

Efficacy Of Marketing Communications' Strategy (MCS): An Empirical Study

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Abstract

This research study addressed the impact of MCS on marketing communications efficacy (MCE) in different firms in UAE, and assumes that MCS correlate with MCE. The study comprises of two sections: theoretical framework and empirical analysis according to a primary data that have been gathered. The concept of marketing communications supposes that there are some variables such that strategy, and bidirectional communications that will have a positive impact on efficacy. The findings indicate that UAE firms' which design and implement a communication strategy have more effective marketing communications. Moreover, the development of this strategy was correlated with increased efficacy of marketing communications in their firms. Discussions of managerial implications along with directions for further research are also included.

Keywords: MC; B2B; Efficacy; UAE.

I. Introduction

The switch in marketing and sales communications (MCs) has managed to get crucial for several internet marketers to rethink their advertising methods (Karjalutoet al.2015). The fast changing surroundings and intense opposition generated new obstacles for MCs operations, (Jerman & Završnik, 2014); MCs are usually messages and connected media useful to communicate with market. MCs will be the "advertising" area of the "marketing blend" or the "4 Ps": price, spot, promotion, and merchandise (Sathish, 2015); additionally, it may make reference to the strategy utilized by a business or a person to attain their marketplace via various kinds of communication.

Through the successful integration of MCs, a company is able to create messages specifically for the recipient and offer a consistent brand image; this can be considered promotion, which focuses on educating customers about the company's goods and services. Karjaluto and colleagues (2015) The primary goal of this research study is to concentrate on various strategic factors that can influence MCE.

Merge measurements and analysis from the beginning is the key to implementing a successful program (Ahmad et al., 2020; Jerman & Zavrnik, 2012), successful MCs require the use of such diverse marketing instruments through which they share a distinct message with target audiences. According to (Al-Qudah et al., 2019; Gilani, 2019), in today's business environment, marketers are forced to use a

variety of communication tools to reach target audiences. An effective marketing communication strategy requires the consistency of messages sent through various communication channels (MCS).

When discussing the problems of MCs, it really is helpful to a little talk about involved marketing and sales communications (IMCs) in order to accomplish the theoretical construction of the analysis. Within a short time of just simply over ten years, IMCs offers swept all over the world and be the acknowledged norm of organizations and seemingly the companies that program their desires. IMCs emerged through the later twentieth century and its own significance has become growing since (Cornelissen & Lock, 2000).

Because of the efficiency of conversation and it (ICT), changes occurred in the domains of advertising and MCs, resulting in the introduction of IMCs (Abu-Shanab et al., 2019; Finne & Grönroos, 2013; Hammouri & Abu-Shanab, 2017; Hammouri & Abu-Shanab, 2017; Hammouri & Abu-Shanab, 2017). The significance of integrating not only message interaction but also all MCs in order to achieve the greatest possible cooperative connections results (Shankar et al., 2021). It is not enough to include all communication actions at the level of individual goods and services; we must also include the entire company's conversation (Munsch, 2021).

The growing need for more proper integration of most MCs resources compelled business firms to begin using IMCs procedure, which involves coordination of many of these equipment (Arrigo et al., 2021; Alkailani & Nusairat, 2022). The proliferation of advertising, the demassification of customer markets, and the value of the Internet in today's society are just three of the areas in which technology has infected (Gordon-Isasi et al., 2021). As a result, marketers are left in a competitive and challenging environment, wanting to meet the wants and needs of their customers while also developing long-term human relationships with them (Sathish, 2015).

IMCs may assist in sending coordinated and consistent messages across multiple stations of interaction. Furthermore, the concept is particularly valuable because it places a strong emphasis on the importance of most stakeholder groups, particularly customer commitment, which can be easily designed through strategic romantic relationship development (Cornelissen & Lock, 2000; Arrigo et al., 2021).

The rationale behind IMCs could be achieving promotional targets in targeted markets and increasing knowledge of the company's services (Nusairat et al., 2020; Sathish, 2015). As a result, IMCs can include a variety of promotional tools, such as personal advertising, promotions, advertising, product sales, direct advertising and marketing, interactive marketing and promotion, and so on. As a result, a business must have a small business model that tracks how the effectiveness of marketing and sales communications influences what consumers know, think, and believe, and, ultimately, how they act.

