

Abstract

This study was informed by the necessity of research in the impact of integrated marketing communication on brand building. A study of the transition of Zain to Airtel. The theory that was used during this research is the learning theory which postulates that exposure of certain models or message to a particular audience which was applied to this study. It was also observed that the audiences of Airtel were able to imitate or act in accordance to the message in which they are exposed to Airtel. Survey method was used in this study. Three hundred and ninety nine questionnaires were also administered to respondents during this research. The data collected were analyzed using the chi-square analysis. Research hypotheses findings reveal that integrated marketing communication is an effective tool for brand building even during brand transition. The respondents from the sample population size were randomly selected audience in which it has created a platform for recommendations to be made. Based on the findings in this research, the researcher recommends that IMC messages should be carefully put together, in terms of central theme, media planning and usage. Also, recommended that an integrated marketing communications should be applied in brand building, a combination of Advertising, Public relation, direct marketing, event sponsorship, sales promotion and personal selling is required in brand building.

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

A critical part of brand building is communication and the most effective and productive way of managing this effort is through a concept called Integrated Marketing Communication (IMC).

Due to societal changes over the past fifty years, today's organizations are being forced to adjust their brand/marketing strategies. Not surprisingly, many have turned to integrated marketing communications (IMC). Why? Old assumptions about the role of advertising promotion and media have fallen by the way side because change remains the only constant thing in the world. Thoughts about how branding and promotion should be organized have been upside-down. And organizations, marketing executives and the media are scrambling to accommodate their new roles, ever since, integrated marketing communication (IMC) has been part of business. Clow & Baack (2004) define IMC as "the coordination and integration of all marketing communication tools, avenues and sources within a company into a seamless programme that maximizes the impact on consumers and other end users at a minimal cost".

In addition, Arens (2004) defines integrated marketing communications (IMC) as: The process of building and reinforcing mutually profitable relationship with employees, customers, other stakeholders, and the general public by developing and coordinating a strategic communications programme that enables them to make constructive contact with the company/brand through a variety of media or other contacts...

From the above definitions, it can be deduced that IMC unifies all communication effort from an organization to produce an identifiable source (brand) in the minds of its audience while some observers think that so long as a company is involved in a variety of promotional activities (e.g., advertising sponsorships, public relations etc), it is practicing IMC. But this is not the case using IMC means looking at the whole where there were once only parts. It calls for re-aligning communications and seeing constant flow of information from a single and identifiable source. An effective IMC process comprises the following steps:

- **Identify the target audiences:** This requires a well throughout market segmentation and targeting process which may includes secondary and/or primary market research.
- **Determine the communication objectives:** This can range from generating brand awareness to countering the competition.
- **Design the message content:** This is an absolutely critical component. Effective messages can make or break a promotional effort.
- Select the means for communications, whether advertising, public relations, direct marketing sponsorship etc.
- Define the mix of media, budget and priorities
- Measure the effectiveness of the efforts.

IMC and Brand Building

Based on the foregoing, the brand building aspects are the focus of this study. As consumers are bombarded with a variety of products to meet the same need, branding provides a way for consumers to reduce their decision making to consider only those

products that they feel are relevant to them or that have met their needs acceptably in the past.

There is no question that a strong brand is an important corporate asset. Spaeth (1993) asserts that “Brand equity cannot be measured in Naira and kobo but rather, it is a direct result of how consumers value a brand based on their experiences and perceptions”. It is these experiences and perceptions that permit the brand to earn greater volume or margins than it could without the brand name. The most basic function of integrated marketing communication (IMC) is to identify brands, their sources and products, and differentiates them from others. For example, Airtel and Glo may offer the same function as a GSM service provider with similar services to a consumer. Integrated marketing communication (IMC), through sales promotion, appeal and logo (branding) differentiates one product from the other. Therefore, it can be argued that IMC helps create brand awareness and brand loyalty.

Integrated marketing communication encourages brand loyalty and helps nurture good customer/stakeholder relationship with brands Airtel formally Zain was not the first GSM operator in Nigeria. Through integrated marketing communication, it encouraged and created awareness to its customers about its transition from Zain international to Airtel. This enabled it to retain and add considerably to its market share in the telecommunication industry in Nigeria.

Integrated marketing communication (IMC) builds brand value, preference and loyalty. Airtel, through its exciting advertisements, intuitive sales promotion and public relations have created strong brand awareness in affirming its transition from Zain to Airtel. When people think of GSM in Nigeria today, Airtel will likely come to mind. It has

top-of-mind awareness. It is noted worthy that other factor may have contributed to this brands acceptance despite its recent transition. For instance, the fact that it's one of the fastest growing networks in Africa (especially in Nigeria), and its unalloyed customer relationship and compensation through various promotions and event sponsorship.

Branding Defined

A brand is a distinguishing name or symbol designed or identify a product's origin differentiate from others or competitors and protest its customers against imitation. Speath (1993) went on to define branding as "a process of creating an association between symbol, object emotion, perception and a product/company with the goal of deriving loyalty and creating differentiation".

Branding builds emotional responses thus, when a brand is thought of, it evokes certain emotions. For example, in the auto-mobile, industry, it can be argued that Ferrari, Mercedes, Benz and Lexus brand evokes prestige in the minds of the users and on the lookers.

Consumers are bombarded with variety of products and brands meeting the same need or functions. Branding provides a way for consumers to reduce their decisions to products or services they is relevant or have met their need before.

1.2. Statement of the Problem

With increased competition and saturation in the market, coupled with the growth of other promotional channels such as event sponsorship and advertising, the budget share of other relevant tools of integrated marketing communication (IMC) has continued to dwindle.

In a recession, some tools of integrated marketing communication (IMC) are the first to feel the burn. Most financial managers believe that integrated marketing communication (IMC) activities cannot be measured in profits; therefore, it is a waste.

Also, some critics believe that integrated marketing communication is not effective in brand building. Ries and Ries (2002) asserts that “advertising (which is one of the tools of IMC) may not be effective in brand building they posit that it lacks credibility to build brands”.

