

Impact of Integrated Mobile Marketing Communications, on Customer Perceived Value of Services, and the contribution of Technology as a Moderator: Special Application to The Private Commercial Banks in Sri Lanka

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Introduction

Over the past few decades, companies around the world perfected the art of mass marketing-selling highly standardized products to masses of customers. In the process, they developed effective mass media Communication techniques to support their mass-marketing strategies. But there are two major changes effects today's marketing communications environment. First as , mass markets have fragmented, marketers are shifting away from mass marketing and developing focused programs, designed to build closer relationships with customers in more narrowly defined micro markets. Second as , vast improvements in information technology helps marketers to keep closer track of customer needs, and collect more information about consumers at the individual and house hold level is available than ever before (Kotler, 2008).

The shift from mass marketing to segmented marketing has had a dramatic impact on marketing communication. The shift toward one-to-one marketing is spawning a new generation of more specialized and highly targeted communication efforts (ibid) and, ICT development accelerates the movement towards personalized marketing communication in real time across multiple media platform and channels, now marketing communication are increasingly interactive by nature (Bezjian-Avery, 1998). Therefore traditional nature of marketing communications is no longer a sufficient way to develop durable customer relationships in today's data driven and customer oriented world of marketing (Peltier et al, 2004).

These major changes battered fresh innovative thinking, with new ways to have competitive advantages, because consumers are seeking more differentiated superior client value from their service providers (Flint, Woodruff and Gardial, 2001). Because of that business organizations become the providers of value and must do it differently from each other, as this skill will permit them to differentiate themselves, improve their results and

increase their future possibilities of survival (Callarisa, 2002). Firms have become aware of the important of coordinating their internal activities in order to create synergies Necessary for the continued creation and distribution of perceived value to customers, which is the essential result of marketing activities (ibid).

Marketing communication contains value for the customers (Heinonen & Strandvik, 2005), and it is an essential part of the service and consequently it can create or destroy consumer perceived value of services (Gronroos, 2000; Heinonen & Strandvik, 2005). Communication of a service can either add value, decrease value or it does not influence value (ibid). The need for companies to measure the responsiveness of customers in order to understand and enhance customer perceived value of the service. From this perspective marketing communication need to be reconsidered in order to create future communication value that in turn can add value to the services. Therefore, to make a distinction themselves from their competitors, marketers are now more take on IMC, as holistic, value creation source to have more domino effects or more perceived value than ever before (ibid). Interactive Medias change marketing communication from one way communication process to two way process (Stewart & Pavlou, 2002). Given this new communication environment, marketers are increasingly using new, interactive and highly targeted media (Barwise & Farley, 2005). The view of interactive marketing is obviously motivated by Integrated marketing communication (IMC) (Kitchen, Brignell & Spickett, 2004). IMC not only defines and assigns the integrated role of diverse communication media but also address how the combination of different media enhance the overall effectiveness of the firm (Zahay, 2004), consequently many leading marketing communication theorists and practitioners feel that an integrated marketing communication (IMC) approach offers the ways to achieve the ends by adopting new technologies (McGoon, 1999; Duncan & Moriarty, 1999; Kitchen, 2005; Dewhirst & Davis, 2005).

IMC is heralded as the best way to take advantage of new technology to communicate more directly with individual consumers and customers (Zinkhan & Watson 1996). The extension of IMC into an "interactive" marketing domain has added value to bringing together multiple customer touch points, media and messages (Peltier, 2003). The primary goal of IMC is to affect the perception of value and behavior through directed communication. (Olof Holm, 2006). It plays a strategic role in managing the intangible side of business by assisting in crafting relationships with customers and other stakeholders to create positive perceptions, attitudes, and behaviors toward brands (Duncan and Moriarty 1997; Keller 2001). IMC also specified as the strategic coordination of all messages and media used by an organization to collectively influence its' perceived value (Duncan & Caywood 1996). The development and diffusion of IMC is closely associated with fast technological advancement and of a rapidly globalizing and deregulations of markets and individualization of consumption patterns. This has emphasized the need to adjust objectives and strategies to changing marketing and communication realities (Kitchen and Schultz, 1999).

Besides the traditional media and internet, mobile media presents interesting opportunities for marketers by proving new possibilities for interacting with existing and potential customers (Leppaniemi & Karjaluo, 2008). This mobile marketing communication practices can be studied through IMC which is the suitable theoretical frame work for explaining this new marketing medium (Duncan and Mulhern, 2004).

Mobile marketing communication is an emerging field of marketing communication includes mobile advertisement, mobile sales promotion, Mobile direct marketing and mobile customer relationship management, and the model for integrating mobile marketing communication into organization's overall IMC was developed (Leppaniemi et al, 2008). Indeed, mobile marketing, where mobile media is used as a content delivery and direct response channel, integrated campaign along with traditional media such as TV, radio and print or as a stand alone medium, and becoming an important advertising and direct marketing tool (Troppey & Wood side, 2005).

"Synergy" resulting from the use of multiple media in a campaign (Bhargava & Donthu 1999, Chang & Thorson 2004, Naik & Raman 2003, Edell & Keller 1989, Confer 1992), but hardly any studies have empirically examined the interplay of advertising, sales promotion, publicity, direct marketing and personal selling to see whether using

multiple promotional tools results in synergy, which means a positive response to a campaign that is greater than the sum of separate expected responses based on the use of each communication tool (Jin, 2004; Fitzpatrick, 2005; Smith & Taylor, 2002).

Need for the study

Marketers are moving away from mass marketing to fragmented, niche, highly interactive, two way communications. Technology touches every part of our lives, making our world faster, smarter and more mobile than ever before. These technological trends have a profound impact on today's fragmented market place, and it, has changed the ways of accomplishing the marketing communication targets. It means marketing communication have to be adopted in a new and better ways to understand, reach and connect with ever-more-elusive customers, who are more aware of information and communication capabilities ever before, because of that, marketers wants to make a more effective communication Medias to give a positive perception of service value. Because marketing communication is an important element of service value, which can create or destroy positive perception among the customers.

The increased fragmentation of media and customers, as well as the revolution introduced in mass communication by the new communication channels; internet and mobile communication technologies has created the need for a new approach to marketing communication, (Smith and Taylor, 2002). To effectively communicate with customers in today's noisy and demanding "push" and "pull" communications marketplace requires new and unique approaches and methodologies, professional discipline, intense focus, sharp tools, management commitment, by way of, respectful, not patronizing, dialogue-seeking, , responsive, and not formula-driven marketing communications (Schultz & Shulz, 1998). Therefore traditional nature of marketing communications is no longer a sufficient way to develop durable customer relationships in today's data driven and customer oriented world of marketing (Peltier, Schibrowsky, and Zahay, 2004).