By taking this approach, the researcher provides managers with a framework for improving the efficacy of their MCs. The study is organized as follows: first, present a literature review based on MCE theory and business-to-business (B2B) market theory, as well as previous works in this field. The hypotheses are then developed and tested, and the study's findings are presented. Finally, the implications of the research are discussed, and suggestions for future research are proposed.

2. Problem Statement Discussion

Since the end of the last century until now, business firms have seen a relatively wide spread of MCs approach in the marketing arena. Despite the volume of theoretical literature and the widespread use of that idea in advertising agencies and other organizations. In fact, there is a dearth of research on integrated marketing communications in the B2B setting (Hall & Wickham, 2008; Grove et al, 2007). To date, there have been few studies on MCs, with the majority focusing on quantitative

methods (Almajali et al., 2021; Sathish, 2015; Jerman & Zavrnik, 2014).

However, the field of MCs is still in its infancy and requires additional research and investigation. As a result, the researcher responded to a question about the "efficacy of marketing communications." In other words, can the design, implementation, and adequate evaluation of a marketing communications strategy actually lead to good marketing communications? These questions stem from the absence of empirical research in this area in the literature as well as uncertainty regarding the theoretical underpinnings of MCs (to the knowledge of the researcher).

3. Research Significance

As a result of a number of theoretical and empirical findings published in journals examining B2B markets, B2B marketing has advanced significantly in recent years. Several authors have discussed the role and significance of MCs in industrial markets (Hammouri et al., 2021b; Hall & Wickham, 2008; Le & Lane, 2013). However, MCs in B2B markets provide several potential research opportunities, particularly empirical study.

Recognizing this complexity, the researcher attempted to explain the effect of various factors on marketing communications efficacy through this study by hypothesizing that marketing communications strategy create favorable marketing communications efficacy. In this context, the researcher investigates various aspects of marketing communications, such as strategy and bidirectional communication, and how these aspects are related to the efficacy of marketing communications in B2B markets.

In terms of the study's contribution, by taking this approach, the researcher provides managers with a framework for improving the efficacy of their MCs. Furthermore, the results will provide them with an a priori foundation for focusing efforts on those antecedents of the entire MCE that allow for greater impact. This research study also contributes by testing the effectiveness of MCs within a

homological network of antecedents and results.

4. Literature Review & Hypotheses Development

This section provides limited theoretical and empirical insights into the efficacy of MCs in B2B marketing. More specifically, there is little assistance for MC professionals in developing effective communication methods. This research expands on these areas by investigating various factors that influence the efficacy of marketing and sales communications.

In B2B markets, the characteristics of MCs are obvious, particularly in the structure of marketing conversation mix, which is dependent on a variety of market factors. Due to the small number of participants and the complexities of purchasing decisions in B2B market segments, additional involvement and minimally disrupted two-way information exchange is usually required (Sathish, 2015; Hammouri et al., 2021, Jerman & Zavrnik, 2014).

In the case of complex technical services, where multiple people are involved in the purchasing decision-making process, interpersonal connection is a far better way to gift the goods or services and their houses (Almajali & Hammouri, 2021; Widjaja, 2022). Because of the two-way communication, the owner can carefully monitor the buyer's reaction to the information's concept; to conform and maintain this, any misunderstandings or questions are reduced (Ibrahim, 2011).

This was designed for MC decision-making, which is dominated by immediate personal call. Throughout the marketing connection combination in the commercial market, the product sales staff has the greatest influence on the customer's mind-set. Customers in B2B markets prefer communication tools that allow for direct and interactive data exchange, such as direct email, fairs, meetings, and sales associate sessions.

IMCs is one of the most debated topics in current MCs literature because companies are increasingly interested in integrating their MCs for better results (Luxton et al.,

2015). There are several research studies on IMCs in the literature that focus on various issues (Ibrahim, 2011). Herrington et al. (1996), for example, compared attitudes and use of IMCs in the service and non-service industries. Luxton et al. (2015) conducted a survey of multinational advertising agencies to determine their use of IMCs for global customers. Low (2000) conducted a survey of various business types to determine which are most likely to employ IMC strategies Reid (2005) also polled wineries to see if the brand associated with implementation differed between those who used an IMCs strategy and those who did not. Furthermore, Luxton et al. (2015) investigated international communication plan and the development of cross-cultural communication channels, developing a technology acceptance model for internet banking in terms of website features.

