

INNOVATION IN ADVERTISEMENT OF PRODUCT BRANDS BY INTEGRATED MARKETING COMMUNICATION FOR SUSTAINABLE DEVELOPMENT IN A GLOBAL SOCIETY

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ABSTRACT

Advertising is an important part of the overall marketing plan of almost every organization that provides a product or a service to the general public. The advertisers want to attract customers to a specific store or place of business both at local and international level. Advertisement of products was very difficult then as there were few mercantiles to advertise their products as there were only a few advertising agencies to advertise such products across the world. However, the advent of technology has broken down the bureaucratic bottleneck that hinders the flow of advertising agencies to reach its targeted audience with specific products or services. This innovation in technology has ushered in the use of many advertisement agencies on internet network site to reach their potential customers across the world. In most recent times, the use of FaceBook, Twitter, WhatsApp, Pinterest, Newspapers and Magazines, Radio and Television and other media of communication have brought in the integration of marketing communication to reach out within a specific period of time its numerous customers across the world. For any products to be build and sustain for development, there must be the presence of Mass Media Agencies, who are the vehicles of information to disseminate, and educate numerous customers on any new brands of products that is new in the market for people to patronize. The integration of marketing communication has brought in a new strategies to targets its customers on when, where and how a product can be located, bought and how it can be delivered to its ultimate consumers. The study adopted the library research techniques, using books, journals and magazines for its sources of materials. Uses and gratification and the Diffusion of Innovation theories were used to explain the study. Discussions and findings were drawn from the research materials gathered for adequate argument on the topic in question.

1.0 INTRODUCTION

Before the advent of technology around the 1840s, advertising of products was based on negotiations between the producer who wanted to advertise his product(s) and the owner of a Media Organization, where the producer would write the announcement himself and walk over

to the local Newspaper or Magazine office and pay for the space advertise his product(s). However, this system was said to have worked well since there were only few media organizations available and few merchants who wanted their products to be advertised, Turow (2003).

These trends continued until the birth of internet technology, where the use of social networking sites became available to create a new environment for the advertising agencies that create advertisement that stand out from the competition of goods and services for a sustainable development across the world. Turow (ibid, p.543) noted that the advertising agencies started copy and art departments, and by 1910 the task of preparing advertisements had become their central responsibility.

The researchers wanted its readers to note that branding of goods and services is all about a trick that makes a lots of sales of goods and services from the manufacturing company through branding of goods and services and its ability to reach out to its numerous customers and the ultimate consumers of such products, by making it unique right from the creation of the brand, its name and image associated with a particular product, (ibid, p.543)

For every brand of products to be sustained for development in a global market, there must be the presence of the social networking site to foster the sales and the distribution of goods and service through its unique name of the brand and its location. Furthermore, this was the reasons for the mass growth importance of integrated marketing communications in the recent time, and also as a result of the major role played by advertising agencies in the process of building and sustaining of brand identity and equity of goods and services.

One of the most important reasons for the global mass growth in the development of goods and services, in recent times, is as a result of Integrated Marketing Communications by the major role played by advertising Agencies in the process of building and sustenance of Brand Identity and equity, of goods and services.

Belch, et al (2010) citing an expert of branding, Kevin Keller who explained that “branding and properly managing brand equity has seriously become a priority for many different companies in all industries and various markets around the globe have adopted the practice by many industries”, consequently many more products and services compete for brand consideration by customers and ultimate consumers alike, who, where hitherto, said to have less time to make choices, of well-known brands, have a major competitive advantage in the day-to-day activities in a global market, Belch, et al (ibid). Furthermore, in building and maintaining of brand identity and equity requires the creation of well-known brand that can easily favored its numerous customers and the ultimate consumers themselves, and that the location such brand of products must be visible and easy to locate.

