
THE INFLUENCE ANALYSIS OF INTEGRATED MARKETING COMMUNICATION MIX ON CONSUMER PURCHASING DECISION - STUDY CASE OF PT. MULTI CITRA ABADI

ANALISA PENGARUH BAURAN KOMUNIKASI PEMASARAN TERPADU TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN – STUDI KASUS DI PT. MULTI CITRA ABADI

Fiano Dendi Sualang

*International Business Administration (IBA) Program, Economics and Business Faculty,
University of Sam Ratulangi, Manado 95115, Indonesia
Email: fianosualang@gmail.com*

Fiano Dendi Sualang : The Influence Analysis Of Integrated Marketing

ABSTRACT

Nowadays, every company has their own marketing strategy to survive in market competition, but sometimes the marketing communication campaign was out-of-date and the improvement comes slow. Moreover, marketing methods were not efficient, because most of the consumer does not know about the products or even the company's profile. According that, the company should have to improve and have an appropriate marketing communication strategy. The aim of this research is to analyze the influence of integrated marketing communication mix on consumer purchasing decision. The case study of this research is PT. Multi Citra Abadi as known as Multimart. The population is Manado people who have an experience purchasing in Multimart. The sample is taken by 100 respondents. Result shows Advertising, Public Relation, Personal Selling, Sales Promotion and Direct Marketing have significant influence on Consumer Purchasing Decision. The company should pay more attention on integrated marketing communication strategy to increase sales.

Keywords: Integrated Marketing Communication, Advertising, Public Relation, Personal Selling, Sales Promotion, Direct Marketing, Consumer Purchasing Decision.

ABSTRAK

Dewasa ini, tiap-tiap perusahaan memiliki strategi pemasaran sendiri untuk bertahan dalam persaingan pasar, tapi kadang kampanye komunikasi pemasaran sudah kadaluarsa dan pembaharuan datang lambat. Selain itu, metode pemasaran tidak efisien, karena sebagian besar masyarakat tidak tahu tentang produk bahkan profil perusahaan. Berdasarkan hal tersebut, perusahaan harus memperbaiki dan memiliki strategi komunikasi pemasaran yang tepat. Tujuan dari penelitian ini adalah untuk menganalisa pengaruh bauran komunikasi pemasaran terpadu terhadap keputusan pembelian konsumen. Studi kasus dalam penelitian ini adalah PT. Multi Citra Abadi dikenal juga sebagai Multimart. Populasi adalah orang-orang yang tinggal di Manado dan memiliki pengalaman membeli di Multimart. Sampel diambil adalah 100 responden. Hasil menunjukkan bahwa periklanan, hubungan masyarakat, penjualan pribadi, promosi penjualan dan penjualan langsung memiliki pengaruh yang signifikan terhadap keputusan pembelian konsumen. Perusahaan harus lebih banyak perhatian pada strategi komunikasi pemasaran terpadu untuk meningkatkan penjualan.

Kata Kunci: Komunikasi Pemasaran Terpadu, Periklanan, Hubungan Masyarakat, Penjualan Pribadi, Promosi Penjualan, Penjualan Langsung, Keputusan Pembelian Konsumen.

1. INTRODUCTION

Research Background

Marketing has been an essential part on businesss. It affects the existence of the company. Best quality of product and achivable price can attract consumer to purchase more and repeat order. Promotion will help to raise the public awareness and therefore, increase sales. Frequently advertised through media will cause the people's interest to buy a product. Company reputation and association with quality products will build positif perspective of the customer. Marketing does not involve just the sale of the product or service. Advertising must be innovative and smart enough to promote the products using proper marketing strategy. With a high level of competition, launching the new product is not that easy. If marketing tactics are not implemented and analyzed well, the company might spend lots of resources and time on a wrong sales strategy.

