



**ASSESSING THE INFLUENCE OF INTEGRATED MARKETING COMMUNICATIONS ON SALES PERFORMANCE
AMONG SELECTED PRIVATE SECURITY FIRMS IN NAIROBI COUNTY**

Ochieng', M. E., Maore, S., & Kiriimi, D.

ASSESSING THE INFLUENCE OF INTEGRATED MARKETING COMMUNICATIONS ON SALES PERFORMANCE AMONG SELECTED PRIVATE SECURITY FIRMS IN NAIROBI COUNTY

Ochieng', M. E.,^{*1} Maore, S.,² & Kiriimi, D.³

^{*1} Masters Candidate, School of Business, Kenya Methodist University (KEMU), Nairobi, Kenya

² Lecturer, School of Business and Economics, Kenya Methodist University (KEMU), Nairobi, Kenya

³ Lecturer, School of Business and Economics, Kenya Methodist University (KEMU), Nairobi, Kenya

Accepted: September 1, 2018

ABSTRACT

Integrated Marketing Communication (IMC) has emerged as a promising area of study in the past decade. The role that integrated marketing communication (IMC) play within an organization is an often misunderstood one. The field of marketing communications integrated or otherwise is regularly dismissed as superficial with its potential impact upon broader issues of strategy and “real” day to day business of an organization underestimated. This research was undertaken to assess the effects of integrated marketing communications on sales performance a case of selected private security firms in Nairobi County, Kenya. This study was guided by one general objective and five specific objectives: To establish how advertising, personal selling, direct marketing, sales promotion and public relations and publicity influence sales performance in the selected private security firms. The findings of this study benefited sales and marketing practitioners on the best practices on how to implement (IMC). The study adopted survey research design, with selected private security firms’ staff being the target population. Purposive sampling and Simple random sampling was used to select a sample size of 78 employees. Self-administered questionnaires were used as data collection instruments. Qualitative and quantitative data was analyzed by the help of Statistical package for social scientist’s software (SPSS). Data was analyzed using descriptive statistics. The study concluded that there was a positive relationship between independent variables (advertising, personal selling, sales promotion, public relations and direct marketing) and dependent variable (Sales Performance of Security firms in Nairobi County). Findings showed that advertising, direct marketing, personal selling, sales promotion and public relations enhance the company’s performance by enhancing customer attraction, customer loyalty, sales volumes, branch expansion and reminding customers of the company’s products. The study recommended that management take seriously strategies that can improve the execution of these IMC tools as they are crucial to performance of the company.

Key Words: Advertising, Personal Selling, Direct Marketing, Sales Promotion, Public Relations, Sales Performance

INTRODUCTION

Integrated marketing communication is the integration of the whole promotional mix, but also all business to business, marketing channel, customer, focused and internally directed communications. Integrated marketing as a concept is focused on complete coordinate and harmonized execution of various campaigns across the elements of promotional mix (Dibb, Simkin, Pride & Ferrell, 2012). Integrated marketing communication ties together all of the company's messages and images. Its television and print advertisement have the same message look and feel at its email and personal selling communication. And its public relations materials project the same image as its website or social network presence (Kotler & Armstrong, 2013). Basically, integrated marketing communication links together all separate communication that the organization has with the customer the idea was that the organizations message should remain consistent at all times (Godson, 2009)

Effective blending of all firm's promotion efforts should produce integrated marketing communications the international coordination of every communication from a firm to a target customer to convey a consistent and complete message (Perrault, Cannon & McCarley, 2012). The marketing mix model is a widely used tool to evaluate Return On Investment (ROI) and inform optimal allocation of the marketing budget focusing solely on incremental volumes in this way implies that Conventional marketing mix models provide insight into short term ROI only. The most essential aspect of any business is selling their brands since sales sustain any business existent. Selling as a marketing function, involves promoting the product. This entails the use of person selling and advertising, including other direct mass selling methods (Okyere, Agyapong & Nyarku, 2011)

Integrated marketing communication is the coordination and integration of all marketing communication tools, avenues and sources in a company into a seamless program designed to maximize the impact on customers and other stakeholders (Clow & Baack, 2016). Integrated Marketing Communication (IMC) takes advantage of the effective management of communication channel. Within the marketing mix of products, prices, distribution system and promotions, times that speak with one clear voice are able to coordinate and integrate all marketing tools (Claw & Baack *et al.*, 2016).

In China, Pepsi depends on a blend of integrated marketing communication, including in store sampling, outdoor advertising and web based publicly (Perrault, Cannon and McCauley, *et al.*, 2012). With evidence mounting that marketing communication in South Africa is gradually showing a preference for promotion spending at the cost of advertising, fears of marketing communication practitioners that South African firms are buying short term sales and market share expense of long term brand equity have increased (Tustin, 2004).

In Zimbabwe they believe small and medium enterprises play major role in both developing and developed world (GOZ, 2009). According to Kotler, there have been very few studies conducted in relation to the relevance, significant and meaning of marketing communication in the context of small and medium enterprise. This situation may have changed over years but still the cases in the context of SMEs do not emphasize the promotion of goods and services. There is no proper planning in promoting their product and services (GOZ, 2009).

In Kenya integrated marketing communication is used by companies like Kenya Airways, Safaricom, but local companies do not use IMC (Cheruiyot, 2012). Evinah & Ngari (2015), researched about influence of

integrated marketing communication and sales performance of commercial banks in Kenya. Their study variables included advertising, sales promotion, public relation, personal selling, direct marketing. In their findings there was positive correlation between sales performance and integrated marketing communication. According to Jemutai (2012) in her study entitled integrated marketing communications and performance of Kenya post and savings bank. With reference to integrated marketing communications variables, majority 86% agreed that IMC enhanced customer loyalty sales performance in post bank.

In Kenya Private Security Companies are registered as business under the company's act of Kenya. Private security provision in Kenya has a long history, some companies started operating in Kenya since 1960's there are so many as 500 private security companies (PSGS) operating in Kenya. A large section of the population relies on private security providers for their everyday security, (Ngugi, 2004). However, it's important to note that no exact number is available because a vast number is not registered at all. Private security firms vary in size, with majority being small to medium sized, an owner managed companies with less than 100 employees. The majority of these small organizations operate in one locality or town. The major companies operate countrywide however, the highest concentration of companies in Nairobi (Tabo, 2013).

