

Integrated Marketing Communication (IMC) as Strategy for Environmental Management Awareness Campaigns (EMAC): The Telecommunication Service Providers as a Case in Reference

Akpoghiran I. Patrick, Ph.D

Lectures at the Department of Mass Communication, Delta State University, Abraka, Delta State, Nigeria
Specialty: His interest is in Environmental Communication Management

Abstract

Integration Marketing Communication (IMC) has become an essential concept in marketing among corporate organizations especially the telecommunication service providers. Many of the telecommunication service providers in Nigeria used integration marketing communication as strategy to promote and market their various brands and services. However, one area in which, many of the telecommunication service providers in Nigeria have not integrated into their brands and services is environmental management. The study examines integration marketing communication as a strategy for environmental management awareness campaigns by telecommunication service providers. Four telecommunication service providers in Nigeria were used as reference point for the study. These were MTN, GLO, AIRTEL and ETISALAT. The main objectives of the study were to establish the synergy between integrated marketing communication and environmental management, and to determine whether these four most subscribed telecommunication service providers in Nigeria use the integration marketing communication as a strategy for environmental management awareness campaigns. In order to determine this, questionnaire as a research instrument was adopted. A three hundred and eighty four (384) sample size as the instrument was adopted using the Krejcie and Morgan sample size determination. However, 382 copies were retrieved representing 99.5%. The population of the study was Delta state. The three senatorial districts in the State were purposively chosen because of the heavy presence of mass media, advertising firms and higher institutions. The sample size was proportionally distributed in the three senatorial districts. The data obtained were analysed using percentage, mean and standard deviation. The results showed that integrated marketing communication is a good strategy to promote environmental management like solid waste, however, the telecommunication service providers have not been involved in SMW because they believe it is the statutory responsibility of the local and state governments. The adoption of short message service for example, by telecommunication service providers and other integrated marketing communications could help in environmental management awareness campaigns.

Keywords: Integration marketing communication; environmental management awareness campaigns; telecommunication service providers; consumers; attitude

Introduction

Integrated Marketing Communication (IMC) has always been the integration of marketing communication elements in the promotional campaigns of a brand or service. Experts in brand communications believed that there is a paradigm shift from Integrated Marketing Communication (IMC) to Integrated Brand Promotion (IBP). They argued that IBP emphasized on relevant strategies tactics, research processes, analytical skills and exemplary cases studies from different sectors or region of the globe (Okigbo, *Adnews*, 2014). But the bottomline whether IMC or IBP, is brand promotion through communication strategies. Studies have always adopted IMC as an art in brand concept management (Schultz, 1998; Keller, 2001; Kitchen et al., 2004; Madhavarani, Badrinarayanan & McDonald, 2005). For example, Schultz believes that brands are central to IMC. To Keller, marketing communications represent the voice of a brand and the means which companies can establish a dialogue with consumers concerning their product offerings. On their part, Kitchen et al. had observed that IMC had evolved from being a mere “inside-out” device that brings promotional tools together to being a strategic process associated with brand management (the above authors were cited from Madhavarani et al. 2005). To Okhakhu and Bardi (2011), IMC required the synergy and combination of all the elements of marketing communication to achieve its ultimate goal of promoting a brand. Hence, IMC is directed towards IBP.

Further to the above, Tergu and Terfa (2011) had worked on consumer’s response mechanism to promotional campaigns. In it, they believe that a recognition and explicit knowledge about consumer is the beginning and end to successful promotional campaigns. This means that any IMC campaign is central on changing the choice and purchasing behaviour of the consumer. IMC and brand identity as critical components of brand equity strategy had been researched upon by Madhavarani et al. (2005). They argued that IMC had pervaded various levels within a firm, and had become an integrated part of brand strategy. A comprehensive report on the effectiveness of IMC programme in creating brand awareness in Bangladesh was put together by Mollah in 2012. Mollah identifies the goal of IMC as unifying force or entity to reduced cost and to maximize

effectiveness of IMC.

Thoughts have also been expressed on IMC. For instance, Shimp (2000) believes that IMC had influence on the behaviour of selected communications audience. To him, IMC considers all sources of brand or company contacts which, a customer or prospect had with the product or service as potential delivery channels for future message. This implies that as, Okhakhu and Bardi (2011) argued, IMC is to affect the behaviour of the communications audience. IMC therefore involves usage of most of the elements of marketing communications in a promotional campaign.

No doubt, many of these studies on IMC were contingent upon brand management. But none of these studies have applied IMC to environmental issues or awareness campaigns and management. In Nigeria for example, there are no studies or works on IMC that have been connected to environmental issues. Although, elements of IMC namely advertising, public relations, event marketing, packing design, sales promotion have been discussed and researched upon consistently and separately on environmental issues but no study had applied IMC to environmental studies. This makes the study unique.

