



Promotion Mix Tools Significance for Ethiopia Marketing Sphere: A Literature Appraisal

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Abstract

Promotion Mix is a concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines and combines these disciplines to provide clarity, consistency, and maximum communications impact. IMC can offer assistance in making facilitated and reliable messages over different channels of communication. The concept is particularly important in that it places incredible accentuation on the significance of Promotion Mix. The Meta-analysis literature review objectives are to examine IMC's five tools in organizational performance; Advertising, Personal Selling, Sales Promotion, Direct Marketing, and public relation. The method design was based on secondary sources of information from various research publications and unpublished literature, magazines, Google Scholar, Science Direct, Research Gate, and books. The Meta-analysis literature review Inclusion and exclusion of scanned literature was conducted with the help of PRISMA. To check the effect size of the used literature authors employed the Forest Plot based on partial correlation. The result of meta-analysis literature reviews comes up with IMC tools are increasing the firm efficiency by increasing Overall profitability, overall brand performance, customer satisfaction, loyalty, new customers, increase in sales volume, and Shareholder value of the organization's services or products. The organizations manage the execution of Promotion Mix tools to significant performance.

Keywords: Promotion Mix, Advertising, Personal Selling, Sales Promotion

Acknowledgments: Thanks to all parties who have supported the implementation of this research. I hope this research can be useful.

For Citation:

Elema, A., Kant, S. (2023). Promotion Mix Tools Significance for Ethiopia Marketing Sphere: A Literature Appraisal. *Radinka Journal of Science and Systematic Literature Review*, 1(2), 56-68.

Introduction

IMC is situated as “a firm-wide showcase relating sending component that empowers the optimization of communication approaches to attain predominant communication effectiveness.” This definition highlights the multidimensionality of this concept, with four measurements being recognized: message consistency interactivity stakeholder-centered vital center, and organizational arrangement (Kant et al., 2023; Yadete et al., 2023). In today’s global business competitions organizations are looking for the best way of communicating with their customer (Adula et al., 2022). According to Juska (2021), Communication has become a fundamental aspect of marketing and a key success factor for the company. Promotion Mix is a concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines and combines these disciplines to provide clarity, consistency, and maximum communications impact (Nadube, 2018). Technology can affect IMC from two sides, that is, from the marketing and consumer perspectives (Yadete et al., 2023). Today, integration is needed owing to globalization and the resulting interdependence between countries and marketplaces (Kant et al., 2022). Thus, the company and whole managers have to be compelled to coordinate the actions of their international and even national brands (Adula et al., 2023). Promotion Mix is the vital coordination of all marketing messages and the arrangement of strategies of communication to clients be they shoppers or others focused on, pertinent (outside and inside) groups of onlookers (Tufa et al., 2023). Organizations receive a supply chain procedure with a center on how both inside and outside trade preparation can be coordinated and facilitated all through for superior benefit to extreme customers whereas upgrading the performance of the personal supply chain part (Wakjira & Kant; 2022). Organizations nowadays experience a few auxiliary, operational, and trade vital alterations with the point of progressing their performance.

Specific Objectives

To examine the significant relationship between promotion Mixtools and Organizational Performance.; To analyze Meta-analysis literature review of Promotion Mix onOrganizational Performance in a Meta-analysis way.; To determine the effects of Promotion Mix tools on Organizational Performance.

Conceptual and Theoretical Background of IMC

The first formal definition of IMC was developed at Northwestern University in 1989. This definition was used in a survey of major advertisers and advertising agencies in the US, jointly sponsored by the American Association of Advertising Agencies (4As), the Association of National Advertisers, and Northwestern University Kitchen et al, (2022). The ‘message consistency’ measurement speaks to the primary step for the integration of communication and reflects the communication of reliable and straightforward situating through the organization’s contact focuses. Since the rise of the concept, a few creators have highlighted the key role of this measurement (Gobena & Kant, 2022). Promotion mix is the process of developing and implementing various forms of persuasive communication programs with customers and prospects over time. The goal of IMC is to influence or directly affect the behavior of the selected communications audience (Dereso et al., 2023). In sum, the IMC process starts with the customer or prospect and then works back to determine and define the forms and methods through which persuasive communications programs should be developed. According to Panigrahi et al., (2022), IMC will be accepted as a new marketing paradigmif the market environment promotes its implementation. Within this theoretical framework, they propose a ‘development path for the IMC model’ describing the IMC process as highly dynamic, where the marketplace and the marketing