This study therefore, intends to evaluate the impact of integrated marketing communication in the branding of Airtel and to measure the effectiveness of that campaign.

13. Objectives of the Study

The objective of this is to assess how integrated marketing communication has been effective in branding and transition of Zain to Airtel. The specific objectives are:

1. To explore how much awareness Airte, has been able to create due to integrated marketing communication (IMC).
2. To examine the public’s perception of the Airtel brand.
3. To explain in what ways, has integrated marketing communication (IMC) been able to impact on people’s attitude towards Airtel.

1.4. Significance of the Study

Integrated marketing communication (IMC) is one of the areas in mass-communication in Nigeria. The findings from this study can provide an example of the role played by integrated marketing communication (IMC) in creating brand awareness and

identify. It can also add to the literature in the area of integrated marketing communication (IMC) effectiveness in building brands.

Integrated marketing communication (IMC) is a major activity in an economic system. This research provides a feedback through which integrated marketing communication (IMC) organization and clients can assess IMC effectiveness.

1.5. Research Questions

In conducting this research, the following research questions will enable us provide meaningful answers to the impact of Integrated Marketing Communication (IMC) on brand building.

1. Is integrated marketing communication (IMC) effective in creating brand awareness of Airtel?
2. Can a consumer's exposure to integrated marketing communication (IMC) bring about brand preference?
3. Can integrated marketing communication (IMC) help retain brand loyalty despite brand transition?

1.6. Research Hypotheses

H₁: Integrated marketing communication (IMC) is effective in creating brand awareness of Airtel?

H₀: Integrated marketing communication (IMC) cannot be effective in creating brand awareness of Airtel?

H₂: A consumer's exposure to integrated marketing communication (IMC) can bring about brand preference

H₀: A consumer's exposure to integrated marketing communication (IMC) cannot bring about brand preference?

H₃: Integrated marketing communication (IMC) can help brand loyalty despite brand transition?

H₀: Integrated marketing communication (IMC) cannot help retain brand loyalty despite brand transition?

1.7. Scope of the Study

This research will be restricted to Onitsha, Nnewi and Ihiala in Anambra State, Nigeria. Emphasis is on testing consumer brand awareness and perception as a result of exposure to integrated marketing communication from Airtel formerly Zain especially during its brand transition.

1.8. Limitation of the Study

As the researcher carries out this study as a research there are some vital things which may tend to limit the researcher on the study some of which are:

Time: Time is a factor which limits an individual to do what you want. The researcher has a lot to carry on with little time.

Finance: During the course of this study, the researcher tends to spend money more than he bargained for at the end of the day.

Information: At times, the information being disclosed to the researcher is little or not sufficient-enough and the researcher is to strive and source for information from all directions.

1.9. Definition of Terms (Operational)

Impact: The impact of this study refers to any of the consequence of integrated marketing communication IMC on brand building whether intended or not and its effectiveness in terms of its capacity to achieve given objectives, weather this can be attracting larger audience or influencing opinion and behavior

IMC: in this study, integrated marketing communication IMC was taken to mean a management concept that is designed or fashioned to make all aspect of marketing communication such as advertising, sale promotion, public relations, and direct marketing work together as a unified force, rather than allowing each to work on its own.

Brand building: in this study brand building was taken to mean a process of convincing your prospective customers to see you as the only provider of solution to their problem through a consistent and effective communication effort.

Transition: here transition means the period within which Zain changed to Airtel.

CHAPTER TWO

LITERATURE REVIEW

2.1. Introduction

This chapter begins with a conceptual review of related literature studies in integrated marketing communication's (IMC) and its effectiveness in brand building and creating brand awareness. This is with a view to seeing what others have done in the past. It will also serve as a guide as this study is conducted. The conceptual clarification will focus on five areas:

Integrated Marketing Communication: Definition elements, functions,

Branding: Definitions, types, concepts IMC effectiveness in brand building: A look at previous research works.

Empirical review

Integrated Marketing Communication

Scholars and IMC practitioners have given different definitions of integrated marketing communication. The American marketing association, defines IMC as “a planning process designed to assure that all brand contacts received by a customer a prospect for a product service, or organization are relevant to that person and consistent over time”. IMC builds a relationship between a brand and its customers or prospects through stylish yet diversified ways. It looks for those good qualities in a brand, its prospects and tells the in a non-traditional manner.

Kotler and Lane (2006) defined IMC as “the means by which firms attempt to inform, persuade and remind consumers – directly or indirectly about the products and

brands that they sell”. In a sense, IMC represents the “voice” of the brand and is a means by which it can establish dialogue and build relationship with customers.

IMC, it is believed can make people change and react favorably to a brand, for example, from one brand of bathing soap to another. David Aaker et al., (1992) showed that exposure to advertising is a tool that could be used to change people’s beliefs, attitudes and behaviors.

Aaker et al., (1992) further showed exposure to advertising creates an attitude towards the product, which brings about purchase and report purchase. From the above, if advertising which is just one of the tools of IMC can achieve such feat, one could only imagine what a seamless integration of other of IMC can produce in favorable attitude change.

IMC makes it possible for consumer to know what brands exist, what products or services they offer, the location and features inherent in the products and services. It could be argued that IMC makes life easier by creating awareness about the existence of brands and their services. Through IMC, we learn about appliances like mobile, phones, washing machines, vacuum cleaner and others, which make domestic chores and life easier.

The American Association of Advertising Agencies defines IMC as “a concept of marketing communications planning that recognizes the added value of a comprehensive plan”. The body went further to say that such a plan evaluates the strategic roles of a variety of communication disciplines for example, general advertising, direct response, sales promotion and public relations – and combines these disciplines to provide clarity, consistency, and maximum impact through the seamless integration of seamless messages.

From the above, we can say that IMC creates brand awareness, then induces brand switch and subsequently, brand loyalty. IMC which is a form of commercial mass communication designed to promote the sale of a product, service or brand, is intended to bring about a profitable change in attitude towards a brand.

