

# New Tools for Effective Marketing Communications

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**Abstract:** *Successful companies are aware of the needs for long-term strategic development, which is based on relationship marketing with customers. That is necessary to touch the customers' emotion and irrationality of purchase decision. For this touch, companies use marketing communication tools to increase own sales. Adequate communication could create optimal background for effective marketing. The article is focused on dependency between genders and marketing communication tools. The objectives of this research are to verify dependence intensity of marketing communication in connection with respondents and to identify impacts the marketing communication and to describe trend in communication. The research was aimed by random chosen group of young people in the Czech Republic.*

**Key words:** Marketing Communication · New Trends · Performance · Gender

**JEL Classification:** M31 · M59

## 1 Introduction

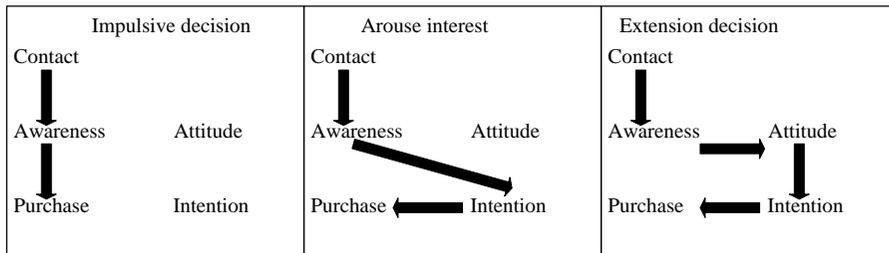
Nowadays, companies operate in strong competitive environment than ever. They have to improve own ways of management which must correspond with the world's changes. The emergence of whole marketplace contributes high competition for all products change in customer behavior, market globalization, environmental awareness and social benefit in global market between all companies. The businesses, which are focused into future, cannot use only traditional techniques for corporate progress. It is necessary to come up with new ideas, to be different from competitors in order to survive in global market.

Communication is not only one tool for presentation inside company, but in interaction with external stakeholders as customers, business partners, suppliers etc. Therefore, by mean communication is possible to talk about marketing communication. Marketing communication is the tool by which company could influences customer behavior and creates competitive advantage. The purpose is to inform, convince and remind of brand, company and products in direct or indirect ways. Marketing communication includes both of commercial and non-commercial communication to support corporate marketing strategy (Kotler & Keller, 2012). According the turbulent times, it is necessary that companies have to improve current processes to meet new challenges. It is caused because of entering business environment into new economic stage. This stage is created thanks to IT advancement, rapid development of internet and mobile phones which bring down costs of marketing communication (Kotler & Caslione, 2009). With technology progress there is possible to obtain new ways to overbid own goods and services. Companies which use traditional communication tools influence customers through representative groups, agents or research agencies. That approach lacks enough direct interaction with consumers which is crucial.

According classical concept of communication, it is obvious, that marketers have control of the flow of communications through the media. New communication media use model with interactivity and digital media (Winer, 2009). Their substantiality is utilization via new technology (especially internet) because of customer's feedback. The concept of communication flow has become more

necessary than ever. Unconventional marketing tools could include various ranges of the instrument, which - from point of view of target audience - includes in particular several factors of viral and guerrilla marketing. Next, this article is focused on viral marketing and Word of mouth, and guerrilla marketing. From the point of view of effectiveness of marketing communication, the customer must go through five stages: contact, awareness, attitude, intention, and purchase. The combination of these steps should influence in three possible proceedings how company could get customers (see figure 1).

**Figure 1** Three possible proceedings how to obtain customer



Source: Tomek & Vávrová (2011)

The main purpose of each marketing message is influence of target groups, based on the marketing communication strategy. Creating of communication strategy has to be based on knowledge of the communication objectives, target groups and situational analysis.

## 2 Research objective and methods

The main aim of this paper is to identify impacts on the marketing communication trends on customers (or final consumers) in Czech market. Main hypothesis of the research is that there exists dependence in perception of marketing communication in connection with gender. Gender differences are received as kind of social signals which are based on comprehension of content. Effects of gender have been ignored. Nowadays, there are approaches to keep track of perception in social and mental fields to find out possible impacts on communication (Barkley & Gabriel, 2007; Pavlova, 2009). According many researches (Navrátilová, Rašticová & Němeček, 2012; Costa, Terraciano & McCrae, 2001; Rahmani & Lavasani, 2012; He & Wong, 2011) there could be differences in marketing perception between men and women.

