

# EFFECTIVENESS OF MARKETING COMMUNICATION: A SOCIAL MARVEL IN THE CONTEMPORARY COMMERCIAL CENTER

**Nihaiah Mahrakani, Al-Ahliyya Amman University**

**Marwan M. Shammot, King Saud University**

**Nawras M. Nusairat, Applied Science Private University**

**Ahmad M. A. Zamil, Prince Sattam bin Abdulaziz University**

**Ahmad Yousef Areiqat, Al-Ahliyya Amman University**

## ABSTRACT

*Marketing communication has become a social marvel in the contemporary commercial center. It is essential to see how marketing correspondence works and how consumer–brand connections can be upgraded through strategic marketing communication. Fundamental parts of contemporary marketing communication incorporate understanding the marketing promotion mix and integrated marketing communication with regards to mark building and consumer commitment.*

*Marketing communication should be perceived, planned and executed in the general business and marketing strategy settings. Critically, similarly as the advanced marketing thinking moved its concentration from the exchange direction to relationship marketing, marketing communication needs a comparing renewal. Moreover, with the development of advanced media innovations, marketing communication media strategies are confronting exceptional challenges.*

**Keywords:** Marketing Communication, Effectiveness, Modern Market, Promoting

## INTRODUCTION

Escalation of communication abilities, just as expanding worldwide rivalry, showed a ground-breaking effect on marketing (promotion strategy), numerous production organizations. Companies have depended on altering its marketing programs, including promotion as contenders and the business sectors started to cover the world space. Many represented inquiries regarding advertising and its expenses; media utilized all through the world, and not set cutoff points homegrown business sectors; advertising requests apply to clients in various countries, and merchants of goods are in various world business sectors.

Expanded interest in the actual wellbeing and monetary prosperity due additional to the development of the health business (rec centers, diversion wellbeing), change inclinations in the diet routine (expanded interest in poultry, fish as opposed to meat), this has prompted an increment in sales of products that can give customers better health and improving wellness as a result of decreased weight.

Consumers have changed their interests for food, games, and their assumptions for the products. These huge changes gave a call to frame the preconditions for the viable usage of an adaptable and valuable arrangement apparatuses and execution interaction of marketing communications. In the current economic situations, marketing reasoning for progress is totally important to incorporate, instead of past encounters, regularly considered as the elements of the communication activities of individual sorts of manufacturing companies.

Marketing communications in this got a lot of consideration; many manufacturing companies have prevented the combination from getting diverse communication elements. Resistance to change is to a great extent because of dread of managers that such changes will unavoidably prompt a decrease in spending plans and lessen their authority and power.

Promoting service production organizations don't perceive any adjustments at the top of the priority list because of a paranoid fear of extension of its utilitarian units past advertising. Yet, notwithstanding this, the advertising agencies have extended the limits of their capacities by making coalitions with production companies or assemble their new workplaces that represent considerable authority in sales promotion, direct marketing, and others.

## LITERATURE REVIEW

(Timofeeva & others 2016) in their study stated that the issue of communication in the marketing activities more relevant for Russian production companies when they do not have sufficient funds for modernization, restructuring and competitiveness in the market. Over the past 20 years of the reformation in the Russian Federation there were fundamental modifications to the communicative strategies of most industrial and commercial companies, which are characteristic features of the situation and changes in the approaches of realization of marketing activities. Manual production and trading companies have invested heavily, both in the creation of new products and the creation of new effective methods of promotion. Effective marketing communications are due to its openness, transparency relationships, initiative on the part of industrial and trading companies, building loyalty programs in relation to the final consumer of finished products.

(Finne & Grönroos, 2017) study findings; a Customer-Integrated Marketing Communication (CIMC) approach centered on a communication-in-use concept is conceptually developed and introduced. The analysis results in a CIMC model, where a customer in his or her individual ecosystem, based on integration of a set of messages from different sources, makes sense of the many messages he or she is exposed to.

The study of (Shen & others, 2016) stated that Facebook provides a way of connecting with friends online that increases the effectiveness of Internet advertising. This study investigates what factors influence the impact of consumers sharing advertisement (peer-to-peer) on communication effectiveness. The conceptual framework relies on social capital and communication theory, including tie strength, type of message, and advertising literacy. To test the research hypotheses, the study carries out two experiments involving 346 participants. The results show that interactive advertising gains greater consumer attitude toward the ad and higher message-sharing intention than non-interactive advertising does. The social tie is an important factor in moderating the effects of the message format and advertising literacy on communication effectiveness. This research advances the social capital and communication literature by explaining the effectiveness of consumers sharing advertising based on Internet-mediated communication. Research findings provide managerial implication for companies to better plan online marketing strategies in this social-networking era.