Integrated marketing communication is concerned with communication that has to do with a process, business process oriented used in developing, execution and evaluating, coordinating, measurable, persuasive, brand communications programmes over a time with both customers and consumers, prospects, employees, associates and other targeted audience with relevance to both external and internal considerations, Belch, et al., (ibid). As a result of these, the presence of technology has brought in many media of communication into the process of building Brand

Identity and Brand Equity and made it available to the general public through advertising, using a persuasive message.

Jafkins (1998), explained that the private sector of the economy, can be associated with Mass Media and Public Relations practitioners in advertising goods and services, to enhance marketing communication which is said to be one of the core functions of business, while the Public Relations has to do with the financial aspect of maintenance of a positive reputation of the brand so that a strategic relationship with all stakeholders can be achieved and sustained for a successful image of the brand.

This study explores the role of innovation in advertisement of product brands by integrated marketing communication, for sustainable development in a global society

This research anchored on the Uses and Gratification Theory and the Diffusion of Innovation theory, thus, the implication of using this theory is to enable the researchers show how the Uses and Gratifications Theory (UGT) could be used as an approach to understanding why and how people actively seek out specific media to satisfy specific needs, rather than, the audience has power over their media consumption and assumes and play an active role in interpreting and integrating media into their own lives, while according to Lamorte (2021) the Diffusion of Innovation theory, originates in communication to explain how, over time, an idea or product gains momentum and diffuses (or spreads) through a specific population or social system.

Innovation through integrated marketing communication is of great significance in the promotion and sustainable development in building of brand identity and equity aimed at identifying the types of media people use to reach out to their customers and the ultimate consumer of such product.

In recent time, the business world has employed the method of integrated marketing communication by bringing many media of communication to advertise goods and services, especially the integration of the new media which according to Biagi (2005) has now become multimedia that allow talk back, the use of satellite, and telephone technology has given many company and industries to deliver goods and services through the network instantaneously.

Biagi (ibid) further posits that the trends of integration of Mass Media acquisitions is expected continuously as changing technology expands the global market for Media products. It is therefore noteworthy that there is a surge in companies building Brand Identity and Equity by integrating different means of communication to advertise their products to their customers and the ultimate consumers who have been persuaded to patronize their products online, globally.

In addition, integrated marking communication have also employed the integrated communication strategy aimed at connecting materials that ensures brand consistency across all channels and aligns communication with business objectives to give its customers sense of reasoning on which product to purchase, etc. It also considers the target audiences on what, where, when and how to communicate to engage customers and the ultimate consumers and move the business forward through creating many channels of network to boost economic development and a sustainable market that bring about development in both local and integrated market globally.

Researchers have outlined the integrated Marketing communications components that enable it to function well, thus; the foundation, the corporate culture, the brand focus, consumer experience, communications tools, promotional tools, and integration tools. Having put all in place, one can easily employ the following process to enable the customers and ultimate consumers to achieve what exactly the audiences need, <https://www.mstoner.com/blog/marketing-communications/the-five-steps-of-imc/>. In doing that the following need to be achieved.

- Identify your customers from behavioral data
- Determine the financial value of your customers and prospects
- Create and deliver messages and incentives.
- Estimate the return on customer investment (ROCI)
- Budget, allocate, evaluate, and recycle.

In looking at technology in its making, many applications have been developed by many companies to advertise their products, among which are; Jumia.com, Ali Baba, Amazon.com, etc and can easily be download on our computer systems and most of our GSM phones.

1.1 Clarification of Key Concepts

- a) Integrated marketing communication: The combination of different advertising agencies in the promotion of brand identity and equity.
- b) Advertisement: Paid announcement in a medium of communication to persuade people to patronize a product
- c) Building and branding: the process of building and giving a meaning to specific organization, company, products or services by creating and shaping a brand in consumers' minds.
- d) Goods and services: The products and services that are bought and sold in an economy.
- e) Global society: A global society is a single community, not a series of different societies working together as the international world is. A global society is based on the sharing of ideas and resources around the world, and an international society is based on the buying and selling of products across the world.