Problem statement

In today's competitive global economy, companies are facing growing pressure to reduce costs while at the same time improving returns on their investments. Companies should formulate marketing communication and measure its efficiency. The marketing communication efficiency measure is important since it helps to see if the company is minimizing the costs and maximizing profits. With the

increase in competition in the retail sector, it has become necessary for even smaller retailers to try to influence new potential customers and also create brand loyalty (Rodrigo, 2012).

With the proliferation of digital and social media, there has never been a more dynamic time to engage with marketing communications. (Lynne, Barbara, Stephan and Lloyd, 2014) and never has the integration of marketing communication principles into a strategic marketing plan been more challenging. Even the best product in the world won't sell without the right reach to your potential customers and the right message to engage them. A further potential challenge while using IMC is in a social marketing context where the emphasis of the integration should lie, few researchers have addressed the issue on how IMC needs to be adopted if it is applied in more complex world of social marketing. With increasing intensity, researchers have observed that there are discrepancies between what IMC theories prescribe and what practitioners actually do. It has also been observed that not only implementation of IMC (Kitchen *et al*, 2010).

Hussain, Shah & Hussain (2012) studied the effects of marketing communication on sales performance of multinational companies a case of Proctor and Gamble, Muhanji & Ngari (2015) studied influence of integrated marketing communication and sales performance of commercial banks in Kenya, Cheruyiot (2012) studied integrated marketing communication and sales performance of Kenya Post and Savings bank. Studies have been done and found that many organizations are shifting from normal marketing communication to IMC secondly; most marketing activities in the past have focused on breaking down concept and activities into even more fine specialism. Thirdly, IMC brings together all forms of communication into a seamless solution and finally, argument against IMC challenges the approaches as being nothing more than traditional

marketing and advertising dressed up in new clothes and given a new title. There are no previous studies that have been carried out focusing private security firms. Regional Security firms KK has reported a 10 percent drop in revenue at a time when big players in the sector are complaining of unfair competition (Kamau, 2017). It was against this backdrop that this study sought to assess the influence of integrated marketing communication on sales a performance among selected private security firms in Nairobi County, Kenya.

Objective of the study

The main objective of the study was to assess the influence of integrated marketing communications on sales performance a case of selected private security firms in Nairobi County, Kenya. The specific objective were:-

- To determine the influence of advertising on sales performance in the selected private security firms in Nairobi County, Kenya
- To establish how personal selling influence sales performance in the selected private security firms in Nairobi County, Kenya
- To assess the role of direct marketing on sales performance in selected private security firms in Nairobi County, Kenya
- To determine the influence of sales promotion on sales performance in selected private security firms in Nairobi County, Kenya
- To establish the influence of public relations on sales performance in selected private security firms in Nairobi County, Kenya

LITERATURE REVIEW

Theoretical Review

Resource Based Theory

The resource-based view of the firm (RBV) and the resultant resource-based theory (RBT) provide an important framework for explaining and predictor the basis of a firm's competitive advantage and performance (Barney, 2015, Slotegraaf, 2003, Vorlies & Morgan, 2005). Even though prior works have identified organization resources as important to firm's success (Penrose, 1959) it was not until the 1980's that the resource-based view of the firm began to take shape. At that time, the dominant paradigm held that the industry level factors determined each firm's profit potential (Porter, 1979). Later researchers started to argue that factors internal to the firm, namely, its resources and capabilities, really determine its profits (Wenerfelt, 1984).

According to Peter and Barney (2003), a firm achieves a competitive advantage when it is able to generate more economic value than the marginal (break-even) competitor in its product market. Evaluating the use of RBT across different market domains, suggests that the primary motivation for using RBT in many marketing contexts is that it offers compelling framework for integrating multiple, dissimilar resourced to explain their synthetic, different effects on performance and their associated contingencies (KozlenKorg, Samaha & Palmatier, 2014). The resources-based theory views the firm, not the industry, as the source of competition advantage, (Capron and Holland, 1999). Competition advantage resides in the resources assets and capabilities available to the firm (Barney 1991, Peterat, 1993; Teece, 1997).

In relation to this study Resource based Theory is relevant because it advocates for both human and financial resources for an organization to achieve competitive advantage. In this regard an organization must therefore avail both financial and human resource for effective implementation of integrated marketing communication strategies. Integrated

marketing communication variable such as advertising is costly in multi dimension, therefore financial resources must be budgeted for adequately in the sales and marketing budget. In addition to competent personnel are required in the IMC integration, well trained sales persons, being the human resource of Resource based Theory. Sales promotion and direct marketing both require availability of financial and human resource that has cost implications.

Persuasion theory

Dual process theories such as Elaboration likelihood model Peter & Cacioppo (1981) posit the existence of a systematic or central route to persuasion, as well as heuristic route. The systematic route presumably produces more enduring judgment that is based on extensive and critical judgment. Cognitive response model of persuasion are any thoughts that arise during the process of elaboration when people relate message material and message content and views memory. (John & Praschan, M, 1999) emphasizes the importance of coordination within and between the marketing communication mix elements, specializing in one voice (Kitchen, 1999, Kitchen and Schultz, 1999). This integration infers sum total of persuasion effect of two integrated communication elements is typically considered greater than the sum effects of the individual items. IMC has become an integral part of marketing communications strategy for many advertising and publicity agencies across many countries worldwide (Kitchen & Schultz, 1991; Kitchen *et al.*, 2004).

Reaching the target audience and establishing visibility with them in a necessary condition for success. However, it is not sufficient condition since much depends on the persuasiveness of what is conveyed (John & Nicholas, 2004). Persuasion about messaging one to one or one too many subliminal persuasions occurs when you are able to successfully

implant a message in the mind of a person or group of people. Subliminal persuasion is about getting people to change their minds to change their minds, to change their beliefs, and to accept new information as not only being correct but having the necessary to spread. Advertising, marketing and public relations, all rely on sub mind persuasion (Dave, 2008) getting messages and beliefs to space in the primary goal of the persuader. To be a highly effective subliminal persuader, you must know who it is you intend to persuade (Dave *et al.*, 2008).