IMC, in accordance to the tools in elements which make up this concept, can be classified into six (6) brand areas. These are:

- Advertising
- Public relations
- Event sponsorship
- Sales promotion
- Direct marketing
- Personal selling

Advertising: This can be described as a paid form of non-personal communications about an organization, its products or its activities that is transmitted through a mass medium to a target audience. The mass medium might be television, radio, newspapers, magazines, outdoor displays, car stickers or directories. It's also a promise made on behalf of a good or service that has value. It is used in moving people to react favorably so as history dates back to ancient Egypt where availability of products was announced by town criers. However, the invention of printing press in the 15th century ushered in placement of advertisement in newspapers or printed matter.

Public relations: It is a non-personal form of communication that seeks to positively influence the attitudes, feelings and opinions of customers, non-customers, shareholders, suppliers, employees and political bodies about the organization. A popular form is

publicity, which is a non-paid form of non-personal communication about the organization and its products that is transmitted through a mass medium in the form of a news story.

It is also a management function meant to create favorable image and reputation in order to achieve mutual understanding and goodwill from an organization's public.

Event sponsorship: This is a situation whereby a company organizes or uses an event as a platform for marketing programmes. Some companies organizes or sponsor event such as sports, cultural festivals, important world or national anniversaries etc. event sponsorship often associates a product or service with something the customers or attendances like. Thus, the success of such event translates to an enhanced long-lasting product patronage or repositioning, create goodwill that will increase sales volume, give exposure to sponsor products, services, image and ultimately brand.

Sales promotion: It's an incentive based communication activity that offers customers, sales promotion, or resellers or direct inducement for purchasing a product. Sales promotion is a specific marketing communication action that is limited in time, offering a material advantage, and directed at customers and prospects. This inducement, which adds value to or incentive for the product, might take the form of a coupon, sweepstakes, refund, instant gift or display.

Direct marketing: It's a process which uses direct forms of communication with customers. It can take the form of direct mail, on line marketing, catalogues, telemarketing, and direct response advertising. Similar to personal selling, it may consists of an interactive dialogue between the marketing/sales representative and the customer its objective is to generate orders, visits to retail outlets, or requests for further information.

Personal selling: It is face-to-face communication with potential buyers to inform them about and persuade them to buy an organization's product.

The idea of IMC is easy to understand and certainly has a great deal of common sense validity. But like so many other concepts in marketing, it is difficult to implement. The goal of IMC is to develop marketing communication programmes that coordinate all the elements of promotion and publicity so that the organization presents a consistent

As a marketing communication tool, IMC serves several functions which include:

- To identify products and differentiate them from others.
- To communicate information about the product.
- To induce the trial of new products by new users and to suggest repurchasing by existing users.
- To stimulate a product distribution
- To increase product use
- To build brand preference and loyalty

2.2. Branding

To put it simply, branding is creating a strong identity for a product, creating awareness and building customer loyalty which will allow a product or service to stand out in the market and make profit. It is not unexpected that some people may be wondering "why the fuss about branding"? One harsh reality of modern business is that competition can imitate almost everything in little time and probably sell it cheaper, which could send the producer out of business. Sometimes, these imitators could even end up doing a better job.

Creating a strong brand identity builds mind share which is one of the strongest competitive advantages consumers are likely to think of your product first when they think

or hear of our product category. For example, when a telephone call is to be made in Nigeria, one will likely think of Airtel as the telephone service provider. This is a brand in the telecoms industry that has been able to create a reasonable top of mind awareness about its brand and services.

According to Howard Kosgrove, Vice Principal of Marketing at Lindsay, Stone and Briggs Advertising, he asserts that “a brand is the one thing that you can own that no one can take away from you” they can take everything else, your patents will expire, your physical plant will wear out, and technology will change, but the brand lives on. A brand cannot be all things to all people. Brands can basically be separated into three categories; these are primary, secondary and tertiary brands.

Primary brands: This is a company’s core or umbrella brand. For example Airtel is a primary brand.

Secondary Brands: These are “flankers” for a core brand. They are line extenders usually; they don’t need to have their own name, a modifier to the brand name for example Airtel Padi na Good Thing O, Airtel is the umbrella brand while “Padi na Good Thing O” is the flanker. Also consider Guinness Extra Smooth, “Guinness” is the umbrella brand which “extra smooth” is the secondary brand.

Tertiary brands: These brands do not have any meaningful revenue potentials, but they contribute to the company’s overall image. They usually fill a niche within a particular market. For example, a kitchen appliances manufacturer may make a product and give it a generic name. Brand names such as “Salad mixer”, this generic brand are thus a tertiary brand. For a company whose core brand might be “Philips”.

What really goes into a brand? The most important thing that makes a brand is the identity. Brand identity comprises:

Awareness: Top of mind awareness, residual awareness and recognition, which are directly related to presence, the higher the offerings awareness, the better your sales results will be.

Image: Perceptions of brand traits often represented by qualities the consumer relates to. Image is too difficult to change once established.

Reputation: Enduring public opinion or brand character which is built over time and difficult to change once established.

Presence: Prominence in paid and unpaid media, products or services with a high profit market presence will have brand recognition and may be increased sales.

Benefits: Consumers may equate certain positive and negative consequences, with the use of your products or services; these may be warranted or unwarranted.

Quality: Which impacts satisfaction, obviously higher quality will translate to more satisfied customers who may buy again and again to purchase your offerings.

Pricing: A component of value, higher prices may signify higher quality and lower prices may suggest decreased value.

Distribution: Availability limited distribution of a product or service may imply exclusivity to discerning consumers.

Positioning salience: Differentiation from the competition which is established by a combination of all elements of the brand.

Preference: A pre-disposition to buy displayed by consumers who are establishing brand loyalty.

Share of market: Increased market share is a direct result of a successful branding campaign.

Customer commitment: Loyalty is built through long term branding and close consumer contact.

2.3. Branding Campaign Strategies

When embarking on a branding campaign there are several ways to reach the market these strategies are known as “positioning prompts” of a brand. Below are the positioning prompts.

Quality positioning: As Kosgrove puts it, the most profitable companies have a high quality perception, which in fact may not be measured. There are no clear tests to show “Harvard University” is better than “Covenant University”, but due to its positioning and probably its high price, the former could be considered better.

