

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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**THE IMPACTS OF PRODUCTIVE MARKETING COMMUNICATION ON EMERGING MARKET****LOO LAE SYEE****STUDENT****CENTER OF SOTHERN NEW HAMPSHIRE UNIVERSITY PROGRAMS****HELP COLLEGE OF ARTS AND TECHNOLOGY****KUALA LUMPUR****TAN KAI HUN****STUDENT****CENTER OF SOTHERN NEW HAMPSHIRE UNIVERSITY PROGRAMS****HELP COLLEGE OF ARTS AND TECHNOLOGY****KUALA LUMPUR****VIVIAN LEONG****STUDENT****CENTER OF SOTHERN NEW HAMPSHIRE UNIVERSITY PROGRAMS****HELP COLLEGE OF ARTS AND TECHNOLOGY****KUALA LUMPUR****RASHAD YAZDANIFARD****LECTURER****CENTER OF SOTHERN NEW HAMPSHIRE UNIVERSITY PROGRAMS****HELP COLLEGE OF ARTS AND TECHNOLOGY****KUALA LUMPUR****ABSTRACT**

*In this competitive market, emerging market has been popular among the international franchiser due to its high market flexibility and high potential of growth. This is an advantage for major companies to maximize their profitability and increase their market shares. Other than that, it also able to improve the emerging countries condition to be wealthier. There are several issues such as the culture value in the emerging market, that the investors and franchisor should aware of, by ensure the countries effects will benefits the investors and franchisors in applying their marketing communication strategies. Applying the accurate productive marketing communication strategies may help the investor and franchisor to have a lead in the market shares and benefits them in all the profitable ways. Emerging market is a place that provides profitable opportunities for investors and franchisors.*

**KEYWORDS**

Emerging country, emerging market, market communication, productive strategy.

**1. INTRODUCTION**

According to Millward Brown, in 2006, there are less brands that from emerging countries. The emerging countries brands that manage to lay on the top 100 will be specifically from China and therefore there are only two brands from emerging countries. Furthermore, in 2011, there were 19 from the BRIC (Brazil, Russia, India and China) countries and other emerging countries. Emerging market brands currently represent nearly one-fifth of the top 100 global brands (as cited Mobius, 2012). Emerging economies are expected to grow two to three times faster than a developed country because of their low development that needed new needs or wants in the markets and this presents opportunities for new businesses to enter. In emerging countries, the rising of household incomes enables them to have more purchasing power such as Indonesia and the Philippines are examples of countries with strong domestic economies and growing consumer classes (Gibley, 2013). Therefore, marketing communications plays an important role in this situation because it can help international franchisor or new investors to connect with consumers in the emerging market. Consumers tend to act differently in their purchasing behavior with the influence of marketing communication. Marketing communication such as sponsorship, sales promotion, internet and infomercials are productive in emerging market. Marketing communication is one of the promotion tools that can help to enhance a company image. Other than that, international franchisor or investor needed marketing communication to help them to build up awareness and attract the target consumers in emerging markets. This paper will illustrate the impacts of productive marketing communication on emerging markets.

**2. MARKETING COMMUNICATION**

Marketing communications is defined as a set of collective term in various types of planned messages to build a brand-advertising, public relations, sales promotion, direct marketing, personal selling, packaging, infomercials, internet, events and sponsorship, product placement and customer service included (Ouwensloot & Duncan, 2008). In short, marketing communications is the voice of the company and can also be known as representative to its brands. It is an essential activity in the marketing department for company as it coordinates various activities to have a complete task performed in time and effectively. Marketers nowadays are using marketing communications mix in their business to reach out to more potential buyers as well capture the existing customers heart in continuing purchasing their products. Marketing communication mix elements such as sales promotion offers information and consultation which are important components to add value to a product or services (Kola & Akinyele, 2010). Advertising, brochures, sales promotion and personal selling are from the traditional marketing communication in which are labeled as planned marketing communication as the company can control the content of the message (Finne & Strandvik, 2012). On top of that, choosing the right target audience is important as it gives huge impact to the sales performance for the brands and products. Therefore, marketing communication plays a significant role in arousing the consumer's attention (Mahyari, 2010).