environment represent the driving forces that promote (or impede) the implementation of IMC (Asefa & Kant, 2022). A common element of the most recent definitions seems to be the representation of IMC as a process in a double dimension: tactical and strategic (Negeri et al., 2023). In a wide sense, the strategic approach emphasizes the adequate identification of opportunities as a base for marketing planning and business growth with the aim of building sustainable competitive advantage. On the other hand, the tactical dimension refers to short-term activities that should lead to a better implementation of certain tactics in order to achieve the strategic objectives of marketing.

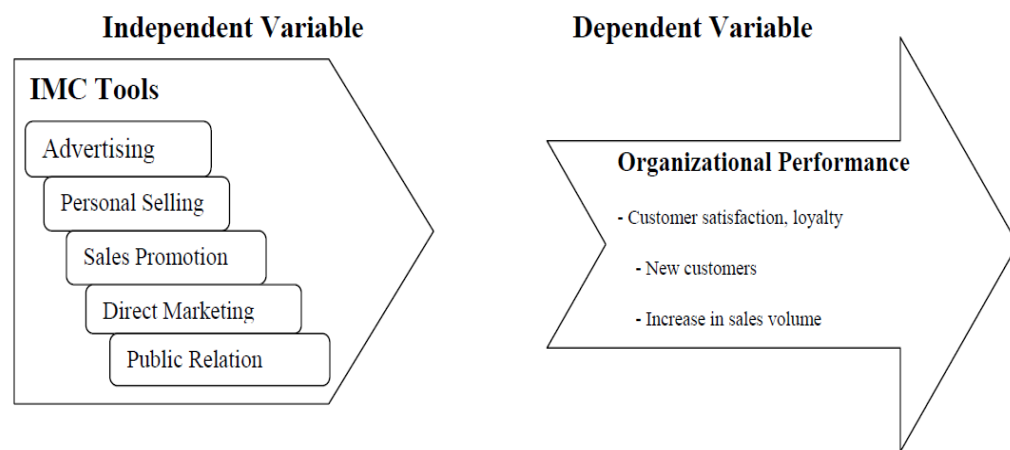


Figure 1: A conceptual framework
Source: Authors Own Framework (2023)

Methodology

The Meta-analysis literature review was implemented using the PRISMA approach. The method design was based on secondary sources of information from various research publications and unpublished literature, magazines, Google Scholar, Science Direct, Research Gate, and books. The Meta-analysis literature review objectives are to examine IMC's five tools in organizational performance; Advertising, Personal Selling, Sales Promotion, Direct Marketing, and public relation. The method design was based on secondary sources of information from various research publications and unpublished literature, magazines, Google Scholar, Science Direct, Research Gate, and books. The Meta-analysis literature review Inclusion and exclusion of scanned literature was conducted with the help of PRISMA. To check the effect size of the used literature authors employed the Forest Plot based on partial correlation.

Result

Meta-Analysis of Promotion Mix and Organizational Performance

Several publications have provided definitions of Promotion Mix and Organizational Performance some of them mentioned below.

Table 1. Meta-analysis of promotion mix

No	Author and Year	Concept of Promotion Mix
1.	Caywood, Sch., and Wang (1991)	• Coordination and consistency of messages and communication channels (one locate, one sound) • Utilize an assortment of communication disciplines to work in cooperative energy based on a comprehensive arrange • IMC as a concept
2.	Duncan and Everett (1993)	Productive connections extended a group of Onlookers scope from clients to other partners
3.	Nowak and Phelps (1994)	Strengthened ideas of consistency, coordination, and behavioral reaction
4.	Schultz (2004b) and AmericanMarketing Association (2007)	• Strategic business process • Extensive brand communication • Evaluation and measurement • External and internal stakeholder groups • Long-term brand value focus
5.	Klitschko (2005)	• Process and concept • Audience-focused • Communication program • Result-driven

Source: Authors' own Meta-analysis (2023)