Value positioning: A produce can be positioned as one that gives value to consumers. This value could be in terms of costs.

Feature – driven prompts: Here, the features and advantage of the products are projected. This method is credible if you stick to facts. The advantage is that it has a clear message. The disadvantage is that the positioning may be rendered useless if competitors come out with a better model.

Relational prompts: A very effective way to create interest in the brand is to send a prompt that resonates well with the audience. For instance, Airtel equates its events sponsorship with hip-hop musical awards like the MTV MAMA awards it sponsored. This method of positioning attempts to position a brand in a way that shows its target audience are youths and wants to be identified with them.

Aspiration positioning: This positioning subliminally takes the audience to places they want to go, things they want to achieve, or state of mind they would like to be. For example, cigarette advertisements have been criticized by parents for sending a message of coolness and acceptance by females when they smoke.

Problem/solution prompts: As the name implies, it shows how a product can help solve a particular problem, detergents and cleaners usually use this prompt.

Rivalry – based positioning: This positioning shows how one product is better than the other. Detergents, beverages and search engines on the positioning.

Warm and fuzzy positioning: Upshaw (1992) as cited in asserts that how people feel about a brand is often times need or desire based. This means that emotional or psychological approaches can be effective. For example, Airtel pay off “express yourself”

Benefit – Driven positioning: This is base don the fact that they (company) give back to their consumers. For instance, buying a GSM starter pack from Airtel gives you free Airtime, it is a kind benefit – driven positioning. An important brand element is its name. The name must be able to communicate on its own without a lot of advertising, says James Dettore, president of Brand Institute of Boston. Then, it has to be easy to pronounce. It should have neutral to positive association around the world, or at least in various languages.

He went on to give examples that committed “translation faux pas” for instance, the Chevy Nova (brand name of a car). The car did not go over well with Latin prospects because in Spanish, the name means “it does not go”. Also, Reebok named one of its woman’s Shoes “incubus”, which is an evil spirit believed to have sexual intercourse with

woman while sleeping. The name affected the product negatively. A brand name should be memorable. It should encapsulate the company's core values.

2.4. Effectiveness of IMC in Brand Building

Measuring IMC effectiveness has not been an easy task. Numerous studies have produced general agreement that promotional and marketing communication activities have an effect on consumption, but there has not been an agreement as to what extent (Armstrong, 2004).

However, IMC effectiveness depends on its set objectives. An example of how to judge IMC effectiveness could be based on the table below:

S/N	Objectives	How to judge effectiveness
1.	To stimulate increase in sales	a. Number of enquires from the total IMC campaign. b. Number of enquiries converted into sales
2.	To remind customer of a products existence	a. Number of enquires b. Test customer awareness both before and after campaign
3.	To inform customers	a. Test customer awareness b. Number of enquires
4.	To build a brand image	a. Test customer awareness brand recognition and perceive values
5.	To build customer loyalty and relationship	a. Level of repeat purchase b. Level of customer attention c. Measure demographic profile of customer purchase
6.	To change customer attitude	a. Measure types of goods ordered by new purchasers. b. Compare, with previous data.

To judge the effectiveness of IMC targeted at image (brand) building, we can measure the responses of consumers to questions reflecting the organizations image. According to Kleppner (2002) “IMC must be viewed as a communication tool”. Otherwise, we would be placing unrealistic burdens on IMC. IMC creates awareness for a brand and may not necessarily inspire sales. IMC may create awareness for a product only for consumers to try it and find that it’s substandard. Further, low sales recorded as a result of poor distribution system cannot be blamed on IMC. He concluded that an understanding of the above statements will enable organizations in using IMC effectively.

2.5. Functions of IMC in Brand Building

The following are some of the functions IMC provides in brand building.

IMC helps to encourage new brand introductions as in the case of Zain Nigeria to Airtel. (Aaker et al., 1992). In saturated markets, IMC gives voice to new products. It makes the product heard, felt, known and help create a relationship between the customer and producers. Even if the product is a pioneer in a particular market, IMC brings it to the consciousness of consumer. For example, Econet Wireless, the pioneer of GSM service in Nigeria, used IMC extensively to bring its services to the consciousness of Nigerians.

IMC builds brand momentum. Simon (1970) which quoting Politz (1964) stated that repeated IMC exposure has an effect on brand familiarity and willingness to buy. To an extent, people are influenced by what they see. It should be noted that guarantee brand building.

Familiarity breeds likeness. In 1984, McCann Erickson conducted a research on the sales performance of leading advertiser during recessions. At the end of the research, it was discovered that through all companies should some growth, those who advertised

aggressively achieved phenomenal sales volumes. This shows that the tools of IMC do not only create awareness, it can help boost sales with other right factors in place, like effective distribution and a good product. This does not only work in good times or economic boom, but also in a recession.

One point many IMC researchers have repeatedly made is that IMC plays an influential role in inducing sales, brand awareness, brand building and brand loyalty other factors include product quality, distribution network of the company, religion and culture. No matter how well an IMC campaign is executed for a brand or product, little or nothing can happen in terms of purchases. If the product or brand is of bad quality. If there is poor distribution networks, or if it comes in conflict with the prospect religion and cultural beliefs, it would also affect the product or brand negatively. In any case, when it comes to top-of-mind awareness for a product and building brands, IMC plays a major role.

IMC builds reputation for a brand. In saturated markets like the Nigerian telecoms market, IMC gives a voice to new products and services. When first Atlantic Bank as it was formerly called, introduction “flash me cash” it was the first of its kind in Nigeria. The bank used extensively the tools of IMC educate and inform customers of its existence. Also, smartcard Nigeria relied on the same method to get its “Value card” into the consciousness of Nigerians. In a study, an industrial company ran a targeted advertisement at decision makers of organization. The campaign was about a new product they had introduced and it ran in the “Wall street journal and other media”. Six months later they had a 63% top-of-mind awareness (Kleppner, 1979). Consistent IMC exposure builds brand momentum. Simon (1970) while quoting Politz (1964) stated that repeated (consistent) IMC exposure has an effect on ‘brand familiarity’ and willingness to buy. To a

large extent, people are influenced by what they see it should be noted that companies that spends more on IMC builds brand momentum.

