IMPORTANCE OF INTEGRATED MARKETING COMMUNICATION COMPONENTS REGARDING BRAND PROMOTION AND THEIR EFFECTS ON COMPANY PERFORMANCE: AN EMPIRICAL RESEARCH

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ABSTRACT

Competition intensifying with the rapidly changing environment necessitates the companies to be more effective in their performance and makes it inevitable for them to support the effectiveness of the performance with integrated marketing communication components. This study examines the relationship between integrated marketing communication components and company performance. More specifically, the objective of the research is to empirically test the integrated marketing communication and its applications in the Turkish Beverage Sector and to evaluate the brand equity and company performance. A two-phase research is designed to examine the relationship between integrated marketing communications and applied to beverage sector. At the first phase, an exploratory research is carried out for the concept and the basic characteristics oriented towards the concept to be understood better. Whereas at the second phase, the scale and the hypothesis developed by Reid (2002) are tested. Data is collected with face-to-face interview method by using questionnaire form. It is determined from the results of multi-regression analysis that the integrated marketing communication components have a positive effect on the company performance and brand equity.

According to the results of this study, Companies in creating brand value and ensuring efficiency in terms of company performance, managers of the company is a leading property. This aspect will contribute to future research.

JEL CLASSIFICATION & KEYWORDS

| M39 | Marketing Communication | Brand Equity | Company | Performance |

INTRODUCTION

In the twenty first century, when the variety of products and services reached a point beyond measure and companies face with fierce competition on national and international markets; day by day, it becomes more difficult for the companies to survive and grow. Differentiation of the products and services offered to the customers, increasing the varieties of service and taking the requirements and needs of the customers as the basis have become one of the most important methods for the companies to create competitive advantage. Along with the effect of rapid and continuous evolution experienced in communication and information technology, an intensity in the marketing activities of the companies has emerged. Disorganization brought along by this intensity can lead the consumers to experience confusion and become hesitant. Proctor and Kitchen (2002) point out that in twenty first century, the successful marketing strategies require successful communication strategies, and this in turn, necessitates all the communication activities to be gathered together within an integrated approach in a creative manner.

As in the other sectors, in the beverage sector also; it emerges as a significant problem for the companies to act in an environment with uncertain future, to keep pace with the change and to grow. The works to be carried out by the companies oriented towards increasing the value of their brands by integrating their marketing activities occupy an important place in resolution of these problems and also in the direction of increasing their performance. In this study, effects of integrated marketing communication components on creating brand equity and on company performance, and these effects shall be analyzed empirically. For this purpose:

1. Integrated marketing communication and components shall be defined.

2. Integrated marketing communication applications in the beverage sector shall be examined.

3. Effects of integrated marketing communication on brand equity creation and company performance shall be examined and analyzed.

DEFINITION OF INTEGRATED MARKETING COMMUNICATION

It is possible to encounter numerous definitions relating to integrated marketing communication in the literature. Schultz, Tannenbaum and Lauterborn (1993) have drawn attention to the difficulty in putting forth a single and common definition oriented towards integrated marketing communication, which has been drawing great attention in marketing literature within the last ten years. Some of these definitions are as follows:

Yarbrough (1996) defines the integrated marketing communication as "An active marketing plan having very large scale customer data obtained through databases and other methods, using this data in targeting specific customers through marketing strategies such as advertising, sales development, direct marketing; and completing this cycle by evaluating the effectiveness of those strategies".

Schultz et al. (1993), defines the integrated marketing communication as the marketing component actualizing the process of integrating individual sales, advertising, sales development and public relations functions in the direction of request and attributes of the consumers, which have been operating separately and disjointly from each other for many years; transmission of messages from a single source, and also putting the different functions into practice, whenever necessary.

American Association of Advertising Agencies defines the integrated marketing communication as "a comprehensive plan strategic roles of a variety of communication disciplines such as advertising, public relations, personal selling, and sales promotion; and combines them to provide clarity, consistency, and maximum communication impact." (Duncan ve Evert 1993).