### 3. ADVANTAGE OF MARKETING COMMUNICATION

Marketing is a process of manipulating the marketing mix to closer the bond between a producer and consumer in several ways (McCole, 2004). Thus, communication is the process of an interaction that people exchange or shares to achieve mutual understanding in a common set of symbols (Mcdaniel, Lamb, & Hair, 2012). Furthermore, marketing strategies are closely related with communication process because in all the strategies, the main goals are to inform, persuade, or reminding their target audience. This both elements combines bring a huge advantage for an organization. According to Lagrosen (2005) the authors of "Effects of the internet on the marketing communication of service companies", Journal of Services and Marketing, marketing communication process are having a profound impact on an organization. It help an organization to provide innovative ways to targeting, focusing on benefits such as product strategy emphasizing authenticity and promotion based on well-managed websites and it also can help to create higher awareness on international competition (Aldridge, Forcht, & Pierson, 1997).

#### (A) SPONSORSHIP

Sponsorship is a part of promotion method and it can be defined as a support of an event, activity or even an organization by providing money or other resources regarding to the sponsor event (Skinner & Rukavina, 2002). The key to have a successful sponsorship programs is to have and match the correct products or services itself with people in the society. Sponsorship has been an increasingly popular medium in corporation communication especially in among of companies that are operating for consumer markets (Olkkonen, Tikkanen, & Alajoutsijarvi, 2000). According to Richard (2003), sponsorship may be the tool to create image of organizations in emerging markets. There is an increase in sponsorships, as sales and merchandising opportunities are being used in as well provides sponsors with highly effective in the sales promotion vehicle (Meenaghan, 1991). There are many forms of sponsorship in marketing such as sport sponsorship, cultural sponsorship and media sponsorship to capture any potential customers in the market.

For sport sponsorship, it is an effective way to associate a brand with the values presented by a particular sport. As such in Malaysia, Spritzer Company uses sponsorship method to the McDonalds marathon event in encouraging people to be healthy while consuming its mineral water. Besides, for cultural sponsorship, Yayasan Sime Darby Malaysia sponsored Yao Lee "The Legendary Rose Musical" in showing support of preserving and loving the arts and culture that existed in many years ago. Meanwhile for media sponsorship, Astro Malaysia does involved in sponsoring to Malaysian football league which is known as Persatuan Bola Sepak Malaysia (FAM) to created more viewers to subscribe sports channel and as well enjoying the matches. Usually, sponsorship is presented as one element in process of sending a set of stimuli to various types of target groups to evoke a desired set of response (Olkkonen et al., 2000).

#### (B) SALES PROMOTION

Sales promotions define as promotional methods using in a short-term techniques to persuade the target market to respond. The main purpose is to create public acceptance or stimulate greater purchase of a products or services through contests, discounts, exhibitions, games, giveaways, special offers, and similar activities (Kotler, 2013). There are two strategies in sales promotions which are push and pull strategies (Adebisi, 2006).

Push promotional strategy purpose is to create customer demand for the products or services through promotion (Banda, 2007). Price-oriented promotions such as rebates, coupons, and price discounts are widely used to gain more profits. Nowadays, coupons can also be redeems through online. It is an ease for consumer as they just need to pay the amount by credit cards then the goods will be delivery to consumer's door step or consumers can print the coupon or show the QR code of the coupon to pick the goods at the stated outlet. As technology is getting advance mobile phone can also use as a sales promotion tools. When consumers receive a coupon message, they just need to show it to the salesperson for redemption or consumer can also insert the code that they receive from the message into the link provided for redemption (Mellens, Dekimpe, & Steenkamp, 1996).