Table 2: Meta-analysis of organizational performance

No	Author and Year	Concept of Promotion Mix
1.	(Zhao & Zhou, 2021).	The productivity of an organization can be influenced by its degree of performance
2.	Morgan, Clark, & Gooner 2002 ;) Ambler, Kokkinaki, &Puntoni 2004	A multidimensional process that includes the three dimensions of effectiveness, efficiency, and adaptability of an organization's marketing activities with regard to market-related goals, such as revenues, growth, and market share.
3.	Homburg (2007, p.21)	promoting execution is the adequacy and proficiency of an organization's marketing

Source: Authors' own Meta-analysis (2023)

Identification of database by PRISMA

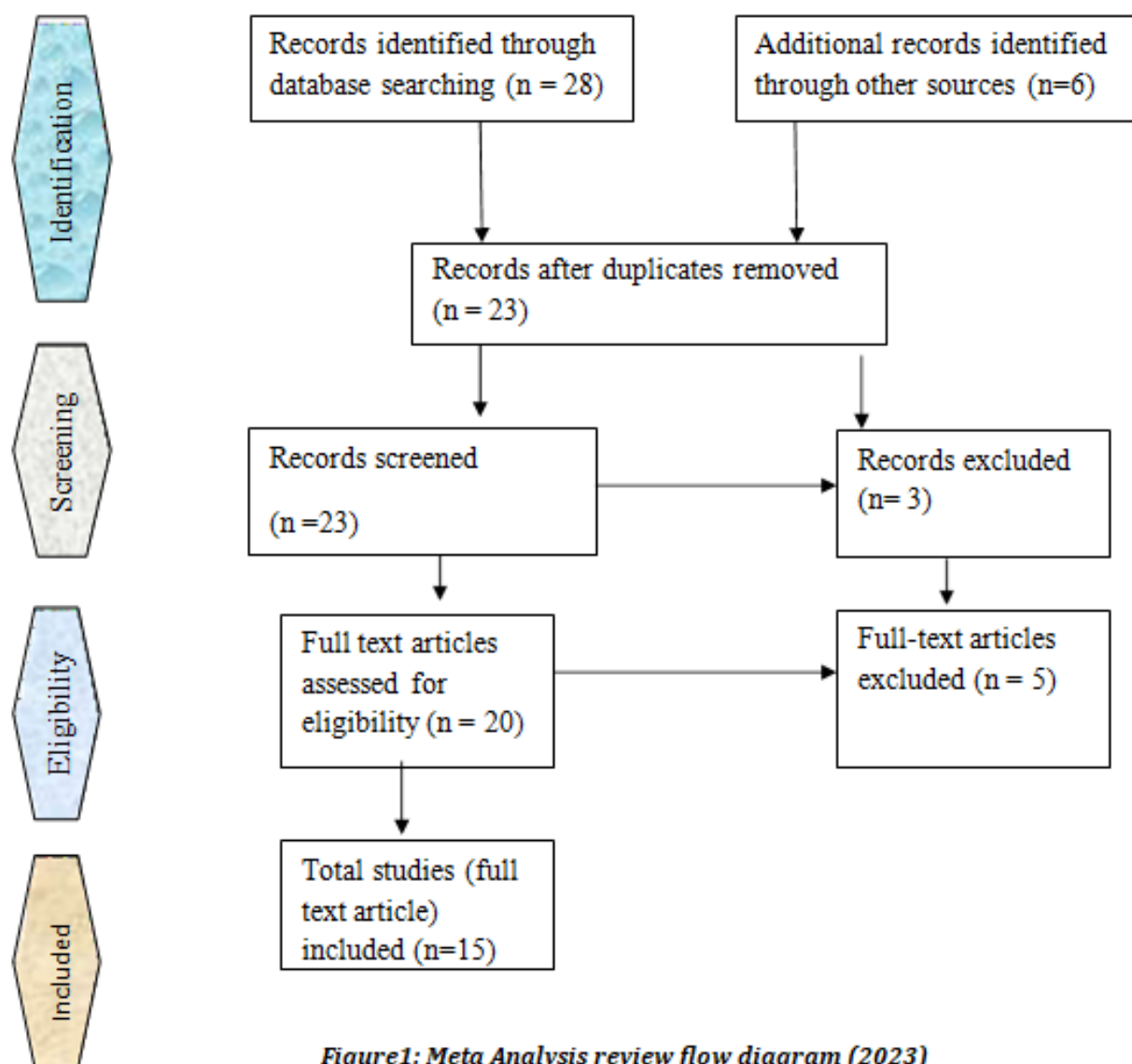


Figure1: Meta Analysis review flow diagram (2023)