THE REASONS FOR EMERGENCE AND DEVELOPMENT OF INTEGRATED MARKETING COMMUNICATION

"Integration" of communication activities has become a basic field from the point of companies and marketing communication since early 1990s, and the concept of integrated marketing communication, which was developed by the advertising agencies initially, was later on approved by marketing communication, public relations and the brand new field of company identity management circles. (Cornelissen and Lock, 2001)

Fam (2000) also indicated that the integrated marketing communication is an important promotion concept, both the advertising industry and marketer had to faced with in recent years, and emphasized that the integrated marketing communication, which had been considered just as a gossip during the initial periods when it was first brought up, observed as being adopted by many marketer and advertising agencies according to the results of researches being carried out in recent years, and suggest that the producers and retailers shall also want to gain the advantages provided by this integration by integrating their marketing communication activities in the near future.

Reid (2002) indicates that the integrated marketing communication is developed both as a communication philosophy gradually gaining importance and also as a strategic management process for the creation and management of powerful brands. Pickton and Hartley (1998) indicate that although the practitioners of marketing communication always claim of being positive about different marketing communication mixed disciplines can be implemented as a consistent and coherent whole or by customization, the integrated marketing communication concept is developed by advertising agencies in late 1980s to meet the increasing demands of new market environment of 1990s.

Advantages of Integrated Marketing Communication

Under fierce competition conditions of present day, the integrated marketing communication plays an important role in strategic harmonization (coordination) of brand and company messages intended for the apprehension of value expectations of consumers (Reid, 2002). Jooyoung and Morris (2003) indicate that since the integrated marketing communication has become the focal point of the communication efforts of the companies, the companies began to comprehend that the consumers are not the groups making up the target audience. According to the leading advocates of the concept, integration of the communication activities ensures the organizational performance to increase by guaranteeing high level of loyalty, by preventing imitation of entrepreneurship and products, by ensuring generation of income with the implementation of the plans made; and also the communication activities, being strategically planned as visually matching with each other, take the lead to create a greater effect on viewers and audiences identified as a targets (Cornelissen and Lock, 2001). Kotler (2003) also emphasize that a successful integrated marketing communication creates a sales impact affecting the whole company through better communication, consistency and coordination. Kitchen and Schultz (2003) emphasize that nowadays the companies should be consumer, profit and public focused; and that one of the important points in creating mutual relations with consumers and customers is "comprehension of social responsibilities of the company", and that this new kind of social marketing means companies should pay attention to establish a balance between company profitability and fulfillment and satisfaction of customer requirements and public benefit,

and that these three elements in question can be performed through integrated communication and integrated marketing communication.

According to Haynes, Lackman and Guskey (1999), the concept of integrated marketing communication is a concept based on maximizing effectiveness in creation and presentation of messages oriented towards customers by developing databases based on understanding even a single customer and mutual relations, and is an advance form of the basic communication model. The synergy created by coordination shall be reflected as productivity in operational sense, saving in terms of costs and efficiency from the point of messages (Odabaşı and Oyman, 2003). Also Linton and Morley (1995) emphasize that this synergy created by the integrated marketing communication activities can increase the marketing performance by creating positive effect on market share, sales and profitability of the company.

BRAND EQUITY CONCEPT

Wood (2000) states that the studies oriented towards putting forward the relationship between customers and brands are called "brand equity" in literature, and the concept of brand equity is discussed both in finance and marketing literature and is a concept, and its importance is emphasized with its long term focusing characteristics in brand management. Academically, the point which has been emphasized in majority of the articles published in recent years is that brand equity is a phenomenon which can be created not only with marketing communication activities, but also by whole organization (Schreuer, 2000). Brand equity gradually gains more importance both in studies in business world and at the level of academic researches due to marketers gaining competitive advantage by the virtue of successful brands (Lassar, Mittal ve Sharma, 1995). Lassar et al. (1995) define the "equity" concept as "the conceived benefit of the brand in proportion to the evaluations being carried out that are oriented towards its costs, its value determined by the consumers and the value of the benefit received, and suggest that the brand equity is evocations which are under the domination of consumer.

