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## “Marketing Communication-an Inevitable Part of Business Activity”

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### ABSTRACT

*The researcher has prepared the paper on “current issues of marketing communication.” The research was conducted with the basic objective to describe the level of knowledge and practice of marketing communication and to find out that which is the major promotional practices carried out in marketing. At the end of the research the researcher came to a conclusion that very few companies use effective marketing communication practices. The reasons being half of the companies are not aware of how marketing is done and the rest do not have competent man power or technology for effective marketing communication.*

**Keywords : Marketing Communication, Level of Knowledge, Promotional Practice, Man Power, Technology**

### Introduction:

Modern age is the age of communication. It is also the age of trade and commerce. The commercial world has offered marketing as new business strategies to humankind. Marketing communication is the highbred offspring of communication and marketing. In other words, both marketing and communication are the parents of marketing communication. Undoubtedly, marketing communication is a potential topic to think.

Marketing Communication is “the means by which firms attempt to inform, persuade, and remind customers-directly or indirectly about products and brands they sell.”

Marketing Communications are messages and related media used to communicate with a market Marketing communications is the “promotion” part of the “Marketing Mix” or the “four Ps”: price, place, promotion, and product.

### Research Methodology:

The writer of the present paper has done a lot of spadework before selecting the topic for the study. He has gone through internet surfing, the concern websites. He has done the data collection for the present study at two levels Primary as well as Secondary. The writer of the present paper has collected the relevant data from internet, from various books, and articles on marketing, communication and marketing communication as well. The descriptive method has been adopted while writing the paper. He has used observation method, question answer technique and the questionnaire tool as well. The writer of the present paper has analyzed the collected data using statistical tool. However, the obtained data were in the form of figures. These figures have been shown in the form of tables and pie charts. Later on, value has been used to describe the figures of tables and charts. The present paper is a thematic study and so, a descriptive one, therefore any other standard statistical tool have not been used.

The objectives of the study:

1. To describe the level of knowledge about marketing communication
2. To know how majority of marketers does marketing communication
3. To find out which promotional practices are more used in marketing communication
4. To find out the legality of marketing communication

### Types of Marketing Communication:

It has been observed that different marketers do marketing communications in different way.

#### 1. Aggressive marketing communication

Marketer of various company do marketing through constant contact with the customer, advertising, personal selling etc. nowadays, contact of the customer through the cell phone has become prominent. Marketers contact customer directly at any time if phone call is not possible. Some time, during the personal visit marketers became rude in their dealing with the customers.

#### 2. Continuous marketing communication

Continuous marketing communication includes the contact of the customer as per requirement, sufficient advertising, continuous personal selling and other ways of communication. It is also known as reasonable communication. Such marketing is done in America, Britain and Japan.

#### 3. No marketing communication

Company has do not take any action as they do no any thing about communication and marketing. Companies of famous brand do not do marketing communication for example Parle G. companies do not do marketing due to economical crisis. Companies working in Indian rural area do no do any marketing communication for it lack of knowledge.

### Deficiencies of marketers

#### 1. Lack of proper beginning

Majority of marketers are confused at the way in which communication is to be done. Most of the time in proper beginning is done. The fast dealing with the customer tends to be faulty. Communication is done by addressing the customer improperly.

#### 2. Insufficient information regarding company and product

It is noticeable finding of the researcher that marketers of company do not have true information regarding the company and its products. Such marketers create wrong image of the by providing illusive and improper information regarding company and its products to the customers.

#### 3. Lack of redressing customers problems

It has been noted that very often marketers fail to solve the

problems of customers. Marketers could not give logical answer to the question of the customers. Some times, information given by marketers create more questions in customers' minds.

**4. Improper follow-up work**

Marketers are supposed to do constant follow-up work while with the customers. The follow-up work in could before demo, after demo and the follow up work of sell. Defective communication in the follow up work damages the company as well as marketers largely.

**Improper communication by company**

**1. Constant advertising**

Some time, commercial company constantly advertises their products. They do so through the modern means of mass media of communication like television, radio, newspapers etc.

**2. Wrong message of advertisement**

Some time, the wrong message is selected for the advertisement intentionally. Some time, the company communicates ambiguous message to the customers and thereby provide with wrong information.

**3. Improper policy of information transmission**

Very often company gives improper information regarding their products or services. Companies conceal some information too.

**4. Providing wrong information to marketer**

Companies do not provide some information to the marketers. Hence, marketers are unable to do communication effectively.

**5. Vulgar communication**

Companies do communication of vulgar content to provoke cheap taste of customers. Such a communication is done through television radio and cinema ads as well as posters and newspapers ads.