The advertising objective could be a particular communication errand to be finished with a particular target group of onlookers amid a particular period of time. Promoting destinations can be classified by essential reason whether the point is to educate, convince, or remind. Enlightening publicizing is utilized intensely when presenting unused item categories by building essential requests. A few enticing has ended up comparative publicizing, in which a company specifically or by implication compares its brand with one or more other brands. Update promoting is imperative for developing items-it keeps buyers considering approximately the item (Kotler, 2011). It is exceptionally significant to any organization "Advertising mass media has made Publicizing to be more exact, has played a major part in commerce to customer promoting and empowered companies. Personal selling could be a frame of individual-to-person communication, in which a dealer endeavors to help and/or influence the point of view buyer to buy the company's items and benefits (Van der Merwe, 2003). Personal selling includes coordinated contact between buyer and vendor, which gives the showcase communication adaptability. This implies that the

dealer can see or hear the potential buyer's responses and alter the message.

Sales promotion is “the cluster of short-term special strategies that marketers utilize to invigorate a prompt purchase”. Moreover, Griffin, (2004) sales promotion can be portrayed as materials that act as a direct inducement, advertising included esteem, or motivating force for the item, to re sellers' salespeople or consumers. It is planned for prompt (brief term) increment in item deals. Direct marketing contributed to Overall profitability Overall, Sales Volume, Sales growth, Market share, and Customer value. ROI, Purchase intention, Return on customer touch point, Brand preference, Brand awareness, and Brand attitude. Customer-related outcomes (loyalty and satisfaction) financial market position and Shareholder value. Public relations may be an administration apparatus planned to favorably impact states of mind towards an organization, its items, and its arrangements. It is a regularly neglected shape of advancement. Public relation is any shape of commercially significant news things approximately organizations, merchandise, or medium that's not paid for by the support, it is news carried within the media by the editor or columnist, and which has noteworthy news esteem. The results indicate that the effectiveness of advertising, sales promotion, direct marketing, and public relations is higher when the organization achieved a high level of IMC, thus a strong relation between IMC and marketing communication performances can be observed.

Meta-analysis literature review IMC on organization performance

Table 3. Literature review IMC on organization performance

No	Author (s)	The Objective of the Study	Methodology and Findings	Research Gaps	How the Study seeks to fill the gaps
1	Rose Jemutai Cheruiyot (2014)	To examines the Integrated Marketing Communication and Performance	The research design was descriptive. Stratified proportionate random sampling.	The study focused on the post and saving bank and uses only descriptive	Conduct the Study in Different bank organizations of Kenya and use both approach
2	Manoj Kumar) (2021)	To explore the possible linkage s among IMC , social medi a communication, gen- Z values and shopping intention.	A meta-analysis reviewing process approach was accomplished	In theoretical nature it's difficult to quantitative examination	marketing leader continuously researching th e most appropriate platform for customer communication

3	George K. Amoako (2012)	To have a clear Understanding of how sponsorship contributes positively to marketing communications performance.	The methodology is based on social survey technique, which examines opinions, behaviors, and perceptions	The study was conducted The qualitative approach	Needs to Examine other factor to measure the effect of sponsorship on marketing communication.
4	MS. Zemenay Yeneneh (2018)	To analyze the relationship between advertising effectiveness, customer perceived value, and customer loyalty	The study was explanatory research using a cross-sectional survey design and A quantitative research approach implemented	The study adopts only descriptive and quantitative.	The study will be conducted in both approaches qualitative and quantitative. Uses inferential statically tools.
5	Marzouq Aye Al-Qeedaa, (2019)	To provide insights of IMC empirically examining the concept in a new context.	survey methodology to assess the impact of some IMC tools on marketing performance,	This research is limited to the UAE hotels context - Abu Dhabi city.	The studies should approach a greater A number of hotels to obtain more representatives.
6	Reem Mohammed Salah Eldin Abbas (2012)	to analyze the effectiveness of advertising on sales in Sudan	To quantitatively assess the relationship of advertising to sales a primary empirical study.	The study was conducted with the quantitative approach only	Will uses both approaches qualitative and Quantitative.
7	Vera Butkouskaya (2020)	To analysis of entrepreneurial orientation (EO) as an antecedent of integrated marketing communications	The data from 315 managers' Surveys are analyzed using Structural Equation Modeling (SEM)	Many mean scores are higher in the respondents of Belarusian managers than in Spain.	It will be interesting to check it these Differences are significant
8	Betelhem gezachew (2019)	to demonstrate the effect of advertising on the sales performance of a business.	A descriptive survey design was utilized for the study.	The study uses only quantitative.	The study focuses on different trade and industrial PLCs and different designs.