Objectives of the Study

The uniqueness of this study therefore, is to fill the gap in this area by applying IMC to environmental management awareness campaigns (EMAC) using the telecommunication service providers as a case in study.

This study among other things is to establish a synergy between Integrated Marketing Communication (IMC) and Environmental Management Awareness Campaign (EMAC); and to determine whether Telecommunication Service Providers or Global System Mobile (GSM) Operators use integrated marketing communication as a strategy for environmental management awareness campaigns especially solid waste management. It seeks in all, to change attitude towards environmental management using IMC as a strategy for solid waste management. The objectives were determined through the instrument of questionnaire and the consultations of relevant literature.

Scope of the Study

Conceptually, the scope of the study focused on the adopting Integrated Marketing Communication (IMC) as a strategy for Environmental Management Awareness Campaigns (EMAC). The geographical scope was Delta State but the sub area was Warri metropolis. The reason for adopting Warri metropolis was discussed in the population of the study. The scope was limited to four (4) Telecommunication Service Providers or Global System Mobile (GSM) Operators in Nigeria. These GSM service providers are:

- Mobile Telecommunication Network (MTN)
- Global Communication Nigeria (GLO)
- Airtel
- Etisalat

These are the major GSM service providers in Nigeria and the most subscribed network by subscribers in Warri in particular (see www.nigeriancc.org). The users of these networks were also parts of the study.

Conceptual Review on IMC

Integration has become an essential concept in marketing because technological advances have changed how business stakeholders interact. Marketing theory that was established during the discipline's formative years has been overtaken by the complexities of real-time, multimodal and multi directional communication (Beakbane, 2013). The complexities of multi directional communication by today's organizations made the 4A's (American Association of Advertising Agencies, 1989) to defined IMC as the strategic roles of various communication disciplines (advertising, public relations, sales promotions, etc.) to provide clarity, consistency, and increased impact when combined within a comprehensive communications plan. Basically, it is the application of consistent brand messaging across both traditional and non-traditional marketing channels. It invariably implies that IMC is planning process designed to assure that all brand contacts received by a customer or prospect for a product, service, or organization are relevant to that person and consistent over time.

Complement to the above, IMC has the development of marketing strategies and creative campaigns that weave together multiple marketing disciplines (paid advertising, public relations, promotion, owned assets, and social media) that are selected and then executed to suit the particular goals of the brand (in Stirolgy, 2013). This is why Okhakhu and Bardi (2011) maintain that the various elements of IMC are very relevant to brand concept management because they help in projecting the image of a product from different perspectives which will definitely translate to more patronage. The understanding is to integrate into a campaign's strategic plan from the very beginning of planning - so that the brand no longer simply speaks with consistency, but speaks with planned efficacy. Efficacy is as a result of planned IMC strategies. Hence, Mollah (2012) position on IMC is that it has become significant in marketing practice because of the reduced cost effectiveness of mass media and media fragmentation. As consumers spend more time online and on mobile devices all exposure of the brand

need to tie together so they are more likely to be remembered. This implies that IMC is strategic communication planning towards set goals.

Integrated Marketing Communication and Environmental Management Awareness Campaigns: The Synergy

Much has been put together on IMC and other marketing concepts in various researches but there are little or no studies of the application of IMC to environmental awareness campaigns and management. There are however, numerous IMC elements like advertising, public relations, marketing that have been applied or discussed along side with environmental issues separately. For example, there are numerous works on advertising that have been applied to environmental studies. Balkafl, Akbulut and Kartopu (2005) did a work on the evaluative study of billboard advertisement's attention-perception and design criteria. Billboard they showed was very effective for consumer's attention-perception and retention towards a product. Bao (2009) had assessed the potential effectiveness of environmental advertising. The work looked at the influence of ecological concern and type on systematic information processing on consumer. Akpoghiran (2013) had written on green advertising for consumer's responsible environmental behaviour where he advocated for environmental management. Also, adopting billboard advertising as a strategy for solid waste management had been revealed by Akpoghiran and Otite (2014).

The various elements of IMC and how they can be used to create and promote EMAC are highlighted as the synergy of IMC and EMAC.

Advertising: As a basic element of IMC, advertising can be applied to EMAC as Green Advertising. Greening advertising or marketing, as Nwabueze (2007) sees it, explores how advertising principles and practices are employ by organisation on the environment with the aim of ensuring an environmentally sustainable achievement of marketing objectives.

Organisations are now taking interest in green advertising and environmental public relations through their products and services. For example, a growing number of people now understand the impact that their behaviour, as well as corporation's accountability, has on the environment (Bao, 2009). Evidence suggests the emergence of a new generation of eco-centric consumers who are motivated by their environmental concern at the point of purchase (Bao, 2009). Bao believes that the commitment to preserve nature's resources and maintain ecological sustainability propels many consumers to make environmental sound purchases. For every purchase decision to be made by the consumer there is the potential for that consumer to contribute to a more or less sustainable pattern of consumption.