2.0 STATEMENT OF PROBLEM

Before the use of integrated marketing communication, advertisement of goods and services was very cumbersome, as many goods became obscure. It was during this era that sourcing and delivery of goods and services was limited to few industries. However, methods of sourcing of information and delivery had to be employed by many Media Organizations. Advertising and promotion of brand of products was not visible on a global market. It was restricted to very few potential customers and consumers within their geographical location, due to the traditional method of information dissemination of good and services.

The delivery of goods and services has been through the use of motor vehicles and in the remote locations where cars could not go, motor-cycles, donkeys, horses, and camels, were employed. Targeting the market audiences became too cumbersome for the advertising agencies. They were unable to employ the use of mass communication to reach out to many targeted audience, but a few. Even when the companies were able to integrate many media of communication in

their advertisement, there were lots of media propaganda in targeting their audience; each Media outfit strived hard to show they were the best, and ended up in confusion the audience the more.

2.1 Research Objectives

In every research, there must be an objective which the researcher aimed at, hence, the research objectives are:

1. to access the innovation of integrated marketing communication in the promotion and sustenance of building product brands;
2. to assess which type of mass media outfit actively uses integrated marketing communication strategy geared towards the promotion and building of Brand Identity and Brand Equity of products;
3. to access some of the challenges possess by media on the integrated marketing communication

3.0 LITERATURE REVIEW

3.1 Integrated marketing communication

Innovation through Integrated marketing communication has to do with the marketing mix in which advertising is seen to be an ingredient, which employs some strategies, thus; packaging, research, pricing, selling, distribution of goods and services and the after sales services which all bear some degree of communication and goodwill strategies.

Integrated marketing communication has to do with the use of technology and Group Communication Processes (GCP) whereby a Group Decision Support System (GDSS) can be established in order to interact with network of computers with specialized software allowing users to generate solutions for unstructured problem, Soik, Avolio, & Kahai, (1997). Judy, et al (2003), posits that the exact nature of GDSS environment can be tailored to specific situations, and that most of the GDSS interaction are used to facilitate brainstorming and evaluation of alternatives.

An integrated marketing communication (IMC) is a process used to unify marketing communication elements, such as Public Relations, Social Media, audience analysis, business development principles, and advertising into Brand Identity that remains consistent across distinct media channels, <https://www.shutterstock.com>.

However, according to <https://www.lumenlearning.com>, prior to the emergence of integrated marketing communication around the 90s, mass communication practices rely heavily on information to a large segment of the population through the use of radio and television and other mass media outfit which dominated markets all over the globe, and that before the advent of integrated marketing communication, marketing was actually a one-way-feed, this shows that marketing was only limited to those who could deploy the Brand Identity and Brand Equity was based on What You see is What You Get. (WYSWYG).

Research further pointed out that marketing then, was viewed as a two-way communication, thus, between the marketers themselves and the costumers and the consumers of such product(s). rses.lumenlearning.com, further explained that the transition in advertising and media industries for marketing trends can be sum-up as follows;

- i. Shifting from mass advertising strategies to multiple forms of communication strategies.
- ii. Moving from the manufacturers dominated market to a retailer dominated market to consumer-controlled market.
- iii. Growing use of database for marketing as opposed to general focus advertising and marketing.
- iv. Ensuring greater business accountability, in advertising channels.
- v. Compensation within organizations to those who suffer loss, this however, has helped in the increase in sales and benefits in companies' operations.
- vi. Unlimited access to the use of internet and other facilities online which offer greater online availability of goods and services.
- vii. Focuses on the development of marketing communication activities of marketing communication activities that help in producing values for targeted audience who are the consumers of such brand products thereby increasing benefits and reduction in costs of commodities.

3.2 Function of Marketing Communication

Marketing communication refers to one of the primary elements in the sales promotional mix of Sales Promotion which involves series of activities aimed at creating awareness of products with a view to engage potential customers and the ultimate consumers of such products through a persuasive message.

