
Impact of Marketing Communication on Consumer Purchase Decision: A Case Study of Paterson Zochonis (PZ) Nigeria PLC

Yusuf, ABDULLAHI, PhD

(Department Of Business Administration, Faculty of Administration, Ahmadu Bello University, Zaria)

Abstract: *The impact of marketing communication cannot be overstated when considering the purchase decision of consumers. For an organization to influence purchase decision, expand its market share and maintain customer loyalty, there is need to manage the marketing communication system for efficient performance. The main objective of this study is to examine the impact of consumer purchase decision on PZ. The study is a descriptive survey method which gathered data from both primary and secondary sources. Data collected were analyzed using Chi-Square to test the formulated hypothesis in line with the objectives of the study. Findings in this research shows that the use of marketing communication has not only helped Paterson Zochonis PZ Nigeria Plc. to influence purchase decision, but also to expand its market share as well as build brand loyalty of its products; thus it is a worthwhile activity and should be made a core aspect of the marketing programme. The researcher hereby recommend that, PZ marketing communication should be regular and made a core aspect of the company's marketing program because of the continuous influence on consumer purchase decision. The company should also take a positive step in making its marketing communication efforts more interactive and should ensure a consistent production of qualitative products.*

Keywords: *Marketing, Communication, Consumer, Purchase Decision*

1. Background to the Study

The origin of marketing communication rests with a promotional outlook where the purpose was to use communication to persuade people to buy products and services. The focus was on products, one-way communication and perspective was short term. The expression marketing communication emerged as a wider range of tools and media evolved and as the scope of the tasks these communication activities were expected to accomplish expanded. The need to acknowledge the awareness and persuasion, new goals such as developing understanding and preference, reminding and reassuring customers became accepted as important aspects of the communications effort.

For example, should the focus extend beyond products and services? Should corporate communications be integrated into the organization's marketing communications? Should the range of stakeholders move beyond customers? What does integration mean and is it achievable? With the integrative perspective, a stronger strategic and long-term orientation has developed although the basis for many marketing communication strategies appears still to rest with a promotional mix orientation. Some of these interpretations fail to draw out the key issue that marketing communication provides added value, through enhanced product and organizational symbolism. They also fail to recognize that it is the context within meaning and interpretation given to such messages. Its ability to frame and associate offerings with different environment is powerful.

Today in, an age where the word "integration" is used to express a variety of marketing and communication-related activities, where corporate marketing is emerging as the next important development within the subject as the next is used to express a variety of marketing and communication-related activities, where corporate marketing is emerging as the next important development within the subject (Balmer and Gray, 2003) and where interaction is the preferred mode of communication and relationship marketing is the preferred paradigm (Gronroos 2004) marketing communication now embraces a wide remit, one that has moved beyond the product information model and now forms an integral part of an organization's overall communications and relationship management strategy. Unfortunately taking care to craft the message for positive results is a skill that isn't automatic. The current economic downturn and other environmental factors affect the performance of business organizations, in terms of increasing sales, gaining a large market share, building customer loyalty and ensuring that customers come to a purchase decision. Some organizations even fail to realize that marketing communication can actually have an impact on the purchase decision of consumers.

1.1 Statement of the Problem

Several studies by some scholars (Gillillad & Johnston, 1997; Fill, 2002 & Grace, 2008) attest to the significance of marketing communication. They view marketing communication as a tool for divulging information about the company to the public and emphasized the need to conduct research on marketing communication practices and their effectiveness more particularly, study on the influence of marketing communication on consumer purchase decision which has been neglected by marketers in Nigeria. Few studies examined the impact of marketing communication on consumer purchase decision. This study, however, focused on addressing this neglect with a view to assessing the impact of marketing communication on consumer purchase decision focusing on Paterson Zochonis as a case study.

1.2 Research Questions

- i. To what extent has marketing communication effort of PZ Nigeria Plc influenced consumer purchase decision?
- ii. How has marketing communication helped PZ Nigeria Plc to expand its market share?

