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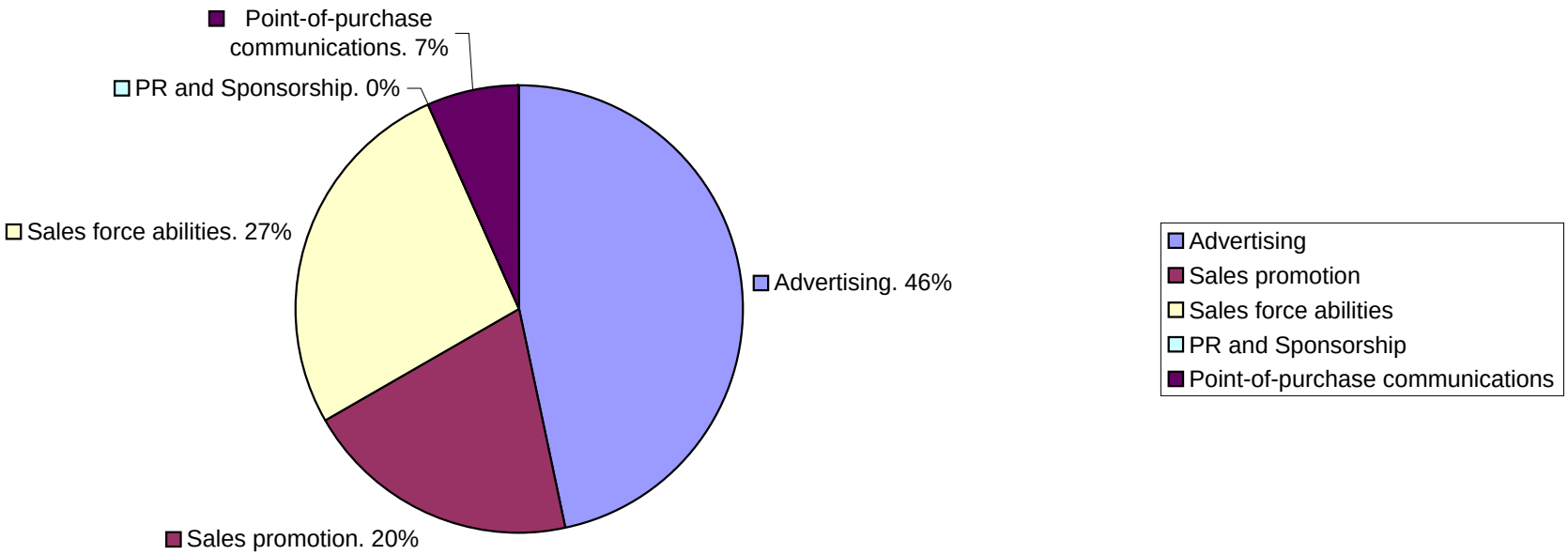
The relative importance of Integrated Marketing Communications (IMC) components in the fuel industry in South Africa