Feldwick (1996) simplifies various approaches in question by classifying the meanings oriented towards brand equity as follows:

- Total value (often named as brand valuation or brand balance, and generally the financiers adopt this approach) of the brand as a separable asset (when sold or added into financial statements).

- Measurement of strength of brand loyalty of the consumers (this approach is named as brand strength and brand loyalty concepts).

- Belief of consumers in brand and definition of connotations oriented towards brand (this approach also corresponds to brand image).

Aaker (1991) defines the brand equity as "decreases or increases created by the value provided to a company and/or to the customers of the company by a product or service, in relation with the brand, its name, and symbol". Kamakura and Russel (1991) regards the brand equity as "perception of brand quality made up of both the tangible and intangible components of the brand". Lassar et al. (1995) indicate that the brand equity basically originates from the unshakable trust felt by the consumers towards a brand against its competitors, and emphasizes that this trust felt turns into loyalty of the consumers and their desire felt to pay a special price for the brand. Pitta and Katsanis

(1995) also state that the brand equity increases the possibility of preference of the brand and establishes a faith-brand loyalty towards the brand and protects the brand from the effects of competitive threats (a positive image may cause the product to protect its position, adds competitive diversity to the product and elicit the product to enter into specific product category, and this in turn, encourages the consumers to inquire only that product and to pay higher price for it. Also, the brand equity can provide for the establishment of high level of brand diversity increasing the effectiveness of the marketing communication activities).

Reid (2002) also indicates that the strong and desired (Having high brand value) brands shall bear vital importance for all the companies, and the marketing administrators should perceive the value of their brand oriented towards the customers who became smarter, and how they could convey the offers they established, and also a better coordinated and strategic approach should be applied in introduction of this value onto market and in the management of marketing communication functions and in proper allocation of limited communication budget and resources, emphasizes the importance of integrated marketing communication activities.

BEVERAGE SECTOR

Beverage sector in Turkey has a wide product range. General structure of the sector is made up of two segments as alcoholic and non-alcoholic beverage sectors. Production and consumption in alcoholic and non-alcoholic sectors in Turkey are below the standards of developed countries. Especially the consumption remains at a very low level when compared with the population structure of the country. Hence, it is necessary to increase the production, and in parallel to this, to popularize the consumption by decreasing the costs, to use the latest technologies by following up the innovations, and to establish strong relations between the parties in the sector. When considered from this point of view, it is believed that the relations marketing implementations shall have significant effects specifically on the performance of the companies, and generally on the development of the sector.

Research Methodology

Exploratory research method was chosen in the first phase of the research, and then it was carried out as a descriptive research by taking into consideration the objectives of the research. The reason for choosing exploratory research method in the first phase was to understand the basic features of the subject being researched, to determine the current states of the companies showing activities in the beverage sector, and to increase the interest and participation of the said companies in research subject.

The reason for choosing descriptive research in the second phase was the concentration of the said method on specific hypothesis and examining the relationship between many variables (Haris, 1997).

This research was applied by using instantaneous research (cross-sectional) based on questionnaire and primary data. As the companies showing activities in the beverage sector were located in different regions in geographical terms, the questionnaires were applied by way of face to face interviews where there was opportunity for a face-to-face interview, and by the way of sending the questionnaire form through e-mail to the companies not having such an opportunity. As this research was carried out with the objective of putting forth the state of phenomena being examined at a certain time and had to be completed within the period granted for the thesis, it was carried out instantaneously.

Sampling

As the research was carried out with the companies showing activities in the beverage sector in Thrace Region, it was carried out with 105 producers located in the city centers of the region by ways of face to face interview and e-mail. The reason of choosing beverage sector in the research was to examine the communication works of the companies showing activity in the sector, and the effects of these works on the performance of the companies.