As a result, a growing corporate social responsibility practice together with increasing concern by consumers has made a number of organisations demonstrate their environmental sensitivity with different strategies. One of the marketing strategies used by organisation is in packaging and labeling features like 'environmental safe', 'recyclable', 'degradable', 'ozone friendly', 'non toxic', 'dispose properly', 'keep the environment clean' and so on. Many consumers' products do not have green messages or environmental messages as exemplified above. Products should be labeled 'dispose properly' as part of organisation's environmental social responsibility. This is where advertising or marketing communications in products and services are imperative to consumers' environmental responsible behaviour. Aggressive green advertising campaigns are necessary for consumer's right responsible environmental behaviour as well as promoting and sustaining environmental management. With environmental messages on radio jingles, television commercials and advert placed on newspapers, advertising can be used to promote environmental consciousness and management. Advertising concepts like green marketing, as Onyenyili-Onuorah (2005) argues, can be employed to discourage lifestyles and attitudes that could be harmful and unhealthy to the environment. Such lifestyles and attitudes include indiscriminate dumping of refuse, improper disposal of refuse on waste bins in the street and recycle attitude could be corrected and right environmental attitude to wastes can be encouraged through green marketing. Unfortunately, as Onyenyili-Onuorah (2005) argues, green advertising has not been given serious attention in Nigeria from the manufacturers, consumers and other stakeholders.

Public Relations: PR is another element of the IMC concept. It is grouped along with advertising for effective and efficient utilization of the campaign process and the acceptance of the advertised goods (Okhakhu & Bardi, 2011). Nwosu (2004) defines Environmental Public Relations (EPR) as a holistic management process and a specialised area of public relations management that is responsible for identifying and anticipating the ecosystem needs, interest, policies, public activities, issues and programmes of any corporate entity. In a sense, EPR, can be used for social marketing, where products, services and ideas are used to promote environmental issues or consumers rights.

PR can be used as element of IMC to promote EMAC by: improving mutual understanding between an organisation that is concerned with EMAC and those whom it comes into contact with both within and outside. It is about devising, formulating EMAC policies and implementing strategic campaign and ensuring that the organization is always represented in the issues that promote EMAC. It is projecting the 'Green or

Environmental Image' of the organization in through various media namely, advertising, press releases, conferences/seminar, talk-shop, exhibition and so on.

As Jefkins (1990) notes, PR process include variety of programmes, activities or strategic aimed at winning and retaining friendship at all levels. Therefore, PR can be used to create public awareness on environmental issues among its various publics.

Sales Promotion: Sales promotion is another strategy of IMC on EMAC. As those activities other than personal selling, advertising and publicity and dealer effectiveness such as displays, exhibition, demonstration and various non-recurrent selling efforts (Odiboh, 2002 cited in Okhakh & Bardi, 2011), sales promotion allows the displays, exhibition or demonstration of brand that carries environmental messages. Sales promotion as a marketing activity aimed at improving temporarily the value of the brand by offering a short-term additional incentive to buy the product (Okhakh & Bardi, 2011).

EMAC can be the added incentive value to enable the consumer to buy the product. Some of the incentives used in sales promotion include trade stimulants like branded gifts like towels, openers, umbrella, watches and other products of the company, which can carry environmental management awareness campaigns.

Publicity: Organisations can show their concern on environmental management through publicity in the forms of press releases, press conference, feature articles in the print media and other non-personal ways of branding themselves as 'green'.

Personal Selling/Direct Marketing

Direct contact or interaction with the consumer at the point-of-sales or point-of-consumption, is an effective way or point of stimulating and showcasing environmental awareness and management. Field marketing as it is also called, through the company representatives or team carries along element of public relations namely the projection of the company image or name and also, credibility for the company and product through the representatives that had direct contacts with the numerous target consumers.