1.3 Objectives of the Study

The main objective of this research is to examine the impact of marketing communication on consumer purchase decision of PZ. The Specific objectives are to:

- i. Examine the extent to which marketing communication effort of PZ Nigeria Plc influenced consumer purchase decision.
- ii. Assess how marketing communication has helped PZ Nigeria Plc to expand its market share.

1.4 Statement of Hypotheses

The following Hypotheses act as a basis for investigation. The following are therefore, postulated for testing in the course of the study:

H₀₁: Marketing communication has no significant influence on consumer purchase decision.

H₀₂: Marketing communication has no significant impact on PZ's market share.

1.5 Significance and Scope

This study will be useful to marketing researchers in having a deeper knowledge of the impact of marketing communication in organizations; it will help students in their field of study; it will also help PZ in designing effective marketing communication strategy for organizational success. It will as well add to the existing body of knowledge in the area of marketing communication. On the scope, the study analyzed the impact of marketing communication on consumer purchase decision with respect to PZ Nigeria Plc. The study spans a period of five (5) years beginning from 2009-2013. This period is considered necessary because it is most recent and deals with current issues in the field of marketing communication and consumer purchase decision. The period is also considered relevant because it will help us to ascertain how the company adopted its marketing communication techniques to influence consumer decision for its products during global financial crisis period.

2. Review of Related Literature

A number of terms have been used in the field of marketing communication, the most common of which appears to be advertising and promotion. The origin of these two words helps to define what marketing communication entails, that is, pushing of products or services as well as turning the consumer towards the product or service. Once these two elements are met, there is a chance of a sale. How do various forms of marketing communication influence consumers? We'll look at several contemporary theories on the topic in an attempt to understand what drives a consumer to make certain types of purchases. A milestone

definition of marketing by Peter Drucker (1999) would firmly establish the relative value and importance of consumer behaviour in effective marketing. Arguing that marketing is 'the whole business seen from the point of view of its final product, that is, from the customer's point of view, marketing therefore, becomes a composite of both pre-purchase consumer behaviour interpretation and forecasting and post-purchase behavioural analysis. In this way, a rapid increase in consumption over a short period of time may be viewed as an opportunity to develop a broader, loyal consumer base and marketing tactics must change to accommodate such opportunity. While early marketing efforts were based on communicating new diverse products with a growing class of discerning customers.

Raaij (2013) argues that marketing communication has since been repurposed in order to establish brand loyalty and reinforce consumer perceptions of value. In effect, marketers attempt to influence consumer behaviour through their presentation of a strategic, targeted marketing message, establishing the unique value of a given product or brand that will ensure future purchasing loyalty. In his empirical analysis of consumer behaviour and its affect on marketing initiatives, Foxall (1992) argues that marketing initiatives provide reinforcement of the anticipated result or feature of a given product while simultaneously modifying the scope of consumer settings (i.e. purchase intent, brand loyalty, etc). Such reinforcement is affected through a variety of channels including product features, strategic delays in provision, and modulation of information exchange and messaging (Foxall, 1992). Ultimately, the marketer assumes responsibility for a psychological connection between a particular brand or product and the consumer strategically directing communications in order to improve a cognitive connection that can potentially influence consumer behavior. Foxall (1992) addresses the key concerns surrounding the effectiveness of such communication, but indicates that consumer behaviour has a direct impact on marketing strategies, the result of a measurable need for reinforcement and connection.

As the internet age continues to challenges marketers to consider more diverse relationship formats in the online environment, behavioural analysis has quickly become an effective means of programme development and modulation. From trust to satisfaction to site navigability, Taylor and Strutton (2010) have compiled widespread academic evidence that investigates various behavioural features that are frequently evaluated by marketers seeking to enhance their online presence and consumer loyalty. Consumer satisfaction, for example, was found to have a direct impact on trust and brand loyalty in addition to the perceived value of a given product. Potentially influencing environment is undeniable, and without marketer intervention and strategic reinforcement of value, there is a potential that future purchase was impacted yet such interventions require a concise and accurate understanding of consumer behaviour in order to effectively provide value-oriented reinforcement and message that is directly related to consumer value systems.