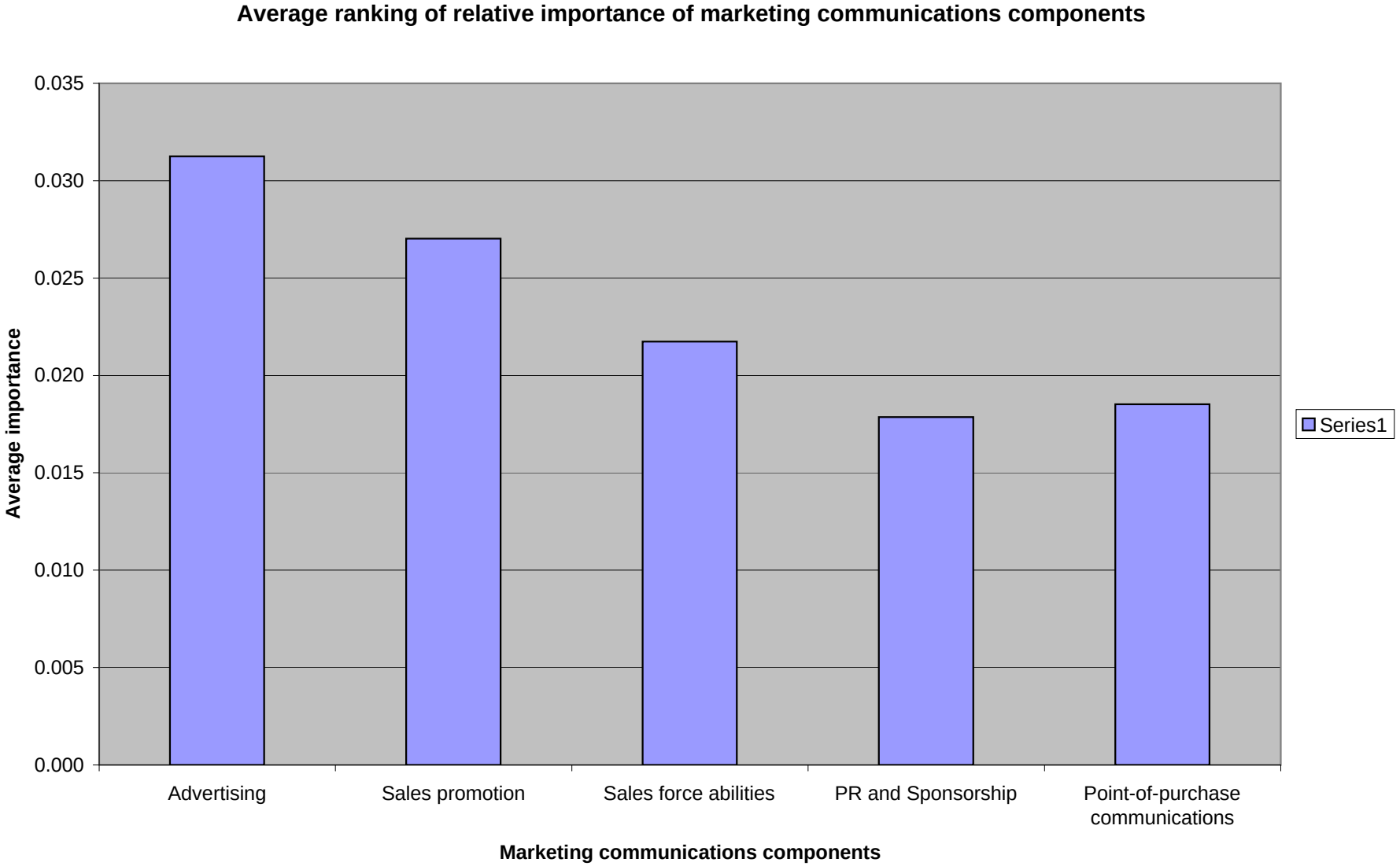
Stuart, Donald Malcom

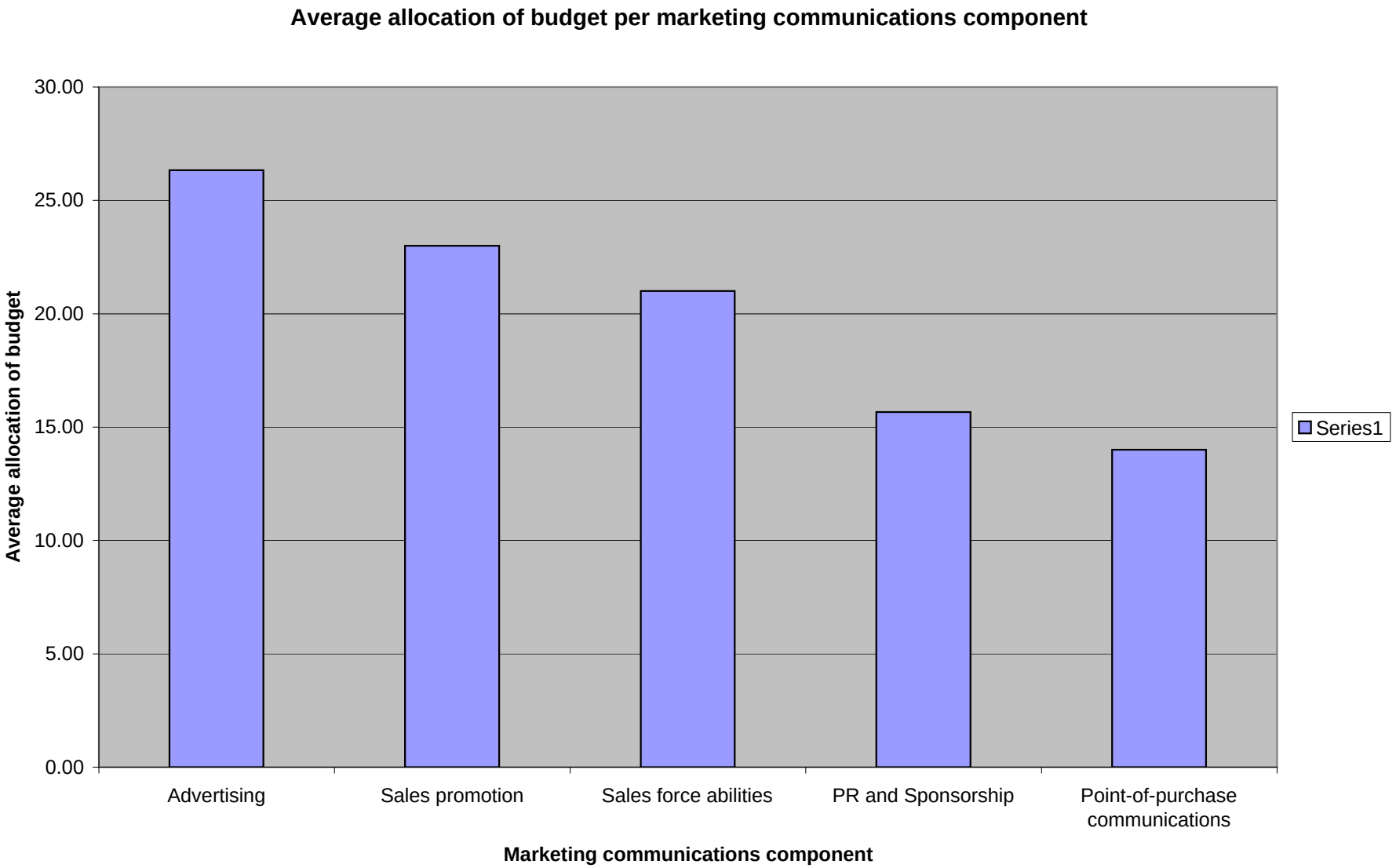
2011-06-22
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Respondents ranking of marketing communications components as most importnat