According to Bandura (1960) as cited by Mazar and James (2008) in observational learning theory, people learn those acts which they are constantly exposed to it can be argued that consumers are likely to choose those products that they have been exposed to not necessarily because those products are better, but because there is some level of familiarity imagine walking into a supermarket to buy a body cream, would you by the one you have heard or seen on adverts? Or pick something you have never heard off? The chances of you choosing the former are higher because advertising (a tool of IMC) registers products in the subconscious which gives a sense of security and familiarity.

After a study on the influence of IMC on consumer valuation of products, Burden (1976) concluded that advertisement exert an impact on consumer's valuation of products. Consumers are most likely to buy advertised products, direct marketed products or promoted products because it builds consumer confidence in the product.

Kleppner (1979) reports that women were invited to watch thirty minutes film. Before the rest, they were given a list of products and told to choose one from the list. After making their choices, they were shown the film. After seeing the film, they were asked to choose again they choose the ones they had seen of the film. This shown that exposure to commercials can influence consumer behaviour.

The tools under IMC build a brand quickly; raise awareness and nurtures brand relationships (Smith and Taylor, 2002).

2.6. Theoretical Framework

This research is anchored on the learning theory propounded by Albert Bandura (1986) which contended that many behaviours are acquired by watching another person or a model perform, that behaviour. Observational learning processes are attention, retention, reproduction and motivation. Reinforcement is not needed for learning; however, it is needed for the behaviour to be repeatedly performed at some later point.

In learning, theory the individual must attend to the message, must be able to capture the individual's attention for what has been learned to be used or affected, the message or action must be stored in the memory. Individual must also be able to reproduce the learned response. In reproducing observationally learned behavior, the individuals must be motivated to do so. There has to be an expectation that making response will be rewarding.

Learning theory can be applied in studying the influence of IMC in brand building. This research will therefore explore ways by which audiences of IMC messages observe and react to them. It could be used in studying how the exposure of IMC tools influences the audience. IMC goes through the processes of attention, retention, reproduction and motivation. IMC must catch attention; it should be consistent to ensure retention. Audience must be able to reproduce what they have heard, seen and felt.

Finally, there has to be a motivation that the response will be rewarding this is the brand promise.

2.7. Empirical Review

This section shall review past but relevant conceptual literature and empirical works on integrated marketing communication as an effective tool in brand building.

Kulluvaara and Toruberg (2003) conducted a study on “integrated marketing communication and tourism a case study of ice hotel AB (Sweden)”. They noted that the increasing communication option in recent years, have contributed to the communication clutter the world is experiencing today. This made it important for marketers to integrate their marketing communication in order to break through the barrier of noise and reach their target market.

Furthermore, the heavy competition within the tourism industry has made it necessary for organization to focus more on marketing and in particular, communication. The study concluded that ice hotel AB was successful with their IMC strategy as their message was consistent and reflected a positive for the Hotel. Kulluvaara and Toruberg (2003) added that through IMC, ice hotel AB has built a strong brand identity and image.

In another study, Bendzovska, Blomquist, Rubenstein (2008) conducted a research on the “Assessment of online Marketing Communication of an automotive company a case study of Jaguar car” they noted over the years, the traditional face of marketing has changed. Companies need to adopt ongoing marketing strategies to stay ahead of their competitors as strategies continue to evolve. In this research a case study has been conducted on one company within the automotive industry. The case study was performed on Jaguar cars in Sweden and an assessment of their use of online marketing communication (OMC) as a marketing tool was made. The case study indicated that Jaguar cars in Sweden only invest moderately in online marketing communication activities. After identifying the former as a problem to their marketing communication, the research proposed that the focus for Jaguar should be on creating the perfect synergy between online v. offline marketing by deploying

a more involved integrated marketing communication (IMC) approach in order to utilize the internet most effectively.

Ries and Ries (2002) in their book titled the 22 immutable laws of Branding they asserted that conventional marketing is based on selling when it should be selling. Marketing is building a brand in the mind of the consumer. They added that if you can build a powerful brand, then you will have a powerful marketing program. If you can't then all you are advertising, fancy packaging, sales promotion, web design and public relations in the world won't help you achieve your marketing objective.

In conclusion, they stated that marketing is brand building. The two concepts are so inextricably linked that it is impossible to separate them.

Furthermore, since everything a company does can contribute to the brand-building process, marketing is not a function that can be considered in isolation.

2.8. Summary of Literature Review

This chapter, the researcher reviewed related literature to see what others have done to the subject in the past. From the review, it will appear that majority of the scholars agree that IMC has some impact on consumer behavior and attitude, but there is no agreement as to what extent (Arnes, 2004).

The theoretical framework for this research is the observational learning theory. This theory states that what individuals are exposed to could have tremendous impact on their behavior. In applying this theory to this research, it follows that exposure to IMC messages has tremendous influence on consumer behavior and brand building.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Introduction

Before a good research work could be obtained, there is a need for the researcher to state in clear terms the methods and procedures used in gathering the facts. This chapter is proposed to introduce the various system employed in conducting the research on the topic “Impact of Integrated Marketing Communication (IMC) on Brand Building A Study of the Transition of Zain to Airtel”. The system employed in conducting the research work encompasses the under listed.

3.2. Research Design

The design for this study is the survey research. Survey research is the system of collection analysis of responses of large samples of people through questionnaire design to elicit their opinion, attitudes and sentiments about a specific topic. The strength of survey research is that it tends to be cost effective since the materials needed are readily available. Also, as a method of studying and analysis communication in a systematic way, it is objective and qualitative in a manner for the purpose of measuring variables.

3.3. Area of Study

The area of study in this research is Onitsha North Local Government Area in Anambra State, Nigeria. The location was chosen because of the demographic and psychographic diversity of its inhabitants. This allow for wide representation.

3.4. Population of Study

Anambra State is made up of various Local Government Areas but Onitsha North Local Government was chosen for this research. The population of Onitsha North Local Government Area of Anambra State is made up of 129,942 populations for 2006 population census figure.