Marketing communication as a strategic, value-added enterprise for modern organizations has shifted in its purpose embracing the demonstration and modeling of product value within the context of consumer preferences, as opposed to past models of feature presentation, differentiation etc. For Rossiter and Bellman, (2005), the role of the consumer has become one of exchange and communication, providing marketers with information necessary to evolve their messaging model and marketing channels. While there is inherent value in strategic messaging, the targeted nature of such communication must be linked to key stimuli which inspire consumer behavior. Birger, (2012) evaluate such phenomena from a scientific perspective; suggest that the stimulus-organism-response (SOR) paradigm provides evidence of the underlying psychological response that can be expected from consumers.

Essentially, the relational bonding activities by a firm (stimulus) can have a measurable impact on consumers' value perception (organism), whereby their purchase behaviour may be influenced (response) Birger, (2012) within such a model, it is evident that the consumer perception of value has a direct influence on their subjective response to stimuli from marketers, but in order to ensure that such responses are consistent with what the marketing initiative had intended, marketers must understand consumer perceptions and their impact on behavior. Chin *et al* (2005) used empirical data to model the influence which value perceptions can have on switching behaviour amongst consumers, suggesting that dissatisfaction in general cannot be overcome through messaging or branding alone. Instead, there is a measurable link between the depth of the relationship between a given brand and its consumers which can

allow marketers of trust. Such relational bonding focuses on the inherent value of a given product to the consumer in relation to their wants and needs establishing a connection between fulfillment and the particular product in which there is an inherent purchasing response when considering that particular need.

When considering the decision making process of consumers, there are tangible rewards which must be considered for picking a particular brand or product. De Wulf, Okerken and Shroder (2003) for example, have suggested that at the first level of relationship marketing, basic tangible rewards are identified including cost savings and pricing incentives which provide consumers with a more general value based on financial concerns. More dynamic rewards also focus on intrinsic value in which rewards systems connect consumer and products according to an extended implied position of loyalty bonuses; the long term achievement of reward for consumers can lead them to remain loyal to a particular brand, as switching behaviour would ultimately have a measurable consequence for their reward earnings (De Wulf, Okerken & Shroder, 2003). Such second tier rewards system establishes a long term relationship between the consumer and the brand, ultimately defining consumer participation within the programme in spite of other value challenges or product inconsistencies. Oftentimes, the value of understanding consumer behaviour can provide marketers with the information necessary to repurpose their products, meeting consumer needs without directly impacting the product or brand itself.

Schultz, Don E, Schultz, Heidi F. (2013) present evidence of the information value associated with purchase behaviour, as a consumer self-actualize particular objectives and needs through consumptive actions. From luxury items to particular brands, the decision to purchase a particular product is frequently based on deeper psychological influences, oftentimes influencing brand loyalty according to psycho-social interpretation of product value (Fine 2010). While such peer-based acknowledgement of value can be identified survey and research information surrounding consumer behaviour and brand preferences is much more valuable when considering rebranding efforts and consumer communication. Ultimately, Cornelissen J. (2009). Fine (2010) argues that it is the achievement of status through the purchase of a luxury or personally valuable brand that can provide customers with a reduced value within this relationship and dissolve the psychological connection. Consumer behaviour is both time sensitive and immediate experiencing influences according to various stimuli over time. Kowats and Maas (2010) have modeled the impact which direct communication can have on consumer behaviour during their purchasing process, using an in store, Mobile Recommendation Agent (MRA) to provide information and feedback for consumers as they shop.