Persuasion theory basically refers to effective communication of your offer to the customer. This is consistent with marketing definition of identifying and satisfying consumer need probability. In the process of satisfying consumers need you have to persuade the customer about your product or services capability of satisfying need? With reference to integrated marketing communication variables advertising, sales promotion, direct marketing, public relations and personal selling are all geared to persuading the customer to buy or consume your service or product offer.

Advertising theory

Advertising is by and large seen as art the art of persuasion and can be defined as any paid for communication designed in form and/or persuade. Advertising has been seen as both positive and negative force in society. Pure transfer of meaning is difficult, if not impossible to achieve and this is true of mere information giving learning aside the problems associated with persuasion. The disadvantage of the non-personal nature means there is no opportunity for immediate feedback, and costs of production and media can be very high yet credibly can be low. (Copley, 2004) for many advertisers, attention getting has become the focus of importance so persuasive content is hardly considered, on the assumption that visibly via the repeats exposure

effect is all that is needed (John & Nicholas *et al.*, 2004).

Advertising can easily be organized in terms of classic communication components. Advertising message can be a variety of types and have variety of features, sensory dimensions of ads i.e. whether they are print, contain images, or video. Advertising messages can also vary by their appeal (Sex, taste, emotion, rational argument, problem solution). They can vary in length by how often they are repeated and by the media content they are embedded in (i.e., program or editorial contexts (Shelly & Esther, 2012).

Advertising is one of the independent variables in this study, therefore it supports this study enormously. Firstly, advertising has multidimensional aims in marketing communications, advertising can therefore remind a customer about your offer to the customer, advertising can also educate your customer about your product or service, and advertising can persuade your target client to buy from your company. This theory therefore forms the basis of integrated marketing communication which defines the independent variable of this study.

Marketing communication theory

Communication theory is enormously rich in the range of ideas that fall within its nominal scope, and new theoretical work on communication has recently been flourishing. Marketing communications should be an audience centered activity and in that sense it is important that messages be based on form understanding both the needs and environment of the audience. To be successful marketing communications should be grounded in the behavior and information-processing needs and style of the target audience (Chris & Sarah, 2016).

Businesses must retain clients to remain profitable. The academic field of marketing management considers customer relationship management (CRM)

as most appropriate to achieve this, while communication management focuses instead on public relations (PR) (Loots & Gobler, 2013). Marketing communication, the most visible of marketing functions, interacts subtly with corporate communication for form what can be a formidable force for business and other organizations and one that impacts strongly on society, generally. Marketing and corporate communication or send belonging to myriad companies and other organizations domestic and globally. This includes the effects of branding, advertising, sales promotions publicly and sponsorships, personal communications packaging and so on (Paul *et al.*, 2004).

Communication theory posits sharing of the commonness of thought; therefore, communication cycle is recognized when a feedback is given back to the information source portraying the understanding and agreement on the content of the information both by the informer and the informant. Communication theory in marketing perspective supports this study because effective marketing communications leads to efficient persuasion about your offer communication to the customer.

Dagmar theory

Dagmar is a marketing theory used to measure the results of an advertising campaign. The theory involves setting specific, measurable objectives for a campaign to determine if specific objectives were met. Specifically, Dagmar seeks to communicate a specific message through four steps: awareness that is making the consumer aware that the product or company exists, secondly comprehension-letting the consumer know what the product are used for third, Conviction-convincing the consumer to purchase the product and lastly Action-getting the consumer to actually make the purchase. According to Karisson (2007), argued that the created Dagmar when he prepared a report for association of National

Advertisers. Thus, report was entitled defining advertising goals for measured advertising results, shortened down to Dagmar, and therefore of the name (Belch & Belch, 1995) and was later in 1969 published as a book with the same title (Mackay, 2005). Dagmar was created to encourage measurable objectives for each stage of the communication (Smith & Taylor, 2002). Dagmar focuses on the level of understanding that a customer must fulfilled for the organization and on how to measure the result of an advertising campaign (Belch & Belch, 1995). The Dagmar theory has had a huge influence on how to set objectives in the advertising planning process and many planners used these models as their base. However, just as the other theory within advertising, Dagmar has been met with critique. One of the major criticisms towards Dagmar is on its reliance on the hierarchy of effects theory, just as with AIDA. Customer does not always pass through the stages in a linear way. The main conclusion on the Dagmar theory is expressed in the following quotation all commercial communications that weigh on the sale must carry a prospect through for level of understanding that the prospect must first be aware of the existence of a brand or an organization. Secondly, he must have a comprehension of what the product is and what do for him. Thirdly, he must arrive at a mental suspicion or conviction to buy the product and finally he must stir himself to action (Mackay, 2005).

Empirical Review

Advertising

According to Atieno (2011) different authors have defined advertising differently. Bottler 1988 defines advertising any form of personal preventative and promotion of ideas or service by an identified sponsor. Churchill (1994) defines advertising as paid non-personal communication through various media by organization that are identified in the message

and seeks inform and or persuade members of a particular audience an all-encompassing one is by Engel (1991) who define advertising as a paid non-personal communication through various media by business firms nonprofit organizations and individuals who are in some way identified in the advertising message and who hopes to inform and or persuade members of a particular audience.

It may be noted that the development of the advertisement effectiveness literature from 1964 to 2013 highlights the change in the focus of researchers from traditional to modern media. It is further observed that different dimensions are concerned in different media for measuring advertisement effectiveness which adds to the complexities and vagueness of the subjects (Mahechhari & Gupta, 2014).

Personal selling

According to Kotler & Armstrong (2008), Personal selling can be traced back to as far as ancient Greece. The need for sales people was enhanced by the industrial revolution and modern personal selling got its start during the first part of the twentieth century. In industrial revolution began in the 18th century in Great Britain. This meant that the local economies were no longer self-sufficient and the needs to reach new customer. The birth of the travelling sales person began. Sales people are the primary way of providing paid personal communications to customers. In the early 21st century relationship-oriented consultative style approach to personal selling has gained favor, sales people get to know prospects find out their needs and make honest recommendations about product or service solutions.