Nwabueze (2006), outline some of the function of Marketing Communication, thus; it assists in creating awareness to the general public about the existence of such product in the market and added value to any brand product, and inform the general public about the advantage of using such products. While examining further, the significance of marketing products, it is worthy of note that Marketing Communication helps in advertising a new and improved products and its inherent features, for example, life cycle, added values such as new and improved packaging. In the attempt to increase products sales, the advertisement can be done online or by making it available on the Internet for global search and awareness. She further posits that Marketing Communication help in the establishment and sustenance of a mutually beneficial and favourable relationship between an organization and its community where the customers and ultimate consumers come from.

3.3 Types of Mass Media actively engaged in Marketing Communication

In recent times, we have numerous advertising agencies that are visible on the following media organization platforms, thus:

1. The Mercantile Press (Newspaper)

The Mercantile Press in American colonies then, targeted the shopkeepers and other small business owners rather than engaging participants in political discussion. The use of the first U.S. Daily Newspaper, the Pennsylvania Packet and Daily in the year 1784, has yielded a fruitful results, almost 63 percent of the newspapers aimed at advertising and building Brands Identity and Brand Equity for goods and services. As a result to their efforts made, they were able to focus on business and trade, where the Mercantile Newspapers then, was said to be poor advertising vehicles for consumer goods, and their targeted audience became it was small and limited in nature that could not cover all the areas needed to reach all the targeted audience; it kept low circulation of goods and services, since its inception, until, in 1816, seven New York Dailies sold only about 9,400 copies in a city of 125,000 which an average people could not afford these papers, and most of them could not like the paper and its content. This trend continued in the Newspaper industries until the development of Mass Advertisement that led to the expansion of advertisement of marketing products, where the Penny Press then, change the nature of advertisement, and as a result of the civil war, there were influx of immigrants which increased the demand for goods and services, Folkerts &Lacy (2004), emphasized that this present day business has increased the demand for building more Brand Identity and Brand Equity of products by advertising in thousands through the newspapers that was springing up around the world.

Not long ago, the newspapers, due to the use of mass advertisement, was integrated into technological platform, and have become part of the Integrated Marketing Communication on almost every platforms on a device, especially the handheld devices (GSM-Phone), where advertisement of every products, print or broadcast, or on the New Media has become visible.

2. Radio

The integration of Radio advertising agency has played an integral role in broadcasting since its inception. Keith (1997) posits that during the radio's famed heyday, advertising agencies were seen to be more powerful, this was as a result that they don't handle only the advertising budgets of some of the nation's largest business economy, but rather provides networks and fully produced programs, whereas the radio programs were normally designed by the radio agencies for specific satisfaction of their clients in the business organization or factories where manufacturing done.

Keith (ibid) further explained that there were more than thousands of people using the radio medium to advertise their products, interestingly, the reason is that the radio medium is a blind medium that doesn't require much effort to get to its targeted audience. In fact, it is one of the cheapest media to operate, and to use for advertising purposes.

3. Television

Baran (2012), explained that after the war had ended there was no more shortage of consumer products because the nation's manufacturing capability of products had been expanded greatly and was able to meet up the demand of the people, where productions turned towards goods and services which the general public found to be a leisure and more money was also generated. Many industries have now employed the use of Television in developing and branding of products and advertising them to the general public

4. Social Media

The role of integrated Marketing Communications, have blended the commercial information, as such the use of online advertising became open, and many advertising agencies on social media platform become eager to reach out to their customers of various kinds of businesses, and the ultimate consumers of different kinds of products globally. Folkerts & Lacy (ibid), further pointed out that the online businesses started around the 1990s, and by 2000 the amount of advertising in the United States of America grew up \$4.33 billion, compare to what was obtainable in the previous period in the history of America, and the world at large.