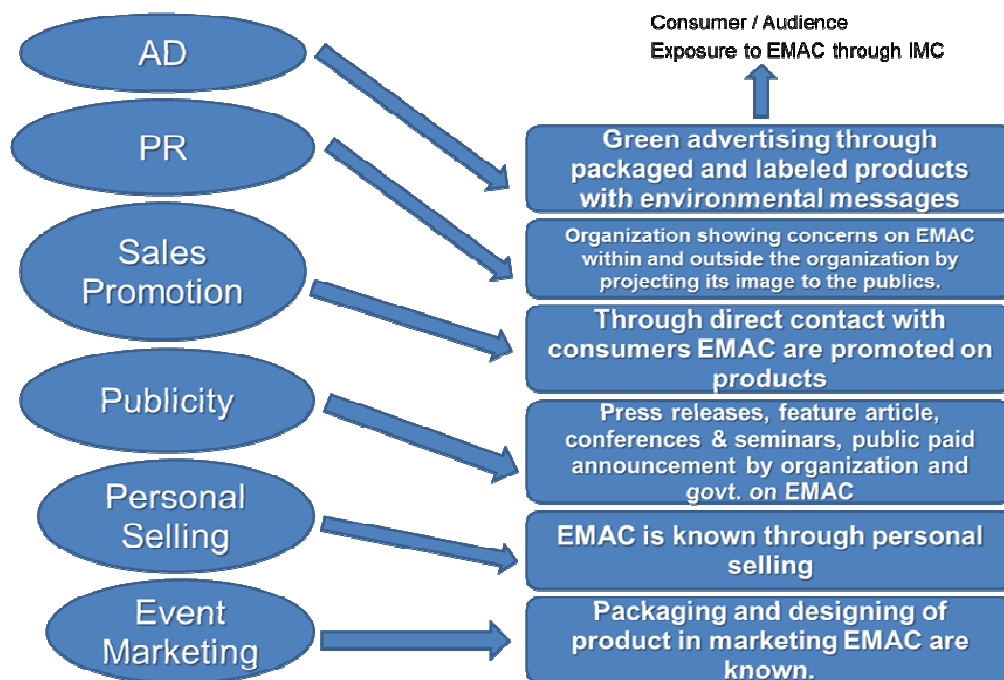
Personal selling or direct marketing is a strong stimulant for truth-worthiness and credibility. This is because consumers had the chance or opportunity to asked questions directly about the brand with the sale representatives. This direct contact is an opportunity to advance environmental awareness to consumers using the brand.

The essence of IMC on EMAC is to build trust worthy relationship between the consumer and the organization by ensuring consumers that their health and environment concern and lives are not put into risk but it is also the concern of the organization.

Event Marketing: EMAC can be marketed in various events organized by the organization. An example in Nigeria is GLO Lagos Half Marathon, an annual event sponsored by Globalcom Ltd. Globalcom Nig. Ltd also sponsored football league in Nigeria as well as other social events. Event marketing also entails providing adequate information, which could be on environmental message on any marketing event organized by the organization. Many organizations in Nigerian especially the telecommunication and Beverage industries are very frequent with organizing various marketing events to showcase their new brand or modification of old brand. This is green marketing.

The synergy between IMC and EMAC are summarized below.

Fig 1: IMC & EMAC



Source: Authors' field work

Theoretical Analysis

The study adopted the Attention, Interest, Desire and Action (AIDA) approach of advertising. The term and approach are commonly attributed to American advertising and sales pioneer, E Elmo Lewis. In one of his publications on advertising, Lewis postulated at least three principles to which an advertisement should conform:

The mission of an advertisement is to attract a reader, so that he will look at the advertisement and start to read it; then to interest him, so that he will continue to read it; then to convince him, so that when he has read it he will believe it. If an advertisement contains these three qualities of success, it is a successful advertisement (Elmo, 1902 in www.wikipedia.com, 2014).

The use of powerful words or a picture that will catch the reader's eye and make them stop and read what you have to say next is very important for advertising, and this leads to interest. This means helping them to pick out the messages that are relevant to them quickly by appealing to their personal needs and wants, for example, behaviour change towards solid waste management would promote a healthy environment. Also adopting a positive or responsible attitude and behaviour towards solid waste management is action itself.

In other words, a good advertising copy should attract attention, awaken interest, and create conviction. Later versions of the theory have edited the AIDA steps. New phases such as satisfaction (AIDAS) and confidence (AIDCAS) have been added (Barry and Howard, 1990).

- S - Satisfaction - satisfy the customer so they become a repeat customer and give referrals to a product.

One significant modification of the model was its reduction to three steps (CAB)

- Cognition (Awareness or learning)
- Affect (Feeling, interest or desire)
- Behavior (Action).

Additionally, as experts have examined this theory more defined practices and theories have been developed including the T.I.R.E.A. scale that focuses on breaking down the decision making process into more defined components (Ferrell and Hartline, 2005). Each step focuses on a progressive journey through the decision making process.

- T - Thought
- I - Interest (Desire)
- R - Risk (Evaluation)
- E - Engagement
- A - Action

The Thought portion of the decision making process can occur randomly and be stimulated by a variety of stimuli but generates little or no attention by an individual. It simply creates an awareness of something but generate little or no interest. Interest occurs when one wants or needs something - hunger is an example. The level of interest (or desire) increases as hunger and or the wants and desires increase. Risk and its evaluation occur as interest increases. One may desire steak but withhold obtaining it due to cost, or other reasons (such as health related issues, etc.). Engagement - An emotional response when Interest and Desires exceed Risks. Action - A physical response to obtain what one wants and desires and is willing to assume the risks and/or costs in obtaining it.

In all these approaches, the most important element is attention. IMC is all embracing. It is capable of capturing the attention of consumers of various brands/products, because of the different elements involved. It is difficult for a consumer to escape EMAC on organisation's brand if any of the elements of IMC namely advertising; public relations; sales promotion; publicity; personal selling and event marketing are involved and adequate used. EMAC messages on brand can be promoted through IMC if the environmental message is obsequiously displayed in the brand.

