northwest and Southwest Regions of Cameroon," *Int. J. Soc. Adm. Sci.*, vol. 4, no. 1, pp. 1–13, 2019.
- [41] X. Font and S. McCabe, "Sustainability and marketing in tourism: its contexts, paradoxes, approaches, challenges and potential," *J. Sustain. Tour.*, vol. 25, no. 7, pp. 869–883, 2017.
- [42] H. B. Sukier, "medium-sized enterprises Estrategias de comunicación responsable para pequeñas y medianas empresas," vol. 2, no. 89, pp. 1208–1234, 2019.



Cite this article: **Odetola E.F, Awopetu N.G, Adesokan F.B, Adeniji I.T, and Jegede O.C.** COMPUTING THE USE OF INTEGRATED MARKETING COMMUNICATION TOOLS IN SMALL AND MEDIUM SCALE AGRICULTURAL ENTERPRISES. *American Journal of Innovative Research and Applied Sciences.* 2020; 11(4): 35-45.

This is an Open Access article distributed in accordance with the Creative Commons Attribution Non Commercial (CC BY-NC 4.0) license, which permits others to distribute, remix, adapt, build upon this work non-commercially, and license their derivative works on different terms, provided the original work is properly cited and the use is non-commercial. See: <http://creativecommons.org/licenses/by-nc/4.0/>