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In addition to chase consumer's motivation by curiosity or by particular incentives, the authors suggest that marketers must explore niche consumers. There are some methods in which consumer behaviour can be influenced by particular psychological implications on their particular messaging, potentially resulting in a greater sales opportunity. Taking advantage of promotional campaigns and marketing to specific

niche consumers are some methods in which consumer behaviour can be influenced by particular psychological undercurrents within a singular marketing mix. The authors also suggested that there may be a large difference in consumption behaviour amongst individuals with similar cultural ties, as the influence of marketing campaigns may resonate universally amongst these individuals (Baugartner and Steenkamp, 1996). Regardless of affection, such findings do have important applications when considering the inherent value of marketing campaigns in affecting consumer purchasing behaviour.

While marketing initiatives are frequently associated with consumer purchasing behaviour, there are underlying variables related to such consumption that must also be addressed in order to encapsulate the value of a particular product or brand for consumers. Demirdijian and Senguder (2004), for example, have investigated products from a psychological perspective, highlighting key genetic characteristics that influence behaviour and programme future purchasing behavior. Whether linked to individual personal preferences to actually a function of internal chemical stimuli, the researcher suggests that there are more specific reasons for consumer behaviour that can ultimately be determined, modeled and used in product marketing (Dermirdijian & Senguder 2004). From the interpretation of particular taste to the analysis of various sensations associated with fabric analysts are able to determine and synthesize a future intent to purchase. Such product development of those products and services has a greater value to consumers over the long term. While value added positioning can be achieved through market research, scientific analysis of consumer behaviour will also produce a means of defining those more subversive value components that might otherwise not be identified, from product packaging to secondary uses to the inherent status perceptions held by consumers during use.

Based on the reviewed literatures, it was discovered that only few researchers assessed the impact of marketing communication on consumer purchase decision and majority of the research works concentrated outside Nigeria. In view of the above, this paper tends to assess the impact of marketing communication on consumer purchase decision in Nigeria.

3. Research Methodology

There are varied research methods available to a researcher to choose from. For this study, the research design adopted is the descriptive survey method because it suits the purpose of the study. It describes current relationship between enterprise variables and the population under study, the survey method is cheaper, quicker broader in coverage and easy in coding. Analysis and statistics interpretation are relatively made simple and provide information on many issues faced by the researcher. The use of the descriptive survey methods can make it easy to generalize the findings of the study to a large population once the representativeness of the sample is assured. The data used are raw data obtained through questionnaires as an instrument of primary data collection. the researcher made use of primary data because it is more reliable and concrete information, while the secondary sources which range from individual project, annual report of PZ Nigeria Plc, manuscripts and paper presentation in seminar, journals, articles and magazines. This study considered two (2) sources of data which are the primary and secondary sources. Instruments used for collection of data depend on the type and nature of the study. For the purpose of this study, the following instruments are used, questionnaire, interview and documented materials. This research involves consumers of PZ products and PZ staff, most especially those in the marketing department. The population of this research consists of 30 marketing staff working in PZ and 500 customers of PZ, that is, the approximate number of customers observed by the researcher which makes a total of 530. Sample is a sub-set of the population; it comprises some numbers selected from the population Yamani's formula is hereby used for calculating sample size.

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

Where:

N	=	Population size
n	=	Sample size
e	=	Margin of error (usually 5%)

Therefore:

$$n = \frac{530}{1 + 530(0.05)^2}$$

$$n = 227.95$$

$$n = 228$$

The sample size is apportioned between the staff and consumers thus:

Staff	-	28
Consumers	-	200

The questionnaire was administered to both consumers and staff of PZ. Twenty eight questionnaires were administered to twenty eight staff and two hundred to two hundred consumers of PZ. Personal interview with both staff and consumers of PZ was used as a means of data collection. For the purpose of this study, Chi-Square was used for data analysis through the use of SPSS (Statistical Packages for the Social Sciences). This is because it allows in-depth preparation and analysis of available data.

