
THE EFFECTS OF INTEGRATED MARKETING COMMUNICATION ON ORGANIZATIONAL PERFORMANCE FOR ONE TAMBON ONE PRODUCT : CASE STUDY FOR NAKHON PATHOM PROVINCE, THAILAND**ISARI PAIROA¹, SAKSIT RACHRUK²**Email: ¹isari.pa@ssru.ac.th, ²Dr.saksit24@gmail.com¹ Lecturer of College of Communication Arts, Suan Sunandha Rajabhat University 111/3 Moo 2, Khlaung Yong, Phutthamonthon Nakhon Pathom 73170²Assistant to the President for Corporate Communications Silpakorn University 22 Borommaratchachonnani Rd, Khlong Chak Phra, Taling Chan, Bangkok 10170

ABSTRACT

The overall goal of this research was to determine the impact of integrated marketing communication on organizational performance in Thailand for One Tambon One Product case study for nakhon pathom province, Thailand. The following precise aims led the research. To assess how direct personal selling affects performance of One Tambon one product case study for nakhon pathom province, Thailand, to determine the impact of advertising on performance of One Tambon one product case study for nakhon pathom province, Thailand, to determine the impact of sales promotion on performance of One Tambon one product case study for nakhon pathom province, Thailand, and to determine the impact of advertising on performance of One Tambon one product case study for nakhon pathom province, Thailand. This study uses a quantitative technique using a sample of 400 smartphone users as participants. The questionnaire was given to each responder personally by the researcher. This study's quantitative data was examined using descriptive statistics and a statistical software for social sciences (SPSS). To profile sample characteristics and key patterns emerging from the data, descriptive statistics such as mean, frequency, standard deviation, and percentages are used. To examine the relative relevance of each of the four factors in relation to the success of the One Tambon One product case study for nakhon pathom province, Thailand, a multivariate regression model was used.

According to the findings, integrated marketing communication (IMC) has a favorable influence on the performance of One Tampon one product in Thailand, with advertising having the most impact, followed by sales promotions, and personal selling having the least impact. As a result, the Company must make the most of social media tools like Twitter, Facebook, and blogs to engage with, inform, and encourage input from a hitherto underserved target group. For client

retention and to strengthen strong customer relationships, the organization should continue to connect with key customers one-on-one. As a vehicle for achieving the Company's business objectives, IMC must remain an intrinsic part of senior management's business strategy.

Keywords: Integrated marketing communication, advertising, sales promotion, direct sales, and personal selling are all examples of integrated marketing communication.

1.Introduction

People have become overly reliant on technology as a result of rapid globalization. The way individuals communicate with one another has altered as a result of this phenomena. Information is no longer communicated orally. Communication is facilitated by technologically improved communication instruments that transmit and receive data swiftly and efficiently. Technological improvement has aided the growth of the smartphone fad. A smartphone is no longer just a communication device; it can also be used for business, work, storage, and leisure. Consumers have been updating their cellphones in response to the ongoing advancement of smartphones. As a result, many youngsters make repeated purchases in order to obtain the most recent version of the smartphone, for a variety of reasons ranging from satisfying a scholastic necessity to just gaining a high level of status. (Belch, G. E., & Belch, M. A., 2015).

The notion of integrated marketing communications (IMC) is gaining traction and is often considered as the primary differentiator between successful organizations with huge market shares and those that don't. Companies are looking for new and inventive methods to not only acquire market share, but also to keep what they already have. As a result, IMC has emerged as a critical marketing management issue, and it is now regarded as a key pillar in the development of a company's marketing strategy. The creation of successful integration of marketing communications technologies is at the heart of effective strategies. (for example, advertising, public relations, direct marketing, sales promotion, and people selling) in order to maximize the impact of communications on target customers.

Moreover, Firat and Venkatesh, (2003) stated that when it comes to building a brand from the consumer's perspective, the majority of firms in Nigeria employ integrated communication. They stress, in particular, the company's understanding of customers' requirements and desires, as well as how they respond to the company's communications. They hope to improve the organization's image through this approach, which is feasible thanks to the quality and consistency with which the brand values are communicated to customers. In practice, clients should be presented with the most convincing form of the company's products and services in order to ensure their contentment and encourage them to purchase. Moreover, Kimani and Bett (2009) stated that many firms in the communication industry have also learned and used IT, providing

them an even greater competitive advantage. There hasn't been much research on the relationship between IT and IMC, and how the two work together to create a successful marketing strategy. Many marketing managers who want to merge the two lack information and skills on how to effectively increase integrated marketing of diverse services because no big study has been conducted to address these issues. The purpose of the study was to assess the effect of integrated marketing communication tools on business performance in the insurance industry, focusing on One Tambon one product case study for nakhon pathom province, Thailand.