Materials and Method

Data were collected through primarily and secondary sources. The primarily source of data collected was through the administration of questionnaire to targeted respondents while the secondary source of materials were books and academic journals consulted.

The research method was survey based on the instrumentality of questionnaire. The instrument enables the target respondents to express their views, opinions and knowledge on the questions asked derived from the objectives of the study. The aim of the instrument was to enable the researchers' to determine Consumers' Knowledge and Attitude (CKA) on environmental management through Integrated Marketing Communication (IMC) campaigns by telecommunication service providers/companies. While Knowledge, Attitude and Practice (KAP) has been adopted to explain inhabitants' behaviour towards environmental management (Ifegbesan, 2009; Kalantari, & Asadi, 2010; Akpoghiran, 2014), this study was limited basically to awareness or knowledge of Integrated Marketing Communication (IMC) as a strategy for Environmental Management Awareness Campaign (EMAC). This adds value to the study.

Population of the Study

The population of the study was Delta State. The state has three senatorial districts: Delta North Senatorial, Delta Central and Delta South. Three cities from each of the districts were selected based on highest population distribution by the 2006 National Population and Housing Census. The cities were Asaba (Delta North, with a population of 150,032); Uvwie/Effurun (Delta Central, with a population of 188,728) and Warri (Delta South, with a population of 311,970 (see www.population.gov.ng and www.nigerianstat.gov.ng). By count, the total population was 650, 730. Other than population distribution, other reasons for adopting these senatorial districts were that, the four telecommunication service providers for this study had their regional offices in these districts. Also, these senatorial districts had media houses. In Asaba, the state capital, there is Delta Broadcasting Service (both Radio and Television); the Nigerian Television Authority (NTA) and Pointer Newspaper. These are owned by the governments (Federal and State). In Delta Central Senatorial District (Effurun), there is Crown FM while in Delta Senatorial District (Warri), there is Delta Broadcasting Service (both Radio and Television). There are advertising and marketing firms, as well as tertiary institutions in each of these senatorial districts. By these numbers of advertising or marketing firms and higher institutions, it means the respondents were capable to understand the concepts-Integrated Marketing Campaigns for Environmental Management Awareness Campaign.

The services of these GSM operators (MTN; GLO; AIRTEL; ETISALAT) can be received in different parts of these senatorial areas and beyond.

In order to determine the sample size for the study, the Krejcie Robert and Morgan Daryle sample size was adopted. The Krejcie Robert and Morgan Daryle sample size was developed since 1970. It has been used by many researchers over the years. For example, if the population ('N') is 270 the sample size ('S') is 159. Even if the population is above a hundred thousand (100,000) to a million or millions, the sample size remains 384. Since the population of the study 'N' is 650,730, then, the sample size 'S' as drawn from the above table is (384).

Fig. 2: Table for Determining Sample Size from a given Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	181	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	373
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

NOTE: “N” is population size
 “S” is sample size

By Krejcie, Robert V., Morgan, Daryle W. (1970).

Proportional distribution of the sample size: The sample size “S” was proportional distributed to each of these senatorial districts based on their population. The working was thus:

Sample Size = 384

Asaba population = 150,032

Uvwie/Effurun = 188,728

Warri South = 311,970

Total population = 650,730

Therefore:

$$\text{Asaba population} = \frac{150,032 \times 384}{650730} = 89$$

$$\text{Uvwie/Effurun} = \frac{188,728 \times 384}{650730} = 111$$

$$\text{Warri South} = \frac{311,970 \times 384}{650730} = 184$$

384

The figures showed the numbers of questionnaire that were administered to each senatorial district in Delta State.

Sampling Technique

The purposively sampling technique of the non-probability sampling was adopted since it allows the hand-picking of desired elements in the sample. The researcher purposively picked those members that desired to be included into the population. The desired members were the four telecommunication service providers and respondents in the three senatorial districts. These members were grouped as ‘Units Sampled’. This means the units to which the study was directed at.

Units Sampled

There were two units sampled. They were the four telecommunication service providers and the respondents. They were: MTN; GLO; AIRTEL; ETISALAT. The telecommunication industry was adopted because of their frequent use of IMC strategy for brand promotion and management in Nigeria according to studies (Olise & Igun, 2006; Okhakhu, & Bardi, 2011). This also had been proven in the mass media by the numerous brand management campaigns.