Heinonen, et al (2005) mentioned that communication might be important for increasing service value, and differences in communication may reflect differences in the ways, how the products/services are purchased. Gummesson (1995) argues that there is no distinction between products and services from a value creation point of View, given that customers do not buy goods or services, they buy offerings which render services which creates value.

Therefore emergence of integrated mobile marketing communications (IMMC) has become a significant concept in the contemporary marketing discipline. It has influenced thinking and acting among all types of companies and organizations facing the realities of competition in the present marketing environment. It is the judicious and efficient use of the product promotional tools so that a universal, clear, and effective promotional message is communicated amongst the target audience. IMMC is more than the coordination of a company's outgoing message between different media and the consistency of the message throughout. This also facilitates in ascertaining the effectiveness of the overall marketing effort to evaluation of brand messages from the customers' point of view. The value creation by the IMMC is moderated by the technology (Woodward, 1965; Thompson, 1967; Barnes, 2003; Sadeh, 2002), which is the Infrastructure, the Information system and ICT, which should be very easy to understand and use, which supports comprehensible and standardized way for marketing communication process (Thompson (1967).

The integrated marketing communication theory implies that studying the effects of marketing communications on customer's perception towards services require understanding how customers exposed to different types of communications respond to these factors. One of the most important changes in today's marketplace is the increase number and diversity of communication options available to marketers to reach customers. Integrated Marketing communications represent the voice of a brand and the means by which companies can establish a dialogue with consumers concerning their product offerings. Marketing communications allow marketers to inform, persuade, incite, and remind consumers. Marketing communications can provide detailed product information or ignore the product all together to address other issues (Keller 2001).

Heinonenetal (2005) pointed out that variation in the responsiveness to services indicates the important to have an understanding of how media adds and subtracts value, and they further discussed the need for companies to measure the responsiveness of consumers in order to understand and enhance consumer perceived value of the service. From this perspective marketing communication need to be reconsidered in order to create future communication value that in turn can add value to the services and products. To deliver superior client value firms endorse IMC with the integrated new marketing communication tools, as well as media as a competitive strategy to have positive effect on consumers' perception.

IMC provides a useful theoretical framework for studying mobile marketing communications. The way how mobile marketing should be integrated into companies' marketing communications strategies and planning processes in order to harness the full potential of this emerging marketing communications phenomenon was developed by Leppaniemi (2008). This model contributes the marketers in their quest to achieve their organizational success via value generation from the mobile marketing communication. Therefore Hostile market environments characterized by intense competition, rapid technological advancements and rapidly changing consumer preferences are considered to have a significant influence by these new integrated media performance (Low 2000; Rust). The desire to be competitive in such environmental conditions firms are more concern on superior differentiation of their communication efforts to make a positive response from the customers. For those competitive advantages marketers adopts IMC to integrate contemporary channels and media to have positive synergetic effect on consumer response.

IMC is a concept which can be used to have competitive advantages by integrating multiple media to have a synergetic effect on value perception. It is used to integrate holistic marketing approach, interactive communication media and new innovative technology, so today; marketers must rethink the role of various media and IMC. Mobile marketing communication is a new mode of communication, which is used to make advertisement, direct selling, sales promotion and customer relationship management via consumers' mobile phones. In addition, the specific characteristic of the mobile phones, such as personalization, ubiquity, interactivity, and localization that are not available for other media generate significant potential for this innovate form of marketing communications. Therefore nowadays marketers prefer to integrate mobile marketing communication into their traditional marketing practices, to have a great persuasion effect.

Integration of marketing communication should not be understood as a simple uniformity of the message transmitted across different channels, but rather as the complex coordination and management of the information transmitted through complementary channels and contemporary media in order to effectively present a coherent picture of the organization to the targeted audiences. Subsequently, Real benefit of IMMC lies in the stronger internal coordination of the marketing communication disciplines and the push for shared objectives, which will have value in IMMC apart from its alleged synergistic effect on stakeholders, Because Communication as the total programs designed to affect consumer value perception.

Customer perceived value as the consumer's overall assessment of the utility of a product or service based on what is received and what is given Zeithaml (1988). Interpretation of value might be different between the client and the service provider, more important is 'how' clients interpret value and not 'how' suppliers believe what value is supposed to be (Blois, 2004). Studies have shown that value results in increased purchases, increased cross-buying, increased word-of-mouth referrals, less returns and also it is a critical criterion for in consumers' decision making process. Customer Perceived values are a combination of physical attributes, service attributes and technical support available in relation to a particular use situation (Monroe, 1990). Parasuraman (1998) indicated that measuring customer perceived value is a worthwhile action for building up enterprises' competitive advantages. Therefore it is clear that to have a better persuasion effect IMMC can be used as a value creation source. *Therefore to develop an effective integrated mobile marketing communication, it is imperative to consider not only to set the combination of mobile marketing communication tools into the dimension of IMC, but also the firm need to know the impact of IMMC on customer perceived value of services.*

Technology is transforming the marketing environment, and thus emphasizing the critical need for good and effective customer service, many organizations remain ignorant of the tactical and strategic benefits of information technology in both marketing and customer service, lack of technological infrastructure fails to give an effect on the value expected by the customer, therefore interactive relationship of technology communication have a highest effect on value creation by the organization (Fletcher, 1990; Martell, 1989; Oasis 1989).

To working with mobile marketing communications, marketers want to concentrate on technology, which is included with multiple areas, such as, location, presence, billing, profile personalization, provisioning, packet network, transport and messaging system (Leppaniemi *et al*, 2005). Technology gives increased power to competitors and consumers, and also enables the principles of IMC to operate on new levels. By using technology to support IMC concepts, companies have ability to exceed customer expectations and outsmart the competition, lack of technology infrastructure to support IMC weak the power of IMC for providing value to customers (Hristo, 2006).

The words technology means a resource that is not only important to support for marketing communication but also to strengthen the perceived value of product and services. Technology is now viewed as a strategic weapon

to achieve sustainable competitive advantage and support the competitive strategies of the firms for its value creation (Harisson and Samson, 1997). These findings suggest that technology has strengthened the relationship between integrated mobile marketing communication and customer perceived value of services. These findings point out that customer perceived value can be enhanced by IMMC with the support of technology. The contingency theorists viewed technological process as an important moderating variable that can influence value perception. Theorists argued that competitive advantage can come from any technological process. According to the theorists, firms should therefore incorporate their technological process in formulating and implementing their product values.

Technology developments have created new marketing communication channels or media. These digital media are considered to potentially improve the possibilities to reach consumers by allowing personalization of the content and context of the message (Forrester Report 2001). Simultaneously there is a potential downside to the development of new digital channels. Mobile media, for example, transcend traditional communication and support one-to one, many-to-many and mass communication. Phones and personal digital assistants increase the availability, frequency and speed of communication. Yet the technology associated with these devices, which let marketers personally communicate with consumers, continues to evolve. The technology structured in the organization which assist customers for getting services better has an moderator effect on the relationship between new contemporary media as mobile marketing communication media and the customer perceived value of services.