Now day, every company have their own marketing strategy to survive in competition. But sometimes the marketing communication campaign was out-of-date and the improvement comes slow. Moreover, marketing methods were not efficient, because most of the public do not know about the products or even the company's profile. According that, the company should have to improve and have an appropriate marketing communication strategy. In some case, Consumers have certain perceptions and attitudes and these influence them in their attempt to take their purchasing decisions. However, some of these perceptions and attitudes about the image and products of an organization may be wrong. There is therefore the need for organizations to influence consumers and customers by their marketing communications in order to change these wrong perceptions and attitudes.

Multimart is one of the popular retail stores in Manado that mostly use a traditional marketing strategy. Although, in recent year, there are view national player in retail store sector comes and compete in Manado. They use up-to-date strategy marketing and their national experience factor to compete. It's a threat for Multimart as an old player in Manado to keep their customer. Thus, Multimart should strive to present a good performance in marketing and adapt the situation.

Research objectives

The objectives of this research are to analyst:

1. The significant influence of Advertising, Public Relation, Personal Selling, Sales Promotion and Direct Marketing on Consumer Purchasing Decision, simultaneously.
2. The significant influence of Advertising on Consumer Purchasing Decision.
3. The significant influence of Public Relation on Consumer Purchasing Decision.
4. The significant influence of Personal Selling on Consumer Purchasing Decision.
5. The significant influence of Seles Promotion on Consumer Purchasing Decision.
6. The significant influence of Direct Marketing on Consumer Purchasing Decision.

Theoretical Review

Marketing

Kotler and Amstrong (2011) noted that marketing is a social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. In a narrower business context, marketing involves building profitable, value-laden exchange relationships with customers.

Integrated Marketing Communication

According to Yeboah (2013) Marketing Communication Mix as Organizations' use an increasing variety of marketing communications tools and media in order to convey particular messages and encourage consumers to favor their brand and products. The communications mix is the use of any or all the (elements of marketing communications mix) in a unified and cohesive manner designed to achieve specifically defined and measurable promotions objectives. The elements of the marketing communications mix all have different properties and different potentials to achieve different tasks.

Advertising

Tom Duncan (2008) advertising is non-personal, paid announcements by an identified sponsor. It is used to reach large audience, create brand awareness, help differentiate a brand from its competitors, and build an image of the brand. Bovee and Thill (2011:556) said that advertising is the delivery of announcements and promotional messages via time or space purchased in various media.

Public Relations

Okyere, Agypong, Nyarku (2011) noted that Public relations (PR), on the other hand is the overall term for marketing activities that raise the public's consciousness about a product, an individual or issue.

Personal Selling

Cravens (2006) stated that personal selling consists of verbal communication between a salesperson (or selling team) and one or more prospective purchasers with the objective of making or influencing a sale. Personal selling is interpersonal communication in which a salesperson uncovers and satisfies the needs of a customer to the mutual benefit of both. Although most of the income of most sales representatives is based on how much they sell, more and more companies are basing compensation on how successful salespeople are at building and maintaining relationships with customers. (Tom Duncan, 2008)

Direct Marketing

Direct marketing is an interactive, database-driven MC process that uses a range of media to motivate a response from customers and prospects. As the implies, no retailers or other members of the distribution channel are involved in direct marketing although some retailer use this form of selling in addition to retail sales (Tom Duncan, 2008).

Customer Purchasing Decision

Pride and Ferrell (2012) stated that to understand consumer buying decision, the marketer should understand the consumption process and the utility of products in consumers' perceptions. They also declared that when purchasing products unconsciously, consumer gets through several steps in the making of purchase decision, purchase, and post-purchase evaluation.

Previous Research

Yeboah found that Integrated marketing communication is one of the ‘new generation’ marketing approaches being used by companies to better focus their efforts in acquiring, retaining, and developing relationships with customers and other stakeholders. Many companies are realizing that, communicating effectively with customers and other stakeholders involves more than traditional marketing communication tools. Polya revealing applied communication strategies in purchase decision making processes was accentuated in the dissertation by the applied communication strategies could create the different consumer clusters both in case adult and young adult population. Potjanajaruwit found that the integrated Marketing Communication in terms of Advertising, Public Relation, Personal Selling, Sale Promotion and Direct Marketing were the factors that affected the purchasing behavior in terms of the frequency in purchasing during a period of three months.