Further reasons for adopting these telecommunication organizations were that, they are the most subscribed to GSM service operators in Nigeria by subscribers. As at June 2014, there were 165,716,078 Mobile GSM connected lines but only 128,536,850 were active (www.ncc.gov.ng). Also, there is high level of competition among these operators in their various brands and marketing campaigns. Subscribers to these GSM operators chose their favourite network based on:

- Clear signals and reception;
- Wider network coverage;
- Low cost tariff or charges;
- Stable or reliable network;
- Consumer's promo;
- Reality shows;
- Consumer's relations programme; and,
- Personal preference

Respondents' Sampled

Subscribers to any or all of these GSM networks were selected as respondents. The subscribers were determined by the administration of questionnaire. The researcher also chose respondents based on their status of education and occupation. The researcher purposively chose:

- Students: Final year and postgraduate students in tertiary institutions in each of these senatorial districts, we think are enlightened enough to understand the concepts in the questions;
- Academic staff;
- Advertising and marketing firms in these areas; and,
- Media houses/practitioners in these areas.

Measuring Instrument, Scale and Analysis

Questionnaire was the instrument for data collection. The questionnaire has two main parts: The first part was on personal data and, the second part was on psychographic or general knowledge of the respondents based on the subject matter. The instrument was designed in Rensis Likert Scale and the graphic rating scale of a 4 option. There were also open-ended questions which enable the respondents to freely express their knowledge on the questions asked. The data were collected, pooled and analysed using descriptive statistics of frequency counts, percentage, mean and standard deviation.

Results

The sample size returned (382) consisted of 153(40.0%) males and 229 (59.9%) females. In the age ranges, ages between 18-24 were 103 (26.9%) respondents, between 25-34 were 138 (36.1%), those between 35-44 were 78 (20.4%) respondents, and those from 45 above were 63 (16.4%) respondents. There were 258 respondents representing 67.5% that were singles and 124 representing 32.4% that were married. The data also revealed that there were 254 (66.4%) students, lecturers were 81(21.2%) respondents and media practitioners/marketers were 47(12.3%). On educational level, all the respondents were higher degree holders

Table 1: Results obtained for Objective 1: Whether Telecommunication Service Providers Use IMC as a Strategy for EMAC

S/N	Items	Options/Results			
		Little/Not much	Much	Very much	Not at all
1.	How much consumers knew about Integrated Marketing Communication.	196 (51.3%)	82(21.4%)	44(11.5%)	60(15.7%)
2.	How much consumers knew about Environmental Management Awareness Campaigns (EMAC).	234 (61.2%)	85(22.2%)	27(7.06%)	36(9.4%)
3.	If respondents'/consumers' had knowledge of the application of IMC for EMAC.	Sure 4 (1.07%)	Not sure 164 (42.9%)	Not at all 113 (29.5%)	No idea 101 (26.4%)
4.	If subscribers have received SMS (short message service) on their phone from GSM service providers about environmental message of any kind.	Sure 4(1.07%)	Not sure 191 (50%)	Not at all 143 (37.4%)	No idea 44 (11.5%)
5.	Determining whether subscribers have seen environmental message in voucher/credit card by any of the GSM service providers.	Sure 35 (9.16%)	Not sure 177 (46.3%)	Not at all 127 (33.2%)	No idea 43 (11.2%)
6.	If Telecom Service Providers had used advertisements, events marketing or sales promotion to campaign on 'Keep your Environment Clean'.	Sure 222 (58.1%)	Not sure 46 (12.04%)	Not at all 79 (20.6%)	No idea 35 (9.16%)
7.	If the GSM Service Providers have applied their marketing communication strategies to promote Environmental Management Awareness Campaign as part of their corporate environmental responsibility.	Sure 35 (9.2%)	Not sure 101 (26.4%)	Not at all 224 (58.6%)	No idea 32 (8.37%)

All results obtained in this Table 1 implied that the telecommunication service providers in Nigeria have not used integrated marketing communication as a strategy for environmental management awareness campaigns.

Table 2: Respondents' Point of Decision to IMC for EMAC

NOTE: (SA) Strongly Agreed; (A) Agreed; (UD) Undecided; (D) Disagreed; (SD) Strongly Disagreed

S/N	Items	SA	A	UD	D	SD	Mean	Std Dev.
11.	Many of the telecommunication service providers have not integrated Environmental Management Awareness Campaigns (EMAC) into their brands.	164	209	0	9	0	4.38	0.87
12.	Environmental Management Awareness Campaigns (EMAC) would not promote the brands of telecommunication service providers.	0	1	0	213	168	1.56	0.31
13.	Adopting Environmental Management Awareness Campaigns (EMAC) into the brands and services of telecommunication service providers would not be effective to change consumer's environmental attitude.	17	23	12	249	81	2.07	0.41
14.	The use of voucher or credit cards of telecommunication service providers with environmental message or illustration will be helpful to promote Environmental Management Awareness Campaigns (EMAC).	151	139	15	49	28	3.87	0.77
15.	Marketing communication or campaign by telecommunication service providers would not significant for environmental management.	19	44	11	199	109	2.12	0.42

Mean: Set Mean = 3.00 Standard Deviation (Std Dev.) 0.55

Discussion of Findings

By percentage analysis, results in Table 1 of items 1 and 2 showed that 72.7% of the respondents' were familiar with that the concept of integrated marketing communication. Also, 83.4% of the respondents were aware of environmental management. But awareness and knowledge of the integration or application of integrated marketing communications or strategies for environmental management awareness campaigns (EMAC) was very poor as 98.8% of the respondents' showed. This means that the telecommunication service providers had not adopted marketing communication strategies to promote or campaigned on environmental management. Environmental concern remains one of the major focuses of contemporary scholarship and the trend is bound to persist far into all spheres of life. The environment is the totality of natural and artificial arrangements in which humanity and other living organisms live and depend for survival and sustenance. It affects individual, communities, and ultimately determines their forms, character, relationship and survival.

