



Features of the Implementation of Integrated Marketing Communications: Resistance to Change

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ABSTRACT

The issue of communication in the marketing activities more relevant for Russian production companies when they do not have sufficient funds for modernization, restructuring and competitiveness in the market. Over the past 20 years of the reformation in the Russian Federation there were fundamental modifications to the communicative strategies of most industrial and commercial companies, which are characteristic features of the situation and changes in the approaches of realization of marketing activities. Manual production and trading companies have invested heavily, both in the creation of new products and the creation of new effective methods of promotion. Effective marketing communications are due to its openness, transparency relationships, initiative on the part of industrial and trading companies, building loyalty programs in relation to the final consumer of finished products.

Keywords: Marketing, Marketing Communications, Methods of Promotion, Market Conditions

JEL Classifications: M11, M31

1. INTRODUCTION

Intensification of communication capabilities, as well as increasing global competition, showed a powerful influence on marketing (promotion policy), many production companies. Companies have resorted to modifying its marketing programs, including promotion as competitors and the markets began to cover the world space. Steel accounted for questions about advertising and its costs; media used throughout the world, and not set limits domestic markets; advertising appeals apply to customers in different countries, and sellers of goods are located in different world markets (Kobersy et al., 2015).

Increased interest in the physical health and financial well-being due more to the growth of the health industry (gyms, recreation health), change preferences in the diet (increased interest in poultry, fish rather than meat), all this has led to an increase in sales of products

that are able to give consumers better health and improving fitness as a consequence of reduced weight. Consumers have changed their passions for food, games, and their expectations for the product. These significant changes gave a call to form the preconditions for the practical implementation of a flexible and constructive policy tools and implementation process of marketing communications.

In the current market conditions, marketing philosophy for success is absolutely necessary to integrate, rather than past experiences, often considered as the elements of the communication activities of individual types of manufacturing companies. According to Spencer Plavukasa "Marketers who fruitful and successful in today's market conditions, it is the specialist who coordinates the complex of marketing communications is so firmly that advertising to advertising, from article to article, the consumer immediately understands and recognizes that this is that mark which he used to choose which he trusts" (Rossiter and Percy, 1997).

Marketing communications in this received much attention; many manufacturing companies have denied the integration of different communication elements. Resistance to change is largely due to fear of managers that such changes will inevitably lead to a reduction in budgets and reduce their authority and power. Advertising service production companies do not see any changes in mind for fear of expansion of its functional units beyond advertising. But despite this, the advertising agencies have expanded the boundaries of their functions by creating alliances with production companies or build their new offices that specialize in sales promotion, direct marketing, and others.

2. MAIN PART

In order to accept the idea of integrated marketing communications need to understand that the components of the marketing mix is none other than a means of communication, and that they must all act together. The following factors are very important and have an impact on marketing communications and promotion of management practices:

1. Widely widespread lifting of restrictions on the activities of various industrial companies in many industries has led to mergers and a reduction in the number of competing firms. This has had an impact on the implementation of marketing communications;
2. Deregulation of the industry's finances intensified production and trading companies to use advertising techniques such as souvenirs, prizes, promotions, gifts, for customer retention manufacturing;
3. The intensification of global competition between the companies and improving communication capabilities have worked on the development of marketing communications. Companies increased their forces to promote marketing programs, increased competition;
4. Use as an attraction to its rigid product advertising that promotes attraction of passive consumers. It usually relates to the health industry.
5. The increasing importance of such factors as the time of great importance when purchasing goods. Modern family, with current employment, have less time for traditional shopping. As a consequence, the emergence of a more rational use of time. Customer requirements dictate the need to store the new operation mode, so as to match the rhythm of life and schedule. This trend reflects the technical amenities such as ATMs around the clock to conduct banking operations. Consumer behavior is determined by the preference of customers to form a time frame. Companies engaged in production technology. Home produce faxes, computers, create internet - shops, and consumers themselves can order his products by phone, fax or via the Internet (technology, food, tour tickets, and others). There are many other manifestations of control over time. Promotion manager that gave new possibilities (Golubkova, 1999). That the term "promotion" is most often associated in the minds of a communication policy of the manufacturer.

Information - is the task of promotion, since the purchase of goods is not possible as long as the buyer does not know about its existence and do not understand what it is it may be necessary.

Potential customers need to know where to buy a particular product, its cost and how to apply it.

The conviction - no less important component of the promotion because most people need motivation in choosing a way to meet the needs. Where the goods have not been familiar to the consumer before the consumer it is not acquired, it is necessary to convince the buying. Or do you need to convince consumers to change the rival company, in case he was accustomed to use competing brands (Medvedeva, 2011). You also need a reminder of where it is possible to buy the goods, and its merits, as it contributes to further demand and captures consumers' confidence that he made the right choice (The system of marketing communications, <http://www.hr-portal.ru/article/sistema-marketingovykh-kommunikatsii>).