Therefore to develop an effective integrated mobile marketing communication, it is imperious to contemplate not only to see the effect of IMMC on CPV, but also the firm need to know the moderator effect of technology on the relationship between IMMC and CPV.

Statement of the problem

- Is there any relationship between integrating interactive mobile marketing communications into organization's overall IMC and the customer perceived value of services?
- If it is there, how the technology moderates the relationship between IMMC and customer perceived value of services?
- Does the level of customer perceived value differs across the degree of IMMC?

Objectives

The main objective of the research is to examine the impact of IMMC on customer perceived value of services in the banking industry in Sri Lanka. Furthermore, this research is aimed at achieving following specific objectives.

- To investigate the degree of Integrated Mobile Marketing Communications applied in private commercial banking sector in Sri Lanka.
- To identify the elements of IMMC, which typically impacts on Customer perceived value of banking services of local private commercial banks?
- To investigate influence of the Degree in IMMC on the level of customer perceived value of services.
- To recognize the moderating effect of technology between IMMC and Customer perceived value of banking services.

Literature review

Two major factors which are fragmented markets and development in Information Communication Technology have changed the face of today's marketing communications. The emergence of Information Technology has fundamentally changed the media landscape, contributed to an extensive deregulation of markets and individualized patterns of consumption and increased the segmentation of consumer tastes and preferences (Kitchen, 2005). These changes accelerate the movement towards personalized marketing communication in real time across multiple media platform and channels in increasingly interactive by nature (Bezjian, Calder, Lacobucci 1998).

The increased fragmentation of media and customers, as well as the revolution introduced in mass communication by the new communication channels; internet and mobile communication technologies has created the need for a new approach to marketing communication, (Smith and Taylor, 2002). To effectively communicate with **customers** in today's noisy and demanding "push" and "pull" **communications** marketplace requires new and unique approaches and methodologies, **professional** discipline, intense focus, sharp tools, management commitment, **by way of, respectful, not** patronizing, dialogue-seeking, responsive, and not formula-driven marketing communications (Schultz & Shulz, 1998). Marketing communication contains value for the consumer and this value consists of the content as well as the means for delivering information (Heinonen et al, 2005). Communication is an essential part of the service and consequently it can create or destroy consumer perceived value of services (Gronroos, 2000). The various means of

communication and their effects are interrelated. These communication effects, together with other factors such as the technical quality of the services, shape the image of the organization in the minds of existing, as well as potential customers (ibid).

Heinonen, et al (2005) mentioned that, communication of a product or service can either add value, decrease value or it does not influence value. Future they mentioned that communication might be important for increasing service value, and differences in communication may reflect differences in the ways, how the products/services are purchased. Gummesson (1995) argues that there is no distinction between products and services from a value creation point of View, given that customers do not buy goods or services, they buy offerings which render services which creates value.

Heinonen et al (2005) pointed out that variation in the responsiveness to services indicates the important to have an understanding of how media adds and subtracts value, and they further discussed the need for companies to measure the responsiveness of consumers in order to understand and enhance consumer perceived value of the service. From this perspective marketing communication need to be reconsidered in order to create future communication value that in turn can add value to the services and products. To deliver superior client value firms endorse IMC with the integrated new marketing communication tools, as well as media as a competitive strategy to have positive synergetic effect on consumers' perception.

The increasing importance of mobile media for marketing activities is widely recognized (Watson, 2002). The mounting use of mobile marketing communication is directly and indirectly associated with the developments in mobile technologies and the fast adoption of mobile devices (Barnes & Scornavacca, 2004; Vashney & Vetter, 2002 ;) In addition, the specific characteristic of the mobile phones, that are not available for other media, the attributes inherent to mobile marketing, such as personalization, ubiquity, interactivity, and localization generate significant potential for this innovate form of marketing communications ; Barnes et al, 2004). The mobile media is interactive by nature (Sultan & Rohm 2005) and mobile marketing should be used as an integrated content delivery and direct-response vehicle within a cross-media marketing communications program (MMA, 2006). Steinbock (2005) advocated a view that, mobile communication should never be a stand-alone channel or an aggressive promotional tactic, and it should be used to extend the presence of a company or product into additional channels.

From his perspective, the key which is used to adopt mobile marketing communication in the organization is "integration".

IMC provides a useful theoretical framework for studying mobile marketing communications. The way how mobile marketing should be integrated into companies' marketing communications strategies and planning processes in order to harness the full potential of this emerging marketing communications phenomenon was developed by Leppaniemi (2008). This model contributes the marketers in their quest to achieve their organizational success via value generation from the mobile marketing communication. Therefore hostile market environments characterized by intense competition, rapid technological advancements and rapidly changing consumer preferences are considered to have a significant influence by these new integrated media performance (Low 2000; Rust). The desire to be competitive in such environmental conditions firms are more concern on superior differentiation of their communication efforts to make a positive response from the customers. For those competitive advantages marketers adopts IMC to integrate contemporary channels and media to have positive synergetic effect on consumer response.

IMC is a concept of marketing communications, recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communications disciplines as, general advertising, direct response, sales promotion and public relations and combines these disciplines to provide clarity, consistency and maximum communications impact (Duncan et al, 1996). Smith, et al (2002) identified IMC as the strategic analysis, choice, implementation and control of all elements of marketing communications which efficiently (best use of resources), economically (minimum costs) and effectively (maximum results) influence the transactions between an organization and its existing and potential customers. IMC can be defined as a cross-functional process creating and nourishing profitable relationships with customers and other stakeholders by strategically controlling or influencing all messages sent to these groups and encouraging data-driven, purposeful dialogue with them (Duncan 2002). Schultz et al (1998) defined IMC as a strategic business process used to plan, develop, execute and evaluate coordinated, measurable and persuasive brand communication programs over time with customers, and other targeted relevant external and internal audiences.

Duncan and Moriarty's IMC mini audit is a diagnostic tool designed to assess areas of integration strength and weakness of IMC. As Duncan (2005) states, the audit is about the evaluation of IMC relationship-building practices; in examining organizational structure and the

extent of understanding of marketing communication objectives and strategies, it measures the extent to which brand messages are strategically consistent. Further Cornelissen, Lock, and Gardner (2000) focused on a narrower interpretation of integration and discuss the psychosocial benefits of increased integration. The point has to be mentioned from that perspective is, that when new communication technology emerges, researchers have always been interested in studying the effects of media displacement (Kayany & Yelsma, 2000). For instance, when radio was a new medium, the concern was that radio would one day replace newspapers as the dominant medium. Later, television was examined under a similar spotlight due its potential to replace radio as the most popular broadcast medium. Based on the past history of these media, it could be assumed that new media might have the potential to affect the use of other mass media because of their interactive and diverse features (Tsao & Sibley, 2004). Overall, a number of studies have directly and indirectly suggested that people would be more motivated to pay attention to and process multiple-source messages than repetitive messages (Brock et al, 1970). From the above views, it is clear that when integrating new media into traditional marketing communication, customers would be more accepted the organizations' offers.