3.5. Sample Size and Sampling Technique

Out of one hundred and twenty nine thousand, Nine hundred and forty two populations (129,942) a sample of 399 people is the sample size it was gotten through the Taro yamen formulae which is:

$$\frac{N}{1 + (N)(e)^2}$$

Where:

$$N = \text{Population}$$

$$e = \text{Level of error (0.05)}$$

$$n = \frac{129,942}{1 + 129,942 (0.0025)}$$

$$n = \frac{129,942}{325.855}$$

$$n = 398.77 = \mathbf{399}$$

In other to share the questionnaire he sampling technique used is sample random sampling technique.

3.6. Instrument for Data Collection

Questionnaire was used in data gathering. This is because it permits wider coverage does not involve much still to administer, and the respondent are usually more relaxed.

Thus, in this research there were “Yes” and “No” questions from which the responses to the question are selected and ticked as appropriate. However, the questionnaires ensured that all information supplied would be treated with utmost confidence.

3.7. Administration of Instrument

The researcher takes time to administrate these instruments (questionnaire) to the respondent. The questionnaire was shared and distributed among the selected respondent to express their opinion towards the question in the questionnaire.

The acceptance to fill the questionnaire was based on the willingness and this on atom of force was used during the administration of the questionnaire. In addition, they must all be mobile GSM phone user with reasonable literacy level.

3.8. Validity and Reliability of Instrument

A few copies were produced and administered to some of my colleagues. The purpose was to ascertain whether the respondents understand the content of the questionnaires. The instrument was later submitted to the skilled and experienced supervisor who carefully, critically and objectively reviewed the content to ensure the validity for the research work. After necessary corrections the researcher provided final copies, enough to take care of the population of study.

3.9. Method of Data Analysis

The type of data analysis that can be adopted depends on the sampling process and data collection method. Also, the facilities used depend on the data accuracy needed and the time factor. Hence, for this research project, the research will use:

- a. **Descriptive approach:** To analyze the responses from the questionnaire
- b. A sample percentage (%) method will be used to analyze the questionnaire responses from the respondent.
- c. A chi-square (χ^2) method of data analysis will be used to test the hypotheses already designed and also using the questionnaire administered.

The chi-squared can be summarized thus:

$$\sum(o_y - E_y)^2$$

$$\chi^2 = \sum y$$

$$df = (R-1)(C-1)$$

O_y = Observed frequency

\sum = Summation

df = Degree of freedom

R = Row

C = Column

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0. Introduction

In analyzing the data for this study, it is important to analyze the socio-demographic features of the respondent. This will act as prelude to the analysis, it is in view of this, that such socio-demographic features like the age, sex, marital status and educational level will be analyzed.

The analysis of questionnaire is based on percentage method. The conclusion drawn is based on the answer with the higher or higher percentage as the case may be.

4.1. Presentation of Data

4.2.1. Distribution of Questionnaire

Questionnaire collected	220	56%
Mortality rate	172	44%
Questionnaire distributed	399	100%

Source: Field Survey, 2014.

Out of 399 questionnaires distributed only 220 was returned, the mortality rate which represents 44% the remaining 56% was the questionnaire collected.

4.2.2. Age Distribution of Respondent

Age of Respondent	No of Respondent	Percentage (%)
18-25	68	31%
25-34	59	27%
35-54	49	22%
55-64	55	20.4%
Total	220	100%

Source: Field Survey, 2014.

The table shows the age distribution of the respondent according to age variables. The table shows that the respondent between 18-25 years represented 31%, 25-34 represented 27%, and 35-54 represented 22%, 55-64 represented 20.4% as can be seen from the table above.

4.2.3. Sex Distribution of the Respondent

Sex	No of Respondent	Percentage (%)
Male	168	76.3%
Female	52	24%
Total	220	100%

Source: Field Survey, 2014.

From the table above show that 76.3% are males while 24% are females.

4.2.4. Marital Status Distribution of Respondent

Marital Status	No of Respondent	Percentage (%)
Single	105	48%
Married	101	46%
Divorced	14	6%
Total	220	100%

Source: Field Survey, 2014.

The table above shows the marital status of the respondent 48% of the respondent are single, 46% of the respondent are married while 6% of the respondents are divorced.

4.2.5. Educational Level of Respondent

Educational Level	No of Respondent	Percentage (%)
WAEC/GCE	56	25.4%
OND/HND	74	33.6%
B.Sc./Masters	90	41%
Total	220	100%

Source: Field Survey, 2014.

From the above table 25.4% of the respondent are WAEC/GCE holders, 33.6% of the respondents are OND/HND holders, 41% of the respondents are B.Sc./Masters holders.

4.2.6. Occupational Level of Respondent

Occupation	No of Respondent	Percentage (%)
Businessmen/women	88	40%
Students	67	30%
Civil servant	65	30%
Total	220	100%

Source: Field Survey, 2014.

From the businessmen/women of the respondent are businessmen/women, 30% of the respondent are students while 30% of the respondent are civil servant.

4.2.7. Do you understand what is meant by Integrated Marketing Communication?

Response	No of Respondent	Percentage (%)
Yes	62	28%
No	73	33%
No idea	85	39%
Total	220	100%

Source: Field Survey, 2014.

In the above table 62 respondent ticked “yes” while 72 respondent ticked “No” 85 respondent ticked “No idea” and these represent 28%, 33% and 39% respectively.

4.2.8. Do you Consider Advertising Public Relations, event Sponsorship, Direct Marketing, Sales Promotion and Personal Selling Messages as Integrated Marketing Communication?

Response	No of Respondent	Percentage (%)
Yes	90	25%
No	75	34%
No idea	55	41%
Total	220	100%

Source: Field Survey, 2014.

In all 90 respondent ticked “yes” while 75 respondent ticked “No” 55 respondent ticked “No idea” and these represent 25% 34% and 41% respectively.

4.2.9. Do you patronize Airtel because its advertising public relations, event sponsorship, direct marketing, sales promotion, personal selling was convincing?