4. Results and Discussion

4.1 Data Presentation, Analysis and Findings

This part presents and analyses the data collected for the purpose of the study. The responses collected through the use of questionnaire/interview are presented in tabular form using simple percentage to facilitate understanding of the analysis.

4.2 Test of Hypothesis

Test of Hypothesis One

H₀₁: Marketing communication has no significant influence on consumer purchase decision.

Table 1: High level demand for your products indicates that customers are well communicated to:

Responses	Observed N.	Expected N.	Residual
Agree	56	57.0	-1.0
Strongly agree	68	57.0	11.0
Disagree	53	57.0	-4.0
Strongly disagree	51	57.0	-6.0
Total	228		

Source: SPSS Analysis, 2014

From the table above, it shows that out of the 228 respondents, 56 represent an agreeable stand, while 68 strongly agree while a total of 104 representing less than half of the total number either disagree or strongly disagree with the above postulation with a residual of -4.0 and -6.0 respectively.

Table 2: Descriptive Statistics

	N	Mean	Std deviation	Minimum	Maximum
High level demand for your products indicate that customers are well communicated to	228	1.9643	.69293	1.00	4.00

Source: SPSS Analysis, 2014

High level demand for your products indicate that customers are well communicated to, because of the mean and the standard deviation of 1.9643 and 0.69293 respectively, a value too critical to be ignored.

Table 3: High level demand for your products indicates that customers are well communicated to

Test	Statistics
Chi-square	High level demand for your products Indicates that customers are well communicated to 24.857a
df	3
Asymp-sig.	.000

a. 0 cells (.0%) have expected frequencies less than

5. The minimum expected cell frequency is 57.0.

Source: SPSS Analysis, 2014.

Decision Rule

Therefore the P value .000 which is less than 0.05, so we are going to reject the null hypothesis which states marketing communication has no significant influence on consumer purchase decision and accept the alternate hypothesis which states marketing communication has a significant influence on consumer purchase decision.

Test of Hypothesis two

H₀₂: Marketing communication has no significant impact on PZ's market share.

From the hypothesis above, the independent variable is the marketing communication; the dependent variable is PZ's market share. The responses on both the independent variables are presented on the tables below:

Table 4: Effective Promotion has helped PZ expand its market share (independent variable)

	Frequency	Percent	Valid percent	Cumulative percent
Agree	72	31.5	31.5	31.5
Strongly agree	87	38.3	38.3	69.8
Disagree	69	30.2	30.2	100.0
Total	228	100.0	100.0	

Source: SPSS Analysis 2014

Above table speaks for itself, of the 228 respondents, 159 confess to the fact that effective promotion has helped P.Z expand its market share, which is a total of 69.8% as against only 30.2 % disagree.

Table 5: Organization's Market share was very satisfactory prior to the introduction of promotional system (Dependent variable)

	Frequency	Percent	Valid percent	Cumulative percent
Agree	73	32.1	32.1	32.1
Strongly agree	38	16.6	16.6	48.7
Disagree	34	14.9	14.9	63.6
Strongly disagree	83	36.4	36.4	100.0
Total	228	100.0	100.0	

Source: SPSS Analysis 2014

For the purpose of performing chi-square operation on the computer for hypothesis two, responses for independent variable (effective promotion) and dependent variable (organization's market share) were coded and the computer using SPSS 20 package cross tabulated the responses to produce the output presented on the table below.

Table 6: Effective promotion has helped PZ expand its market share organization's market share was very satisfactory prior to the introduction of promotional system Cross tabulation