According to Spiro (2008) prospecting is to find step where sales people determine leads or prospects. After they figure out potential customers, they must determine whether they are qualified leads those

who have a need for the product, can afford the product, and are willing to be contacted by the salesperson. Next, the approach is used for preparing for the presentation. This consists of customer research and goal planning for the presentation. This is when the sales person initially meets with the customer. It is helpful to schedule an appointment to ensure capturing the buyer's attention. Since first contact leaves an impression on the buyer, professional conduct, including attire, a hand shake and eye contact is the heed assessment. Sales people should evaluate the customer based on the need for the product. They should ask questions to reveal the current situation, the problems, and the benefits of the solution and interest of the buyer.

Direct marketing

According to Kotler & Armstrong (2004) direct marketing is the use of consumer direct channels to reach and deliver goods and services to customers without using marketing middlemen. These channels include direct mail, catalogue, Telemarketing, interactive television, Kiosk, Website, and mobile devices. It consists of direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships. Direct, marketing communicates directly with customers often on one-to-one, interactive basis. Using detailed database, they tailor their marketing offers and communications to the needs of narrowly defined segments or even individual buyers.

Direct marketing is convenient, easy to use and promote, that is the comfort of their homes and they browse mail catalogs or company websites. Direct marketing to the sellers is powerful tool for building customer relationships can target base marketing. Today's marketers can target small groups or individual consumers, tailor offers to individual needs and promote these offers through personalized

communications. Direct marketing can offer a low-cost-efficient for reaching their markets for example; direct marketing has grown rapidly in B2B marketing, partly in response to ever increasing costs of marketing through sales force (Kotler, 2006).

Sales promotion

Capon (2012) establishes that sellers use incentive-type promotions to attract leads, to reward loyal customers and to increase the repurchase rates of occasional users. Sales promotion often attracts brand switchers, who are primarily looking for low price, good value, or premiums. Sales promotion is unlikely to turn them into loyal customers. Sales promotion used in markets of high brand similarity produce a high sales response in the short-run but little permanent gains the market share. In markets of high brand dissimilarity, sales promotion can alter market share permanently. Sales promotion consists of marketing activities that stimulate consumer purchasing and dealer effectiveness. These include displays, trade shows, coupons, contests, samples, premiums, product demonstrations, and various non-recurrent selling efforts used combined with other forms of promotion to emphasize, assist, supplement, or otherwise support the objectives of the promotional programme (Thompson, 1998). Sales promotion consists of short-term incentives, in addition to the basic benefits offered by the product, or services to encourage the purchase or sales of a product or service (Kotler *et al.*, 2001). Sales promotions cannot be conducted on a continuous basis, because they will eventually become ineffective.

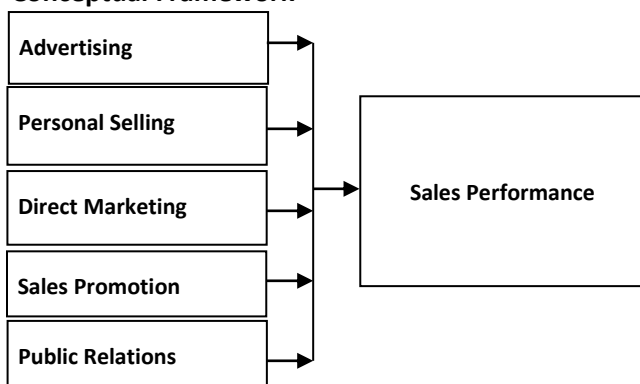
Public relations

Public Relations is distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and its publics;

involves the management of problems or issues; helps management to keep informed on and responsive to public opinion; defines and emphasizes the responsibility of management to serve the public interest; helps management keep abreast of and effectively utilize change, serving as an early warning system to help anticipate trends; and uses research, sound and ethical communication as its principal tools (Palaniappan & Ramachandraiah, 2013).

Public relations are strategic communication process that builds mutually beneficial relationship between an organization and their publics. PR serves a variety of institutions in the society such as businesses, trade unions, government agencies, voluntary associations, foundations, religious institutions and hospitals. To achieve their goals these institutions must develop effective relationships with their audience or public such as employees, customers, suppliers, shareholders and the community. In an ideal organization, each employee works harmoniously with their subordinates, all focused on achieving organizational goals rather than self-interest goals (Nyenjeri, Kinyua & Wawire, 2014).

Conceptual Framework



Independent Variables Dependent Variable

Figure 1: Conceptual framework

Source: Author, 2018

METHODOLOGY

According to (Peregrine & Drova, 2013) Research design refers to the basic structure of a research project, the plan for carrying out an investigative focused on a research question. Survey research design was employed. The target population of the study comprised of Sales directors, sales managers, marketing managers, sales representatives and marketing representatives, key account managers in the selected private security firms. In this study the targeted population totaled to 78 employees. Primary data was collected using structured questionnaire that captures study variables. Secondary data was obtained from literature sources; secondary data was also collected through review of published literature such as text books, published dissertations and published thesis. The multiple regression models took the following equations:

$$Y = C + \beta_1 A + \beta_2 P + \beta_3 D + \beta_4 S + \beta_5 PR + \varepsilon$$

Y= Sales Performance

C= Constant term

$\beta_1 - \beta_5$ = Co-efficient

A= Advertising

P= Personal selling

D= Direct marketing

S= Sales promotion

PR=Public relations and publicity

ε = Error term

FINDINGS AND DISCUSSION

Table 1: Descriptive Statistics for Sales Performance

	N	Mean	Std. Deviation
Company plans on sales Volume Improvement	56	3.80	1.566
Human Resources has influenced sales performance	56	4.32	.956
Company reviews sales volume improvement	56	4.50	1.062
Use of sales strategy has increased business performance	56	4.29	1.246
Sales performance influences organization performances	56	4.75	.477
Budgetary allocation on sales is sufficient to influence sales performance	56	3.57	1.582
Valid N (list wise)	56		

Source:Researcher (2018)

The analysis in table 1 above showed that the majority who scored the highest mean of 4.75 and a standard deviation of 0.477 agreed that Sales performance influences organization performances. This was closely followed by those who too agreed that company reviews sales volume improvement a mean of (4.50) and a standard deviation of (1.062). Further more respondents agreed Human Resources had influenced sales performance with a mean of

(4.32) and a standard deviation of (0.956), Use of sales strategy had increased business performance at a mean of (4.29) and a standard deviation of (1.246), and Company planned on sales Volume Improvement (3.80) and a standard deviation of (1.566). Respondents agreed that budgetary allocation on sales was sufficient to influence sales performance with a mean of (3.57) and a standard deviation of (1.582).