Conceptual Framework

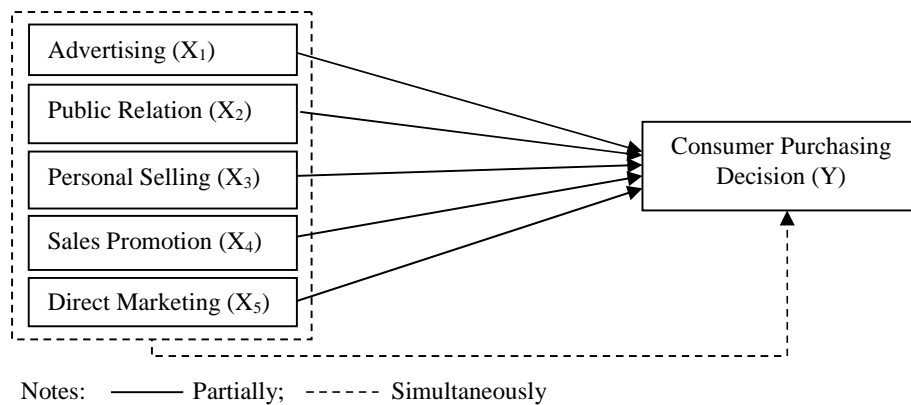


Figure 1. Conceptual Framework
 Source: Data Processed, 2015

Hypothesis

- H₁: Advertising, public relation, personal selling, sales promotion and direct marketing influence the consumer purchasing decision of PT. Multi Citra Abadi
- H₂: Advertising influence the consumer purchasing decision of PT. Multi Citra Abadi
- H₃: Public relation influence the consumer purchasing decision of PT. Multi Citra Abadi
- H₄: Personal selling influence the consumer purchasing decision of PT. Multi Citra Abadi
- H₅: Sales promotion influence the consumer purchasing decision of PT. Multi Citra Abadi
- H₆: Direct marketing influence the consumer purchasing decision of PT. Multi Citra Abadi

2. RESEARCH METHOD

Type of Research

This research is causal type of research. This type of research also determines if one variable causes another variable to occur or change.

Place and Time of Research

This research object is people in Manado area who have an experience shopping in Multimart. Time of this research is from July to earlier August 2014.

Population and Sample

The population that is mainly observed in this current research is people in Manado area who have an experience shop in Multimart. This sampling method used to support the measurement technique variables in the study whereas samples taken by each respondent 100 respondents.

Data Collection Method

There are two types of data that are collected in this research, those are: primary data and secondary data. (1) Primary data defined as information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study. Primary data was collected from 100 respondents who have purchasing experience in Multimart, using questionnaire. (2) Secondary data is collected from textbook, journals, articles and relevant literature from library and internet.

Operational Definition of Research Variables

The explanations about variables in this current study are stated as follows:

1. Advertising (X_1) is a paid form of non-formal communication that is transmitted through mass media such as television, radio, newspapers, magazines, direct mail, outdoor displays, the internet and many more.
2. Public relations (X_2) is planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its public. This includes speeches, seminars, press kits, sponsorships, publications, community relations, Events and so on.
3. Sales promotion (X_3) is a range of tactical marketing techniques designed within a strategic marketing framework to add value to a product or service in order to achieve specific sales and marketing objectives. This includes exhibitions, coupons, fairs and trade shows, premiums and gifts, sampling, rebates low-interest financing.
4. Personal selling (X_4) is an interpersonal communication tool which involves face-to-face activities undertaken by individuals, often representing an organization, in order to inform, persuade, or remind an individual or group to take appropriate action, as required by the sponsor's representative. e.g. incentive programmers, shows, sales presentations, samples.
5. Direct marketing (X_5) is an interactive system of marketing which uses one or more advertising media to affect a measurable response at any location. For example, cat logs, mailings, telemarketing, email, electronic shopping, and so on.
6. Purchasing Decision (Y) occurs when consumer purchase and using products and services.