2. Literature Review

2.1 Marketing Communication Mix

According to Callen (2010) mentioned that the message is first encoded to create an advertisement, or to display a sales presentation of the product, and then transmitted through a selected media or any other vehicle that can convey the message; when the recipient receives the message, the message is decoded, and the receiver compares the message to the frame of reference, and then the receiver's knowledge, belief, and feelings are changed according to the message received. However, depending on the message's strength and the vehicle utilized to deliver it, the receiver's response will range from mere awareness to real purchase. As a result, feedback may be quantified using market research, sales volume, or any other applicable metric following the receiver's reaction. As a result, the marketer will be able to determine whether or not the message was received as intended as a promotional notion in the marketer's head, as well as whether or not it was successful. However, a distraction might arise throughout the communication process, such as conflicting messages or other distractions that are classified as noise. (Callen,2010)

2.2 Advertising

Advertising is a crucial component of the promotion mix that is well recognized in the marketing mix. This aspect is a result of its presence and visibility in all other marketing communication basics. Any compensated sort of non-personal arranging and promotion of concepts, products, or services by a recognized donor (where the origin is the sponsoring business) is referred to as advertising (Kotler & Armstrong, 2010).

2.3 Personal Selling

One of the most powerful strategies for integrated marketing communication is personal selling. When a marketer or sales professional offers items or services to clients, this is known as personal selling. Personal selling contributes significantly to the organization's and end-users' mutual success. Personal selling that works targets the buyer's requirements and preferences without putting them under duress. Good

salespeople can help buyers save money and time during the decision-making process by providing guidance, information, and suggestions. The seller should respond honestly to any concerns or objections raised by the buyer, demonstrating that he is more concerned with addressing the buyer's needs than with making the transaction (Banerjee N., Siddhanta S. & Bandopadhyay G., 2012).

2.4 Direct Marketing

Direct marketing is defined as sending a promotional message directly to customers rather than through the media. Its goal is to create and use a direct relationship between producers and their customers. Direct marketing, according to the Direct Marketing Association (DMA), is an interactive marketing strategy that use one or more promotional mediums to elicit a quantifiable response and/or commercial agreement at any location. Direct marketing, on the other hand, is defined as the use of fax, mail, the internet, or e-mail to contact directly with or solicit responses from individual consumers and prospects (Kotler & Keller, 2006; Kotler & Armstrong, 2010).

2.5 Sales Performance

The number of items or services sold in the normal operations of a business in a certain period is referred to as sales performance. It is the amount of commodities sold in terms of number or quantity of units during an organization's regular working hours (Moghareh *et al.* 2009). As described by Haskell, sales performance is the sum of a variety of factors including returns, gross sales, delayed shipments, delayed billings, and credit notes (1980). Selling, entertaining, dealing with distributors, being present at meetings, working with orders, servicing items, servicing accounts, and training are all listed as successful sales activities by Colletti and Tubridy (1993).

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3. Method

3.1 Research Design

The arranging of settings for data collection and analysis in a way that tries to combine relevance to the study objective with efficiency in the technique is referred to as research design (Babbie, 2002). Furthermore, according to Kothari (2004), research design is a blueprint that supports the smooth sailing of various research activities, resulting in research that is as efficient as feasible, giving maximum knowledge with the least amount of work, time, and money. This study employed a descriptive research approach. The design was chosen because it is more exact and accurate since it entails a well organized description of occurrences (Babbie, 2002). As a result, the design was employed to determine the relationship between the independent variables (advertising, sales promotion, personal selling, and direct marketing) and the dependent variable (organizational performance).

3.2 Population and sample

We conducted the hypothesis testing by sending questionnaires to respondents. The purposive sampling approach was used to acquire the samples. A total of 400 people took part in the survey. The questions were delivered to the respondents through Google Forms.

3.3 Data Collection Methods

The researcher's questionnaire, which was based on the study questions, was pilot tested before being sent to the selected sample to fine-tune the questions. A pilot test was carried out to uncover flaws in the design and instruments, as well as to give proxy data for the probability sample selection. The researcher plans to recruit a pilot group of 30 people from the target demographic to assess the study instruments' dependability. Internal consistency approaches, such as Cronbach's Alpha, were used to assess the instruments' dependability. The alpha value ranges from 0 to 1, with higher values indicating more dependability. Acceptable dependability is defined as a coefficient of 0.6-0.7, while good reliability is defined as a coefficient of 0.7 or higher (Mugenda, 2008).