Response	No of Respondent	Percentage (%)
Yes	45	20%
No	66	30%
No idea	109	50%
Total	220	100%

Source: Field Survey, 2014.

In all 45 respondent ticked “yes” while 66 respondent ticked “No”, 109 respondents ticked “No idea” and these represent 20%, 30% and 50% respectively.

4.2.10. Is integrated Marketing Communication effective in Creating Brand Awareness of Airtel?

Response	No of Respondent	Percentage (%)
Yes	145	66%
No	63	29%
No idea	12	5%
Total	220	100%

Source: Field Survey, 2014.

In all 145 respondents ticked “Yes” while 63 respondents, ticked “No”, 12 respondents ticked “No idea” and these represent 66%, 29% and 5% respectively.

4.2.11. Can a consumer’s exposure to integrated marketing communication bring about brand preference?

Response	No of Respondent	Percentage (%)
Yes	154	70%
No	45	20%
No idea	21	10%
Total	220	100%

Source: Field Survey, 2014.

In all 154 respondents ticked “yes” while 45 respondents ticked “No”, 21 respondents ticked “No idea” and these represent 70%, 20% and 10% respectively.

4.2.12. Does advertising public relations, event sponsorship, direct marketing, sales promotion personal selling, influence your perception of Airtel as a stable Brand?

Response	No of Respondent	Percentage
Yes	150	68%
No	53	24%
No idea	17	8%
Total	220	100

Source: Field Survey, 2014.

In all 150 respondent ticked “yes” while 53 respondent ticked “No” 17 respondent ticked “No idea” and these represents 68% 24% and 8% respectively.

4.2.13. Does advertising public relations, event sponsorship, direct marketing sales promotion and personal selling portray Airtel as better than Zain?

Response	No of Respondent	Percentage
Yes	125	57%
No	55	25%
No idea	40	18%
Total	220	100

Source: Field Survey, 2014.

In all 125 respondent ticked “yes” while 55 respondent ticked “No”, 40 respondents ticked “No idea” and these represents 57%, 25% and 18% respective.

4.2.14. Did you buy Airtel because the advertising public relation, event sponsorship, directs marketing, sales promotion, personal selling was creative or unique?

Response	No of Respondent	Percentage
Yes	119	54%
No	58	26%
No idea	43	20%
Total	220	100

Source: Field Survey, 2014.

In all 119 respondent ticked “yes” while 58 respondent ticked “No”, 43 respondents ticked “No idea” and these represents 54%, 26% and 20% respective.

4.2.15. Has any of the IMC elements for example advertising, public relations, event sponsorship, direct marketing, and sales promotion, personal selling influenced your perception of Airtel brand?

Response	No of Respondent	Percentage
Yes	115	52%
No	43	20%
No idea	52	28%
Total	220	100

Source: Field Survey, 2014.

In all 115 respondent ticked “yes” while 43 respondent ticked “No”, 62 respondents ticked “No idea” and these represents 52%, 20% and 28% respective.

4.2.16. Can integrated marketing communication IMC help in brand loyalties despite brand transition?

Response	No of Respondent	Percentage
Yes	158	58%
No	46	29%
No idea	16	13%
Total	220	100

Source: Field Survey, 2014.

Table 4.2.16 above shows that 158 respondents ticked ‘yes’ while 46 respondents ticked ‘no’, 16 respondents ticked ‘no idea’. These represent 58%, 29% and 13% respectively.

4.2. Testing of Hypotheses Using Chi-Square

(χ^2) using question 4.2.10 to test for hypothesis 1

H₁ Integrated marketing communication IMC is effective in creating brand awareness of Airtel?

H₀ Integrated marketing communication IMC is not effective in creating and awareness of Airtel?

Response	O	E	O - E	(O - E)²	$\frac{(O-E)^2}{E}$
Yes	145	79.95	65.05	4231.50	52.93
No	63	34.73	28.27	799.19	23.01
No idea	12	6.61	5.39	29.05	4.39
Total	220				80.33

$$\begin{aligned} \text{Degree of freedom} & (n - 1) \\ & 3 - 1 \\ & = 2. \end{aligned}$$

Level of significance = 0.05 therefore, the critical value is 5.991. This implies that χ^2 calculated is greater than the critical value. Therefore, we reject the Null hypothesis and accept the alternative which says: Integrated Marketing Communication (IMC) is effective in creating brand awareness of Airtel.

Hypotheses 2: Using question 4.2.11 to test for hypothesis II

H_1 A consumer's exposure to integrated marketing communication can bring about brand preference?

H_0 A consumer's exposure to integrated marketing communication (IMC) cannot bring about brand preference.

Response	O	E	O - E	(O - E)²	$\frac{(O-E)^2}{E}$
Yes	154	84.91	69.09	4773.42	56.21
No	45	24.81	20.19	407.63	16.43
No idea	21	11.57	9.43	88.92	7.68
Total	220				80.32

$$\begin{aligned} \text{Degree of freedom} & (n - 1) \\ & 3 - 1 \\ & = 2. \end{aligned}$$

Level of significance = 0.05 therefore, the critical value 5.991. This implies that χ^2 calculated is greater than the critical value. Therefore, we reject the Null hypothesis and

accept the alternative which says: A consumer's exposure to integrated marketing communication can bring about brand preference?

Hypotheses 3: Using question 4.2.16 to test hypothesis III

H3 - integrated marketing communication can help in brand loyalty despite brand transition?

H0 - integrated marketing communication cannot help in brand loyalty despite brand transition?

Response	O	E	O - E	(O - E)²	$\frac{(O-E)^2}{E}$
Yes	158	87.11	70.89	5025.39	57.69
No	46	25.36	20.64	426.00	16.79
No idea	16	8.82	7.18	51.55	5.84
Total	220				80.32

Degree of freedom (n - 1)

$$= 3 - 1$$

$$= 2$$

Level of significance = 0.05. Therefore the critical value is 5.991. This implies that X^2 calculated is greater than the critical value. Therefore, we reject the null hypothesis and accept the alternative which says: integrated marketing communication IMC can help brand loyalty despite brand transition

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.0. Introduction

This chapter gives a summary drawn from the findings to this work, draws conclusions from them, and offers recommendations.