The use of integrated Marketing Communications and the online platform have ushered in the use of many commercial sites which are maintained by various businesses in order to promote or sell their products, through building of Brand Identity and Brand Equity. In this regard, Dominick, (2013), stated that many companies' products contained underwent product descriptions, consumer information, advertising, special offers, etc. He gave example of Tide.com, which he said is the home Tide detergent and ups.com is the home of United Parcel Services. He further buttressed that, many organizational sites were created by non-profit groups whose main objective was to provide information to their members on certain brand.

Social media have been a very good tools for advertising and building of Brand Identity and Brand Equity. Furthermore, several social media platforms have been integrated to promote the development and branding of goods and services, to enable their sustainability and engage in mass advertisement to enable their numerous customers to know where such products can be located, globally.

3.4 Challenges posed by media propaganda

During the Second World War according to Baran (2012), advertising agencies became significant in the development of all the Mass Media where they had their impact on advertising, production of goods and services which came to a near halt during the period between (1941-1945), where the traditional advertising became limited for goods and services to the general public. During this very period in history, several advertisement and media associations joined to develop the War Advertising Council. Consequently, the council used its expertise to promote numerous government programs on behalf of the sale of War Bonds, which was seen to be the largest campaign for a single item. The War Bonds had helped in selling about 800 million bonds, totaling at \$45 billion, then, but when the war ended the council directed its effort towards a host of general public services campaigns on behalf of countless non-profit organizations.

Harrison et al (1979), noted that before a customer can obtain an information about business or brand of products from companies, the customer has to use the following as a guide for easy location of goods and services of any kind, thus; Telephone Directories. These according to them were published for larger cities and countries around the world, showing the names, addresses and numbers of subscribers to enable the customer make an enquiry into the types of brand products needed and obtain information about such products. These they said were meant to extract the names and addresses of a particular profession or trade. These lists of items and addresses must be indexed under the headings of the trade and profession, which is

arranged in alphabetical order, names, addresses, telephone numbers and associated advertisements.

Harrison, et al (ibid) further narrated that for people to know some of the locations where the branch of goods can be obtained, they needed to look for the national telephone directories and also street directories, English books for travel information were also needed as a guide for those wanted to travel outside the country, especially to developed countries like the United Kingdom, United States of America, Australia, etc.

At that time, Nigeria as a country, had published a Quarterly Trade Journal of Information, a Division of the Federal Ministry of Information, which was said to contain special and regular features, trade statistics, returns of companies and patents as well as current information from both within and outside the country, Harrison, et al (ibid).

With the advent of technology and deliberate innovative measures, most companies employed the use of integrated Marketing Communication which has often passed through filter of media propaganda. By 1971 the Leading Advertising Professional Organizations (LAPO), and the Council of Better Business Bureaus (COBB), the American Advertising Federation (AAF), the American Association of Advertising Industries (AAOAI), and the Association of National Advertisers (AONA) formed the National Advertising Review Council (NARC), with its objectives to sustain high standards of truth and accuracy in advertising, where according to research, the council itself is composed of two divisions, thus, the National Advertising Division (NAD) and the National Advertising Review Board (NARB), to look into matters of customers unsatisfactory behaviours of advertising of products, Dominick, (2013).

As stated above most of the advertising media organizations have been regulated to maintain their high standard and credibility of advertising. Social media which was seen to be the new media of communication has been integrated into this process of communication; there were lots of propaganda played by many other media to project themselves better than others in terms of communications targeted to some specific audience in reporting and promoting the type of Brand Identity and Brand Equity available in the global markets.