3.4 Data Analysis Methods

Data analysis was performed after data collection. This procedure is crucial because it allows data to be interpreted. The type of data to be examined, as well as whether it is qualitative or quantitative, determines the data analysis instrument utilized. The descriptive statistics program for social sciences was used to examine the quantitative data in this study (SPSS). To describe sample characteristics and key patterns emerging from the data, descriptive statistics include mean, frequency, standard deviation, and percentages. The acquired qualitative data was reviewed for completeness and sanitized before being analyzed. This data

was processed using content analysis, and the results were written up in prose. In addition, a multivariate regression model was used to estimate the relative relevance of each of the four factors with respect to each other. A multivariate regression model was also used to estimate the relative impact of each of the four factors in relation to the success of the One Tambon One product in Thailand.

4. Results and Discussion

A multiple regression analysis was used in this study to determine the effect of predictor factors. To code, input, and compute the measurements of the multiple regressions, the researchers employed the statistical program for SPSS.

Table 1: The combined influence of the specified predictors and organizational performance (dependent variable) as a result of multiple regression

Model	R	R square	Adjusted r square	Std. Error of the Estimate
1	.793	.726	.678	.2076

The R-Square (coefficient of determination) is a popular metric for assessing model fit. R-square is 1 minus the residual variability ratio. The adjusted R², also known as the coefficient of multiple determinations, is the percentage of variance in the dependent variable explained by the independent variables individually or collectively. The combined influence of the predictor factors was responsible for 73 percent of the changes in organizational performance indicators.

Table 2: The regression study between organizational performance and predictor factors yielded ANOVA results.

Model		Sum of squares	df	Mean square	F	Sig.
1	Regression	12.223	4	3.124	4.268	0.000
	Residual	92.876	385	.578		
	Total	115.099	389			

a. Predictors: advertising, sales promotion, personal Selling and direct marketing. b. Dependent Variable: organizational performance.

The regression connection was extremely significant in predicting how advertising, sales promotion, personal selling, and direct marketing affected organizational performance, with a probability value of 0.000. The F critical at the 5% level of significance was 4.268, indicating that the whole model was significant since F computed was more than the F critical.

Table 3 : Relationship between organizational performance and the four predictive factors regression coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.758	0.478		4.589	.000
	Personal Selling	1.256	0.245	1.543	3.458	.002
	Direct marketing	0.997	0.075	1.258	3.245	.004
	Sales Promotion	0.585	0.278	1.345	3.328	.015
	Advertising	0.698	0.047	1.674	3.485	.013

a. Dependent Variable: organizational performance

Using the regression equation above, the organization's performance will be 3.758 when all elements (advertising, sales promotion, personal selling, and direct marketing) are held constant at zero. Taking all other independent variables to zero, the data suggest that a unit increase in direct marketing leads to a 0.997 rise in organizational performance. Furthermore, the data reveal that increasing personal selling by one unit results in a 1.256 rise in organizational performance. Furthermore, the data reveal that a 0.585 improvement in organizational performance results from a unit increase in advertising. The study also discovered that a 0.698 improvement in organizational performance would result from a unit increase in sales promotion. Overall, direct marketing had the greatest impact on the performance of One tambon one product case study for nakhon pathom province, Thailand., followed by personal selling, sales promotion, and advertising, with advertising having the least impact.

5. Conclusion

The study finds that promotion of institutions' services/products has a significant impact on firm performance. Wall branding/billboards, internet (website/blogs), road-shows, and information pamphlet (FAQ) all have a significant impact on firm success. Social media has a significant impact on the company's performance. Electronic media had a significant impact on firm performance. The performance of the

corporation was heavily impacted by print media. The study reveals that One tambon one product's sales campaigns in Thailand had a significant impact on the company's success.

Sales promotion accelerates the awareness process and, as a result, increases sales. According to the findings, direct marketing has a significant impact on firm performance. Large amounts of service information, peer group-based communication, direct B to B (to agents and brokers), and direct answers from business and end consumers all had a significant impact on the company's performance. The study reveals that One tambon one product's marketing strategy case study for nakhon pathom province, Thailand. has a significant impact on the company's performance. Direct contacts (provides rapid feedback), a high degree of client attention, and reliability all affected the company's performance to a large extent. The study reveals that direct marketing had the greatest impact on the performance of One tambon one product case study for nakhon pathom province, Thailand., followed by personal selling, sales promotion, and lastly advertising, with advertising having the least impact.

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