Data and its collection

For the purpose of evaluating the relations between the integrated marketing communication components and the performance of the company; "Market Position and Market Objectives", "Organization of the Integrated marketing Communication" and " Measurement of Brand Performance" parts of the "Integrated Marketing Communication" scale developed by Reid (2002). The reason for using the scale developed by Reid (2002) was that this scale was developed by using scientific methods, its reliability and validity were tested, and it was published in International Journal Of Wine Marketing after obtaining reliable results. Also, the utilization of this scale in different environments and different sectors was suggested by the author himself. Questionnaire was originally issued in English language, but later was translated into Turkish as it shall be utilized in Turkey. This questionnaire was discussed with some academicians and some people in the beverage sector before being used for the research, and it is determined that the translation was comprehensible in the same degree for everybody.

Integrated Marketing Communication Scale

The "Market position and Market objectives" scale taking place in the questionnaire is made up of six questions. "Integrated Marketing Communication" is made up of five dimensions and nineteen questions.

Each question is evaluated with 5-point Likert scale (1 = Strongly Disagree and 5 = Strongly Agree).

> Organizational infrastructure: 4
>
> Mutual Interactivity: 4
>
> Mission Marketing: 3
>
> Strategic Consistency: 3
>
> Planning and Evaluation: 5

"Measurement of Brand Performance" scale is made up of two dimensions and eight questions.

> Market Impact Related Performance: 4
>
> Profitability Related Performance: 4

Data Analysis

At this stage, before proceeding with the analysis of data, reliability and validity of the scale used in the research were explained, and frequency distribution according to some criteria taking place in the first section of the scale (market position and market objectives) were given, the companies with high and low integrated marketing communication according to median value were compared with t-test, and later the independent variables obtained by applying factor analysis to the scale were examined with multi regression analysis by taking various performance value dependent variables.

Reliability

For the integrated marketing communication, which is a new concept, to be generalized in international terms, it is necessary that a scale being established and tested in any

one country should also be applied successfully in the other countries. In this case, it should be determined whether or not the scale developed by Reid (2002) is at an acceptable level in Cronbach Alfa reliability degree suggested by Nunnally (1967). The reliability level of the integrated marketing communication scale used in this research is 0, 9378.

Validity of the Contents

The validity of the integrated marketing communication scale used in this research is evaluated by discussing it with various academicians and specialists before the utilization of the scale. Also, as the scale was developed by Reid (2002) with scientific methods, it is concluded that the scale is valid.

Factor Analysis

How the questions making up the measurement tool cluster between themselves is determined with the factor analysis, and it is deemed that each factor (question cluster) found represents a theoretical structure. Integrated marketing communication is a multi dimensional scale made up of 5 dimensions and total of 19 questions. Before the obtained data is used, factor analysis applied to said 5 dimension and 19 questions, and the questions making up each dimension are reduced to one variable, and later included in multi regression analysis. At the end of analysis being carried out, each dimension is successfully reduced to a single factor, and 5 independent variables is obtained.

T-Test Analysis

In this research, first of all median is calculated according to "integrated marketing communication" values, and the companies are separated as companies having high and low values, and then the results pertaining to "Market Impact Performance" and the "Performance Affecting Profitability" dimensions taking place in "Measurement of Brand Performance" are compared by using t-test and shown in the table given below.

Table 1. Comparison of Performance Results

Market Impact Performance		Performance Affecting Profitability	
Customer Awareness	Low (1) 3.3594	Market share	Low (1) 3.3594
	High (2) 4.2195		High (2) 4.1707
Customer Satisfaction	Low (1) 3.3906	Profitability of the brand	Low (1) 3.3281
	(High 2) 4.2195		High (2) 4.2195
Customer Loyalty	Low (1) 3.3750	Total Sales Revenue	Low (1) 3.3281
	High (2) 4.1951		High (2) 4.1951
Effect to be provided by Commercial cooperation	Low (1) 4.8906	Ability of the brand to determine price	Low (1) 3.0938
	High (2) 4.8293		High (2) 4.0488

Multi Regression Analysis

In this research, the relation between the integrated marketing communication components and the company performance is put forward with multiple regression analysis. Therefore, before proceeding with the analysis, the conditions required for the multiple regression analysis are

examined, and the error expressions obtained for normality assumption are tested with Kolmogrov-Smirnov test, and determined that it is consistent with normal distribution with 0.95, and on the grounds of variance inflation factor being (VIF) < 5, it is seen that there is no multiple linear dependence, and independent variables not being random variables are examined, and then analysis were carried out after concluding that there is no problem in using multiple regression analysis.