Data Analysis Method

Validity and Reliability Testing

Validity test is the ability of a test to measure what is purport to measure. The instrument will valid if the instrument is able to fill the requirement in validity test. Validity for each variable is good where the values are above minimum level of 0.30. Reliability test is established by testing for both consistency and stability of the answer of questions. Sekaran and Bougie (2010:163) who defined that Alpha Cronbach can be considered a perfectly adequate index of the

consistency reliability. The questionnaire is reliable if the value of Cronbach’s Alpha more than 0.6. The higher the coefficient the better the measuring instrument.

Multiple Regression Analysis Method

Cooper and Schindler (2001:767) stated that multiple regression analysis is a technique to observed value of more than one X to estimate or predict corresponding Y value. The formula of multiple regression models in this research is shown as bellow:

$$Y = + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

Whereas:

- Y** = Consumer purchase decision
- = Regression constant
- b** = Coefficient regression
- X₁** = Advertising
- X₂** = Public relation
- X₃** = Personal selling
- X₄** = Sales promotion
- X₅** = Direct marketing
- e** = Standard error

3. RESULT AND DISCUSSION

Validity and Reliability

Validity Test

Validity test is used to know whether the instrument is valid or not. The instrument is valid if the value of variable is positive and more than 0.3 (r > 0.3).

Table 1. Validity Test

Variable	Indicator	Pearson Correlation
Advertising	X1	.313
Public relation	X2	.363
Personal selling	X3	.467
Sales promotion	X4	.719
Direct marketing	X5	.739

Source: Data analysis, 2015

From the table above shows the validity test of variable independent are bigger than r value. The table shows the total number for are above 0.3, means that all the indicators are valid.

Reliability Test

Reliability test is used to check the consistency of the measurement instrument. The reliability test in this research using Alpha Cronbach that will show the instrument is reliable if the coefficient value is more than 0.6.

Table 2. Reliability Test

Cronbach's Alpha	N of Items
.744	5

Source: Data Analysis, 2015

Table 2 shows the Cronbach's Alpha > 0.6, indicated that all research instrument indicator of variable are reliable.

Classical Assumption

Multicolinearity

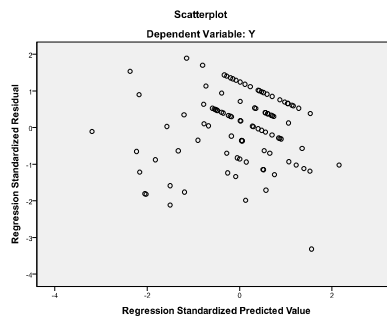
Table 3. Multicolinearity Test

Variable	VIF
Advertising	1.035
Public relation	1.790
Personal selling	1.047
Sales promotion	1.839
Direct marketing	1.111

Source: Data Analysis, 2015

Table 3 shows the calculation of Multicolinearity. Moreover, it can be known through the VIF and tolerance, whereby if the value of VIF and tolerance to be around the number <10 then the regression model above are free from multicollinearity. Based on the results in the table above can be seen by SPSS output does not occur because the symptoms of multicollinearity VIF value of X₁ and X₂ was below numbers < 10, this means that there is no connection between the independent variables. Thus, multicollinearity assumptions are met (free of multicollinearity).

Heteroscedastisity Test

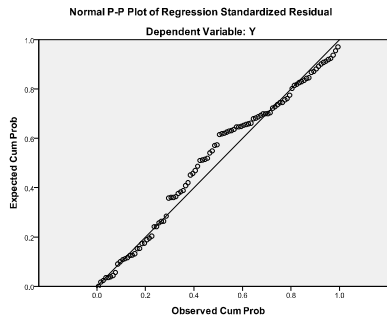


Graph 1. Heteroscedastisity Test

Source: Data Analysis, 2015

Graph 1 show there is no established pattern, in other words the graph describing the plot spread above and below the number 0 (zero) on the Y-axis. This proves that the independent variable X₁ and X₂ on Y are free of Heteroscedastisity.