3.5 Brand Awareness and Social Media innovation

Social media consists of many types of network for people who engage in a variety of different interests. Marketing and Advertising on social media are economical and effective, which according to research, has helped many users to connect with a wider audiences globally, and enable most, if not all, customers and ultimate consumers to learn more about the popular types of social media that can be used in developing and branding of products which can be sustained in every industry and can create more specific, meaningfully targeted marketing campaigns, globally. In this article, the researchers aims at the readers to understand that social media is important for promoting their product brands, which is in-line with the research of Indeed Editorial Team (2021), who stated clearly that “as a result of many networks integrated, social media has revolutionized the world through advertising of products and variety of different interests of customers and consumable goods.”

Social media as platforms for information sourcing and dissemination have helped their numerous customers in building brand and create awareness, communicate with many of its

customers, build a niche audience and increase sales without spending excessive amount of the industry marketing budget, as explained by Indeed Team Editorial (ibid). In addition, the use of valuable information according to them can attract more potential customers in helping them to remember their brand.

Against this background, building a consistent brand on multiple social media websites allows the advertiser to create or building a brand while engaging customers to look for more. Looking at Social Media as a platform of information sourcing and dissemination, the advertiser can use Social Media to answer customers' questions, troubleshoots all areas of issues of great importance and send the feedback to his clients of any upcoming special products, or events, or the latest prices of commodity for sales.

3.6 Tools for Integrated Marketing Communication

There are several types of social media in the internet network that engage in building and branding of goods and services that can reach out to the customers and ultimate consumers globally, thus:

1. Facebook

Facebook is one of the most recognized social media platforms globally, with active members of 2.7 billion participants according to research, and that, one third of the world populations uses Facebook in various capacities. Facebook has consistently evolved through the years to meet the needs of its numerous users and attracts new ones. Facebook helps in reaching out to the general public about happening around the world. People use Facebook to advertise products to many across the world, however, this platform offers targeted advertising opportunities for those who wanted to increase their visibility to the specific customers and consumers of the Branded goods and services, <https://smallbiztrends.com>>2016...

2. Twitter

According to Bitrus (2021), the development of internet has paved way for information sources, process, and dissemination to the general public. However, while citing Baran (2012), he further stated that with the use of social networking site, delivery of information cannot be restricted to specific circle of followers or by default, it can be an open access as revealed by research that more than 75 percent of the internet users on Twitter, and much of their activities are innocuous. He further buttressed that, Actor Ashton Kutcher has more than 4 million followers as does Britney Spears, across the world, and even more in the internet world.

3. Pinterest

In most recent times, research revealed that Pinterest is not only a social media platform, but rather it is a community where people share their aspirations, hopes, dreams and many more. The Pinterest offers a creative outlet for people to interact with the world on what they want and allows businesses to have access for interaction with users and engages others in a meaningful way that will drive business to a greater height for people to see its visibility and patronized them. It gives businesses of all sizes a unique way to market themselves through the use of a visual search engine, Pinterest, however, has and is exposing new potential customers

and ultimate consumers to different varieties of Branded products around the world.
<https://www.google.com/search?>

4. YouTube

YouTube is one of the most popular video sharing websites globally and it is one of the search engines behind the Google search that have created lots of impact in the life of its users. Since it came up on board in 2005, over 2 billion was said to have logged-in users per months. The YouTube facilities have interacted and supported both videos and pictures and it is very significant in building Branded Identity and Brand Equity where it combines strategic principles of the search engine optimization (SEO) with some of the most resourceful intensive forms of media video that produces qualitative images of Brand Identity and Brand Equity. Research revealed that more than half of all marketers, that is more than 55 percent users, employed the use YouTube as part of their marketing strategies to reach out their potential customers and the ultimate consumers of such products, <https://www.hubspot.com/youtube-marketing#>

5. WhatsApp.

The WhatsApp is a marketing application that is widely used by averters of a Small and Medium Scale Enterprising (SMSE) to advertise goods and services of any kind. It is a type of messenger marketing, which implies promoting a brand through WhatsApp. This channel helps brands reach an enormous audience, build strong relationships with customers, and increase sales of goods and services to a it's targeted audience. With SendPulse Chabots, one can convert more leads into customers and provide 24/7 client support. WhatsApp Business makes interaction with customers easily and allows feedback by providing tools to automate, sort and quickly respond to messages. It's also intended to feel and work just like WhatsApp Messenger, and can used for any advertisement from text messaging to sending of photographs of the products invented to be advertised, <https://www.google.com/search?q=importance+and+purposoe+of+whatsapp+marketing&rlz=>