Relationship between Market Impact Performance and Integrated Marketing Communication Components

In this analysis, "Market Impact Performance" is taken as dependent variable, and multiple regression analysis is carried out with "Organizational Infrastructure, Mutual Interactivity, Mission Marketing, Strategic Consistency and Planning and Evaluation" dimensions containing integrated marketing communication components. Whereas the Market Impact Performance components are made up of "Brand Awareness, Customer Satisfaction, Customer Loyalty and Effect to be provided by Commercial Cooperation". Hypothesis are developed as follows:

- H1: There is a (+) relationship between brand awareness and integrated marketing communication components.
- H2: There is a (+) relationship between customer satisfaction and integrated marketing communication components
- H3: There is a (+) relationship between customer loyalty and integrated marketing communication components
- H4: There is a (+) relationship between the effect to be provided by commercial cooperation and integrated marketing communication components.

Table 2. Model Summary Values

Performance Criteria	R	R Square	Adjusted R Square
Brand Awareness	.770	.593	.571
Customer satisfaction	.770	.593	.571
Customer Loyalty	.757	.573	.550
Effect to be provided by Commercial Cooperation	.303	.092	.043

According to above table, Regression equations obtained for all dependent variables are meaningful, except "Effect to be provided by commercial cooperation" among the dependent variables, (R= .303, R^2= .092, Adjusted R^2= .043).

According to table 3, it can be seen that the model as a whole is meaningful for all dependent variables (sig. = . 000, sig.< 0,05) except "Effect to be provided by commercial cooperation" among the dependent variables, (sig. = .104, sig.>0,05)

As it can be seen from the Table 4, there is a meaningful and positive relationship between organizational infrastructure (factor score 1, sig.= .000) and mutual interacting (factor score 2, sig.= .064) and brand awareness.

As it can be seen from the Table 5, there is a meaningful and positive relationship between organizational infrastructure (factor score 1, sig.= .001) and mutual

interactivity (factor score 2, sig.= .037) and customer satisfaction.

As it can be seen from the Table 6, there is a meaningful and positive relationship between organizational infrastructure (factor score 1, sig.= .000) and customer loyalty.

As it can also be seen from the Table 7, there is no meaningful and positive relationship between the effect to be provided by commercial cooperation and the integrated marketing communication components.

Relationship between Performance Affecting Profitability and Integrated Marketing Communication Components

In this analysis, "Performance Affecting Pofitability" variables are taken as dependent variables, and multiple regression analysis with "Organizational Infrastructure, Mutual Interactivity, Mission Marketing, Strategic Consistency, Planning and Evaluation" dimensions containing integrated marketing communication components. Whereas the Components of Performance Affecting Profitability are made up of "Market Share, Profitability of the Brand, Total Sales Revenue Ability of the brand to determine price". Hypotheses are developed as follows:

- H5: There is a (+) relation between the market share and integrated marketing communication components.

- H6: is a (+) relation between the brand profitability and theintegrated marketing communication components.

- H7: is a (+) relation between the total sales revenue and the integrated marketing communication components.

- H8: is a (+) relation between ability of brand to determine price and integrated marketing communication components.