5.1. Summary

This research is aimed at evaluating the impact of integrated marketing communication on brand building. The case study is Airtel, a Global system for mobile communication (GSM) Company.

Findings from this research suggest that IMC provides knowledge about products. Majority of the respondents agreed that they knew about Airtel through its various IMC programmes to test Airtel brand awareness, respondents never asked questions about the Airtel brand from their various responses, it can be deduced that Airtel has brand awareness.

It is also possible to say that through advertising and other IMC tools influences brand perception, consumer's actual experiences may have greater influences on brand perception, as the researcher's interaction with respondents revealed that their contract and experience with the service of Airtel helped in influencing their perception of the brand. Hence, the research tends to show that contrary to Kim B. Rotzol et al., (1976) as cited in Belch and Belch (2004) there is great perceptual defense against IMC messages, especially now that consumers are getting more informed. Findings tend to show that

exposure to IMC messages exert an influence on the consumer. Also, IMC gives a brand positive image.

Findings show that prospects tend to transfer their likeness for an IMC campaign to the products and services offered by a brand. It is possible to say that consumer may be willing to pay less for a good product, than pay high of a bad product. Majority agree that Airtel is less expensive but, when asked which network, they considered better, a reasonable size of the sample population chose Airtel.

On the whole, this research shows that integrated marketing communication has positive influence on prospects and builds brands by creating awareness through its various programmes. IMC tends to influence perception of brand, but this influence is not absolute. However, it should be noted that the ultimate impact on brand can have on prospects will be delivery on promises made.

5.2. Conclusion

Based on the findings reported above, the researcher concludes that integrated marketing communication (IMC) has an impact in brand building even during or after transition. Contrary to what critics say, IMC is not a waste.

5.3. Recommendations

Based on the findings in this research, the researcher recommends that IMC should be used by organizations that want to build strong brands.

1. In using IMC, the client should bear in mind the easiest way to build a brand and to satisfy the customers especially on promises made.

2. Good IMC cannot sell bad product, it can only try, and it is left to the product to “sell itself”.
3. Although this research shows that a lot of respondents consider direct marketing as ineffective in brand building, but the researcher found that it was due to ignorance from the respondents as they did not understand that tools like e-mail, text messages, post mail etc are termed as direct marketing when sent as a mass with commercial content.
4. It is advisable that advertisers in client should roll out an awareness campaign to enlighten their audience about direct marketing.
5. For IMC to be effective, the client should send a strong, viable and consistent message. Most of all, it should be one central idea.
6. IMC messages should be carefully put together, in terms of central theme, media planning and usage.
7. A good IMC message through the right medium is probably the first step in brand building.
8. Media selection is very important because IMC in the wrong medium or to the wrong audience could be disastrous; amounting to waste in resources or even profit, decline. In the words of mar-shall McLuhan’s “the medium is the message”.
9. A consistent and planned budget for spending on IMC is also required to build brands. Spending erratically or unpredictably may actually destroy the brand.

Finally, it is recommended that an integrated marketing communications should be applied in brand building. In other words, a combination of advertising, public relation, direct marketing, event sponsorship, sales promotion and personal selling is required in brand building.

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APPENDIX I

Department of Mass Communication,
Caritas University,
P.M.B.
Amorji-Nike Emene,
Enugu State, Nigeria.

Dear Respondent,

My name is Azu, Veronica, I am conducting a research project titled impact of Integrated Marketing Communication (IMC) on brand building. A study of transition of Zain to Airtel as partial fulfillment for the Award of Bachelor of Science from Caritas University Amorji-Nike Emene, Enugu State.

I consider it best to gather information from you through this questionnaire which will help me carryout the study successfully. The information sought in this questionnaire is purely for academic purposes.

Please be rest assured that your response(s) will be kept confidential.

Thanks for your co-operation.

Yours faithfully,

Azu, Veronica

APPENDIX II

Instruction: Please you are expected to fill in the space provided by ticking either [YES] or [NO] against the information that is applicable to you.

SECTION A:

1. What is your age bracket?
18 -24 [] 25 - 34 [] 35 - 54 [] 55 – 64 []
2. What is your gender?
Male [] Female []
3. What is your marital status?
Single [] Married [] Divorced []
4. What is your educational level?
WAEC/GCE [] OND/HND [] B.Sc/Masters []
5. What is your occupation?
Businessmen/women [] Students [] Civil servants []

SECTION B:

6. Do you understand what is meant by Integrated Marketing Communication (IMCT)?
Yes [] No [] No idea []
7. Do you consider advertising, public relations, event sponsorship, direct marketing, sales promotion and personal selling messages as integrated marketing communication?
Yes [] No [] No idea []
8. Do you patronize Airtel because its advertising, public relations, event sponsorship, direct marketing, sales promotion, personal selling was convincing?
Yes [] No [] No idea []
9. Is integrated Marketing Communication (IMC) effective in creating brand awareness of Airtel?
Yes [] No [] No idea []

10. Can a consumer's exposure to Integrated Marketing Communication (IMC) bring about brand preference?
Yes [] No [] No idea []
11. Does advertising, public relations, event sponsorship, direct marketing, sales promotion, personal selling, influences your perception of Airtel as a stable brand?
Yes [] No [] No idea []
12. Does advertising public relations, event sponsorship direct marketing, sales promotion and personal selling portrays Airtel as better than Zain?
Yes [] No [] No idea []
13. All I know about Airtel is from advertising, public relations, event sponsorship, direct marketing, sales promotion, personal selling?
Yes [] No [] No idea []
14. Did you buy Airtel because the advertising, public relations, event sponsorship, direct marketing, sales promotion, personal selling as creative or unique?
Yes [] No [] No idea []
15. Has any of the IMC elements, for example advertising public relations, event sponsorship, and direct marketing sales promotion, personal selling influenced your perception of the Airtel brand?
Yes [] No [] No idea [].
16. Can integrated marketing communication IMC help in brand loyalties despite brand transition?
Yes [] No [] no idea [].