6. Snapchat

Snap-chat just like other applications, is offering interactive features like Snap Maps, where you can view the locations of your friends, your goods and tell Stories, which live on your profile for 24 hours; Bitmoji avatars; and a Discovery tab for finding new content(s), however, it nearly 400 million monthly active users. Snapchat is relevant and easy-to-use, it is one of the marketing tools that businesses shouldn't neglect. It was launched in 2011, Snapchat allows users to send temporary, seconds-long images or videos to other users. The platform's short-term messages become inaccessible after they're opened. Although Snapchat is one of the most popular mobile social media application, its website doesn't receive as much traffic because it's a mobile-only platform. Research revealed that Snapchat is a great tool, though not ideal for every business.

7. TikTok

TikTok is a social media platform for creating, sharing and discovering short videos. This application is mostly used by young people as an outlet to express themselves through singing, dancing, comedy, and lip-syncing, and allows user to create videos and share them across a community. It is all about advertising itself and its program to attract people about the application itself and can advertise some goods through pictures, etc. It is also a user friendly application: It was launched in 2017 with millions of users for both independent content creators, businesses, and brand types of goods and services; the application is meant to promote its work activities, products, personalities and ideas in creative ways to a global audience, <https://www/Epidemic.com>

4.0 THEORETICAL FRAMEWORK

In this research, two theories were adopted to explain this study, and anchored on the Uses and Gratification Theory and the Diffusion of Innovation theory.

4.1 Uses and Gratification theory

The Uses and gratifications theory (UGT) is an approach to understanding why and how people actively seek out specific media to satisfy specific needs, rather than the audience having the power over their media consumption. It also assumes and plays an active role in interpreting and integrating media into their own lives.

According to Kenneth Angielczyk, (2021), the significance of theory in a study is that “it is a carefully thought-out explanation for observations of the natural world that has been constructed using the scientific method, and which brings together many facts and hypotheses.”

4.2 Assumption of the theory

The theory has five assumption and five goals as postulated by McQual, (2010), thus;

1. The audience is active and its media use is goal oriented
2. The initiative in linking the needed gratification to a specific medium choice rests with the audience member of the society.
3. The media compete with other medium resources in needs of satisfaction
4. People have enough self-awareness of their media use, interests, and motives to be able to provide researchers with an accurate picture of that use.
5. Value judgments of media content can only be assessed by the audience.

4.3 Diffusion of Innovation theory

LaMorte, (2019) posits that the Diffusion of Innovation (DOI) Theory was developed by E.M. Rogers in 1962 and is one of the oldest social science theories. It originated in communication to explain how, over time, an idea or product gains momentum and diffuses (or spreads) through a specific population or social system. LaMorte (ibid) further stated that the diffusion of innovation theory looked at people, as part of a social system, adopt a new idea, behavior, or product through which people do something differently than what they had previously done, for instance, the purchase or use of a new product, acquire and perform a new behavior, etc.). LaMorte (ibid) further explained that the key to adoption is that the person must perceive the

idea, behavior, or product as new or innovated; it is through this that diffusion is possible. Diffusion of Innovation is a way of adoption of a new idea, behavior, or product, this however, he said cannot happen simultaneously in a social system but rather through a process whereby some people are more apt to adopt the innovation than others.

Researchers have found that people who adopt an innovation early have different characteristics than people who adopt an innovation later. When promoting an innovation to a target population, it is imperative to understand the characteristics of the target population that will help or hinder adoption of the innovation.