Table 2: Influence of advertising on sales performance

	N	Mean	Standard Deviation
Advertising of security firms' products improves customer loyalty	56	4.39	.867
Advertising of security firms 'products encourage new customers to purchase products	56	4.30	1.094
Advertising increases sales volumes	56	4.68	.543
Aggressive marketing of security firms' products allow the branch expansion	56	3.93	1.319
Advertising of security firms products creates awareness	56	4.32	.855
Advertising of security firms' products remind customers to purchase the products	56	4.45	.971
Management budgets for advertisement of security firms' products are enough	56	2.82	1.830

Source:Researcher (2018)

Advertising had been acknowledged to be one of the factors that influenced sales performance in Nairobi

County. The study wanted to establish the claim. The respondents were therefore required to rate their

responses on a likert scale of 1-5 where: 1= Strongly Agree; 2= Agree; 3= Neutral; 4= Disagree; 5=Strongly Disagree. The analysis in table 2 showed that the majority who scored the highest mean of (4.68) and a standard deviation of (0.543) agreed that advertising increased sales volumes. This was closely followed by those who too agreed that advertising of security firms' products reminded customers to purchase the products of (4.45) and a standard deviation of (0.971). Further more respondents agreed that Advertising of security firms' products improved customer loyalty with a mean of (4.39) and a standard deviation of (0.867), and advertising of security firm's products created awareness at a mean of (4.32) and a standard deviation of (0.855). Advertising of security firms' products encouraged new customers to purchase products were achieved at a mean of (4.30) and a standard deviation of (1.094),

The study findings were similar with findings of Nzuve (2012) who studied passenger road transport competitiveness in Nairobi; his findings revealed that advertising was the major integrated marketing tool preferred among the marketing mix communication. According to Nzuve (2012) findings were is a strong positive relationship between sales performance and advertising budgetary allocation this agreed with Olufayo (2012) findings who studied the influence of advertising on sales performance on new products in Lagos, Nigeria, the findings revealed that there is correlation between sales and new products. According to Aila (2012) study findings, who studied the relationship bank performance and promotional strategies among commercial banks in Nairobi, Kenya His study concluded that advertising influences bank performance.

Table 3: Personal selling influence on sales performance

	N	Mean	Standard Deviation
Personal selling is effective in building customer loyalty	56	3.93	1.234
Personal selling is effective in increasing security firms' sales	56	3.57	1.386
Personal selling is effective when selling security firms' products	56	4.07	1.248
Personal selling is effective in improving security firms'	56	3.23	1.584
Personal selling is effective in persuading customers to purchase security firms products	56	4.11	.824
Personal selling of security firms' products reminds customers to purchase the products	56	3.66	1.210
Personal selling of security firm's products create high level of customer attention	56	3.57	1.463

Source: Researcher (2018)

The findings of this study revealed that quality service as a result of personal selling influences sales performance positively among the selected security firms. The excellent personal selling techniques provided by the sales personnel enables relationship marketing enhancement and subsequently translates to repeat sales, that's contract renewals and product

purchases. The study findings therefore agrees with Muendo (2011) findings who studied influence of personal selling among commercial banks in Nairobi, Kenya and concluded that personal selling is invaluable in improving communication cycles with prospective clients and relationship with sales personnel.

Table 4: Role of direct marketing on sales performance

	N	Mean	Standard Deviation
Direct marketing of security firms products improve customer loyalty	56	3.57	1.373
Direct marketing of security firms products encourage new customers	56	4.30	.971
Direct marketing of security firms products increases sales volumes	56	3.64	1.227
Direct marketing allow the branch expansion	56	2.55	1.464
Direct marketing of security firms products creates awareness	56	3.18	1.416
Direct marketing of security firms products remind customers to purchase the products	56	3.89	1.021
Direct marketing of security firms products is used by key account managers	56	3.89	.867

Source Author (2018)

Direct marketing influence on sales performance in the security firms in Nairobi County. The respondents were therefore required to rate their responses on a likert scale of 1-5 where: 1= Strongly Agree; 2= Agree; 3= Neutral; 4= Disagree; 5=Strongly Disagree. all the respondents agreed that Direct marketing of security firms products encourage new customers at a mean of (4.30) and a standard deviation of (0.971), direct marketing of security firms products remind customers to purchase the products at a mean of (3.89) and a standard deviation of (1.021), same as Direct marketing of security firms products

increases sales volumes, at a mean of (3.89) and a standard deviation of (0.867), Direct marketing of security firms products increases sales volumes at a mean of (3.64) and a standard deviation of (1.227), and direct marketing of security firms products improve customer loyalty, at a mean of (3.57) and a standard deviation of (1.373). Direct marketing of security firm's products creates awareness at a mean of (3.18) and a standard deviation of (1.416) and direct marketing allow the branch expansion at a mean of (2.55) and a standard deviation of (1.464)

Table 5: Influence of sales promotion on sales performance

	N	Mean	Standard Deviation
Sales promotion improve customer loyalty	56	3.79	1.187
Sales promotion speeds up awareness process and therefore maximise sales of services	56	4.07	1.024
Sales promotion leads to branch expansion	56	3.64	1.017
Sales promotion speeds up awareness process and therefore maximizes sales	56	4.13	.875
Participation in sales promotion improves performance	56	3.98	.820
Management uses sales promotion more frequently	56	2.16	1.187
Sales promotion involves some incentives and motivation that offer clients a reason to buy the company's products	56	3.50	1.293

Source, Author 2018

The study sought to know whether sales promotion influences sales performance in the security firms in Nairobi County. The respondents were therefore required to rate their responses on a likert scale of 1-

5 where: 1= Strongly Agree; 2= Agree; 3= Neutral; 4= Disagree; 5=Strongly Disagree. The analysis in table 4.11 above shows the results. The analysis above showed that all the respondents a the majority of the

respondents agreed Sales promotion speeds up awareness process and therefore maximise sales of services with a mean of (4.13) and a standard deviation of (0.875). Sales promotion speeds up awareness process and therefore maximise sales, at a mean of (4.07) and a standard deviation of (1.024), Participation in sales promotion improves performance, at a mean of (3.98) and a standard deviation of (0.820), and Sales promotion leads to branch expansion, at a mean of (3.79) and a standard deviation of (1.187). Sales promotion involves some incentives and motivation that offers clients a reason to buy the company's products at a mean of (3.50) and a standard deviation of (1.293) A minority of the

respondents strongly agreed that; Management uses sales promotion more frequently, at a mean of (2.16) and a standard deviation of (1.187).