Normality Test



Graph 2. Normality Test
 Source: Data Analysis, 2015

Graph 2 shows that the points spread and spread around the diagonal line in the direction diagonal lines. This proves that the model Regression of The Influence of X₁ – X₅ on Y in test normality assumption was met.

Multiple Regression Analysis

As has been pointed out in the previous section that the objective of this study to know the effect of X₁ – X₅ on Y and to test the truth of the hypothesis used quantitative analysis with linear regression methods. Using the help of a computer program package Based on the statistical software SPSS Version 19.0, of the data processing on the attachment is as follows:

Table 4. Unstandardized Coefficient Beta Table

Variable	B
(Constant)	3.993
X ₁	.159
X ₂	.588
X ₃	.192
X ₄	.277
X ₅	.088

Source: Data Analysis, 2015

The result from the analysis, obtained by linear regression equation as follows

$$Y = + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

$$Y = 3.993 + 0,159 X1 + 0,588 X2 + 0,192 X3 + 0,277 X4 + 0,088 X5 + e$$

- Notes: Y = Costumer Purchasing Decision
 X₁ = Advertising
 X₂ = Public relation
 X₃ = Personal selling
 X₄ = Sales promotion
 X₅ = Direct marketing

The multiple linear regression equation informs the interpretation as follows:

1. Constant value of 3.993 means that if the variables in this research of Variable X₁ – X₅ simultaneously increased by one scale or one unit will increase the Y at 3.993 point.
2. Coefficient value of 0.159 means that if the variables in this research of X₁ increased by one scale or one unit, it will improve and increase Y at 0.159.
3. Coefficient value of 0.588 means that if the variables in this research of X₂ increased by one scale or one unit, it will improve and increase Y at 0.588.
4. Coefficient value of 0.192 means that if the variables in this research of X₃ increased by one scale or one unit, it will improve and increase Y at 0.192.

- 5. Coefficient value of 0.277 means that if the variables in this research of X4 increased by one scale or one unit, it will improve and increase Y at 0.277.
- 6. Coefficient value of 0.088 means that if the variables in this research of X5 increased by one scale or one unit, it will improve and increase Y at 0.088.

Thus, if there is any change in factors measuring of X1 – X5 will change dependent variable Y.

Coefficient Correlation (r)

The correlation coefficient is used to measure the The Influence of X₁ and X₅ on Y. The correlation coefficient values can be seen in the table below:

Table 5. Coefficient Correlation (r) and (r²)

Model	R	R Square
1	.815 ^a	.725

Source: Data Analysis, 2015

The analysis of correlation (r) is equal to 0.815 indicating that the Correlation of The Influence of X₁ and X₅ on Y has a strong relationship.

Coefficient Determination (r²)

To determine the contribution The Influence of X₁ – X₅ on Y can be seen that the determinant of the coefficient (r²) in the table above. r² value of 0.725 in this study may imply that the contribution of Advertising, Public Relation, Personal Selling, Sales Promotion and Direct Marketing on Consumer Purchase Decision of 72.5 % while the remaining 27.5% is affected by other variables not examined in this study.

Hypothesis Testing

F-Test

Simultaneous testing conducted to determine the Influence of X₁ and X₅ on Y hypothesis test is carried out simultaneously by using F numbers in the table below. Testing is done by comparing the number of significant level of calculation results with significance level 0.05 (5%) with the following criteria:

If F_{count} (sig) ≥ 0.05 then Ho is accepted and Ha rejected

If F_{count} (sig) < 0,05 then Ho is rejected and Ha accepted

Table 6. Simultaneously Test Table (F – test)

ANOVA ^b						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4.556	5	.911	6.308	.000 ^a
	Residual	13.577	94	.144		
	Total	18.132	99			

a. Predictors: (Constant), X5, X1, X3, X2, X4

b. Dependent Variable: Y

Source: Data Analysis, 2015

Value of 6.308 of F_{Count} significant 0.000. Because the $\text{sig} < 0.05$ means the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0.000. Therefore H_0 is rejected and accepting H_a . Thus, the formulation of the hypothesis that The Influence of $X_1 - X_5$ on Y Simultaneously, accepted.