Finally, two details emerge from existing research in the field of MCs. To begin, there is a dearth of research aimed at screening MCs in the B2B context; specifically, there is a dearth of discovery in neuro-scientific MCE. Second, there is widespread agreement that far more research is needed. Because MCs can be influenced by a variety of factors, marketers must comprehend the aggregate impact of those factors on the efficacy of these MCs. In this context, we learn about various aspects of MCs, such as its strategic plan and reversible marketing communications.

4.1 MCs strategy

MCs are the result of a collaborative effort between organizational functions and a marketing communication strategy derived from strategic goals and business strategy (Kliatchko, 2005; Dewhirst & Davis, 2005). A consistent MCs strategy results from the development of MCs goals and coordination with the business strategy. MCs' marketing strategy aligns with the organization's vision, strategy, and mission (Hammouri et al., 2022; Pietracatella & Brady, 2020).

According to the findings of some studies, the business's goal has a positive impact on

its economic performance. The business perspective and objective can answer usual questions about any firm's lifestyle, such as why there is a certain group, what its goal is, and which complies with legal requirements (Bart et al., 2001; Shimp, 2010; Sathish, 2015).

All communication messages must be consistent for effective MCs in order to build trust and maintain target groups' perceptions. The key to managing perception is to deliver and receive messages on a platform of strategic accuracy (McGrath, 2005). In accordance with market orientation, inter functional coordination requires information sharing across departments, participation of all departments in the advancement of business plans and strategies, and interactions of marketing team with other departments (Hammouri & Altaher, 2020; Reid, 2005).

4.2 Bidirectional communication

Numerous studies have highlighted the significance of massive turnout in the conversation message and its impact on changes in customer behavior toward particular businesses (Sathish, 2015; Jerman & Zavrnik, 2014). Persuasion has traditionally been defined as MCs, which require a one-way interaction method (Rehman et al., 2022). However, in advertising relationships, in addition to persuasion, discourse serves other functions such as informing, hearing, and answering, which may require discussion and two-way interplay (Finne & Grönroos, 2013; Mohammed et al., 2021). The ability to manage two-way interaction confirms conversation's critical significance in today's industry.

Feedback is an essential component of any communication version because it allows the sender to detect the recipient's reaction (Suay-Pérez et al., 2022). MCs should also provide clarity and faster access to critical information so that choices can be taken. When the consumer correctly interprets the original message because it was intended to be directed, the MC is effective. Efficacious marketing and sales communications result from this two-way

interaction. Persuasion is typically defined as an IMC, which usually requires a mostly one-way form of communication (Grimes & Kitchen; 2007; Nusairat et al., 2021).

However, give access roles other than persuasive messages in the marketing of intimate relationships, such as informing, being attentive, and responding to, which require discussion and two-way interaction types (Finne, 2009). A relational communication method is a broader theory that seeks to create discussion with parties to achieve three primary purposes: to see, listen, and react.

If this conversation continues, the organizational company's value will rise (Porcu et al., 2012). The able to handle two-way connections demonstrates the increasing importance of linkage in today's market. Feedback is an essential component of any transceiver because it allows the sender to detect the receiver's reaction (Adebiyi & Bello, 2018; Alnaser et al., 2021). MCs will have to provide high-quality, timely, and relevant information to allow for decision-making. When the client correctly recognizes the original message as it was intended to be dispatched, an effective MC emerges. The two-way conversation produces effective MCs.

Development and previous research of MCE

The connections between MCs variables are an important part of our comprehension of marketing communication efficacy. MCs have been studied by a number of authors (Reid, 2005). To undertake research in this area, first describe marketing performance outcomes and related factors such as marketing communication strategy and reversible communications. We emphasized various approaches to contextualising the previous mentioned concepts, as well as the links between them.

4.3 Marketing communications efficacy

Implementing IMCs, according to Low (2000), is highly related to better marketing outcomes in case of sales, market share, and income for a business. Historically,

analysts have used choices such as acknowledgment, recall, and prominence to measure the efficacy of marketing communications (Munsch, 2021). In their conceptual and empirical efforts, various scholars describe the effect of MCs on organisational effectiveness, specifically with a view to improving relationships between the firm and its various customers, such as consumers (Rehman et al., 2022).

Reid (2005) demonstrates a prospective method of calculating and assessing the execution of MCs in its study model. The findings of his investigation show that the effectiveness of MCs has a solid and significant positive impact on industry performance. The relationship between your MCs advertising and organizational efficiency is an important area of investigation, but only a few empirical studies have supported this link (Low, 2000). A firm with MC capabilities could develop successful discussion programs, ensuring long-term market returns. There is a link between having MC abilities and organisational outcomes (Ewing, 2013).