The study findings agreed with Salhish (2011) findings who studied the relationship between sales performance and sales promotion among retail stores in India, who also established that price discounts, offers influence sales volume among the retail stores. Oyedepo, consequently studied the effect of sales volumes and sales promotions' in the multinational company a case study of nestle Food Limited and concluded that sales performance is a significantly influenced by sales promotions in nestle Food limited.

Table 6: Influence of public relations on sales performance

	N	Mean	Standard Deviation
Public relations builds customers loyalty	56	4.04	.852
Public relations attracts new customer	56	3.80	1.052
Public relations increase sales volume	56	3.95	1.034
Public relations remind customers to purchase the product	56	3.27	1.342
Public relations improve company's' image	56	4.02	1.136
Public relations can lead to branch expansion	56	2.88	1.363
The company considers public relations as key tool to improve sales performance	56	2.86	1.495

Source, Author 2018

The study sought to know whether public relations influenced sales performance in the security firms in Nairobi County. The respondents were therefore required to rate their responses on a likert scale of 1-5 where: 1= Strongly Agree; 2= Agree; 3= Neutral; 4= Disagree; 5=Strongly Disagree. The analysis above showed that all the respondents a majority of the respondents The findings above postulated that Public relations builds customers loyalty, at a mean of (4.04) and a standard deviation of (0.852), Public relations improve company's' image, with a mean of (4.02) and a standard deviation of (1.136), Public relations increase sales volume, at a mean of (3.95) and a standard deviation of (1.034), Public relations attracts new customer, at a mean of (3.80) and a standard deviation of (1.052), Public relations remind customers to purchase the product, at a mean of

(3.27) and a standard deviation of (1.342), the company considers Public relations can lead to branch expansion with a mean of (2.88) and a standard deviation of (1.363). The company considers public relations as key tool to improve sales performance at a mean of (2.86) and a standard deviation of (1.495). The study findings establish that public relations are realized as a result of corporate social responsibility participation and media communications among the selected 26 private security Firms. This study financing agreed with Ismail (2012) findings who assessed the influence of marketing communication and sales performance among the multinational companies in Malaysia, a case study of proctor and gamble found that sales performance is positively influence by sales performance.

CONCLUSION AND RECOMMENDATIONS

Among the selected private security firms products and services advertising had significantly contributed to sales performance. The advertising strategy therefore plays an integral role of attracting new customers to the existing customer base in the private security firms. The study further concluded that advertising plays a vital role in creating awareness about the private security firms as an organization as well as the products that the security firms offer in the market. The study also concluded advertising reminds customers about the existence of the products and services range as well as to purchase products from the security firms. Sales promotion advertisements motivate customers to buy goods and services offered by the security firms.

However, it is evident that the magnitude of implementation of the advertisement strategy is rather low, therefore the realisation of benefits of advertisements still significantly untapped. This could be contributed by the fact that advertisement strategy is expensive, and the same time its timing only is elusive during its implementation. Additional reason could be the fact that the measurement of advertisement versus return of investment may not be quantifiable at a glance. As discussed advertising just perform a function of reminding customers. Generally sales performance of selected private security firms is statistically influenced by advertising.

The study included that according to the study findings per zonal selling is an effective way of selling the security firms products. Personal selling strategy if well implemented it proves to be an efficient way of selling security firms products and services. The study further concluded that personal selling significantly enhanced customer loyalty. This was attributable by the fact that personal selling enabled one on one communication, as a result the sales can have firsthand information on the emotions of the

customers and respond accordingly to the feelings of the customer.

Personal selling utilizes word of mouth concept of advertising the private security firm's products. Word of mouth advertising permits to establish success of failures of the product or service being sold. The very media of integrated marketing communication enables sales personal to respond to barriers that may exist that mitigate selling opportunities to the private firms. Personal selling is also a reliable source of feedback that relays information in the sales and marketing information system. Personal selling in addition to plays a vital role in prospecting for new clients. Prospecting assists the private security firms to be able to widen their client base by reaching out to prospective and explain their current offer to their client. Personal selling the study concludes to be a workable and effective selling concept that enables immediate feedback.

The study authoritatively concluded that direct marketing influences customer loyalty. Direct marketing being a customized component of integrated marketing communication it allows development and maintenance of customer loyalty. By design direct marketing considers all ingredients of marketing communication particularly on the source factor of communication and the message content considerations. Direct marketing communications not only considers message content and source factor but it also incorporates the media of communication. The afore-mentioned ingredients of direct marketing if well incorporated create client long term relationship that permits creative and retention of customer's loyalty.

The study concluded that direct marketing increases sales performance, when direct marketing is consistently prioritizes it improves sales volume of the products being sold by the private security firms. The study also concludes that direct marketing enables private security firms to create awareness

about the goods and services they sell to their clients particularly the use of direct email campaign and customized bulk short mail service. It is also concluded that direct marketing remind clients to purchase the products that are offered by the private security firms.

The study also concluded that across the board all the selected private security firms management utilizes the use of direct marketing persistently this is supported by the fact that direct marketing influence sales performance. Even though the private security firms use direct marketing analysis shows that its adoption level as a key strategy to influence sales performance is rather low.

The study concluded that all the selected private security firms' sales promotion strategy implementation is inadequate. It was concluded that the management of selected private security rely on other components of integrated marketing communication (advertising, personal selling and public relations) more than sales promotion. Nevertheless, the customers of the selected private security firms respond and appreciate the effects that are geared to sales promotion significantly.