According to the Table 8, all the regression equations obtained for dependent variables analyzed are meaningful. According to the Table 9, it can be seen that the model as a whole is meaningful for all the dependent variables

Table 3. Anova Values

Performance Criteria	Model	Sum Of Squares	Df	Mean Square	F	Sig.
Brand Awareness	Regression	27.307	5	5.461	27.055	.000
	Residual	18.773	93	.202		
	Total	46.081	98			
Customer Satisfaction	Regression	25.891	5	5.178	27.139	.000
	Residual	17.745	93	.191		
	Total	43.636	98			
Customer Loyalty	Regression	25.482	5	5.096	24.915	.000
	Residual	19.023	93	.205		
	Total	44.505	98			
Effect to be provided by Commercial Cooperation	Regression	.900	5	.180	1.887	.104
	Residual	8.877	93	.095		
	Total	9.778	98			

Table 4. Relationship between Brand Awareness and Integrated Marketing Communication Components

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	% Confidence Interval for		Correlations			Co-linearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	3.706	0.045	0.461	81.909	0	3.616	3.795	0.73	0.378	0.268	0.377	2.969
REGR factor sco 1 for analysis 1	0.313	0.078	0.266	4.043	0	0.159	0.467	0.698	0.191	0.124	0.217	4.599
REGR factor sco1 for analysis 2	0.064	0.096	-0.021	1.877	0.064	-0.011	0.373	0.594	-0.019	-0.012	0.363	2.759
REGR factor sco 1 for analysis 3	-0.014	0.075	-0.096	-0.188	0.851	-0.164	0.135	0.579	-0.079	-0.051	0.314	3.181
REGR factor sco 1 for analysis 4	-0.062	0.08	0.198	-0.767	0.445	-0.222	0.098	0.687	0.136	0.088	0.197	5.071
REGR factor sco 1 for analysis 5	0.135	0.102		1.328	0.187	-0.067	0.338					

a. Dependent Variable: C5

analyzed (sig. = . 000,sig.<0,05). As it can also be seen from the Table 10 that there is a meaningful and positive relation between organizational infrastructure (factor score 1, sig.= .000), Planning and Evaluation (factor score 5, sig.= .073) and the market share.

As it can also be seen from the Table 11, there is a meaningful and positive relation between organizational infrastructure (factor score 1, sig.= .000)and the profitability of the brand. As it can also be seen from the Table 12, there is a meaningful and positive relation between organizational infrastructure (factor score 1, sig.= .000) and total sales revenue. As it can also be seen from the Table 13, there is a meaningful and positive relation between the organizational infrastructure (factor score 1, sig.= .002) and the ability of the brand to determine price.

CONCLUSION

In the fierce competitive environment of present day, the communication phenomenon taking place in the integrated marketing communication approach developed towards companies creating competitive advantage by differentiation, where customer-centred strategies are implemented instead of sales-centred communications strategies, has the aim to effectuate the communication process bi-directionally with the customers. Integrated marketing communication shall contribute towards corporate identity in long terms, and is a process as it necessitates an approach to use the communication in managerial terms, and also is a general concept as it provides a general synergy, where all creative marketing communication activities that are creating superiority and differentiation on the market form completeness with the marketing mixture (Bozkurt, 2000). Therefore, the companies in the beverage

Table 5. Relationship between Customer Satisfaction and Integrated Marketing Communication Components

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	% Confidence Interval for		Correlations			Co-linearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	3.986	0.043	0.378	83.765	0	2.332	2.123	0.73	0.311	0.263	0.376	2.334
REGR factor sco 1 for analysis 1	0.245	0.077	0.37	3.112	0	0.172	0.459	0.691	0.199	0.116	0.289	3.996
REGR factor sco1 for analysis 2	0.191	0.066	0.091	1.001	0.066	0.239	0.378	0.535	0.044	0.014	0.343	2.134
REGR factor sco 1 for analysis 3	0.035	0.099	-0.095	0.177	0.839	0.14	0.155	0.59	-0.071	-0.03	0.319	3.187
REGR factor sco 1 for analysis 4	-0.011	0.083	0.187	-0.709	0.416	-0.225	0.099	0.621	0.119	0.088	0.19	5.75
REGR factor sco 1 for analysis 5	0.083	0.123		1.213	0.151	-0.099	0.339					

a. Dependent Variable: C6

Table 6. Relationship between Customer Loyalty and Integrated Marketing Communication Components