Pull promotional strategy means customer seeking out the products or services from advertising through printed media such as brochure or social media sites such as YouTube and Facebooks (Adebisi, 2006). Pull strategy requires high investment to build up customers' demands compare to push strategies. By organizing a campaign can also increase customer's excitement towards the products and services (Banda, 2007). Non-price promotions such as sweepstakes or loyalty card to redeem gift by collecting point every time they purchase to increase the excitement of the brands. Sampling can be easily seen in supermarket especially in the weekend. Consumers could get the first trial for free such as can food or carbonated drink, after their first try they can decide whether to purchase or not (Mellens et al., 1996).

Sales promotions are difficult to standardize because all countries have its economic and cultural. Multinational firms should observe the way customers respond to sales promotions as it is different between countries or states.

#### (C) INTERNET

Nowadays, technology has been improving rapidly and the world is gradually moving to the gadget world. One of the technologies that have been makes a huge difference in everyone's life will be internet. Internet did have a huge impact on all kinds of business activities including the marketing mix (Lagrosen, 2005). According to Zinkhan (2002), the network boundaries provide new opportunities internally and externally for an organization. The impact on internet is enormous and believed that it will bring a tremendous impact to an individual and to the business world. Furthermore, internet can bring a huge advantage to the business world, a web is a mass medium nowadays and by using it, it can help an organization to engage with their consumers and suppliers (Mcdaniel, Lamb, & Hair, 2012). Other than that, internet can brings a huge convenience to an individual and to a corporate because it manage to handles the transport of data and internet protocols performs routing and addressing (Watson et al., 2000). This gadget has become crucial for the corporate world that conducted their business online because they are enjoying a lot of advantage such as low cost production and it also secure the transmission of credit card number, provides encryption and enables electronic fund transfers (Zinkhan, 2002).

Implementing the internet strategy in advertising can lead to increase the consumer traffic too. Consumers nowadays are active in the internet and social network, all of the organization can try to manage Web 2.0 tools such as blogs, podcasting and social networks to help them create a higher awareness and to increase their consumers traffic (Sigala, 2009). Nowadays, a huge percentage of company are started to include matrix bar code (QR code) in their brochures or poster. This can convenience the consumers that owned a smart phone because they can get the most update information or promotion by just scanned the code. So that, the consumers does not need to check it step by steps (Horowitz, 2010).

#### (D) INFOMERCIAL

Infomercial is a television program that can be described as an extended advertisement that often include a demonstration or discussion (Lawrence, 2013) Psychological pressure is used by marketers to include testimonials from satisfied users, celebrity and attractive presenters or well known people in creating appeals to people's needs (Hurst, 2009). Infomercial can be time-consuming as finding the right and suitable testimonials are not an easy task as it dependence in many factors such as perceptions of the testimonials and the how effective it is to be considerate upon it. Infomercial is known and represent as a form of advertising as considerable to be a commercial significance (Agee & Martin, 2001). Usually, infomercial was used to break up the half-hour show to avoid being too lengthy. It is interesting as it also provides a call to action at the end of each segment in every few minutes to create impulses and be as reminder to the viewer to buy their product. In terms of pre-purchases in thinking part, the more buyers think about the content of its infomercial they have seen, the higher chances for buyers to make a decision to purchase its products (Agee & Martin, 2001).

For example there is one of the successful infomercials that managed to do well, which is Snuggie. Snuggie has earned approximately \$400 million in sales for successfully using a funny infomercials concept to target viewers and it is known as blanket with sleeves. However, infomercials need to be avoided from any potential deceptive or misleading messages as it can create anger and disappointment to the audience. A research shows that it is important to understand infomercial well before sending out in preventing of the broadcasting to have any misleading messages to the viewer (Lawrence, 2013). Hence, it is important that infomercial transmitted the right message to the audience through music, color, images and associates them with emotional attributes.