According to the previous discussion, the correlation between different public relations statements and firm efficacy is one of the paper's objectives. As a result, the null and alternative hypotheses were written as follows:

Hypothesis H0: There is no correlation between MCS and MCE.

Hypothesis H1: There is a correlation between MCS and MCE.

5. Methodology

5.1 Research tool

Based on the theoretical establishment, a questionnaire was developed as the primary research tool for empirical investigation in this study. The mailing package would include a cover letter signed by the author and stating the purpose of the survey. The survey was conducted in Mars in 2019. Using a stratified sample of the UAE company population, cover letters with questionnaires were have sent to the corporate directors, marketing directors, or

directors of 300 small, medium, and large enterprises. 256 surveys were returned over a two-week period, yielding an 85.3 percent response rate. Due to incomplete or inconsistent responses, 51 surveys were removed from consideration. The collected empirical data were processed using SPSS, with a focus on descriptive statistical analysis.

5.2 Descriptive Statistics

As shown in table 1, companies were provided primarily by marketing directors (32.5 percent), followed by firm's directors with (25.3 percent), top managers (19.8 percent), business consultants (9.7 percent), and head executives (5.2 percent), counseling specialists, managing boards, and heads of public relations offices (3.7 percent), and others (3.8 percent) (See Figure 1).