T-test

Partial test is used to test the effect of each independent variable X_1 and X_5 in Partial Impact on Y by performing comparisons between the t_{count} values with t_{Table} value at $\alpha = 0.05$ or compare the probability of the real level 95% of the partial coefficient (r) so that it can be seen the influence of the independent variables individually. Using the criteria of hypothesis testing by t test as follows:

- $t_{\text{count}} \leq t_{\text{tabel}} (0,05)$, then H_0 is accepted and rejecting H_a .
- $t_{\text{count}} > t_{\text{tabel}} (0,05)$, then H_0 is rejected and accepting H_a .

The data table below shows the t-test partially results:

Table 7. Partial Test Analysis Table (t-test)

Model	T	Sig.
X ₁	2.480	.014
X ₂	4.125	.000
X ₃	2.567	.001
X ₄	3.167	.000
X ₅	2.900	.007

Source: Data Analysis, 2015

Based on the calculations in the table above, the interpretation as follows:

1. t_{count} for X_1 2.480 smaller than the value of 1.984 t_{table} means X_1 has significant influence partially on Y. The sig. value at 0.014 means that prediction of X_1 influence on Y doing errors is less than 5% which is 1.4%, thus the confidence of this prediction is above 95%. Therefore, H_a accepted.
2. t_{count} for X_2 4.125 greater than the value of 1.984 t_{table} means X_2 has significant influence partially on Y. The sig. value at 0.001 means that prediction of X_2 influence on Y doing errors is 0.0%, thus the confidence of this prediction is above 95%. Therefore, H_a received.
3. t_{count} for X_3 2.567 greater than the value of 1.984 t_{table} means X_3 has significant influence partially on Y. The sig. value at 0.001 means that prediction of X_3 influence on Y doing errors is 4.9%, thus the confidence of this prediction is above 95%. Therefore, H_a received.
4. t_{count} for X_4 3.167 greater than the value of 1.984 t_{table} means X_4 has significant influence partially on Y. The sig. value at 0.000 means that prediction of X_4 influence on Y doing errors is 0.0%, thus the confidence of this prediction is above 95%. Therefore, H_a received.
5. t_{count} for X_5 2.900 greater than the value of 1.984 t_{table} means X_5 has significant influence partially on Y. The sig. value at 0.007 means that prediction of X_5 influence on Y doing errors is 0.7%, thus the confidence of this prediction is above 95%. Therefore, H_a received.

Discussion

The influence of Advertising, Public Relation, Personal Selling, Seles Promotion and Direct Marketing on Consumer Purchase Decision PT. Multi Citra Abadi, Manado – Sulawesi Utara have significant influence partially and simultaneously. PT. Multi Citra Abadi have their own marketing strategy to survive in competition. But sometimes the marketing communication campaign was out-of-date and the improvement comes slow. Moreover, marketing methods

were not efficient, because most of the public do not know about the products or even the company's profile. According that, the company should have to improve and have an appropriate marketing communication strategy.

Advertising in PT. Multi Citra as any paid form of non-personal communication directed towards target audiences and transmitted through various mass media in order to promote and present a product, service or idea. The key difference between advertising and the other promotional tools is that it is impersonal and communicates with large numbers of people through paid media channels. It is at the front of delivering the proper message to customers and prospective customers. The purpose of advertising is to convince customers that a company's services or products are the best, enhance the image of the company, point out and create a need for products or services, demonstrate new uses for established products, announce new products and programs, reinforce the salespeople's individual messages, draw customers to the business, and to hold existing customers.

Although that PT. Multi Citra considered Sales promotion is via a considerable array of related but distinct promotion not encompassed by any of the definition above, all intended to achieve exposure for the promoted product and some further more offering the target audience an incentive to respond actively.