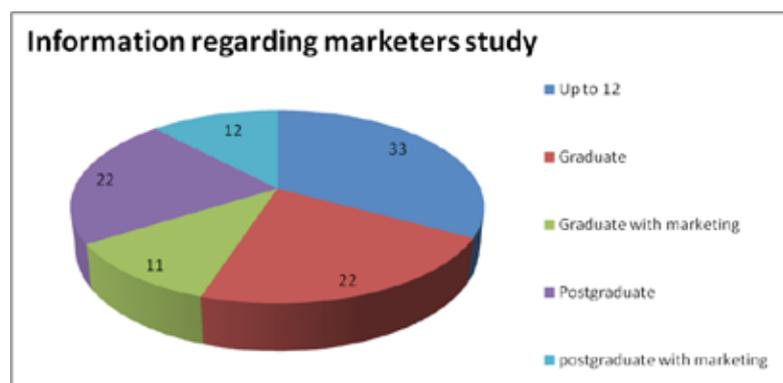
**Analysis**

The researcher has selected twenty marketers of pharmaceutical companies, cement companies, FMCG companies, mobile operators companies and electronic companies for each of them. Data collection was done from them based on question answer session as well as questionnaire.

**Table-1 Information regarding marketers study**

|           | Up to 12 | Graduate | Graduate with marketing | Postgraduate | postgraduate with marketing |
|-----------|----------|----------|-------------------------|--------------|-----------------------------|
| Marketers | 33       | 22       | 11                      | 22           | 12                          |

**Charts-1 Information regarding marketers study**



As per information received from marketers, 33% marketers hold study up to 12 standards, 22% up to graduate level, and 22% postgraduate level. Marketers are found to have completed graduate and postgraduate with marketing. Only 23% marketers selected by company hold degree of marketing in graduate and postgraduate level.

**Table-2 Optimal use of marketing tools**

|           | Advertisement | Personal Selling | Sales Promotion | Proper Communication | Publicity |
|-----------|---------------|------------------|-----------------|----------------------|-----------|
| Marketers | 37            | 24               | 19              | 06                   | 14        |

**Chart-2 Optimal use of marketing tools**



According to marketers, company use 37% advertisement in marketing, 24% in personal selling and 19% in sales promotion. Proper communication and publicity carry 06% and 14% uses respectively. Nominal use of proper communication and publicity is found in marketing. It means company ignores the most useful tools of marketing communication.

**Table-3 How to do Marketing Communication**

|           | Personal selling | Well planed talk | Pamphlets- leaflets | Anyhow |
|-----------|------------------|------------------|---------------------|--------|
| Marketers | 33               | 26               | 18                  | 23     |

**Chart-3 How to do Marketing Communication**

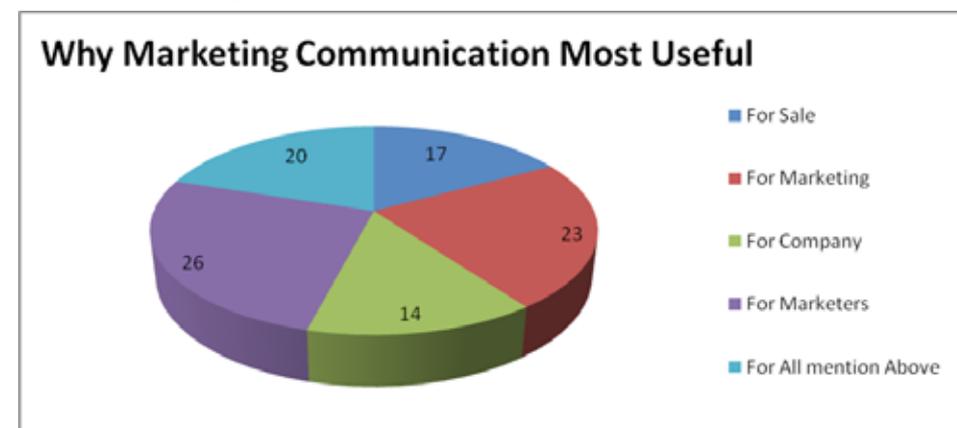


Marketers do marketing communication through 33% personal selling, 26% well planed talk, 18% pamphlets-leaflets and 23% anyhow. Based on opinion of marketers we can say that majorities of marketers do not do marketing communication properly.

**Table-4 Why Marketing Communication Most Useful**

|           | For Sale | For Marketing | For Company | For Marketers | For All mention Above |
|-----------|----------|---------------|-------------|---------------|-----------------------|
| Marketers | 17       | 23            | 14          | 26            | 20                    |

**Chart-4 Why Marketing Communication Most Useful**



According to marketers, marketing communication is useful for 17% sale, 23% marketing, 14% company and 26% marketers. Marketing communication is useful to all thing mention above this observation is confirmed only by 20% marketers.