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	% Confidence Interval for		Correlations			Co-linearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	3.715	0.044	0.377	84.999	0	2.6	2.791	0.731	0.377	0.266	0.343	2.032
REGR factor sco 1 for analysis 1	0.249	0.075	0.378	3.04	0	0.177	0.455	0.699	0.19	0.122	0.219	3.043
REGR factor sco1 for analysis 2	0.199	0.098	0.099	1.012	0.068	0.231	0.377	0.592	0.013	0.011	0.311	2.777
REGR factor sco 1 for analysis 3	0.037	0.076	-0.099	0.182	0.833	0.144	0.111	0.571	-0.077	-0.033	0.316	3.111
REGR factor sco 1 for analysis 4	-0.015	0.089	0.199	-0.7	0.418	-0.29	0.099	0.622	0.112	0.08	0.199	5.29
REGR factor sco 1 for analysis 5	0.083	0.111		1.222	0.155	-0.017	0.33					

a. Dependent Variable: C7

Table 7. Relationship between Effect to be provided by commercial cooperation and Integrated Marketing Communication Components

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	% Confidence Interval for		Correlations			Co-linearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1 (A3 Constant)	4.893	0.032	0.333	153.83	0	4.311	2.121	0.731	0.31	0.265	0.377	2.311
REGR factor sco 1 for analysis 1	-0.007	0.056	0.39	3.1	0	0.177	0.452	0.694	0.194	0.132	0.287	3.986
REGR factor sco1 for analysis 2	-0.055	0.067	0.096	1.33	0.061	0.233	0.333	0.531	0.041	0.087	0.341	2.132
REGR factor sco 1 for analysis 3	-0.08	0.09	-0.091	0.179	0.837	0.144	0.19	0.595	-0.07	-0.031	0.31	3.155
REGR factor sco 1 for analysis 4	-0.039	0.033	0.145	-0.722	0.419	-0.222	0.09	0.622	0.111	0.082	0.194	5.789
REGR factor sco 1 for analysis 5	0.097	0.119		1.988	0.15	-0.888	0.334					

a. Dependent Variable: C8

Performance Criteria (Table 8.)	R	R Square	Adjusted R Square
Market Share	.762	.580	.558
Profitability of Brand	.768	.589	.567
Total Sales Revenue	.752	.566	.543
Ability of brand to Determine Price	.721	.519	.494

sector taking the integrated marketing communication approach into consideration in planning and implementing their marketing activities shall provide for the companies to increase their performance and make profit in the long term. In present day, the competition on the market becoming keener along with the increase in product variety, and together with the current product variety consumers becoming more selective in their purchasing decisions and brand preferences, product quality and differentiation becoming a necessity in gaining competitive advantage in the sector are the elements to be considered. Hence, the companies showing activity in the beverage sector have to reformulate their organizational structures for to increase their performance and the brand equity by taking the integrated marketing communication approach as the basis. In addition to this, they have to adopt the integrated marketing communication approach in reaching the existing and potential customers, and in perpetuating the established relations, in preparation of marketing plans appropriate for the objectives and strategies, in utilizing the appropriate promotional tools in a strategic alignment with each other, and in their evaluation of the results obtained in a manner to set new targets for the future.

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Table 9. Anova Values

Performance Criteria	Model	Sum Of Squares	Df	Mean Square	F	Sig.
Market Share	**Regression**	**27.213**	**5**	**5.443**	**25.699**	**.000**
	Residual	19.696	93	.212		
	Total	46.909	98			
Profitability of Brand	Regression	27.400	5	5.480	26.676	.000
	Residual	19.105	93	.205		
	Total	46.505	98			
Total Sales Revenue	Regression	25.421	5	5.084	24.262	.000
	Residual	19.488	93	.210		
	Total	44.909	98			
Ability of Brand to determine Price	Regression	33.627	5	6.725	20.098	.000
	Residual	31.121	93	.335		
	Total	64.747	98			

Table 10. Relationship between Market Share and Integrated Marketing Communication Components