### 4. PRODUCTIVE MARKETING COMMUNICATION

Applying a marketing communication strategy productively may create first mover advantage for an organization (Shankar, Carpenter, & Farley, 2012). In addition, each element that fall in marketing communication has their own benefits that provide huge opportunities to the companies. Furthermore, marketing communications has been proven as a productive tool in:



**(A) SPONSORSHIP**

Sponsorship provides opportunities to create and enhance products or services credibility and the image of a company. Sponsorship events are more likely to shape customers purchasing attitudes and able to create a positive image of a company. As sponsorship will have high exposure to the public in both electronic and printed media. This makes them to have the competitive advantage among its competitors. For example, Coca Cola, occasionally act as a sponsorship in different types of event which can generate a positive influence toward consumers perceptions of Coca Cola (Amoako, Dartey-Baah, Dzugbenuku, & Junior, 2012). Its logo that include in printed media, websites and tickets will also create consumers brand awareness toward sponsorship companies.

**(B) SALES PROMOTION**

Consumers will recognize a brand through marketing communication. When they have the impulses to buy the products or services, sales promotion gives them an extra intention to take action whereas advertising focuses on educates customers about qualities of the product (Blattberg & Neslin, 1990) A survey has been conducted and it shown that consumer response to sales promotions strategy. Researchers have found promotions to be associated with brand switching. Sales promotion strategy seems to be successful to household for brand switching as they have lower levels of brand loyalty (Mellens et al., 1996).

For example Nestle Malaysia has held campaigns with the aimed of creating customers awareness about the important of maintaining a good cholesterol level for healthy heart. It is a challenge for public to lower their blood cholesterol levels within 30 days with Nestle Omega Plus (Nahumudeen, 2012). Although it is a high expenditure to hire those professionals to provide customers a free checkup and consults them by purchasing Omega Plus but it built up the brand recognition and when there is a combination of push and pull strategies, which having campaign at the same time providing sample or promotional price, it could attract customers for brand switching.

**(C) INTERNET**

Internet is a place for customers to obtain useful informative of a goods and services when they are considering to purchase it. It is part of the marketing communications to communicate with generation Y, as emerging country have younger working-age populations. This younger generation could help emerging countries to increase economic growth such as Mexico and Brazil. These two countries have high numbers of young labor forces (Ernst & Young, 2011). Other than that, through internet, a business can have its own websites. Therefore, Internet is a great place for an organization to communicate with consumers through live chat especially when consumers want to enquiry anything of the goods or services of a business. It could provide a discussion forum for the existing users to voice up their opinions of the goods and services. When negative comments is more than positive comment, then the managers of the company have to take action to increase customer satisfaction but when positive comments is more than negative comments, it will help to boost the additional users of trust towards the goods and services of a business. Thus, this may affected the customers to make their first try of the goods. Forum itself is not enough for existing customer to create brand loyalty so a business has to always update their latest activities through Internet or social media. By using the current data, companies can email the latest activities to them which are also a great way to connect with customers frequently (Jobson, 2013).

**(D) INFOMERCIAL**

It is an essential for a new business to advertise by marketing communication when it initially steps into an emerging market because emerging market consumers are status conscious consumers. They tend to prefer brands that they think are valuable and perceive as leaders. Consumers of emerging markets live close to friends and family and they often view local television channels, such as China which has about 3,000 mostly local television stations and they often read local newspapers rather than national ones (Atsmon, Kuentz, & Seong, 2012). Infomercials has been view as an advertisement to generate the sales of retailing stores average retail sales increasing anywhere from two to five times the sales generated directly over television. Infomercials directly educate consumers the features and usage of its goods. It makes it different and better than its competitors. Facts and figures could make consumers feel the guarantee of the goods especially hearing positive feedback from existing customers. It gives the perception to consumers that they are the best or the only one in market (Shaina, 2011).

Explaining the usage and features of the goods alone is not sufficient. Companies also need to connect with these consumers with tagline that delivers a simple and clear message according to local market favorites and concerns so that it will be more likely to be trusted such as when Acer's change its message to "great value for money" to emphasize reliability rather than simplicity and productivity boosted its market share less than two years. It has also built a trusted image, by gaining more consumers to increase the sales of their products (Atsmon et al., 2012).