PT Multi Citra also have public relations (PR) as to look after the nature and quality of the relationship between the organization and its different publics, and to create a mutual understanding. PR covers a range of activities, for example the creation and maintenance of corporate identity and image; charitable involvement, such as sponsorship, and community initiatives; media relation for the spreading of good news, as well as for crisis management, such as damage limitation. Moreover, an organization can attend trade exhibitions to create stronger relationships with key suppliers and customers as well as enhancing the organizations' presence and reputation within the market. This finding is supported by Kajansinkko (2001) that have same result with this research.

4. CONCLUSION AND RECOMMENDATION

Conclusions

1. Advertising has significant influence on Consumer Purchasing Decision.
2. Public Relation has significant influence on Consumer Purchasing Decision.
3. Personal Selling has significant influence on Consumer Purchasing Decision.
4. Sales Promotion has significant influence on Consumer Purchasing Decision.
5. Direct Marketing has significant influence on Consumer Purchasing Decision.
6. Advertising, Public Relation, Personal Selling, Sales Promotion and Direct Marketing have significant influence on Consumer Purchasing Decision, simultaneously.

Recommendations

1. For the next researcher should add more variable to support the research so that the theoretical benefit of this research can be useful for faculty economics and business to provide reference for another student, who interest with this topic. And for the researcher this research can helpful for researcher to gain more information and knowledge about "Consumer Purchase Decision".
2. The company should care about the Integrated Marketing Communication Mix so that through this research the company can get more information about the fact which

happens and company may improve the human resource practice especially in training and development.

REFERENCES

Journals papers

- [1] Okyere, N.Y., Agyapong, G.K., & Nyarku, K.M. 2011. The Effect of Marketing Communications on the Sales Performance of Ghana Telecom (Vodafone, Ghana). *International Journal of Marketing Studies*. Vol.3, No. 4, Nov 2011. Available on: <http://www.ccsenet.org/journal/index.php/ijms/article/viewFile/12898/9059>. Retrieved on Feb 10th 2015. Pp.50-62.
- [2] Polya, Eva. (2012). *Purchase Decision Making Processes and Roles Within The Family*. *Journal Management and Business Administration*. Available on: https://szie.hu/file/tti/archivum/Polya_E_Thesis.pdf
- [3] Potjanajaruwit, P. (2014) *Integrated Marketing Communication to Influencing International Standard Energy Economy Car Buying Decision of Consumer in Bangkok*. *International Journal of Social, Management, Economics and Business Engineering* Vol. 8 No. 6
- [4] Sagala, Christina., Destrani, Mila., Putri, Ulffa Karina., Kumar, Suresh. (2014) *Influence of Promotional Mix and Price on Customer Buying Decision toward Fast Food sector: A survey on University Students in (Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi) Indonesia*. ISSN 2250-3153 Volume 4, Issue 1. *International Journal of Scientific and Research Publications*. Available on: <http://www.ijsrp.org/research-paper-0114/ijsrp-p2594.pdf>
- [5] Yeboah, A. 2013. *Integrated Marketing Communication: How It Influence Customer Satisfaction?* *European Journal of Business and Management*, Vol. 5 No. 2. Available on: <http://www.iiste.org/Journals/index.php/EJBM/article/view/3929/3987>

Books

- [6] Bovee, C. L., and Thill, J. V., (2011). *Business in Action*, 5th edition. ISBN: 978-0-13-254688-1. Pearson, United States.
- [7] Cooper, R. Donald, Pamela, S. Schindler. 2001. *Business Research Methods*. 7th ed. Irwin/McGrawHill. London.
- [8] Cravens D. W., Piercy N. F. (2006) *Strategic Marketing*. 8th edition. McGraw-Hill International Education.
- [9] Duncan, T. (2008). *Principle of Advertising and IMC*. 2nd Edition. United Kingdom
- [10] Kotler P. and Amstrong. 2011. *Principle of Marketing*. 14th edition. Person Education Inc.
- [11] Sekaran.U. and R. Bougie. 2009. *Research Methods for Business: A Skill Building Approach*. 5th ed, Wiley. United Kingdom.