Result in item 4 lends credence to that of item 3 where 87.4% of the respondents or subscribers had not received SMS (short message service) on their phones from GSM service providers about environmental message of any kind. Though 1.07% of the respondents were sure or certain to the question asked but it was discovered in a follow-up question asked that the short messages service they received from the GSM service providers were medical or health tips not directly on the environment as the focus of this study.

It should be noted that telecommunication service providers in Nigeria are active in the adoption of short message service to promote health tips to their numerous subscribers for many years now. On daily basis, subscribers received health tips such as 'For Your Immediate Health Solution, GIST-A-DOCTOR through your mobile phones. To Subscribe, Send DR to 35242 to start a chat'. This type of health tip is received daily in different ways from the GSM service providers. In so far that health tips are part and important for environmental awareness but it does not however, addresses the aspect of solid waste management which is a core part of environmental management especially in developing countries like Nigeria.

It was also obtained that 79.5% of the respondents or subscribers to the telecommunication service providers have not seen environmental messages in their voucher/credit card. This means that telecommunication service providers do not make use of their voucher card to promote environmental management. Adopting voucher card to promote environmental management would help to bring about right or responsible environmental behaviour especially in the case of solid waste management which remains a big environmental challenge to developing countries. In Nigeria, the problem of solid waste management (SWM) has been a concern which has existed for a long time. The problem of solid waste management can be attributed to that of largely poor public awareness and attitude, lack of commitment by the appropriate authorities to waste management, poor funding of waste management and public's apathy towards environmental cleanliness and sanitation have made waste management service unsatisfactory.

By Mean and Standard deviation analyses, respondents' in item 11 of Table 2 agreed that many of the telecommunication service providers in Nigeria have not integrated Environmental Management Awareness Campaigns (EMAC) into their brands (where $4.38 > 3.00$ and $0.87 > 0.55$). In item 12, where $1.56 < 3.00$ and $0.31 < 0.55$, result implies that Environmental Management Awareness Campaigns (EMAC) would promote the brands of telecommunication service providers if applied, so it is important to brands marketing or promotion. Corporate organizations like the telecommunication service providers should adopt Green Advertising or Marketing as part of their corporate social or environmental responsibility. Green advertising or marketing explores how advertising principles and practices are employ by organisation on the environment with the aim of ensuring an environmentally sustainable achievement of marketing objectives. As a result of global warming and climate change, many corporate organisations are going green or adopting environmental management policy. On the contrary, the telecommunication industry in Nigeria had not been in forefront of environmental management through corporate advertising, public relations, marketing and other integrated marketing communication strategies. Although few organisations are now taking interest in green advertising and environmental public relations through their products and services but it is inadequate to bring about responsible environmental behaviour towards for example, solid waste. Result in item 12 corresponds with that of item 13 where mean obtained $2.07 < 3.00$ (set mean) implying that adopting Environmental Management Awareness Campaigns (EMAC) into the brands and services of telecommunication service providers would be effective to change consumer's environmental attitude if the telecommunication service providers were adequately or seriously involved. This means that telecommunication service providers need to take environmental management as part of their corporate social responsibility.

Result obtained in item 14 proved that the use of voucher or credit cards of telecommunication service providers with environmental message or illustration will be helpful to promote Environmental Management Awareness Campaigns (EMAC). The result obtained for this was $3.87 > 3.00$ and $0.77 > 0.55$. In item 15 where mean obtained was $2.12 < 3.00$ and standard deviation result was $0.42 < 0.55$, respondents' agreed that marketing communication or campaign by telecommunication service providers would be significant for environmental management.

All results obtained implied that the telecommunication service providers in Nigeria have not used their various integrated marketing communications as a strategy for environmental management awareness campaigns especially in the area of solid waste management and other environmental issues.

The theories adopted correspond with the study. The theories anchored basically on Attention and Interest. Attention and interest are basic aspects of environmental consciousness and management. Attention to environmental problems raised interest, which in turn raised action or right attitude to environmental management. Unless an individual attention is drawn to environmental challenges, perhaps, by self-consciousness or by the telecommunication service providers, governments and other interested or concerned stakeholders, interest and the desire to make positive impact or change on the environmental would be minimal. The bottom-line of the integrated marketing communication strategy to promote environmental management awareness campaigns is to raise the Attention, Interest, Desire and Action or Attitude (AIDA) of the consumer or individual towards environmental management. The synergy therefore is to raise consumers' attention, interest, desire and action or attitude towards environmental management through the integration of marketing communication strategies by the telecommunication service providers.