Decision	Items	Organization's market share was very Percent satisfactory prior to the introduction of promotional system				
		Agree	Strongly agree	Disagree	Strongly disagree	Total
	Count	0	0	0	6	6
Agree	% within effective promotion has helped PZ expand its market share	0.0%	0.0%	0.0%	100.0%	100.0%
	% within organization's market share was very satisfactory prior to the introduction of promotional system % of Total	0.0%	0.0%	0.0%	21.4%	21.4%
	Count	64	47	54	63	228
Strongly Agree	% within effective promotion has helped PZ expand its market share.	28.1%	20.6%	23.7%	27.6%	100.0%
	% within organization's market share was very satisfactory prior to the introduction of promotional system	100.0%	100.0%	100.0%	30.8%	67.9%
	% of Total	52.1%	7.1%	14.3%	14.3%	67.9%
Disagree	Count	32.1%	7.1%	14.3%	14.3%	67.9%
	% within effective promotion has help PZ expand its market share	0.0%	0.0%	0.0%	100.0%	100.0%
	% within organization's market share was very satisfactory prior to the introduction of promotional system	0.0%	0.0%	0.0%	23.1%	10.7%
	% of Total	0.0%	0.0%	0.0%	10.7%	10.7%
	Count	59	52	54	63	228
	% within effective promotion has helped PZ expand its market share	25.8%	22.9%	23.6%	27.7%	100.0%

Source: SPSS Analysis, 2014.

Using the cross tabulated values; the computer produced the following chi-square output presented on Table 7 for testing hypothesis two.

Table 7: Chi-square tests

	Value	df	Asymp. Sig. (2-sides)
Pearson chi-square	15.304a	6	.018
Likelihood ratio	19.116	6	.004
Linear-by-linear association	.888	1	.346
N of valid cases	228		

Source: SPSS Analysis, 2014.

a. 10 cells (83.3%) have expected count less than 5. The minimum expected count is .21

From the chi-square output on the table above, hypothesis one testing procedures are as follows:

Chi-square value is the Pearson chi-square value which is 15.304.

Degree of freedom (df) = 6
 Level of significance (x) = 0.05
 Critical value of = 12.59

Decision Rule

Accept null hypothesis (H_0) against the alternative hypothesis (H_1) if χ^2 calculated value is less than χ^2 critical (tabulated) value, reject null hypothesis (H_0) in favour of alternate hypothesis (H_1) if χ^2 calculated value is greater than χ^2 critical. Comparing the chi-square calculated value at 15.304 with chi-square critical (tabulated) value at 12.59 it could be deduced that χ^2 tabulated value is smaller than the calculated value as such the hypothesis (H_0) was rejected in favour of the alternate hypothesis (H_1). Because the null hypothesis (H_0) is rejected in favour of the alternate hypothesis (H_1) it could be concluded that, the marketing communication has a significant impact on PZ's market share.

4.3 Major Findings

As part of the major findings, it was discovered that marketing communication has a significant influence on consumer purchase decision and that marketing communication has a significant impact on PZ's market share. However, this finding is not in conformity with any of the reviewed literature. This paper has however provided answers to the research questions of this paper which include; doing business in Zaria community is profitable and SMEs are significant employers of labour in Zaria community; this is evident from the significant result of the findings.

5. Conclusion and Recommendations

5.1 Conclusion

The research into the impact of marketing communication on consumer purchase decision has come up with meaningful findings that can make lasting difference. This is because the research has taken an in-depth look into the relationship marketing communication and consumer purchase decision. Adequate marketing communication is integral and a pre-requisite for the functionality, effective performance and survival of any organization that seeks to gain competitive advantage over rival companies. The use of marketing communication tools has not only helped PZ (Nig) Plc to influence purchase decision, but also expand its market share as well and build brand loyalty of its products.

However, during the course of writing this paper, there were some limitations encountered by the researcher and the major limitation is the inability of respondents to release true information that has to directly do with their organizations. Finance was also a constraint in writing this paper.

5.2 Recommendations

Based on the foregoing discussion, the following recommendations are hereby proffered.

1. Marketing communication should be regular and made a core aspect of the company's marketing programme because of its continuous influence on consumer purchase decision.
2. PZ Nig. Plc should further develop better ways and focus more on advertisement as it seems to attract customers more. In the advertisement when made, the quality of PZ products and its utilities should be properly communicated to customers.

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