Average ranking of relative importance of marketing communications components
0.035
0.030
0.025
0.020
0.015
0.010
0.005
0.000
Average importance
Advertising
Sales promotion
Sales force abilities
PR and Sponsorship
Point-of-purchase communications
Marketing communications components
Series1


Average allocation of budget per marketing communications component
30.00
25.00
20.00
15.00
10.00
5.00
0.00
Average allocation of budget
Advertising
Sales promotion
Sales force abilities
PR and Sponsorship
Point-of-purchase communications
Marketing communications component
Series1

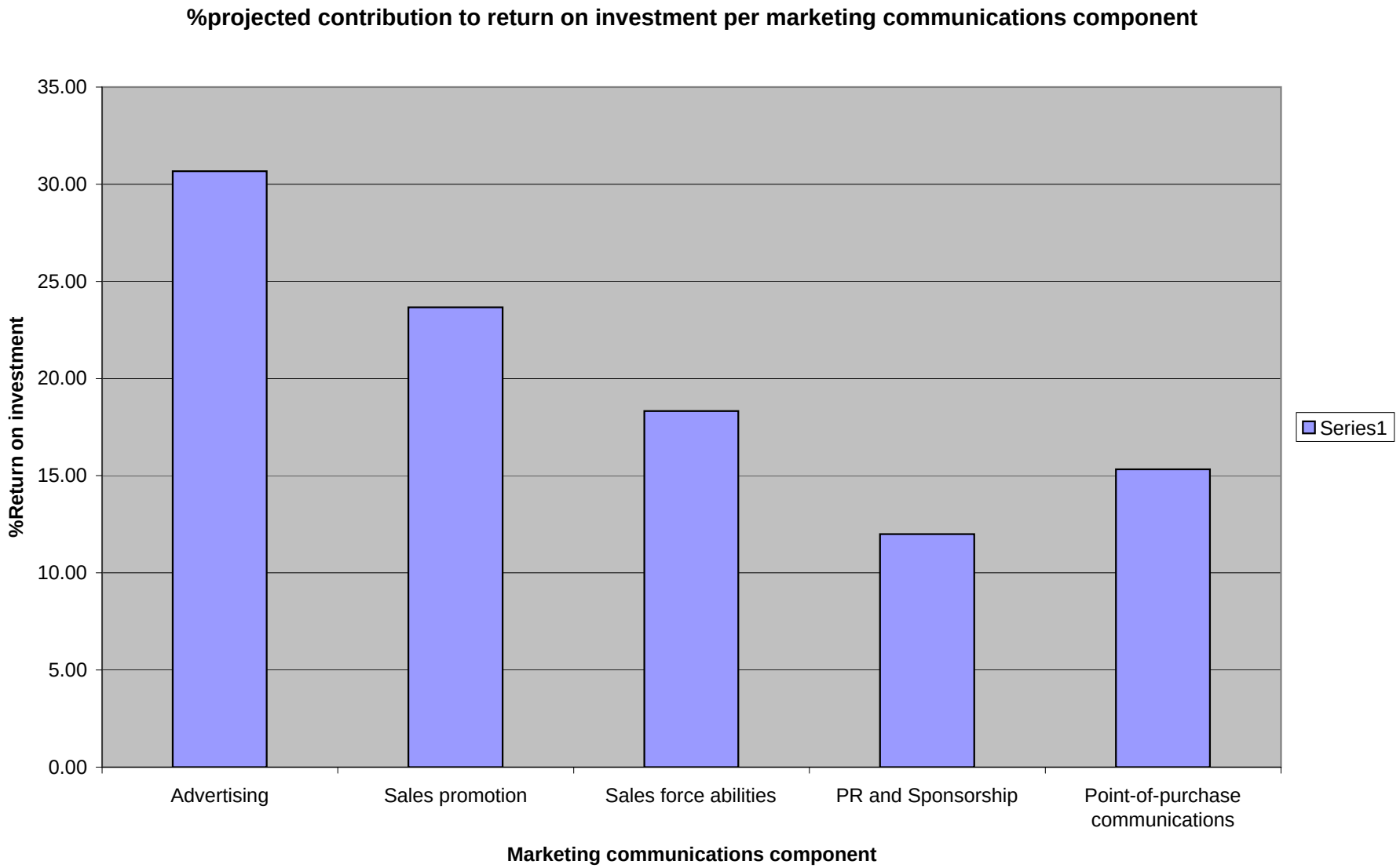

%projected contribution to return on investment per marketing communications component
35.00
30.00
25.00
20.00
15.00
10.00
5.00
0.00
%Return on investment
Advertising
Sales promotion
Sales force abilities
PR and Sponsorship
Point-of-purchase communications
Marketing communications component
Series1

TABLE 8	DETAIL RELATING TO RESEARCH PROPOSITION																												
	part 1	Ranking of marketing communications components (1=most important; 5 least important)																											
Component	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	sum	avg	delta	no.1	no.2	no.3	no.4	no.5	%as1	%as2	%as3	%as4	%as5	1/avg
Advertising	1	4	1	1	1	1	4	4	4	1	2	1	2	3	2	32	2.13	0.00	7	3	1	4	0	46.7	20	6.67	26.7	0	0.031
Sales promotion	2	3	3	2	2	4	5	3	2	3	1	2	3	1	1	37	2.47	0.33	3	5	5	1	1	20	33.3	33.3	6.67	6.67	0.027
Sales force abilities	5	5	4	3	3	2	1	1	1	5	5	3	1	2	5	46	3.07	0.60	4	2	3	1	5	26.7	13.3	20	6.67	33.3	0.022
PR and Sponsorship	4	2	2	5	4	5	2	5	5	2	4	5	4	4	3	56	3.73	0.67	0	4	1	5	5	0	26.7	6.67	33.3	33.3	0.018
Point-of-purchase	3	1	5	4	5	3	3	2	3	4	3	4	5	5	4	54	3.60	-0.13	1	1	5	4	4	6.67	6.67	33.3	26.7	26.7	0.019
	part 2	%Budget spend per marketing communications component																											
Component	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	sum	avg	delta											
Advertising	20	30	50	30	40	30	30	30	20	20	20	25	20	10	20	395	26.33	0											
Sales promotion	20	20	10	25	30	10	10	30	20	20	40	25	10	50	25	345	23.00	-3.33											
Sales force abilities	30	15	20	15	10	30	30	10	20	10	10	20	60	20	15	315	21.00	-2											
PR and Sponsorship	20	30	10	20	10	10	10	20	10	40	10	10	5	10	20	235	15.67	-5.33											
Point-of-purchase	10	5	10	10	10	20	20	10	30	10	20	20	5	10	20	210	14.00	-1.67											
	part 3	%Projected return on investment per marketing communications component																											
Component	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	sum	avg												
Advertising	20	30	50	30	40	40	40	10	20	50	40	40	10	10	30	460	30.67												
Sales promotion	20	20	10	25	30	15	40	10	20	10	30	30	5	50	40	355	23.67												
Sales force abilities	30	20	30	15	10	25	5	30	30	10	10	5	30	20	5	275	18.33												
PR and Sponsorship	20	15	5	20	10	10	5	20	10	20	10	5	5	10	15	180	12.00												
Point-of-purchase communications	10	15	5	10	10	10	10	30	20	10	10	20	50	10	10	230	15.33												