The first part of the paper presents information from secondary sources, which was processed by many scientific articles and other literature. The second part of the paper introduces research data that was obtained in the primary research, which was focused on the performance evaluation of marketing communication on customers in the Czech Republic. To process the results of the questionnaire survey there were used basic types of descriptive statistics on the selected data set (tables 1 and 2). The data were processed by using the statistical software IBM SPSS Statistics 20, where was analyzed the dependency between the two nominal variables by means of contingency tables and Pearson's chi-squared test. The basic sample was created by 117 respondents which were chosen in random way from wide audience.

## 3 Literary survey

### 3.1 Marketing communication as part of marketing effectiveness

Marketing effectiveness is usually accepted as return of finance which give feedback to management about marketing activities, where are used various methods for verification (Kotler & Keller, 2006). Measuring marketing performance is a business process, providing performance feedback on

the results of marketing activities. Business performance is becoming an important part of the corporate budgeting, performance compensation and promotion (Clark, Abela & Ambler, 2006). Marketing effectiveness is focused on those areas that help achieve e.g. business goals, increase shareholder value, net cash flow or increase profits (Ambler, 2008). Except financial goals, there are also important non-financial goals, which could be generated mainly customer awareness and creating their interest about the product (Kaikati & Kaikati, 2004). For the evaluation of corporate development there many indicators which reflect especially time period in corporate development. Dissimilarity of individual indicators is depended on classification. Basic classification could be according to using tools, whether financial or non-financial (Milichovský, Solčanský & Sychrová, 2011). With the development of IT and social networks there are created new communication processes, models and/or carriers. Communication innovations are developed exponentially in connection with market success and of course satisfied customers as one of important indicators (Čichovský, Boháček & Urban, 2012).

Generally, there are important to hold customer's interest, fill their needs and satisfy them. Marketing communication, as a part of marketing mix, is totally related with customers and it becomes one of the key indicators, on which companies have to focus on (Dalíková, Duspivová & Vrchota, 2011).

### **3.2 Media in marketing communication**

Traditional media tools are represented by using media for a considered which are based on marketing communication mix which include five principal groups (Kotler & Keller, 2012): advertising, sales promotion, public relation, direct marketing, personal selling. Due to the development of the internet in last twenty years there are possible to add interactive marketing, events or Word-of-mouth marketing which include traditional ways of promotion with more e-tools. For example, Word-of-mouth is tool, used almost for 50 years, but because of the large expanse of internet and electronic communication, like social networks, messengers, emails. Therefore, Word-of-mouth becomes mostly new appliance (Wu & Wang, 2011).

New technology and techniques enable improvement new ways by which companies could introduce and present own brand or products. For new media there are four factors which have impact on the results of communication (Winer, 2009):

- The existence of new technologies in the workplace,
- Creating experiences by marketers with their customers to differentiate corporate products and services in comparison with competitors,
- Focusing on behavior of personalized announcement that is based on people's doing on the Web,
- Huge differences between individual groups according demography.

These changes prepare background for unconventional media (e.g. slacking traditional media as TV, radio, printed media, outdoor advertising etc.) and also they increase relevance of market competition. Internet gives to marketers' interactive media tools, which could induce all aspects of marketing. Also, internet becomes almost the most important business method (Mallin & Finkle, 2007). Global economic structure and current IT level prepare environment, where is possible identify ways to improve online marketing, mobile marketing or social network marketing (Jánská, 2011). The main advantage of online marketing tools is accessibility of all target customers due to mobile platforms as cell phones, tablets or laptops. There is possible to address target message to audience – mainly due to viral marketing and guerrilla marketing as well as mobile promotion.

Viral marketing represents process, where potential customers pass not only commercial message to others. Because of expansion of internet to various environments (consumer sector, corporate sector or service sector) there are supervised huge opportunities to all marketers. They could create some design of electronic message, which are included in video or web site (Ho & Dempsey, 2009; Mráček & Mucha, 2011). In viral marketing there is possible to measure influence on wide audience. It allows preparing tactics for snapping and capture of behavioral data (Ferguson, 2008). Viral marketing includes specific part, Word of mouth, which is evolved as alternate technique with individual approaches to traditional marketing forms (Swanepoel, Lye & Rugimbana, 2009). Word-of-mouth marketing (WOM) epitomizes promotional actions for informally concerning with both of information and experiences about consumers (Li, Lin & Lai, 2010; O'Reilly & Marx, 2011; Chang & Ngai, 2011). To the addressee WOM does not have commercial scope because of high message credibility in comparison with commercial ads (Wu & Wang, 2011; Chan & Ngai, 2011). If WOM is connected with internet, particularly email, it is possible to denominate it as e-WOM (Wu & Wang, 2011). In case of using internet, there is power of e-WOM to enlighten, inspire and impact consumers in their opinions, recommendations and purchase. Therefore, e-WOM could be considered as enlargement of interpersonal communication (Yolanda & Ngai, 2011). Internet age gives to WOM new space how it could be used to distribute opinions, reviews and other interaction included in blogs and forums. However, expected progress is based on development of online channels which influence on consumers' purchase decisions (O'Reilly & Marx, 2011; Procter & Richards, 2002; Ahuja, Michels, Walker & Weissbuch, 2007).