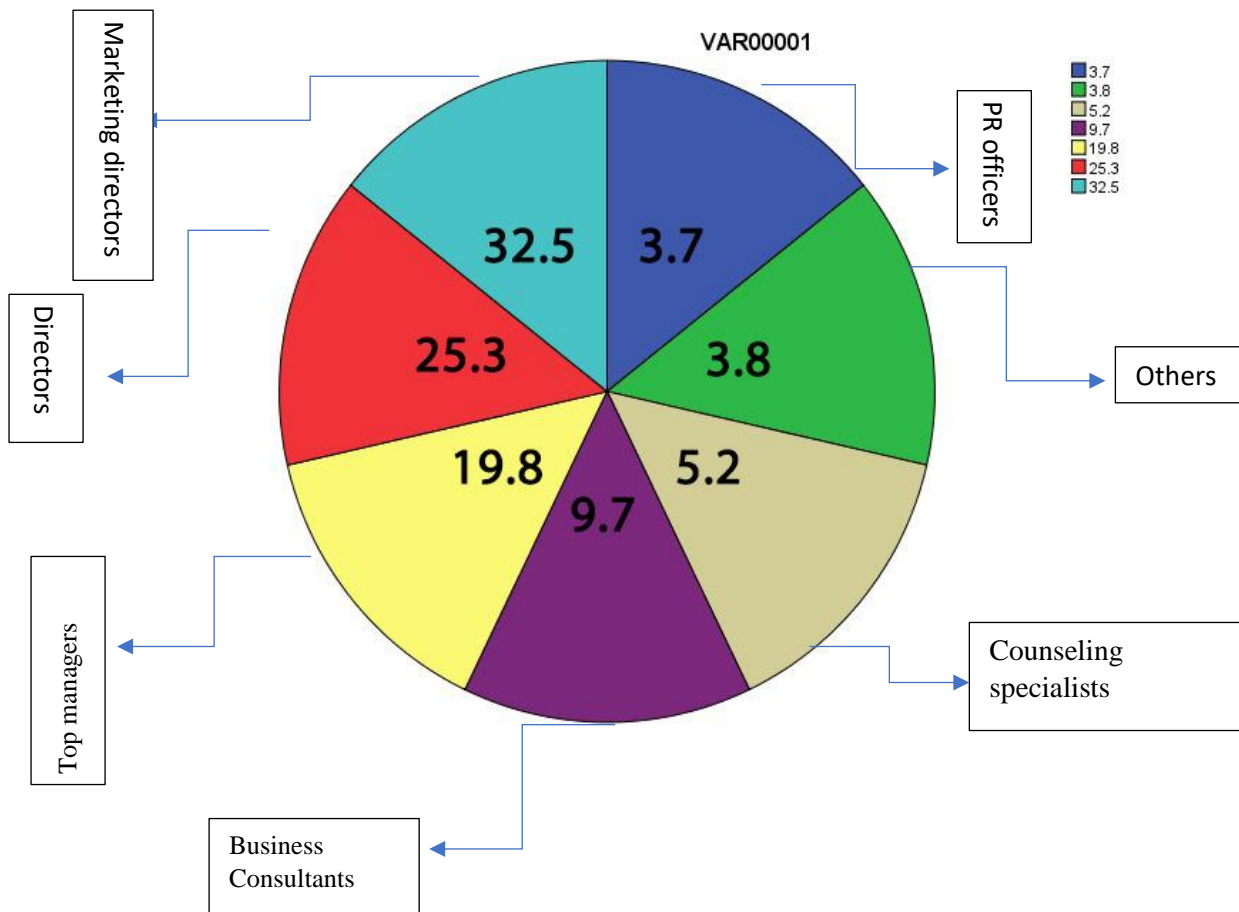


Figure 1

Furthermore, the firm size was determined based on the number of employees in this study, with 31.6 percent of respondents being small enterprises, 39.7 percent being middle-sized

enterprises, and 28.7 percent being large enterprises. The results are shown in Table 2. Figure 2 depicts this.

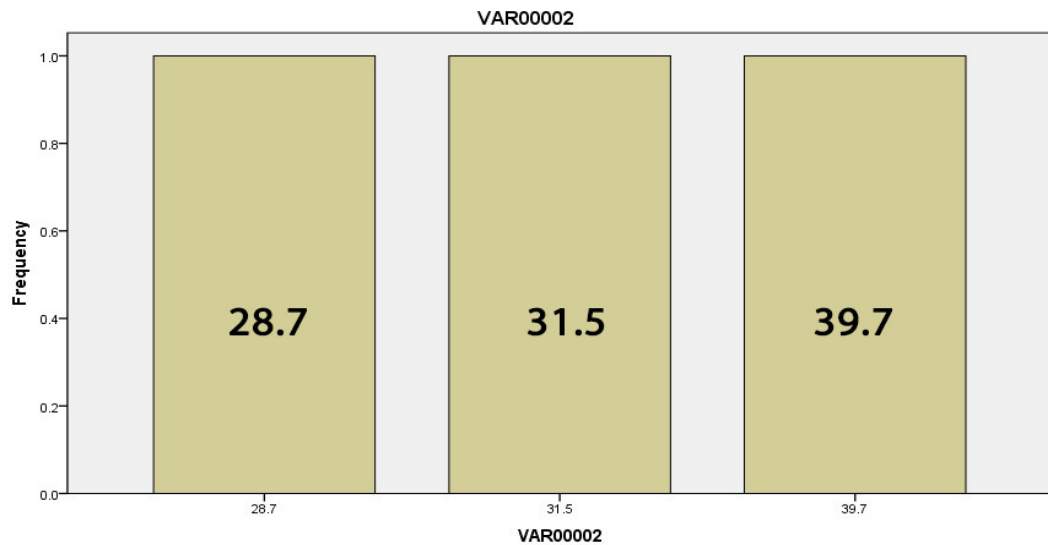


Figure 2

According to Table 3, the enterprises in the study sample are distributed thus according industry as follows: (40.6 percent) correspond to service firms, (25.2 percent) to trade firms, and (25.7 percent) to production firms, while other firms (4.5 percent) (See Fig. 3)