The main content of the promotion - it informative, persuasion and reminder, this is due to the fact that in each individual event in the field of promotion focused on solving specific problems. The latter include the attraction of new customers, increased demand from existing customers, help sales agents, maintaining a constant level of sales, creating awareness of the trademark production and trading company, to influence the consumer making a purchase decision.

Summarizing it can be said that the marketing communication is a process of sharing statement transmitted in various forms, and various methods for promoting goods, services, or ideas. The main tools of marketing communications are considered to be advertising, public relations (PR), sales promotion and personal selling (direct marketing). Improving the old forms, new transmission technology marketing messages, this process is not in place.

Activities of practitioners in the field of marketing communications targeted to direct consumers and other members of the marketing process, so manufacturers are striving to tailor their marketing messages to all stakeholder groups. As the business grows, the manufacturer increases the number of participants has important marketing process, developing and scope marketing communications. The exceptional impact on the field of marketing communications has the state of the domestic economy, culture and scientific and technical progress. It is impossible not to take into account international factors, for example, Russia can easily be taken to achieve the experience of other countries in the field of marketing communications.

Management marketing communications in Russia is becoming an important part of modern manufacturing companies and the business environment. Formation of the business environment objectively confronts the issue of manufacturing companies a strong position in the competitive environment, adaptation to external economic conditions (Zunde, 2008). New technologies of production of finished products of the company, relationships with traders and consumers have changed the application of the marketing communications. To increase the effectiveness of marketing communications, it is necessary to apply an integrated approach to their implementation. The basis of this approach is to ensure coherence of all tools of marketing communication in the

framework of a unified strategy to achieve marketing and corporate goals. Implementation in practice, indicated the approach will be discussed hereinafter.

The current accelerated modernization of the economy as a whole determines the demand for integrated marketing communications from production companies, namely the influence on the economy of globalization causes the transition from traditional methods of perception, thinking and operations management to non-standard solutions rapidly modifies the information systems and technologies.

The emergence of the concept of integrated marketing communications planning due to the necessity of marketing communications in conjunction with the assessment of the strategic role of the individual tools of integrated marketing communications and offers the best combination to ensure clarity, consistency and maximize the impact of communication programs using a consistent integration of all the individual requests.

The trend towards the integration of marketing communications, i.e. shared advertising, PR, sales promotion, direct sales, communications, point of sale and event marketing with other elements of the marketing mix - one of the greatest marketing accomplishments of the 1990s when many experts noticed that the traditional marketing methods does not work. The emergence of integrated marketing communications approach has been defined a number of reasons:

- There was a clear need to find new means of communication or upgrade existing ones. This is determined primarily large number of advertising messages at this time;
- Were innovative channels of information transmission, which is used in the old system of communication becomes impossible;
- Observed a decrease in segment target audiences, which is associated with a progressive increase in the producers, which leads to the fact that manufacturing companies need to become positioned as a mono-enterprise, choosing specific “personalized” the audience (Kobersy et al., 2015; Shkurkin et al., 2015);
- A change in the motives of the target consumer, because at the forefront not the direct use of the product, and then what good and satisfying future needs may be given to the consumer;
- Achieved consumer loyalty of the new segments. We know that winning a new customer costs production and trading company in several times more expensive than keeping a constant;
- Take into account national differences in the perception of marketing communications at the production companies doing business in different countries.

Note that the term “integrated marketing communications” inherent specific features. The category of “integration” is even more mediated in conjunction with marketing communications, but the implementation of such integration in the practice of management of marketing communications is essential, plays a special role derived from a combination of marketing communication tools synergistic effect. Integrated marketing communications are

devoted to marketing, including Schultz, Tannenbaum, Lauterborn (Schultz et al., 1994), Misloski (Misloski, 2004), Sharkov (Sharkov, 2002), Burnet, Moriarty (Burnett and Moriarty, 1998). But so far the practice indicate that the work identified authors are strictly theoretical.

The author works in the field of psychology of marketing Schultz noted in his writings that the concept of integrated marketing communication is becoming one of the most popular topics in the study of marketing and marketing communications. Schultz is the goal of most marketing communications as moving the brand promoted by marketers from the slave to the base level in the hierarchy of desires of the consumer (Schultz, 1993).

Rossiter and Percy (Rossiter and Percy, 1997) under the Integrated Marketing Communications understand:

1. Synthesis of the corresponding types of advertising and promotion;
2. Correspond to the set of communications for the purposes of a specific brand, the special “micro positioning” brand;
3. Combining the methods and means of marketing communications and sales promotion given the time and interests of buyers.