9	Siti Maria (2019)	to analyze the direct effect of IMC on the intention to buy, either directly or indirectly.	Path analysis was used for analyzing the data in this study.	The study variables are too broad (like social media marketing, word of mouth, etc.	The study variable should not too much broad and not below standard
10	Mohammed T. Nuseir (2019)	To investigate the impact of social Media marketing communication on the consumer response during COVID-19	Combination of inferential and descriptive analyses to carry out the data analysis and the response rate is above 50%	The study use Small sample size in University of UAE during COVID-19.	The study will Improved by encompassing a bigger sample and targeting a bigger population to test the relationship.

Source: Authors own Systematic literature review, 2023

Discussion

A forest plot is an essential tool to summarize information on individual studies, give a visual suggestion of the amount of study heterogeneity, and show the estimated common effect, all in one figure.

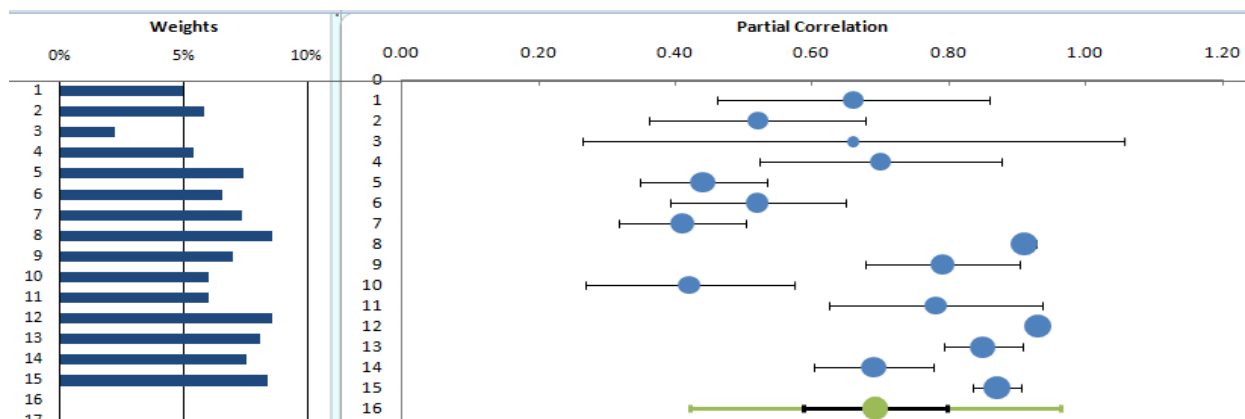


Figure 2. Forest plot

Source: Meta Essentials (2023)

The green circle in the center of each horizontal line (confidence interval, CI) reflects the point estimate of the effect for a particular study in a forest plot that shows the effect size of Promotion Mix research. The size of the box reflects the study's weight in terms of the combined estimate of all Promotion Mix studies.

Funnel Plot for SLR

A funnel plot, the weight of each study, the sample size, or the inverse of the variance is plotted against the size of its treatment effect in a meta-analysis. The funnel plot is a method to

assess the potential role of publication bias. It assumes small studies are more likely to be susceptible to publication bias than large ones, and it is this difference that is detectable.