Guerrilla marketing represents way, how to catch consumers' attention with demoralization of corporate competitive companies. It is caused by limited amount of budget (Mc Naughton, 2008; Ay, Aytakin & Nardali, 2010). Campaigns, with implemented guerrilla marketing illustrate interesting alignment in the communication field. The main goal of guerrilla campaigns is to increase customer awareness and interest about product and brands. Campaigns, which are created with principles of guerrilla marketing, must be diversified to sharp practice by collecting information about own marketing communication (Roy & Chattopadhyay, 2009; Milne, Bahl & Rohm, 2008). There are defined list of basic principles for guerrilla marketing, how the campaigns could be prepared. These principles illustrate important rules, which have been transferred from war environment (Baltes & Leibing, 2008):

- collect all resources,
- get over standard of trendsetter,
- make over the vision connected with product,
- try to pass perception's preoccupation,
- look for synergies,
- be supple and quick in place of building fort,
- do not go straight path.

#### **4 Research results**

According to respondents' answers, analysis of results shows, that companies still use traditional promotional tools to impact the target customers (see table 1). Based on the analysis of descriptive statistical characteristics of the sample (Mean, Median, and Values of Variability), conclusions will be presented merely as an explorative result limited by the resultant reliability. The conclusions provide characteristics of the limitations of research and its potential further direction. Marketing communication tools are often chosen by companies on base of conditions by ideal market segmentation and also in relation with communication strategy.

**Table 1** Basic descriptive statistics of traditional tools for marketing communication and influence of promotion

Traditional marketing communication tools						Influence of promotion
	Advertising in the media	Outdoor promotion	Direct contact	Promotional materials	Internet advertising	
Mean	0.720	0.360	0.280	0.330	0.460	2.670
Median	1.000	0	0	0	0	3.000
Std. Deviation	0.452	0.482	0.452	0.473	0.501	0.766
Variance	0.204	0.232	0.204	0.224	0.251	0.586
Coefficient of var.	0.628	1.338	1.614	1.433	1.089	0.286

Source: Own processing

Descriptive statistics of traditional marketing communications tools (table 1) show, that in Internet age companies still use mainly advertising in the traditional media like TV and radio ads, newspaper and magazine ads etc (according to the mean – best value should be 1.00). Main problems of these results are vary the most with respect to traditional marketing communications tools where the company’s response differs from the mean of “Advertising in the media” 62.8 % and further more over 100 %. That involve means are not typical values in the data file, because customers are over-saturated by traditional tools. During a further analysis, an analysis of dependency of variables was carried out – influence of promotion. In order to establish the dependency test, statistical testing Pearson chi-square test was used. The individual responses about dependency of gender and influence of promotion are recorded in pivot table (see table 2). The results of the dependency test are provided in Table 3 which examines the dependency between customers’ gender and impact of marketing communication. The results of the dependency examination in individual variable categories are depicted in the following results of Pearson’s chi-square test.

**Table 1** Pivot table: Gender and influence of promotion

		Definitely not	Rather not	Rather yes	Definitely yes	Total
Gender	Male	0	15	21	0	36
	Female	3	36	24	18	81
Total		3	51	45	18	117

Source: Own processing

Maintaining the % reliability of the test, there was established value with 0.05 which represents a 5% reliability level. The established values of  $\alpha = 0.002$  (for the variable influence of promotion), i.e. less than 0.05, which brings the conclusion that an alternative hypothesis applies – there is a dependency between the influence of promotion and gender. Previous results showed that there is a relationship between influence of promotion and customer’s gender. Subsequently, the degree of such dependency was examined. To that end, the intensity of dependency determined by means of contingency coefficient as per formula (1) was used.

$$C_p = \sqrt{\frac{\chi_p^2}{\chi_p^2 + N}} \tag{1}$$

where:

$C_p$       contingency coefficient

$N$         number of cases

$\chi_p^2$      Pearson’s chi-square

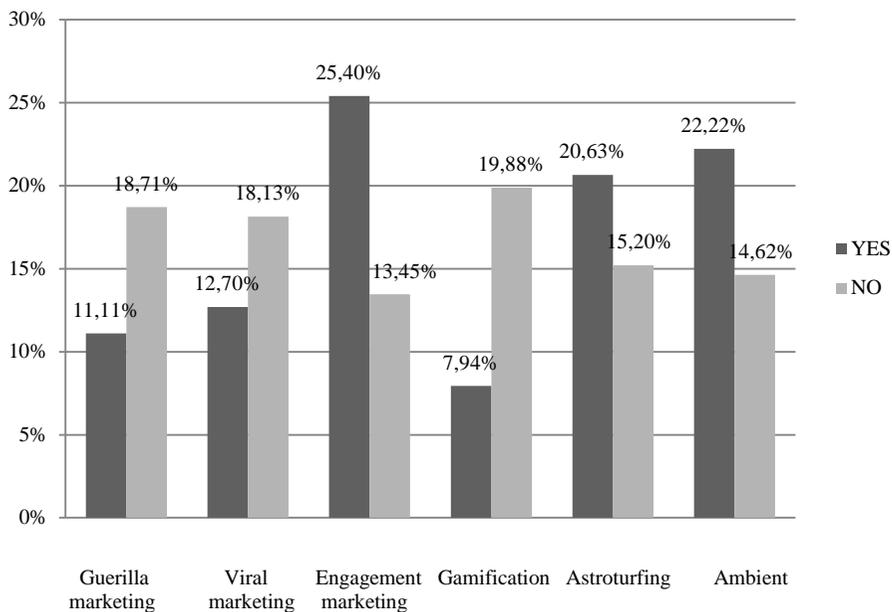
**Table 3** Pearson's test of the relationship between gender and influence of promotion

Chi-Square Tests		Value	df	Asymp. Sig. (2-sided)		
	Pearson Chi-Square <sup>2</sup>	14.716 <sup>a</sup>	3	0.002		
	Likelihood Ratio	20.460	3	0.000		
	Linear-by-Linear Association	0.616	1	0.433		
	N of Valid Cases	117	–	–		
	<sup>a</sup> 2 cells (25.0 %) have expected count less than 5. The minimum expected count is 0.92.					
Symmetric Measures		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.	
	Nominal by Nominal / Contingency Coefficient	0.334	–	–	0.002	
	Interval by Interval / Pearson's R	0.073	0.075	0.784	0.435 <sup>c</sup>	
	Ordinal by Ordinal / Spearman Correlation	0.043	0.083	0.458	0.648 <sup>c</sup>	
	N of Valid Cases	117	–	–	–	
	a. Not assuming the null hypothesis.					
	b. Using the asymptotic standard error assuming the null hypothesis.					
	c. Based on normal approximation.					

Source: Own processing

The intensity of dependency ranges between  $\langle 0;1 \rangle$ . That means that the higher the absolute value, the greater the intensity of dependency. The value 0.334 means that the intensity inclines to be rather low. Another objective of the questionnaire survey was detection of the knowledge of the new advertising ways as the accurate for dissemination of the message. According the questionnaire survey, the best known was ambient media; the second was astroturfing and the third viral marketing (see figure 2).

Ambient media is accepted as non-conventional bearer of message (e.g. human body or bassinet). Astroturfing tool usually looks as blog of teen-girl, which describes benefits of typical products as “cosmetics in fight with acne”; it should be taken as dishonest advertising. Both of ambient media and astroturfing are disseminate by internet way in form of video, pictures or audio, actually like viral marketing. Many people put these tools (ambient media, gamification and astroturfing) in equal, but guerilla marketing and viral marketing are supreme to the rest.

**Figure 2** Knowledge of new marketing communication tools

Source: Own processing

## 5 Conclusions

Management of marketing communication as part of strategic marketing is one of the most important parts included in corporate strategies, which have to each company focus on. Aims of each company would cover up all customers into two higher levels (partner and advocate), because they create the biggest value for the company (Šimberová, 2008). That is possible through effective marketing campaigns which include impact on customers' gender because of their mutual dependence (Value 0.002).

According the result of Pearson's chi-square test, it brings us to the conclusion that an alternative hypothesis is applied – there is a dependency between gender and marketing communication's tools. Effectiveness of new trends in marketing communication creates opportunities to companies, how they could communicate own production to wide audience (according their size, or in crisis time). Main limitation for each company is amount of budget they can use. Therefore, these tools are quite effective because of low needed amount.

However, it is necessary to undertake further research, which will use the knowledge and the limits not only in domestic, but also in the international environment, to help verify the significance of gender effect on the choice and intensity of use of marketing communication activities.

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