Integration and the synergy effect of marketing communications, has great potential, provided flexible marketing solutions, phased solution long-term goals aimed at retaining customer interest in loyalty (Rossiter and Percy, 1997). The system of integrated marketing communications to be combined into a single unit three different areas of marketing efforts and product promotion:

- Introduced a single financing and eliminate the conflict associated with the division of the budget in different directions;
- There is a single “control center” of the production company on promotion of the product;
- Introduced a single planning production company. Thereby eliminated the effect of sending the community unrelated and sometimes contradictory “messages” about the product (Rossiter and Percy, 1997).

On the basis of considering the various definitions of integrated marketing communications given us their interpretation of the concept of “integrated marketing communications.”

In a study of the integration of marketing communication in the production company is treated as a process of rapprochement, mutual adaptation and merging communication tools (advertising, direct marketing, sales promotion, tools, PR, sponsorship, patronage, exhibitions/fairs) realized in a particular company, in turn, a set of tools of marketing activities aimed at the creation and promotion of goods to the consumer market (on the basis of information obtained by the representative on trade marketing from the representative point of sale and customers, integrated into a single database), in order to ensure the socio-economic efficiency of production and trading companies (Bozhko, 2006). At the forefront account the additional features the sale of goods on the market: National characteristics of the market, market capacity, territorial aspects, geography implementation, the seasonality of

demand, the loyalty of end customers, and others. The designated process must have the characteristics of self-regulation and self-development of the selected technologies to manage this process in a particular companies surveyed.

The definition shows that integrated marketing communications - is a system that combines a variety of means of communication into a single process, and as a logical combination of marketing communication tools developed based on a study of factors specific to the proceeding marketing situation in the market. The definition can be traced that IMC sent to external and internal audiences and promote not only advertising and marketing, but the function and image, as well as the function of internal loyalty. Central to the definition of integrated marketing communications is that it is the last of a way of thinking that seems made up of individual parts, such as advertising, PR, sales promotion, logistics, organization of relationships with employees, etc. Potapenko offers task of integrated marketing communications to structure the following areas: External integration, vertical integration, horizontal integration, detail is shown in Figure 1.

Marketing communications modified in integrated form so that they can be seen such as seen by consumers, namely - the flow of information from one source. On the other hand, one could argue that integrated marketing communications reflect the practice of combining all means of marketing communication; it poses the problem of transmitting a message the target audience, which contributes to the objectives of the company.

Integration of marketing communications is facing a number of challenges (Zobnina, 2009). There are a number of reasons, which prevents production and trading companies to integrate. Among them, such as:

- Underestimation of effectiveness;
- The lack of skills and training of employees;
- The territorial organizational structure of the company and the system.

The key point in the use of integrated marketing communications is to choose their method of organization. And consumers, and production and trading company in the current market conditions are increasingly aware of the need for integrated marketing communications, which is why competitive manufacturing companies to invest more in training their employees in an integrated approach to marketing communications. For the implementation of the integrated marketing communications companies in the market need to realize the real opportunities for coordination of various forms of communication, association and coherence produced advertisements. Most of the companies involved in integrating marketing communications, consider that an integrated approach is rare.

Concept IMC solution involves several inter-related issues:

- Firstly, the organization of communication messages using various means of communication, which would not contradict each other and be consistent with each other, presenting a positive image of a single device;
- Secondly, the main purpose of the IMC is to increase the

effectiveness of marketing communications by seeking the best combination of the basic means of marketing communications, as well as individual instruments of each of these funds due to the increase of efficiency of activity as a result of the integration, the merger of individual parts in a single system.

Issues management integrated marketing communications in our time is becoming increasingly important, as the system of creation and sale of goods is an essential condition of competitiveness of the company and products. Every modern manufacturing company manages a multi-channel marketing communications system (Figure 2).

In this system, the production company is developing relationships with intermediaries communications, contact audiences, consumers. Consumers, in turn, bear the function to perceive the rumor, rumors, the opinion of friends and acquaintances. And as every group of supporting a communication link with the participants. In the current market conditions the way to manage integrated marketing communications is based on a synthesis of methods of market regulation, a timely information to facilitate decision-marketing solutions for the improvement and management of business entities both open systems. Accordingly, forming the problem of finding the most efficient and effective ways to manage integrated marketing communications and methodological aspects of its development of the marketing activities of particular relevance (Potapenko, 2010).