LaMorte (ibid) established five adopter categories, as follows:

1. Innovators - These are people who want to be the first to try the innovation. They are venturesome and interested in new ideas. These people are very willing to take risks, and are often the first to develop new ideas. Very little, if anything, needs to be done to appeal to this population.
2. Early Adopters - These are people who represent opinion leaders. They enjoy leadership roles, and embrace change opportunities. They are already aware of the need to change and so are very comfortable adopting new ideas. Strategies to appeal to this population include how-to manuals and information sheets on implementation. They do not need information to convince them to change.
3. Early Majority - These people are rarely leaders, but they do adopt new ideas before the average person. That said, they typically need to see evidence that the innovation works before they are willing to adopt it. Strategies to appeal to this population include success stories and evidence of the innovation's effectiveness.
4. Late Majority - These people are skeptical of change, and will only adopt an innovation after it has been tried by the majority. Strategies to appeal to this population include information on how many other people have tried the innovation and have adopted it successfully.
5. Laggards - These people are bound by tradition and very conservative. They are very skeptical of change and are the hardest group to bring on board. Strategies to appeal to this population include statistics, fear appeals, and pressure from people in the other adopter groups.

5.0 METHODOLOGY

The study explores library research techniques, furthermore, the research work was gathered from secondary sources comprising of various literature, books, online materials, journals which provided the sphere and guide in this study that illuminated the problems and importance of Innovation through Integrated Marketing Communication and the Advertisement of Branding of Goods and Services for Sustainable Development in a Global Society. However, the method employed in this research work is the Descriptive Research method, on the subject of discussion, looking intently at the significance of technology in integrating marketing communication for the advertisement of products and services through the mass media agencies that made the integration possible.

6.0 DISCUSSIONS/FINDINGS

Many customers and ultimate consumers were convinced on how best the available brand products from various companies and industries are. Many advertising agencies have embarked on building and branding of products to attract its customers. Many of them have won and gained the attention of both whole-sellers and retailers and even the ultimate consumers and directed many to a specific brand product. The media are responsible for molding people's opinion, sometimes they end in confusing their audience, through the use of so many means of communication, attitude of the customers have been changed some for good some for bad as result of the propaganda. This research identifies some knowledge gaps on the role of Integrated Marketing Communication. Previous studies show that even though there where marketing communication, it was limited to some few customers and the ultimate consumers. The presence of Information and Communication Technology in marketing communication has enabled media to converge into online marketing, buying and selling have also been at a click of a mouse on a computer system; brand products can be delivered instantaneously, in developed countries of the world, and this trends are now enjoyed even in developing countries of the world.

According to Statista.com (2022), Listed out the most popular social networks worldwide as of January 2022, ranked by number of monthly active users in online marketing are as follows:

Characteristic	Number of active users in millions
Facebook	2,910
YouTube	2,562
WhatsApp	2,000
Instagram	1,478
Weixin/WeChat	1,263
TikTok	1,000
Facebook Messenger	988
Douyin	600
QQ	574
Sina Weibo	573
Kuaishou	573
Snapchat	557
Telegram	550

Statista.com (ibid) further explained that the Global Advertising Revenue, stood at 4.51 USD. Furthermore, it is also revealed that, Facebook is the most popular social network worldwide which outperform every other contestant for reach and active users, with two decades of constant growth, the number of Facebook users is on track to reaching the three-billion threshold, providing a wealth of opportunities for brands and businesses of all sizes. Facebook marketing has become a staple in nearly every social media marketer's playbook, and in 2020, Facebook's advertising revenue surpassed 84 billion dollars (US\$). The figure marked an annual increase of 21 percent and represented more than half of the social medial advertisement revenue worldwide. Furthermore, 93 percent stated that marketing specialists stated that they used Facebook as part of their digital campaigns number one selling point and it is vast, internationally. Furthermore, about 5.5 brand posts to Facebook per week in 2020, while video posts generated the highest user engagement of all.

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