**5. EMERGING MARKET**

Emerging markets are defined as low and middle-income countries that most people have lower standards of living with the access to fewer goods and services compare to the people who live in high-income countries (Haley & Haley, 2006). Furthermore, emerging markets are known as some of the fastest growing economies in the market world and these countries represents on undergoing to substantial economic transformations (Baena, 2012). Emerging market can be classified as the countries that have not considered fully developed yet. It is best to define emerging markets in a broader term to those countries that have not yet to reach a mature stage of development whereby there is a significant potential for economic or political instability given with these considerations (Pearson, 2011). The rise of emerging markets provides new opportunities for established firms to seek new markets, access to specialist skills and cut costs through the relocation of activities (Enderwick, 2009). The factor in terms of degree of openness in the economy and there is a requirement of a minimum level of Gross Domestic Product (GDP) to be taken into the consideration. For example, lately, United Arab Emirates (UAE) and Qatar have been moved to be as emerging markets by global index complier MSCI (HSBC). MSCI is known as Morgan Stanley Capital Investment and acts as a benchmark by having index for the total international stock market.

Other than that, BRIC countries are refers to a selection of group in four emerging countries that consists of Brazil, Russia, India and China. For the last twenty years, China and India have been progressing consistently in developing their own countries while Brazil was still on the way to improve even there was a slow growth in their country due to the poor growth, rising inflation and street protests (Schmitz, 2006). BRIC is struggling as BRIC government bonds lost an average of 0.6 percent and their currencies also fell to 4.1 percent against dollar money (Farzad, 2013). Despite that, Russia was label as the world largest energy producer with 75 percent of exports are oil and natural gas, Russia` economy has not yet gone to achieve much diversification in the growth of international competitiveness (Azzarello & Putnam, 2012). Despite of undergoing some growth recovery, major Chinese companies have built considerable scale by focusing on their home market and to developed economies such as China's Huawei. It has become the world's second largest telecommunications company before US and European markets established (Chan, 2013). In addition, India has help the rupee from a low record in liquidity by raising two interest rates which escalates a tightening in liquidity across most of the biggest emerging markets (Goyal & Krishnan, 2013). India strives to have a consistent growth-inflation dynamics and macroeconomic stability and they have monitoring the market closely (Agrawal, 2013).

**6. ADVANTAGE OF EMERGING MARKETING**

There are great potential for growth in emerging market because there are still major development occurring. According to April 2012 International Monetary Fund estimates, emerging economies are expected to grow two to three times faster than a developed country (Deloitte, 2012). Emerging markets usually come with new needs or wants which presents opportunities for new businesses to enter. Therefore, in emerging market, there will be more opportunities for small companies looking to operate new business too. Meanwhile, companies doing business in emerging markets have first-mover advantages. If a company able to set up their brand in an emerging market and build early success, it brands can be recognized. Successful first mover able to build local partnerships and has an advantage over competitors that come along later (Kokemuller, 2013).

The other benefits of emerging marketing are diversification of an organization portfolio. The upper-class population in emerging market is increasing. These consumers are occasionally interested in purchasing luxury goods which not available in the region (Pendleton, 2013). Thus, by building up a brand by using marketing communication in emerging markets can perform differently than developed markets (Gibley, 2012). Besides, if a business only operates in one place, it will be hard to survive when the local economy is slopping down. However, if a business can operate in different countries, it will have the ability to overcome

the unpredictable reason that affect the economy. When one of branches profits is negative, the other branches of the company may build up for those losses. Further, a business may benefit from the fluctuations of the value due to different currencies (Pendleton, 2013).

For example, Nissan, one of Japan's world famous automobiles, has re-launched its iconic Datsun brand and has expanded its markets into high-population emerging economies. India is the world's biggest market for small cars; thence Nissan is expecting the new Datsun could expand its business in India. The populations in India are at 1.2 billion, and car owners represent only 15 out of every 1,000 people. Nissan have seen the greatest potential of its business to grow in India. Nissan chairman and chief executive Carlos Ghosn also said that the mini-car would be sold in emerging economies like Russia, South Africa and Indonesia in the next couple of years. He was sure that the Datsun would give Nissan a "meaningful presence in high-growth markets" (Hofilena, 2013).