Figure 1: Implemented complex task of integrated marketing communications (Potapenko, 2010)

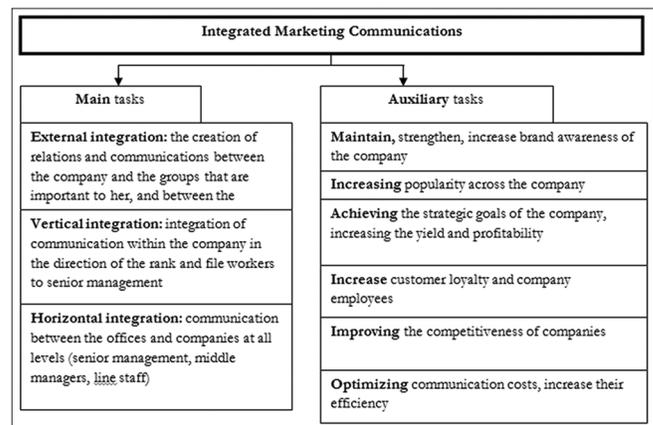
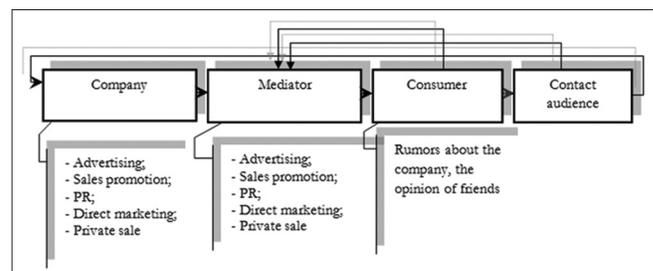


Figure 2: The implementation of multi-channel marketing communications



Management technology integrated marketing communications is characterized by a strict sequence, and consists of several steps: Information, logic, computing and organizational, as reflected in Figure 3.

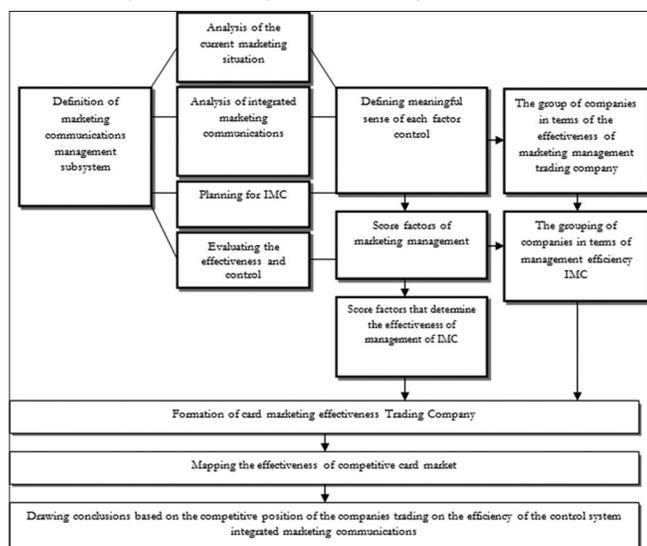
Very important is the role of integrating all channels of marketing communications for the impact on the consumer. The role of marketing communications in today's market conditions. Thus, a prerequisite for the emergence of integrated marketing communications can be regarded as parts of a production company's CRM, database, data, Internet.

The development of the modern world economy is also characterized by a significant level of information, the formation of information and communication technologies, which contributes to the appearance of previously existing technologies and elements of marketing communications, based on the formation and development of modern marketing communication and information marketing concept that would increase marketing effectiveness, taking into account the integration of technology Marketing information technology. Marketing communications mean by a regular use of a total information communications - from information on the market, the definition of the mission production company, market segment, distribution channels, determine the appropriate conditions for the realization of the product and the creation of a positive image of the production company and the product.

3. CONCLUSION

Thus, summing up, we note the following points. The system of integrated marketing communications - a special lever to marketing, the basic priority and infrastructure system emerging mechanisms responsible for forming and communication links between producers and consumers, companies, managers and society. Integrated Marketing Communications were the basis for many areas of modern market economy to achieve high results in the work to meet the needs of consumers while minimizing the costs of production

Figure 3: Methodical bases of an estimation of efficiency of management of integrated marketing communications



and trade, and reducing the time. Modern marketing communication links are the lever of influence on the production of internal and external environment using information response, aimed at creating consumer demand and sales promotion. A number of features of the modern market determine the role of communication in the activities of commercial production and trading company (which are subject to the satisfaction of consumer demand):

1. The activity of the market, the demand for which is mainly determined by the importance of replacing the consumption of goods;
2. The issue of creating totally new products and displays them on the market;
3. High standards impeding separation of the products in quality and price;
4. The need for economic growth in production and trading companies is in opposition with the desire to finance the buyer.

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