

**INTEGRATED MARKETING COMMUNICATIONS AND  
MARKETING PERFORMANCES OF SMALL MEDIUM-  
SIZED ENTERPRISES**

**(A STUDY ON FOOD AND BEVERAGES SMEs,  
NORTHERN MALAYSIA)**

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PERFORMANCES OF SMALL MEDIUM-SIZED ENTERPRISES  
(A STUDY ON FOOD AND BEVERAGES SMEs, NORTHERN MALAYSIA)

By

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## **ABSTRAK**

Objek utama kajian ini adalah untuk melihat pengaruh di antara komunikasi pemasaran bersepadu dengan pencapaian pemasaran. Bagi mengukur pengaruh tersebut, lima dimensi komunikasi pemasaran bersepadu iaitu interaktiviti, misi pemasaran, infrastruktur organisasi, konsisten strategic, perancangan dan penilaian. Manakala hanya satu dimensi pencapaian pemasaran digunakan untuk mengukur pencapaian pemasaran.

Data dikumpul melalui kaji selidik di Perusahaan Kecil dan Sederhana makanan dan minuman di bahagian Utara Malaysia (Pulau Pinang, Kedah, dan Perlis). Analisa korelasi dan regresi digunakan bagi melihat pengaruh komunikasi pemasaran bersepadu melalui pencapaian pemasaran. Keputusan kajian mendapati komunikasi pemasaran bersepadu tidak berpengaruh pada pencapaian pemasaran. Hasil keputusan juga menunjukkan adanya hubungan tiga dimensi komunikasi pemasaran bersepadu (interaktiviti, misi pemasaran, dan infrastruktur organisasi) dengan pencapaian pemasaran. Walaubagaimanapun, hasil dari kaji selidik ini dapat membantu Perusahaan Kecil dan Sederhana untuk lebih menitik-beratkan komunikasi pemasaran bersepadu untuk menaikkan pencapaian pemasaran mereka. Ia akan menjadi satu topik yang cerah untuk mengkaji IMC dalam Perusahaan Kecil dan Sederhana di Malaysia untuk mencari maklumat lanjut dan pendekatan untuk melaksanakan IMC cekap. Dengan menjalankan kajian ini, kita boleh menangani komunikasi pemasaran bersepadu yang berubah pesat dengan berkesan.

Katakunci: Komunikasi Pemasaran Bersepadu, Pencapaian Pemasaran, Perusahaan Kecil dan Sederhana

## ABSTRACT

The main objective of this study is to examine the influence between integrated marketing communications toward marketing performances. In order to measure that, five dimensions of integrated marketing communications management which were interactivity, mission marketing, organizational infrastructure, strategic consistency and planning and evaluation were used. While, only one marketing performance dimension were used for marketing performances.

Data were gathered through questionnaire survey on food and beverages small medium-sized enterprises in Northern Malaysia (Pulau Pinang, Kedah, and Perlis). Correlation and regression analysis were used to examine influence of between integrated marketing communications management toward marketing performance. The results indicated that all dimensions of integrated marketing communications management are not significant influence toward marketing performance. Moreover, the results showed that there is relationship between three dimensions of integrated marketing communications (interactivity, mission marketing, and organizational infrastructure) toward marketing performances. The findings from this study will help the small medium-sized enterprises to seriously look at the importance of integrated marketing communication to boost their marketing performances. It would be a promising topic to study IMC in Malaysian SMEs to find further insights and approaches to implement IMC efficiently. By undertaking this study, we can counter the rapidly changing integrated marketing communications environment effectively.

Keywords: Integrated Marketing Communications, Marketing Performances, Small Medium-sized enterprises

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## LIST OF ABBREVIATIONS

<b>Abbreviation</b>	<b>Description of Abbreviation</b>
IMC	Integrated Marketing Communications
MP	Marketing Performances
PR	Public Relation
AAAA	America Association of Advertising Agencies



# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

The marketing of products and services and the ways in which communication takes place with customers and consumers in advanced industrial nations has changed tremendously over the last two decades. Information communication technology revolutions and innovations such as the internet and mobile phones now affect millions of people around the world and change how they communicate with each other which almost unheard of twenty years ago. Control over information or power over information has actually shifted from the hands of manufacturers to the hands or minds of consumers. Many marketers have had to change the ways how they carry out their marketing communication activities toward customer-focused marketing efforts for acquiring, retaining, and growing relationships with customers and other stakeholders (Duncan and Moriarty, 1998). Frequently this process is known as 'Integrated Marketing Communications or IMC.

However, most research to appointment has focused either upon large firms (i.e. national, international, multinational and global) or the agencies (advertising and public relations agencies) that service their communications needs. Thus, a gap in the literature has been that very few studies have been conducted in relation to the relevance, significance and meaning of IMC from the perspective of small and medium-sized enterprises (SMEs) (Chaston and Mangles, 2002), and this despite the fact that the initial literature on IMC

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