## 7. PRODUCTIVE MARKETING COMMUNICATION IN EMERGING MARKET

Emerging market is the most potential and progressing market for international franchiser and new investors (Alon, 2006). Due to the developing country such as United States of America, their market is gradually turning into saturated and the competition in the market is fierce. According to Alon and Welsh (2001), cited in "Executive insight: evaluating the market size for service franchising in emerging markets", International Journal of Emerging Markets that in the coming next decade, 75% of the expected growth in world trade will be coming from emerging markets (Alon, 2006). Furthermore, due to its possibilities of high growth in emerging market has attracts a huge of international franchiser and investors to enter. To fully utilize the potential of growth in the emerging market, the franchiser should apply productive marketing communication strategy in their marketing plans. By applying the promotion tools of internet, infomercials, sponsorship and sales promotion in their marketing plan will enhance the chances of their success in the markets. As mention in the review that emerging country consumers are more status conscious consumers, they tend to prefer brands that they think are valuable and they will perceive it as the brand leaders. This proven that effective or productive marketing communication plays an important role in this situation because a productive marketing communication can provides the franchiser to have competitive advantage and can help them to lead in the markets. It can help them to ensure their path in the market. Other than that, it also helps to improve the company image, develops a dialogue and helps to nurtures their relationship with customers. Furthermore, all of the corporate main objectives are to build up their relationship with consumers and achieve long term profits and customer retention (Chong, Shafaghi, Woollaston, & Lui, 2010). In facts, if an organization can manage to ensure their promotion tools has been fully utilize such as applying the internet strategy; succeed to build up consumer relationship and provide convenience, sales promotion able to create high awareness and attract consumers to buy more, infomercial able to provide brand recognition and brand image in consumer minds and lastly sponsorship can build up brand image and company reputation then the company is succeeding in their business. If all of this elements of marketing communication has been fully utilized then the success of the organization in the emerging market is guarantee. In addition, applying trivial attributes in the marketing communication can help to obtain sustainable competitive advantage in the emerging markets too (Sun, 2010).

## 8. DISCUSSION

As observed by Papadopoulos, (1993); Verlegh and Steenkamp, (1999) cited in "Asymmetric effects of brand origin confusion", Journal of International Marketing Review stated that high probability that consumers in least developed countries or region are more prefer to buy foreign products that are from high developed countries such as United States. This is because they tend to believe the products or brand in this specific countries are represent the highest quality and the most fashionable styles. Furthermore, China has been progressing rapidly in the market nowadays and their country consumers tend to believe that foreign brands from developed countries are representing high status, cosmopolitanism and modernity (Zhuang, Wang, Zhou, & Zhou, 2008). High developed countries company can market their products or brand in the emerging country, this tend to bring high profits for the company because the consumers in emerging countries are more prefer in foreign products. By, injecting the accurate productive marketing communication strategy, the companies might able to attract the consumers of the emerging countries. China and India have a high population rate and investors tend to be more interest in this two emerging countries because it will be the most accurate places to expand their business (Alon, 2006). Marketing communication plays a crucial role in this expansion because it might be the tools to lead the investor and franchisor to be success. Productive marketing communication helps to enhance the brand image in consumers mind and help an organization to build up their reputation (Horowitz, 2010). Greater success always comes from the innovators that provide innovation in their products and services. If the inventors and franchisor able to create the accurate innovation from the helps of marketing communication in the emerging market, they might gain market leads and competitive advantage in this situation (Vilaseca-Requena, Torrent-Sellens, & Jimenez-Zarco, 2007).

## 9. CONCLUSION

Marketing communication has been a promotion tools to build up consumer awareness, increase corporate reputation, maximize profits and build brand image. It can lead a company to success if the strategy has been applied wisely, but at the same time it will bring failures if the company misused the strategy. In other hand, marketing communication can help to add value to the company. Injecting marketing communication elements to develop a foreign company in the emerging markets may increase their internal and external opportunities. This may bring a positive growth in the company. Furthermore, a consistent growth of the company may increase the economic growth of the emerging countries too. This may create a win-win situation for the company and the emerging countries itself.

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In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