(Martin Key & Czaplewski, 2017) their article provides an organized approach for managers to develop social marketing strategies that target upstream decision and policy makers. A conceptual application model and five-stage process is presented for an upstream social marketing strategy based on Integrated Marketing Communications (IMC). IMC concepts are described in the context of social marketing, as well as specific stages for creating an IMC social marketing strategy; these include target audience research and determination, channel selection

and integration, strategic message creation, and measurement and control. A central and novel feature of the IMC social marketing strategy model is the simultaneous targeting of an upstream decision maker and influential peripheral (upstream) audiences in order to triangulate and increase campaign effectiveness. An IMC approach to upstream social marketing ensures consistent, persuasive messages specifically crafted for the selected target audiences and coordinated through precise channels to maximize impact. This multi-channel, multi-audience approach to message creation and channel selection produces synergies that increase the potential to influence an upstream decision/policy maker.

(Hänninen & Karjaluoto, 2017) stated in their study that the effects of customer-perceived value on customer loyalty are both direct and indirect, as marketing communications partially mediate this relationship. The customer-perceived effectiveness of various marketing communication channels adds more to loyalty formation than the perceived quality of marketing communications. The purpose of their paper is to create a new understanding of industrial Business-To-Business (B2B) relationships by connecting the theoretical streams of marketing communications and relationship marketing. This study tests how various marketing communication channels and communication quality increase the transformation of customer-perceived value into customer loyalty.

## CONCLUSION & FINDINGS

Subsequently, summarizing; we note that the arrangement of coordinated marketing communications an extraordinary switch to marketing, the essential need and foundation framework arising systems liable for shaping and communication links between producers and consumers, companies, managers and society.

Incorporated Marketing Communications were the reason for some regions of modern market economy to accomplish high outcomes in the work to address the issues of shoppers while limiting the expenses of creation, exchange and lessening the time. Modern marketing communications links are the switch of impact on the creation of internal and external environment utilizing information reaction, pointed toward encouraging consumer demand and sales promotion.

A few highlights of the modern market decide the role of communication in the exercises of business creation and trading company:

- 1- The action of the market, the interest for which is principally dictated by the significance of supplanting the consumption of products.
- 2- The issue of making absolutely new items and presentations for them to be available.
- 3- High standards hindering partition of the products in quality and cost.
- 4- The need for economic development production and trading companies is in resistance with the craving to fund the buyer.

## REFERENCES

- Areiqat, A., Al-zeer, N., & Zamil. (2010). "Marketing strategy for new banking services and products and its Effects on the Stockholders Equity. *Case Study: Arab Bank through Shabab Product.*" 6(6), 21-35.
- Finne, Å., & Grönroos, C. (2017). "Communication-In-Use: CUustomer-Integrated Marketing communication". *European Journal of Marketing*, 51(3), 445-463.
- George, C., Jyh Shen, C., Chih-Hui, H., Chun-Hsien, W., & Hsin-Ni, L. (2016). Effective marketing communication via social networking site: The moderating role of the social tie. *Journal of Business Research*, 69(6), 2265-2270.

- Salameh, A.A.M., Ahmad, M.A., & Zamil, M.M. (2020). Towards achieving web customer loyalty: An innovative research model. *Pacific Business Review International*, 13(1), 43-52.
- Thomas, M.K., & Andrew, J.C. (2017). Upstream social marketing strategy: An integrated marketing communications approach. *Business Horizons*, 60(3), 325-333.
- Hänninen, N., & Karjaluoto, H. (2017), "The effect of marketing communication on business relationship loyalty". *Marketing Intelligence & Planning*, 35(4), 458-472.
- Timofeeva, A., Bulganina, V., Fomenko, N.M., Khachaturova, M.S., & Nekrasova, M.L. (2016). Features of the implementation of integrated marketing communications: Resistance to change; et al. *International Review of Management and Marketing*, 6(1S).
- Zamil, A.M., & Ahmad Al Adwan, T.G., (2020). Enhancing customer loyalty with market basket analysis using innovative methods: A Python implementation approach. *International Journal of Innovation, Creativity and Change*, 14(2).
- Zamil, A.M. (2011). "Customer relationship management: a strategy to sustain the organization's name and products in the customers' minds." *European Journal of Social Sciences*, 22(3), 451-459.
- Zamil, A.M. (2011). "The impact of Word Of Mouth (WOM) on the purchasing decision of the Jordanian consumer." *Research journal of international studies*, 20(20), 24-29.
- Zamil, A.M., & Marwan, M. (2011). "Role of measuring customer satisfaction in improving the performance in the public sector organization." *Journal of Business Studies Quarterly*, 2(3), 32.
- Zamil, A., & Saji, G. (2018). Achieving online customer loyalty, *XI International Conference on Applied Research in Engineering and Management Sciences*, India, August 14-19, 50- 58.
- Zamil, A., Ibrahim, A., & Anas, S. (2020). "Encouraging consumers to make online purchases using mobile applications, How to keep them in touch with e-services providers?" 56-65.