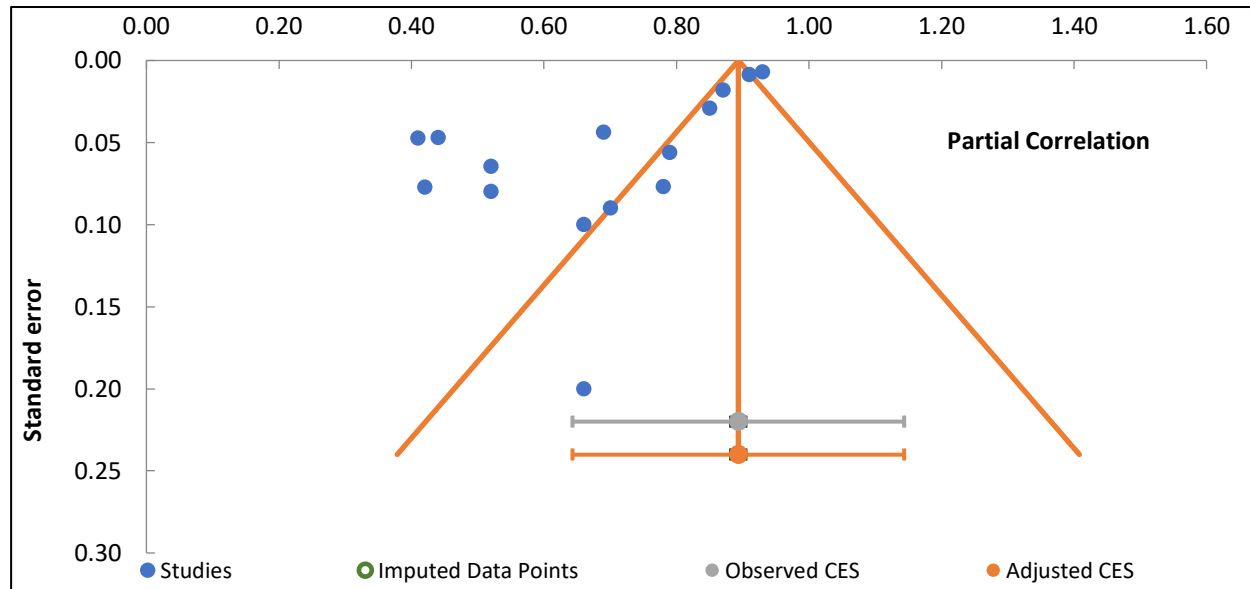


Figure 3. Funnel Plot

Source: Meta Essentials (2023)

A funnel plot was used by the researchers to examine a meta-analysis review for meta-analysis heterogeneity, other reporting biases, and publication bias. These biases originate from the exclusion of data from unpublished sources (missing studies) or from the selective reporting of a study's findings (missing outcomes). Studies that failed to demonstrate statistical significance will be less likely to be published if there is publication bias among Promotion Mix tools studies.

Conclusion

Advertising plays a vital role by affecting the awareness of consumers about its brand. Consumers perceive that the advertising is presented in favorite media, the consumer has gained knowledge about features of the products, clear information is provided, and its attractive which in turn increases sales volumes. Personal selling is also a rich source of good relationships and accepting feedback, having good behavior, persuading customers, and considering the situations of the customers have improved brand awareness. Sales promotion has upgraded the ROI, Purchase intention, Return on customer touch point, Brand preference, Brand awareness, and Brand attitude, deal volumes of Companies, made mindfulness of the company's items, improved client dependability, development of the commerce organization, and pulled in modern clients. In spite of the fact that this advance has been made, the administration isn't sharp on utilizing deals advancement to upgrade the promoting performance. Direct marketing as often as possible based on the significance the technique has on the company's performance. Be that as it may, in spite of the fact that the noteworthiness of coordinating promoting on past performance of a few organizations are unmistakable, the company's administration does not incorporate direct marketing as a key choice creator whereas considering the promoting instrument to receive.

Public relations builds Customer-related outcomes, financial market position Shareholder value, and organization's picture, improves deals volumes, averagely builds client devotion, draws in modern clients, upgrades department development to a huge degree, and normally reminds clients to buy the company's items. George (2000) promoted the development of measurement

instruments such as return on customer touch point, customer profitability, customer long-life value, reference lists, customers' migration rates, and market shares. In a wider sense, the market-based results deriving from IMC may be related to the concept of the brand value chain, which identifies a number of marketing investments and their potential impact on consumer minds, market performance, and value for shareholders.

Conflict of Interest

Authors' gratitude extended to Bule Hora University, Ethiopia, and have no conflict of interest

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