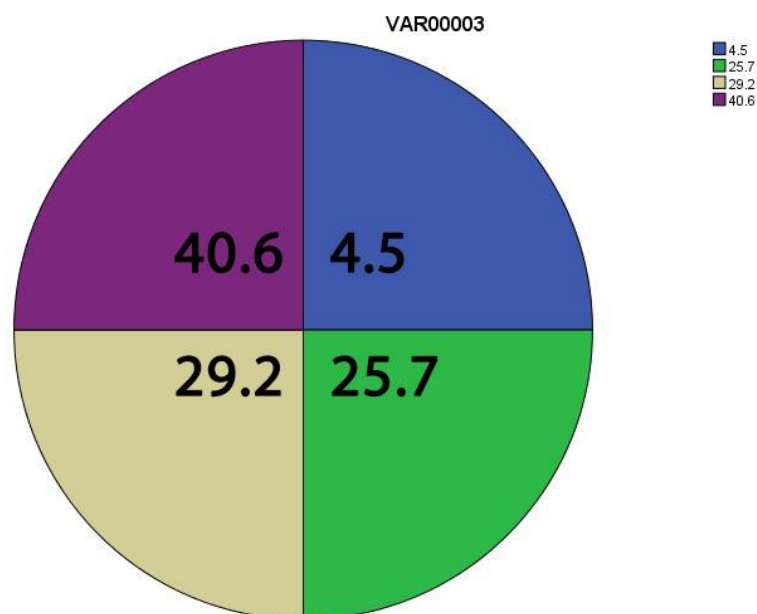


Figure 3

The mean and standard deviation for each statement were calculated to assess the impact of MCS on its efficacy (Table1). The results show that the achieved mean scores for MCS statements are 3.68 or higher, implying that the respondents strongly agree with the statements about MCS. The standard deviation results show that many scores are within the range of 0.658

to 1.056 of the mean. We believe that the variation in responses is due to significant statistical differences in the sizes of different groups of companies.

Table 1: Mean scores regarding statements of MCs

No.	Statement	Mean	SD	Relative Sig.
1.	Communication messages are accurate, and the communication's processes are clear.	3.83	1.056	High
2.	There is coordination between marketing communication strategy and marketing strategy.	4.05	0.906	High
3.	Marketing communication's strategy arises from the whole corporate business strategy.	4.22	0.851	High
4.	Mission of marketing communications is centralized in the company.	3.86	0.965	High
5.	The communication messages issued by the company are well understood by target groups.	4.14	0.737	High
6.	For decision making, target groups receive the enough information.	4.11	0.863	High
7.	The management of our company has an outright confidence in the strategy of marketing communications that which has.	4.29	0.658	High

5.3 Correlation between MCS and its efficacy

The correlation coefficients (r) range between 0.44 and 0.72, indicating a medium to large correlation between MCS and its efficacy. Furthermore, the test

statistic exceeds the critical value; thus, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is accepted, implying that there is a significant correlation between all examined marketing communications statements and their efficacy (see table 2).

Table 2: Pearson's measuring the strength of association between variable of (MCS and MCE)

No.	Statement / Correlation	Efficacy of MCS	
1.	Communication messages are accurate, and the communication's processes are clear.	ρ	0.000
		r	0.611 ^(**)
2.	There is coordination between marketing communication strategy and marketing strategy.	ρ	0.000
		r	0.718 ^(**)
3.	Marketing communication's strategy arises from the whole corporate business strategy.	ρ	0.000
		r	0.454 ^(**)
4.	Mission of marketing communications is centralized in the company.	ρ	0.000
		r	0.486 ^(**)
5.	Mission of marketing communications is centralized in the company.	ρ	0.000
		r	0.378 ^(**)
6.	For decision making, target groups receive the enough information.	ρ	0.000
7.	The management of our company has an outright confidence in the strategy of marketing communications that which has.	r	0.437 ^(**)
		ρ	0.000

r = Pearson Correlation Coefficient

ρ = Statistical significance

**** Correlation is significant at the level of (0.01), (2 – tailed).**

6. Conclusion and Future Research

The primary goal of the research is to better understand some of the managerial implications a better understanding of some of the managerial implications issues involved in the creation, trying to implement, and trying to assess marketing communications in a fastly changing and complex environment. The research looked at how certain marketing communications factors influence firm efficacy from an organizational standpoint.

The research is divided into two parts: the conceptual foundation on the role of marketing communication plan in implementing marketing efficacy and the inferential statistics based on primary data collected.

Besides which, the article presents the results of an investigation into some aspects of marketing communications that influence their efficacy, which was conducted using a stratified sample of various firms in the UAE. This study also contributes to understanding the impact of marketing communications on the concept of efficacy. Business strategy and its impact on MCE were evaluated by respondents' company managers. The findings confirm the existence of a relationship between all MCS and MCE statements; the statistical test established a positive association between them.

An article describes how to analyze the factors that influence the MCE. This approach's guidelines should be especially useful for marketing communications supervisors in industry. The article enables enterprises operating in business-to-business markets to achieve greater success by allowing them to measure the effectiveness of their marketing communications strategy. This is an essential contributor because there are numerous calls for more evidence based research in this field in the literature. Exploring various aspects of marketing communications, such as strategy and order

to more clearly, and how these facets relate to the effectiveness of marketing communication systems is a modest first step in that direction.

The research presents additional explorative research in the future to help comprehend and verify the association between marketing strategic communication efficacy and business outcomes.

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