Zeithaml (1988) defines Customer perceived value as the consumer's overall assessment of the utility of a product or service based on what is received and what is given. Interpretation of value might be different between the client and the service provider, more important is 'how' clients interpret value and not 'how' suppliers believe what value is supposed to be (Blois, 2004). Studies have shown that value results in increased purchases, increased cross-buying, increased word-of-mouth referrals, less returns and also it is a critical criterion for in consumers' decision making process. Customer Perceived values are a combination of physical attributes, service attributes and technical support available in relation to a particular use situation (Monroe, 1990). Parasuraman (1998) indicated that measuring customer perceived value is a worthwhile action for building up enterprises' competitive advantages.

Researchers had different terms for the value construct, but all of them meant the same concept, such as consumption value (Sheth, Newman and Gross, 1991), customer value (Woodruff, 1997) perceived value (Dodds, Monroe and Grewal, 1991), service value (Jayanti and Ghosh, 1996) and value for money (Ashworth and Johnson, 1996). Therefore, value is typically evaluated from the consumer's perspectives, but, customer perceived value and service value constructs are based on consumer's subjective feeling and understanding what buyers value

within a given offering, creating value for them, and then managing it over time have long been recognized as essential elements of every organization's core business strategy (Porter, 1985;1998).

Technology is transforming the marketing environment, and thus emphasizing the critical need for good and effective customer service, many organizations remain ignorant of the tactical and strategic benefits of information technology in both marketing and customer service (Fletcher, 1990)

Questions involving moderators address "when" or "for whom" a variable most strongly predicts or causes an outcome variable. More specifically, a moderator is a variable that alters the direction or strength of the relation between a predictor and an outcome (Baron & Kenny, 1986; Holmbeck, 1997; James & Brett, 1984). Thus, a moderator effect is nothing more than an interaction whereby the effect of one variable depends on the level of another. If technology is a significant moderator in this research, the IMMC increases CPV more. The identification of important moderators of relations between predictors and outcomes indicates the maturity and sophistication of a field of inquiry (Aguinis, Boik, & Pierce, 2001; Judd, McClelland, & Culhane, 1995) and is at the heart of theory in social science (Cohen et al., 2003). Examining moderator effects can increase the understanding of the relations between important predictors and outcomes. Specifically, (Harisson and Samson, 1997) found that marketing communication is positively related to customer perceived value only where the technology facilitates more to implement communication better (and not where the technology lacks to facilitates more to implement communication better).

A given variable may function as either a moderator or a mediator, depending on the theory being tested. Technology could be conceptualized as a moderator of the relation between communication and value (Harisson and Samson, 1997). This would be the case if theory suggested that the intervention might be differentially effective for the technology assistant available to the customers. In this case, theory suggest that the reason technology is effective is that it strengths the relationship between IMMC and CPV. It is helpful to keep in mind that moderators often are introduced when there are unexpectedly weak or inconsistent relations between a predictor and an outcome across studies (Baron & Kenny, 1986). It is evidence that relevant technology needed for the implementation of IMC supports it well to enhance the value creation than the where the lack of support of technology exists.

To working with mobile marketing communications, marketers want to concentrate on technology, which is

included with multiple area, such as, location, presence, billing, profile personalization, provisioning, packet network, transport and messaging system, the effect of the mobile marketing communications boosted by technology, success of the mobile communication varies on where the needed technology established by the providers (Leppaniemi *et al*, 2005).Technology gives increased power to competitors and consumers, and also enables the principles of IMC to operate on new levels. Level of customer expectation fulfilled by the organizations varies on the technology which supports to the traditional IMC rather than the integration of the new media (Hristo, 2006).

The words technology means a resource that is not only important to support for marketing communication but also to strengthen the marketing communication which is supposed to provide perceived value of product and services. Technology is now viewed as a strategic weapon to achieve sustainable competitive advantage and support the competitive strategies of the firms for its value creation, when compare the industries which lack in the use of technology has a low impact of marketing communication on value perception than the industries which have invested more on technology for having better relationship between the communication and the value creation (Harisson and Samson, 1997), it mean that the technology moderated the relationship between the marketing communication and customer value perception. These findings point out that customer perceived value can be enhanced by IMC which is integrated with the new media with the interaction effect of technology. These findings that suggest technical facilities needed for marketing communication moderates the relationship between marketing communication and customer perceived value of services. The contingency theorists viewed technological process as an important moderating variable that can influence value perception. Theorists argued that competitive advantage can come from any technological process. According to the theorists, firms should therefore incorporate their technological process in formulating and implementing their product values.

There is a potential downside to the development of new digital channels. Mobile media, for example, transcend traditional communication and support one-to one, many-to-many and mass communication. Phones and personal digital assistants increase the availability, frequency and speed of communication. Yet the technology associated with these devices, which let marketers personally communicate with consumers, continues to evolve. The technology structured in the organization which assist customers for getting services better has an moderator

effect on the relationship between new contemporary media as mobile marketing communication media and the customer perceived value of services.

Due to technology changes, it is nowadays possible to measure actual Consumer behavior through scanner panels, electronic marketing, two-way communication channels, and advanced direct marketing techniques, and Technology supports every aspect in integration that makes IMC possible, to get as close as possible to actual buying behavior. Woodward (1965) has discovered that coordination of communication processes might change according to the kind of technology. Thompson (1967) argued that technologies, which allow people to communicate in order to share opinions, negotiate, and achieve common agreement. Technology has the role of go-between among individuals, and its infrastructure. It should be very easy to understand and use, thus comprehensible and standardized, and he further stated that, intensive technologies allow the workers new and innovative to shared opinions, ideas, information, and desires in a non-predefined way, typically developed by teamwork or communities of practice. For instance, Information Communication Technology, Information System and Knowledge Management systems facilitate synchronous and asynchronous communication processes when there are no physical proximity, enable knowledge sharing among organizational units, simplifies some managerial decision processes, and support the electronic data interchange among firms (Sarbaugh, et al, 1999).

Technologies associated with mobile communications provide the Necessary infrastructure to enable consumers to send and receive messages. Lu *et al.* (2003) suggest that facilitating conditions is one of the most important determinants, along with the ease of using technology. In this light, the integration of competing standards and fragmented system, cross-network support, and higher connection speeds are all necessary conditions for a wider transmission of mobile communication. In addition, the availability of web-enabled mobile handsets with 2G or 3G functionality would significantly affect the adoption of MMS-based campaigns (*ibid*). Further, a wider selection of handsets must be available, to enable consumers to Choose their preferred combination of necessary functions and diverse features. However, it has been pointed out that mobile handsets of the same brand sold in different countries may not be comparable in terms of their technical features (Baldi and Thaug, 2002).