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	% Confidence Interval for		Correlations			Co-linearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	3.687	0.046	0.542	79.567	0	3.595	3.779	0.731	0.311	0.269	0.37	2.222
REGR factor sco 1 for analysis 1	0.372	0.079	0.177	4.678	0	0.214	0.529	0.667	0.196	0.133	0.289	3.543
REGR factor sco1 for analysis 2	0.176	0.099	-0.087	1.228	0.223	-0.075	0.318	0.53	0.046	0.088	0.344	2.678
REGR factor sco 1 for analysis 3	-0.047	0.077	-0.141	0.612	0.542	-0.201	0.106	0.59	-0.078	-0.033	0.317	3.111
REGR factor sco 1 for analysis 4	-0.091	0.082	0.275	-1.175	0.243	-0.261	0.067	0.629	0.144	0.088	0.194	5.211
REGR factor sco 1 for analysis 5	0.189	0.104		1.815	0.073	-0.018	0.398					

a. Dependent Variable: C1

Table 11. Relationship between Brand Profitability and Integrated Marketing Communication Components

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	% Confidence Interval for		Correlations			Co-linearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	3.695	0.043	0.544	79.555	0	3.333	3.744	0.73	0.315	0.255	0.377	2.22
REGR factor sco 1 for analysis 1	0.371	0.071	0.178	3.666	0	0.211	0.511	0.666	0.197	0.13	0.284	3.678
REGR factor sco1 for analysis 2	0.177	0.099	-0.081	1.211	0.222	-0.079	0.318	0.534	0.042	0.081	0.344	2.986
REGR factor sco 1 for analysis 3	-0.04	0.071	-0.132	0.61	0.599	-0.266	0.108	0.598	-0.079	-0.036	0.314	3.11
REGR factor sco 1 for analysis 4	-0.096	0.083	0.299	-1.133	0.219	-0.287	0.069	0.624	0.145	0.089	0.191	5.244
REGR factor sco 1 for analysis 5	0.181	0.112		1.809	0.073	-0.01	0.392					

a. Dependent Variable: C3

Table 12. Relationship between Total Sales Revenue and Integrated Marketing Communication Components

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	% Confidence Interval for		Correlations			Co-linearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	3.685	0.044	0.549	72.763	0	3.133	3.722	0.733	0.318	0.221	0.37	3.92
REGR factor sco 1 for analysis 1	0.37	0.075	0.143	3.699	0	0.218	0.514	0.698	0.193	0.118	0.283	3.644
REGR factor sco1 for analysis 2	0.172	0.097	-0.088	1.21	0.222	-0.006	0.315	0.53	0.044	0.089	0.348	2.911
REGR factor sco 1 for analysis 3	-0.066	0.089	-0.138	0.619	0.523	-0.243	0.104	0.598	-0.074	-0.03	0.316	3.118
REGR factor sco 1 for analysis 4	-0.09	0.022	0.233	-1.131	0.213	-0.284	0.063	0.62	0.145	0.083	0.194	5.252
REGR factor sco 1 for analysis 5	0.154	0.118		1.822	0.077	-0.011	0.399					

a. Dependent Variable: C4

Table 13. Relationship between Ability of the Brand to Determine Price and the Integrated Marketing Communication

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	% Confidence Interval for		Correlations			Co-linearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	3.111	0.018	0.544	71.777	0	3.225	3.443	0.73	0.327	0.287	0.379	3.432
REGR factor sco 1 for analysis 1	0.373	0.075	0.148	3.611	0	0.228	0.516	0.692	0.19	0.199	0.254	3.6
REGR factor sco1 for analysis 2	0.133	0.076	-0.123	1.298	0.229	-0.124	0.311	0.521	0.089	0.076	0.365	2.563
REGR factor sco 1 for analysis 3	-0.066	0.099	-0.187	0.611	0.521	-0.24	0.1	0.555	-0.063	-0.017	0.31	3.654
REGR factor sco 1 for analysis 4	-0.033	0.02	0.29	-1.998	0.276	-0.28	0.061	0.611	0.147	0.083	0.19	4.998
REGR factor sco 1 for analysis 5	0.158	0.118		1.342	0.043	-0.016	0.39					

a. Dependent Variable: C4

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