The study further concluded that sales promotion has significantly contributed to the betterment of sales performance among the selected private security firms. Sales promotion at the same time sales promotion strategy contributes significantly to awareness creation of products and services offered by the selected private security firms. The reason being that sales promotion campaign period, that is normally characterized by intensive marketing communications that communicate products and services offered by private security firms.

These activities include discounts; rebates and buy one get another one free approach. The study further concludes that sales promotion strategy attracts new customers to the selected private security firms. This

is bolstered by the fact that sales promotion activities are persuasive in nature and plays an integral role in enticing the customers of the private security firms to respond to the efforts of awareness creation and hence attracts new customers. Lastly but not least the study concludes that sales promotion creates customer loyalty.

The study concluded that among the selected private security firm's public relations significantly influences organizational image. The public relation strategy through the use of corporate social responsibility, the private security firms are able to create a positive organizational image. The study further concludes that public relations create customers awareness about the company and products being offered by the company. Therefore public relations activity enables communication about the offer of the selected private security firms.

The study further concluded that public relations significantly influence the attraction of new customers to purchase the products and services offered by the organization; this could be as a result that public relations strategy targets to create a positive image of the general public. It is also conclude that public relations strategy reminds customers of the private security firms about the existence of the organization at the same time reinforces the concepts of betterment in consideration of private security firms products and services.

Furthermore the study concluded that public relations strategy contributes to branch expansion of the private security firms. However, the implementation of public relation strategy is rather elusive across the board that is among the selected private firms. This is hinged to the reason that the management are not keen on implementation of the public relation strategy. The management may not be considering implementation of public relations strategy sine the direct relationship to improve sales

performance is elusive of the same point public relation strategy encouragement need to document return on investment.

Recommendations

The study findings revealed that there is significant loyalty of selected private security firms in Nairobi County. Nevertheless, private security firms need to put a lot of emphasis on the sales promotion strategy. The concept of integrated marketing strategy is to consistently implement the components of integrated marketing communication in a synergy. This is to avoid the mismatch of the concept of integrated marketing communication and what the managers actually do. It is therefore recommended that in the event of implementation of sales promotion strategy, print media and electronic media advertisement is more appropriate in communicating sales promotion activities.

The implementation of advertising strategy, even though, its implementation is rather elusive, pegged to the fact that advertising strategy is cost effective. The private security firms in Nairobi County are not able to use televised and bill board advertising media consistently. The study therefore recommends that governmental ministry of communication should better optic fiber connectivity to enable the private security firms in Nairobi County to advertise their products online. This will help mitigate the voluminous advertising cost of private security products and services.

In the private security industry, it constitutes both private and international firms. This poses a very stiff competition. In this regard the study recommends that the government of Kenya needs to protect the local firms by intervening on the competition posed by the private security firms to enable the industry to continually respond to gross domestic product.

It was concluded that public relations is reinforced by collection of marketing intelligence information about the customers' needs which entail services differentiation, service escape, products and services that offered by the private security firms. In addition to it was witnessed that public relations strategy is supported by pricing strategy. It was further concluded that email marketing campaign and marketing were prevalent practices used by the selected private security firms in Nairobi, Kenya to promote their products and services.

The study therefore recommended that the elected firms in Nairobi should consider the implementation of public relations strategy and any other component of integrated marketing communication strategy to allow the strategy of integrated marketing strategy. The study further recommends that the perception by the managers of the selected private security firms in Nairobi, which public relations strategy have direct bearing to contribute to sales performance should be discouraged.

It was concluded that sales promotion, enables bettering sales performance. In this regard, the study recommends that the private security firms in Nairobi should consider consistent sales promotion of their products and services to reinforce their survival in their volatile business structure. The study further recommends that the governmental institutions particularly the ministry of trade should recognize the importance of the private security sector and promote laws that buttress marketing campaigns. The study recommends that policy makers should consider laws that will buttress their organization carry out intensive sales promotion.

The study further recommended that personal selling strategy should be encouraged because personal selling was concluded to be an effective way of promoting sales performance. Personal selling should therefore be encouraged among the private security firms in Nairobi County. The study therefore

recommends that the private security firms should consider training their sales personnel continually. Training will play capacity building role that will enable pick performance of the sales personnel to be effective in handling sales promotion.

The study findings established that direct marketing is significant in promoting sales performance among the selected private security firms in Nairobi County. The study therefore recommends that the government should enable business environment by improving connectivity because direct marketing relies on the connectivity of the internet. Communication technology improvement will enable private security firms' sales performance. The interconnectivity will enable improved internet connectivity in the rural areas/ towns; this will improve job creation and mitigate unemployment especially the emergence of cyber cafes.

The implementation of integrated marketing communication is elusive across all the selected 26 private security firms because none of the firms has

implemented the components of the integrated marketing in a synergy. This was evident on the learner regressive. Therefore the study recommends that the selected private security firms in Nairobi County to form a joint marketing association that will enable promotion of their products and services in the international market.

Suggestion for further studies

Future studies should explore the reasons behind the promotion strategies in the private security firms in Nairobi County. Researchers should go ahead and establish the reasons behind the failure of integrated marketing communication strategies among private security firms in Nairobi County hence establish long term solutions in the industry in terms of new product development and quality customer delivery. Future studies will minimize promotional challenges experienced by the private security firms in Nairobi County hence competitive edge in the local and global market.

REFERENCES

- Abrahamsen, R., & Williams C. (2005). *The Globalization of Private security Country Report, Kenya*.
- Adrian, P. (2012) *Introduction to marketing theory and Practice* 3rd Edition 2012. Oxford University Press. Printed by L.E.G.OS.P.A. ;443
- Advertising, A. (2005)
Advertiseexpenditure(online)Available.<http://www/ged.priceton.edu/index.php/.../Advertsing-expenditure,-1950-2005>)
- Akerlof, G.A., "*The Market of Lemons*': Quality uncertainty and market mechanisms, "The Quarterly Journal of Economics, Vol. 84(30PP. 488-500).
- Baheti,G. (2012) *The impact of advertising Appeals on Customer buying behavior*. Inter-national Journal of research in commercial and management volume no.3, issue No.11.
- Barney, J. Kitchen, D. & Wright, M. (2011). *The future of resource based theory: Revitalization or decline?* Journal of management, 37 (5) 1299-1315.