One of the unique features of the mobile internet is the ability to track the users Position, and tailor services and promotional offers accordingly (Sadeh, 2002). A GPS-enabled mobile handset enables users to pinpoint the location of a

mobile phone placing an emergency call (*ibid*). GPS-enabled handset, which enables location-based services to be much more personalized, this facility would give banks' strategic leverage in mobile communication, because an individual's behavior and receptiveness to mobile communication are likely to be influenced by their location and time, and marketers can thus induce impulse buying by providing the right information for the right place (Barnes, 2003).

Regulatory control furnish by technology is essential to give users total Control over what they receive, because consumers' demand for highly personalized messages has to be reconciled with their desire for privacy (Sadeh, 2002). Mobile banking users may be also highly concerned with their information security, because mobile banking enables consumers to request their account balances be sent via SMS. This may become a serious concern, and require them to provide necessary protection of consumers' financial information (Barnes, 2003).

Lalonde, Cooper, and Noordewier, T. (1988) stated that the sophistication of customer service depends on the communications systems and the related information orientation within a firm: without good control of information flow within customers, the customer service function is usually relegated to reporting performance level statistics and reacting to special problems. Mobile communication technology promises to help companies provide more consistent levels of service and cement relationships with customers (O'Leary, 1990). Improvements in customer service are being made possible by an underlying network of information technology (Austin, 1992). Smart companies will gain a competitive advantage by improving the delivery of customer service through information technology (Burgetz, 1992).

Hypotheses

The emergence of Information Technology has fundamentally changed the media landscape, contributed to an extensive deregulation of markets and individualized patterns of consumption and increased the segmentation of consumer tastes and preferences (Kitchen, 2005). These changes accelerate the movement towards personalized marketing communication in real time across multiple media platform and channels in increasingly interactive by nature (Bezjian Avery, 1998). The increasing importance of mobile media for marketing activities is widely recognized (Watson, 2002). The mounting use of mobile marketing communication is directly and indirectly associated with the developments in mobile technologies and the fast adoption of mobile devices (Barnes & Scornavacca, 2004; Vashney & Vetter, 2002; Venkatesh, 2003).

Synergy is the fundamental concept of IMC (Chang & Thorson, 2004), and it is defined as the interaction of two or more agents of forces, whose combined effect, is greater than the sum of their individual effect (American Heritage College Dictionary, 1997). From the study of Shultz (2005) synergy can be understood as a way how various marketing and communication activities interact with each other in the marketplace and how the various brand 'touch points' come together to impact and influence consumers, employees, channels, the financial community and the host of other stakeholders that are involved in today's marketplace success.

Zeithaml (1988) defines Customer perceived value as the consumer's overall assessment of the utility of a product or service based on what is received and what is given. Interpretation of value might be different between the client and the service provider, more important is 'how' clients interpret value and not 'how' suppliers believe what value is supposed to be (Blois, 2004). Studies have shown that value results in increased purchases, increased cross-buying, increased word-of-mouth referrals, less returns and also it is a critical criterion for in consumers' decision making process. Customer Perceived values are a combination of physical attributes, service attributes and technical support available in relation to a particular use situation (Monroe, 1990). Parasuraman (1998) indicated that measuring customer perceived value is a worthwhile action for building up enterprises' competitive advantages.

Roig et al (2006) studied the Customer perceived value of banking service, that has taken place in the installations of the entity and in which there is interaction between the customer and the personnel of the bank. This is post-purchase perceived value, which takes into account aspects not only of the service offered but also of the organization that sustains it. Their study excluded six dimensional values of services from the transactions made through electronic or telephone banking, as well as operations in ATMs or similar. Root of the study by Sanchez et al (2006), Roig, et al (2006) have obtained the result that the value perceived by the customer in the banking sector is composed of six dimensions: functional value of the establishment, functional value of the personnel, functional value of the service, functional value price, emotional value and social value.

Technology is transforming the marketing environment, and thus emphasizing the critical need for good and effective customer service, many organizations remain ignorant of the tactical and strategic benefits of information technology in both marketing and customer service (Fletcher, 1990; Martell, 1989; Oasis 1989). To working with mobile marketing communications, marketers want to concentrate on technology, which is included with multiple area, such as,

location, presence, billing, profile personalization, provisioning, packet network, transport and messaging system (Leppaniemi *et al*, 2005). Technology gives increased power to competitors and consumers, and also enables the principles of IMC to operate on new levels. By using technology to support IMC concepts, companies have ability to exceed customer expectations and outsmart the competition (Hristo, 2006).

Due to technology changes, it is nowadays possible to measure actual Consumer behavior through scanner panels, electronic marketing, two-way communication channels, and advanced direct marketing techniques, and Technology supports every aspect in integration that makes IMC possible, to get as close as possible to actual buying behavior. Woodward (1965) has discovered that coordination of communication processes might change according to the kind of technology. Thompson (1967) argued that technologies, which allow people to communicate in order to share opinions, negotiate, and achieve common agreement. Technology has the role of go-between among individuals, and its infrastructure. It should be very easy to understand and use, thus comprehensible and standardized, and he further stated that, intensive technologies allow the workers new and innovative to shared opinions, ideas, information, and desires in a non-predefined way, typically developed by teamwork or communities of practice. For instance, Information Communication Technology, Information System and Knowledge Management systems facilitate synchronous and asynchronous communication processes when there are no physical proximity, enable knowledge sharing among organizational units, simplifies some managerial decision processes, and support the electronic data interchange among firms (Sarbaugh, Thompson and Feldman, 1998).

- H1:** There is a positive impact of integrated mobile marketing communication on customer perceived value of services.
- H2:** There is a positive impact of mission marketing on customer perceived value of services
- H3:** There is a Positive impact of interactivity on customer perceived value of services.
- H4:** There is a positive moderator impact of technology between Integrated Mobile Marketing Communications and customer perceived value of services
- H5:** There is a significance difference between the levels of customer perceived value across three levels of degrees in IMMC.

The following conceptual model is developed, to understand the impact of integrated mobile marketing communication on customer perceived value of services. Independent variables of the IMMC construct derived from the literature

of Duncan and Moriarty (1997), and the dependent variables adopted from the literature of Roig, et al (2006).