**Table-4 Marketers Gave Priority to Marketing Tools**

|        | Advertisement | Personal Selling | Sales Promotion | Publicity | Wall Plan Talk |
|--------|---------------|------------------|-----------------|-----------|----------------|
| Rank-1 | 30            | 30               | 20              | 10        | 10             |
| Rank-2 | 20            | 20               | 15              | 20        | 15             |
| Rank-3 | 20            | 30               | 20              | 20        | 10             |
| Rank-4 | 20            | 10               | 30              | 10        | 30             |
| Rank-5 | 10            | 10               | 15              | 20        | 35             |

Chart-4 Marketers Gave Priority to Marketing Tools

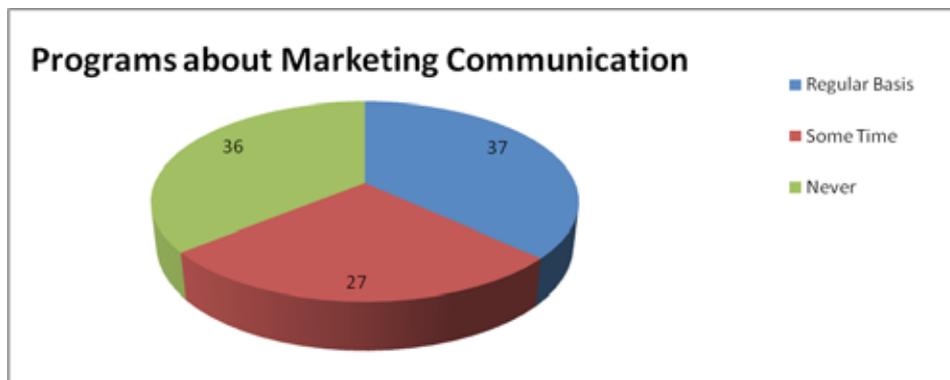


Marketers gave priority to marketing tools used by company in which 30% marketers gave first rank to advertisement and 20% gave second rank to the same, 30% gave first rank to personal selling and 20% gave second rank to the same. It is also resulted 20% gave third rank to sales promotion and 30% gave fourth rank to the same, just 10% gave first rank to publicity, whereas 30% gave fourth rank to well-planned communication and 35% gave fifth rank to the same.

Table-5 Programs about Marketing Communication

|           | Regular Basis | Some Time | Never |
|-----------|---------------|-----------|-------|
| Marketers | 37            | 27        | 36    |

Chart-5 Programs about Marketing Communication

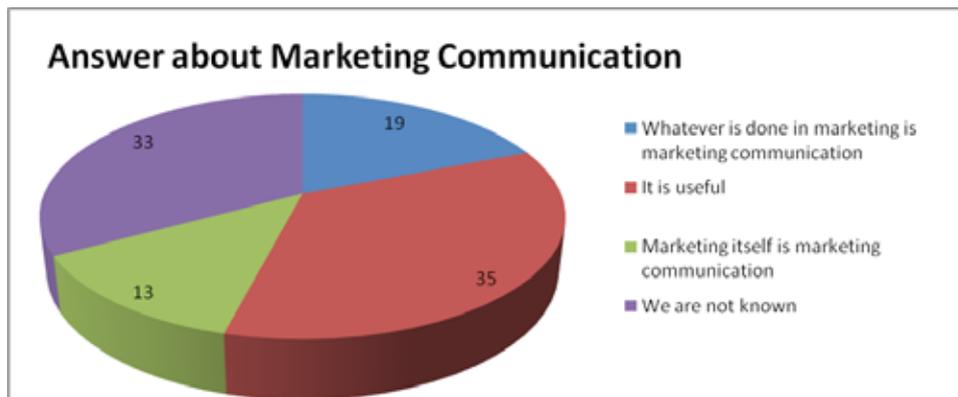


When asked whether companies organize programs regarding marketing communication, 37% marketers gave opinion that programs are organized regularly, 27% told that they are organized occasionally and remaining 36% inform that companies never organize such programs.

Table-6 Answer about Marketing Communication

|           | Whatever is done in marketing is marketing communication | It is useful | Marketing itself is marketing communication | We are not known |
|-----------|--|--------------|---|------------------|
| Marketers | 19   | 135          | 13  | 33               |

Chart-6 Answer about Marketing Communication



When asked about marketing communication, 33% marketers answered in negative, 35% answered that it is useful and 19% answered that whatever is done in marketing is marketing communication. Only 13% marketers opined that marketing itself is marketing communication.

#### Funding

- Specific concepts for marketing communication by companies are not found.
- Even companies do limited communications with their marketing teams.
- Marketer opinion shows that marketers do not have enough knowledge of marketing communication or they have wrong information of the same.
- The members of the marketing team do not have clarity regarding marketing communications.
- Marketing work is allotted to the marketers even when they do not have sufficient information about the company and its products.
- Marketers find it difficult to begin marketing.
- There is the lack of the training of marketing in marketers.
- Companies use vulgar and ambiguous content in communication.
- It is found that marketers are not known very useful tools of marketing communication.

#### Suggestions

- First, company should clarify why communication should be done. Then only marketing team should do marketing communication.
- Marketing team should be informing about the company and its products and then marketing communication should be done.
- Only after proper training to marketers, they should tell to join marketing activities.
- Companies should avoid communications of vulgar content and government agency should censor such a communications.
- Government should prepare specific guideline for marketing communication and should see that each company observes the guideline strictly.
- Companies organize programs regarding marketing communication on regular basis.

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