- Barney, J. B.,(1991). *Firms resources and sustained competitive advantage*: journal of management vol. 17 No. 1 99-120. Butterworth Heinemann (Publishers). (Strategic integrated marketing) pp8.
- Bendeixen, M.T. "Advertising *Effects and effectiveness*," European Journal of marketing, vol. 27, No 10, 1993. PP 19-32.
- Bush, M. (2009). *How PR have shifted towards center of marketing departments*, Advertising Age. Available online at: http://adage.com/cmstrategy/article?article_id=139140.
- Capron, L. & Hulland, J.(1999)"RedepA" of brands, sales forces and general marketing management expertise following horizontal acquisition "a resource-based view" Journal of marketing vol. 63, April, 41-54.
- Chris, F. & Sarah, T. (2016). *Marketing Communication Discovery, creation and conservations* Seventh Edition Pearson Publishers. 20-21
- Dave, L. (2008). *Subliminal persuasion; influence and marketing secrets they didn't want you to know*. Wiley published 2008. 2-6.
- David. L. K., (2010) *Principles of contemporary marketing* fourteenth edition. 502
- Delbert. C., Miller, Nie3I.J.Sal kind (2002). *Research design social measurement* sixth edition.
- Erick, M., & B. Ngari (2015) *International Journal of scientific and Research publications*, volume 5 issue 9, ISSN 2250- 3153.
- Gay,L.R. (1992). *Educational Research*. Competencies for Analysis and Applications.4th Edition, New York Macmillan Publishers.
- Hunt,S.D. & Morgan, R. M. (1995).The comparative advantage of competition. *Journal of marketing* vol.59 April. Pp 1-15.
- Joan, M., & Prashant, M. (2014). *Consumers processing of persuasive Advertisement: An Integrative framework of persuasion theories*. Journal of marketing. Page 45-60 published by American Marketing Association.
- John, O., & Nicholas, O. (2004). *Persuasion in advertising*. Taylor and Francis Publishers 2004 Pag- 3-5.
- Kenneth E. C,& Donald. B., *Integrated Advertising and marketing Communication*, Global Edition, 2016.
- Kitchen, P. J. (1999). *Marketing communications: Principles and practice*, International Thompson Business Press, London.
- Kitchen, P. J. & Schultz, D.E. (1999). "A multi county comparison of the drive for IMC". *Journal of Advertising Research*, Vol. 39 No. 1, pp. 21-38.

- Kitchen, P. J. & Kim D.E (2004) "Will agencies ever get (or understand IMC, European journal of Marketing Vol. 38 Nos 11/12pp.1417-1436.
- Kolhari, C.R. (2014). *Research Methodology: Methods and Techniques*. New Dethi: New Age International Publishers.
- Kozlenkorg, I.V Samaha, R.W. & Patmatier, R.W. (2014).*Journal of the Academy of Marketing Science*.Pp18.
- Loots, H. & Grobler, A.F. Grobler (2014).*Applying marketing management and communication management theories to increase client relation in the short-term insurance industry public relations review* volume 40, issue 2, June 2014, Pages 328-337.
- M.M, Muruthi (2015) Effects of personal selling on sales. *International Journal of Academic Research in Business and social sciences*. VOL.5, NO.1 ISSN:2222-6990.pp 41-42.
- Mark Godson, (2009) *Relationship marketing first education*. Oxford University Press. (Pg. 140.
- Neza.V. & E. Myftaraj (2016) *Interdisciplinary Journal of research and development*. Vol. (III). No. 1.2016.
- Orodho, J. A. (2003). *Techniques of writing research proposals and Reports in Education and social science Nairobi*: KenezjaHp enterprises.
- Paul.,N., Sele & A.K. Gupta (2014). *World academy of science. Engineering and Technology International Journal of Economics and Management Engineering* Vol: 8 No. 12, PP.3921.
- Peter., S., & Dvora. Y., (2013) *Interpretive Research design: concepts and processes* Taylor and Francis publisher's PP. 17.
- Paul, C. (2004). *Marketing communication management concepts and theories, cases and practice*. Taylor and Francis Publishers Page 2-104-107.
- Pensrose, E. (1959). *The theory of the growth of the firm*. Oxford, UK: Blackwell.
- Pete Raf, M. & Barney, J. (2003). *Unraveling the resource based tangle*. Managerial and decision Economics, 24 (4) 209-323.
- Pete Raf, M.A (1993). *The cornerstones of competitive advantage: a resource based view"* strategic management. Journal, vol. 14 No. 3 pp 179-91.
- Porter, M. (1979). *How competitive force shape strategy*. Harvard Business Review, 57 (2) 137 -145.
- Rajir, P. (2009). *Advertising: The social Aid challenge*. Swostik publishers and distributors page 3-5.
- Resnick, M. (2012). *New Frameworks for Studying and Assessing the Development thinking for*

Rodrigo, M.S.(2012).*Implication of integrated marketing communication*
online<http://writepass.co.uk/journal/2012>.

Shelly, R. & Esther, T. (2012). *Advertising Theory Rout ledge communications*. Taylor and Francis Publishers
Page.5-6.

Slotegraaf, R. & Dickson, P. (2004). The paradox of a marketing planning capability. *Journal of the Academy of marketing Science*, 32 (4) 295-309.

Teece, D.J., Pisano, G. & Shuen, AN. (1997). "Dynamic capabilities and strategic management " *Strategic management Journal*, vol. 18 No. 7, 509-33.

Vorlies, D. & Morgan, N. (2005). Benchmarking marketing capabilities for sustainable competition advantage. *Journal of marketing*, 69 (1) 80-94.

Weitz, B. A & Castleberry, S.B.(2004).*Selling: building partnerships*.5th Ed new York McGraw hill.

Wernerfelt, B. (1984). A resource based view of the firm. *Strategic management journal* 5 (2), 171-180.

William D. Perreault, Joseph P.C., & Jerome.eMc, Carley(2012) *Essentials of marketing* McGraw Hill
publishers'Pg.326.