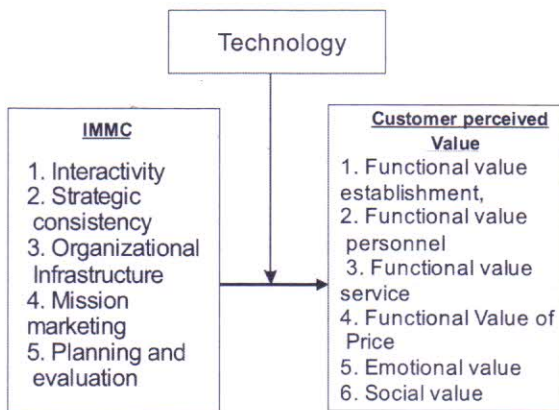


Fig.1 Conceptual model for the relationship between IMMC and CPV

Methodology

The population of the present study consisted of the commercial private banks, which have adopted mobile marketing communication into their traditional integrated marketing communication for their commercial banking services provided to their household customers, and the house hold customers of each banks. In order to collect the data necessary to measure the constructs related to the subjects of the study, it is required to interview communication managers or IMC manager and retail (House hold) customers attending the respective banks as the elements of the target population. The communication manager or IMC manager account for the integrated marketing communication in the retail sector of commercial banks whilst retail (household) customers of respective banks account for customer perceived value of the banks.

Sample size refers to the number of elements to be included in the study (Malhothra, 2007). Once the target population of the study is defined, it is required to decide the sample size for the study. From the list of private commercial banks in Sri Lanka, there are five banks were selected as the population (the banks which have implemented integrated mobile marketing communication). For some research questions it is possible to survey an entire population as it is of the manageable size (Sounders et al, 2007). Number of sampling elements in the present study consisted of five commercial bank head offices, which have the centralized system for the whole communication network for all their bank branched and customers. Therefore the present study considered the whole population as its sample size. Further it is determined

100 retail (house hold) customers from each bank would be needed for the present study.

Analysis art

According to Nunnally (1978) the alpha of a scale should be greater than 0.70 for the items to be used together as a scale. This alpha for the total scale is also computed on the assumption that the item under examination is deleted. Nunnally (1978) gives the common guideline for the alpha standard of reliability: a) early stage of research alpha=0.5-0.6 b) basic research alpha, alpha= 0.7- 0.8, and c) applied settings, alpha= 0.8-0.9. Items of the present study satisfied the scale proposed.

Types of mobile banking services via integrated mobile marketing communication practiced by the private commercial banks. Banking services which are provided by the IMMC are classified under six categories, such as Payments, Deposits, Withdrawals, and Transfers, Investments services Support services, Content Services, personalized services, financial services and support services. Normally all five banks have adopted mobile marketing communication for financial services, Payments, Deposits, Withdrawals, and Transfers. Particularly Commercial bank, Hatton nation bank and HSBC are newly moving to content, and personalized banking services.

Number of options for each banking service provided via mobile marketing communication. This number of options is displayed under each bank. Consumers make use of mobile marketing communication a great deal of options for the categories as, Domestic and international fund transfers, Mobile recharging, Commercial payment processing, Bill payment processing, Status of requests for credit, including mortgage approval, and insurance coverage, Cheque book and credit card requests, ATM Location, General information, Location-based services, Mini-statements and checking of account history, Access to loan & card statements, Balance checking in the account , Recent transactions, Blocking of (lost, stolen) cards, PIN provision, Change of PIN and reminder over the Internet. Specially for collecting general information all the customers prefer to contact banks via mobile marketing communication.

Table 1 Standard regression coefficient

Independent variables: IMMC	Dependent variables : customer perceived value of services.
β	0.970
Significance of F	0.000
Adjusted R ²	0.815

According to the regression results in the Table 1 the fitted model encountered a significant relation between IMMC and CPV of services. The R^2 value multiplied by 100 tells the percentage of variance in one variable accounted for by the predictor variables. The adjusted R^2 value is 0.815, so, that 81% Percentage or almost two third of the variance in Customer Perceived value of Services is accounted for by the predictor variable IMMC. Considering all above facts the, the hypothesis I is being accepted, and it could be proved that there is a significant evident of greater value perceived by the customer at the banks which is adopting Integrated Mobile Marketing communication.

Table 2 Multiple regression coefficient (model with mission marking)

Independent variables: Mission marketing	Dependent variables: customer perceived value of services.
β	0.970
Significance of F	0.000
Adjusted R^2	0.815

As per the regression results shown in the Table 2, it has been noted that fitted model revealed significant relationship between mission marketing and customer perceived value of services. It explains the mission marketing dimension in IMMC independent variable positively influences on customer perceived value of services. (I.e. $\beta=0.970$ p value <0.05), so H2 is accepted.

As per the regression results in the table 3 it has been noted that fitted model revealed the significant relationship between interactivity and customer perceived value of services. It explains that the interactivity dimension in IMMC independent variable positively influences on customer perceived value of services. (I.e. $\beta=0.97$, p value <0.05), so H3 is accepted.

Table 3 Multiples regressions coefficient -Interactivity

Independent variables: Interactivity	Dependent variables: Customer perceived value of services.
β	0.971
Significance of F	0.000
Adjusted R^2	0.815

As per the regression results in the table 4, it has been noted that fitted model revealed the significant relationship between predictor variable IMMTECH; the product of IMMC and Technology and the dependent variable customer perceived value of services. It explains that there is a statistical significant of moderation effect between IMMC and customer perceived value of service. (i. e. $\beta=97.4$; p value <0.05). H4 is accepted.

Table 4 Standard regression coefficients

Independent variables: IMMTECH (product of IMMC and technology)	Dependent variables: customer perceived Value of services.
β	0.974
Significance of F	0.000
Adjusted R^2	0.892

For the purpose of exploring the relative of Integrated Mobile Marketing Communication and Customer Perceived Value of services, researcher conducted four models. Model1: first Model is used to test the first hypothesis to show the relationship between the y (CPV) and the X1(Interactivity), X2(Mission Marketing), X3 (Strategic consistency), X4 (organizational infrastructure), X5(Planning and evaluation). Model 1 fit for the Dimension of IMMC and CPV.

$$Y=0.556 X_0 + 1.562 X_1 + 0.957 X_2 + 0.086 X_3 + 0.006 X_4 + 0.026 X_5$$

This explained that 81.5% variation by the fitted model. It entails that around 81% of the variation in CPV is explained by the IMMC.

Model 2: Second model explain the variation in CPV without mission marketing variable in the predictor variable; IMMC. Model 1 and 2 were used to test the second hypothesis to show the relationship between the y (CPV) and the X1(Interactivity), X2(Strategic consistency), X3(organizational infrastructure), X4 (Planning and evaluation). It has been used to test the variation in CPV without mission marketing. Model 2 fit for the without mission marketing dimension in IMMC and CPV

$$Y=0.368X_0 + 1.565 X_1 + 0.957 X_2 + 0.088X_3 + 0.769X_4 + 0.224 X_5$$

This explains that 72.4% variation in CPV is explained by the model which fitted for without mission marketing variable. It entails that around 72 % of the variation in CPV is explained by the IMMC. But in the model 1 it entails that 81.2% of variation in CPV is explained by the IMMC with mission marketing. Model 3: the third model explains the variation in CPV without interactivity dimension in the predictor variable, IMMC. Model 3 and Model 1 are used to test the third hypothesis to show the relationship between the y (CPV) and the X1(Mission Marketing), X2 (Strategic consistency), X3 (organizational infrastructure), X4 (Planning and evaluation). It has been used to test the variation in CPV without Interactivity.

$$Y=0.721X_0 + 1.784 X_1 + 0.128 X_2 + 0.144X_3 + 0.453X_4$$

This explained that 70.2% variation in CPV is explained by the model which fitted for devoid of mission marketing variable. It entails that around 70 % of the variation in CPV is explained by the IMMC. But in the model 1 it entails that 81.5 % of variation in CPV is explained by the IMMC with mission marketing.

Model 4: this model is fitted to test the hypothesis 4, and explains the relationship between predictor variable and dependent variables. It means that the fitted model reveals that, the variation in CPV is explained by the moderating effect of technology between IMMC and is used to test the third hypothesis to show the relationship between the y (CPV) and the X (product of technology and IMMC).

$$Y=0.33X_0 + 1.131 X_1$$

This explained that 90.3% variation in CPV is explained by the model which fitted for without mission marketing variable. It entails that around 90% of the variation in CPV is explained by the IMMC. But in the model 1 only 81.5 % of variation in CPV is explained by the IMMC with out the moderation effect of technology

To test the H5 hypothesis independent sample one-way ANOVA was carried out on SPSS. The results as shown in the table 5 the mean customer perceived value scores are 4.3387 (SD=.25984) for high-degree in IMMC, 3.6441(SD=.47106) for medium degree in IMMC and 1.9638(SD=.49894) for lower degree in IMMC. The 95% of confident intervals for the means are 4.309 to 4.368 for higher degree, 3.5516 to 3.736 for medium degree, and 1.904 to 1.98 lower for degrees. P value (0.000) is less than 0.05, therefore the H5 is accepted. It means that there is a significance difference in the level of customer perceived value across three levels in IMMC

Table 5- ANOVA results

	Mean	Standard deviation
Higher degree	4.3387	.25984
Medium degree	3.6441	.47106
Lower degree	1.9631	.49894
95% Confidence Interval for Mean	Upper value	Lower value
Higher degree	4.309	4.368
Medium degree	3.551	3.736
Lower degree	1.904	1.987
Significant P value	0.000	

Findings and suggestions

It was found that there is a positive impact of integrated mobile marketing communication on customer perceived

value of services, therefore the primary objective was accomplished, and in the, private commercial banking sector is practicing the Integrated Mobile Marketing communication to a considerable extent. On the five point scale the Integrated Mobile Marketing Communication has an average scale of 4.12 out of five points. This reveals that the selected population in the sector of local private commercial banks has adopted integrated mobile marketing communication practices. Further at the components level of analysis of Integrated Mobile Marketing construct, the average level of interactivity, mission marketing, strategic consistency, organizational infrastructure, and planning and evaluation have mean value of 4.1, 4.2, 4.2, 4.0, 4.1, respectively. It shows that the selected population in that sector is adopting the dimension of IMMC, such as, Interactivity, mission marketing, strategic consistency, organizational infrastructure, planning and evaluation. This study set the degree of IMMC in the local private commercial banks, on a three types of degree higher degree lies above 4, medium scale lies between 3e"and 4d", low degree below scale of 3.

To accomplish the specific objective 2 there were two hypotheses accepted. **H2:** There is a positive impact of mission marketing on customer perceived value of services; **H3:** There is a positive impact of interactivity on customer perceived value of services. There were found that above two factors were significantly (P<0.05), influence on Customer perceived value of services in , private commercial banks. The regression co-efficient (Mission marketing $\beta= 0.974$, interactivity $\beta= 0.971$) conform this power of prediction, therefore it seems that , there is a significant contribution of the two factors to have an impact on CPV of services in private, local commercial banks

To reach the objective 3 H5: There is a significant difference between the level of customer perceived value across the three degrees in IMMC. Findings of the study reveals (p value=0.00) that, there is a significant different in the level of customer perceived value across the three level of degrees as higher degree, medium degree, and lower degree, it further explains that implementing the level of degrees whether it is higher, medium or lower determined the level of customer perception of services. Results of Reid (2005), reveled that the level of brand performance significantly differed across the degree in IMC. Findings of the present study are in line with the implication of previous study.

To accomplish the object four hypotheses were developed H4: There is a moderator impact of technology on the relationship between Integrated Mobile Marketing Communication and Customer Perceived value of services. Findings of the study explain that there is a moderator

effect of technology on the relationship between IMMC and CPV. There were found that the product of two factors such as technology and the predictor variable IMMC were significantly ($P < 0.05$), influence on Customer perceived value of services in, private commercial banks. The regression co-efficient (IMMTECH $\beta = 0.97.4$) conform this power of prediction; therefore it seems that, there is a significant moderation effect on the relationship between IMMC and CPV.

The unique nature of the study revolves around integrated mobile marketing communication and its direct impact on customer perceived value in the delivery of banking services in private commercial banks. The aim of this study was to advance academic knowledge in an area that has little empirical study on IMMC. It addressed the degree of IMMC in private commercial banks Sri Lanka. It is reinforcement to the existing academic Knowledge in the area of determining the relative importance of mobile communication integrated into IMC in private commercial banks. It contributes to academic knowledge by examining the emerging issue of IMMC to determine whether it increase or decrease the value perceived by the customers in the area of banking sector. Unique aspect, which has not been previously investigated in the field, is combining IMMC and customers' perceptions of value given by banks. It found out whether the mobile marketing communication can be utilized to determine the perceived value of services.

The contribution of the study builds on introducing a new perspective on marketing communication effects on customer perceived value of services. Based on the findings, it can be concluded that it might be very relevant to consider marketing communication of the product or service, which adds value (Kristina and Tore, 2005). The purpose of the study was to analyze the relationship between IMMC and CPV in the value creation process. The main conclusions emerge from the research is IMMC reports a platform for the full realization of marketing potentialities. IMMC and CPV are complementary and synergistic in enabling efficient and effective management of the process of value creation and delivery.

IMMC represents a crucial input in the development of customer value in the context, it provides an important influence on both the theory and practice of marketing communication to make a real contribution to the success of a modern banking organization in becoming a technology oriented communication enterprise, marketing communication has an important role to play in terms of market interfacing and knowledge of customers. IMMC thus assumes a crucial facilitating role in the firms' efforts to create perceived value for its customers. IMMC and

CPV thus power full and pervasive allies in advocating and implementing a company strategy of competitive advantage (Zinkhan et al, 1996; Peltier, 2003; Olof Holm, 2006).

Communication effects together with the factors such as the quality of the services, and it shapes its image of the organization in the mind of the customers, and potential customers (Gronroos, 2000). Marketing communication has been seen as an instrument to sell product and services. The customer is considered as a passive object of the effort conversion of customer's attention to purchase action (Harvey, 1997). It is a question that, how customers perceive value of any communication between the customer and the company covering both personal interaction and media based interaction; communication value is in turn an integral part of service value. This research supports the synchronization that for IMMC to provide a use full platform for differentiation, it must be supported by a number of key roles that undertake.

Today's business environment is very dynamic and undergoes rapid changes as a result of technological innovation, increased awareness and demands from customers. Business organizations, especially the banking industry of the 21st century operates in a complex and competitive environment characterized by many challenges.

This analysis of the relationship between IMMC and customer perceived value of service has important implication for managers, because it provides insights into how the mobile communication integrated into IMMC can be oriented toward customer perceived value of services, which is the key principle to have competitive advantage. Certain implication for managers can be noted. Interact with the customers via IMMC in assisting them to become co-producer of the customer value. Interactivity and mission marketing are more powerful elements in IMMC construct. Therefore marketing managers should be open minded about sharing their knowledge of IMMC with employees as well as customers, managers should endeavor to acquaint themselves with the principles and methods of IMMC and implement them in their marketing endeavors. Engage in an ongoing and mutually beneficial dialogue with communication managers with a view to staying in touch with customers.

Communication managers need to understand that a complementary and synergistic relationship between the two will enable the firm to create value for customers and gain competitive advantages in the contemporary market. The variation in the responsiveness to product and services for different media indicates that it is important to

have an understanding of how media adds, and subtracts value, the analysis points to the need for companies to measure the responsiveness of consumers in order to understand and enhance the CPV of services which depended on IMMC.

The highly competitive nature of banking points the needs for information addressing not only retain existing customers, but also to obtain new customers. By showing an understanding of what the customer perceives in the way of customer service, via mobile marketing communication the bank can set itself apart from those banks that are not as perceptive of the customer value. There are some difficulties in influencing customer behavior as well as understanding what the customer absolutely perceives. While not implying that banks should be "mind readers" this present study provides a method to evaluate the benefits that might be obtained by banks that seek to understand their customers' perception about their services provided by mobile marketing communication.

Another practical benefit is the results of this study that interactivity and mission marketing are the most important of the five factors in the degree of IMMC, however until numerous other factors are compared with those two. If a bank can determine what factors are most significant to determine the customer perceived value of services, it can develop a strategy to successfully market their services by emphasizing the crucial factors as mission marketing and interactivity.

To enhance value on service, employees need ongoing training in the necessary technical skills and knowledge and in process or interactive skills. Service employees also need training on interactive skills that allow them to provide courteous, caring, responsive and empathetic service. Managers in such organization have to share their organizational mission with the company employees as well as their other stakeholders. They have to do so require the involvement of employees as well as their feedback and ideas from customers related to their mission. Technology play a major role between integrated mobile marketing communication and customer perceived value of services; therefore to have a high perceived value from customer point of view, banks have to invest in state of the art of technology not for technology's sake but rather to allow every aspects of its business to focus on increasing the value of services and build up the relationship between communication and value perception.

The benefit of the results of measuring the tendency of the relationship between IMMC and CPV has very practical implications. If a bank can meet or exceed customer perceived value through mobile marketing communication

the practical implications of the evidence would appear to be clear that the customer would either perceived much about the banking services or as perceived low, therefore, any delivery of mobile communication determine the value perception which was concluded has an implication. Therefore adding value in their value chain bank practitioners have to concentrate on the contemporary mobile media.

Banks and other organizations are constantly seeking means by which they can plot the likelihood of retaining customers. This study offered IMMC as a value determination source by which a bank could cover different type of banking services provide via mobile marketing communication, that a bank could reasonably attract and retain household customers by the bank. While there is the need for more empirical study in this area, to show the reasons of not having services can be offered via mobile marketing communication in particular banks.

An interesting practical benefit of this present study manifested itself through the results that pointed to the lack of a significant impact of gender, income, and education on CPV. While a significant effort was made to statistically evaluate each of the items of gender, income, and education, there was a definite lack of importance indicated in the outcomes.

Present study account for the important aspect in marketing communication, in this study IMMC was operationalised as part of the firms' marketing communication. This study not considered the relationship to the company/ brand /product/service. Even if the empirical study is limited in these aspects, it shows that it is necessary to consider that products and services may have different responsiveness patterns. Further studies are warranted from scientific point of view especially with the focus on understanding how consumer characteristics and product/ services characteristics influence responsiveness, for example for some consumers only some media may be relevant for particular product/services than to others.

As noted in Chapters 2 strong arguments have been made for mobile communication, integrated mobile marketing communication as a determinant of customer perceived value of services; however an equally compelling argument was made for CPV and its dimensions. The literature was generally non-existent relating to the influence of demographic data such as gender, age, income, education. This study focused on only the house hold customers from the five private commercial banks in Sri Lanka, future studies could be concentrated on business customers of those particular banks.

Given the limitation of this research and the ideas advanced in this study, there are a number of future research suggestions to be advanced. One of the most prominent suggestions would focus on expanding the geographical reach of this study to include more banks from private and public sector. While this study aimed to represent a substantial advance to identify through an exploratory method to predict the relationship between IMMC and CPV in Private commercial banks consumers in Sri Lanka remains a large portion of the universe to be sampled concerning the overall study subject. Therefore, by using the content identified herein as a benchmark, future research efforts can identify additional decision variables pertaining to prediction of the relationship and expand the geographic reach of this study.

The frame work presented here is to show the impact of IMMC on CPV. It lends it self to further analysis with the aim of developing a model with a greater operational relevance this analysis could examine the role of marketing communication in firms that have experienced problems in adopting IMMC in such banks and other industries. And also verify IMMC management in those banks in which marketing communication activities or dimensions are lacking or poor implemented, examine the relationship between IMMC and CPV in different industries.

Apart from the above suggestions, the main directions of further research should be a deeper analysis of the role of the customer in value creation process via IMMC. Further studies could also focus attention on deeper understanding of the interaction process and flows of knowledge and resource in implementing IMMC, in purchasing the co-creation of value to customers.

Although the empirical study represents a situation with several limitations, it shows the need for further studies in how IMMC creates value. There are considerable differences in the responsive pattern for different product and services, difference in communication value reflect different in the ways products/services or the complexity of the product / services (Kristina and Tore, 2005). According to the study it seems that IMMC may creates the different value to product and services, therefore further research can be performed to comparatively see the different perceived value between product and services.

Understanding of IMMC in the business to business context by highlighting the existence of IMC, which is integrated with mobile marketing communication, within industry networks, and that further research can be done on how different industries integrated mobile marketing communication into IMC. This study was conducted in banking settings although the dimensions identified were

really verified in this industry. It should be helpful to replicate this study in others the outcomes of the further studies will determine the extent of generalization to be made.

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