Everyday we receive numerous short messages from our telecom service providers on different issues. Their point is to get attention towards their service and product. Subscribers' attention can be raised to environmental message from these telecom service providers. Attention is one factor that creates or raises interest in something. Attention to environmental management through communication strategies by the telecom service providers is the connection between integrated marketing communications for environmental management awareness campaigns. Various communication strategies used for brand promotion could be directed towards environmental awareness.

Conclusion and Recommendations

The study examined the synergy between integrated marketing communications by the telecommunication service providers in Nigeria and environmental management. While integrated marketing communication is a good strategy to promote environmental management like solid waste, however, the telecommunication service providers have not been involved in SMW because they believe it is the statutory responsibility of the local and state governments. Indeed, it is the responsibility of the government to manage waste but the adoption of short message service (SMS) of environmental management to their numerous subscribers is a corporate social/environmental responsibility of the telecommunication service providers in Nigeria. Waste management is the collective effort of governments, private corporate organizations and individuals.

The telecommunication service providers in Nigeria should therefore promote environmental management by adopting short message service and other integrated marketing communication strategies. The various elements of IMC should be applied to raise individual attention, interest, desire and action or attitude towards environmental management especially solid waste. Regular short message could be sent to numerous subscribers. The Ministry of Environment at the various government levels should sponsor the adoption of short message service for environmental management awareness campaigns.

About the Author

Dr. Akpoghiran, I Patrick lectures in the Department of Mass Communication, Delta State University, Abraka. His interest is in Environmental Communication

References

- Adnews*, (2014). No. 259, October, p.7
- Akpoghiran, I.P. (2014). Influence of broadcast media enlightenment campaigns on solid waste management in South-South of Nigeria. *New Media and Mass Communication* Vol.25. www.iiste.org
- Akpoghiran, I.P (2013). Towards environmental management: A case of green advertising for consumer's responsible environmental behaviour. *Journal for the advancement of knowledge*. In F.C Okafor (Ed.). 27 (1); 49-58.
- Barry, T.E & Howard, D. J. (1990). A Review and Critique of the Hierarchy of Effects in Advertising. *International journal of advertising* 9 (2), 121-135.
- Balkafl, E. E; Akbulut, N. T; Kartopu, E (2005). An evaluative study of billboard advertisement's attention-perception and design criterias. 3rd International Symposium of Interactive Design.
- Bao, J. (2009). Assessing the potential effectiveness of environmental advertising: The influence of ecological concern and type on systematic information processing. Being a Master's Theses at the Marquette University.
- Benson-Eluwa, V. (2005). *Advertising principles and practice*. Enugu: Virgin Creation
- Beakbane, T. (2013). Four reasons why marketers should care about integration. *Integrated Brands*. www.wikipedia.org Retrieved 5 August, 2014

- Conchita, G. (2006). Social marketing on solid waste management: The Jagna experience. A project report.
- Ferrell, O.C. and Hartline, Michael (2005). *Marketing Strategy*. Thomson South-Western.
- Ifegbesan, A. (2009). Exploring secondary school students' understanding and practices of waste management in Ogun State, Nigeria. *International journal of environmental education*. 5(2), 201-215. www.ijese.com/ 2010.
- Kalantari, Kh. & Asadi, A. (2010). Designing a structural model for explaining environmental attitude and behavior of urban residents (Case of Tehran). *International journal of environmental research* 4(2):309-320.
- Nwabueze, C. (2007). *Environmental communication: perspectives on green communication and information management*. Enugu: Daisy Press.
- Nwosu, I.E. (Ed.) (2004). Environmental public relations and sustainable development in Africa: expanding and applying our knowledge base and strategies options. *In Nigeria journal of marketing* 5 (1) 46-59.
- Olise, F.P. and Igun, S.E. (2006). Historical analysis of the communication patterns of major companies in Nigeria. In P.O.J Umechukwu (Ed.). *Journal of mass communication*. 1 (2), 81-87.
- Okhakhu, M.A. and Bardi, J.N. (2011). Integrated marketing communication (IMC) as an art in brand concept management. In N.M Okoro (Ed.) *International journal of communication*. 13, 258-268.
- Okoro, N.M. (1998). *The business of advertising*. Enugu: Acena Publishers.
- Onyenyili-Onuorah, J.E. (2005). *Advertising and society: contemporary socio-economic issues in Advertising and public relations*. Lagos: Raindrops.
- Shimp, T. (2000). *Advertising promotion: Supplemental aspect of integrated marketing communication*. USA: The Dryden Press.
- Stirology, (2013). It's time to redefine integrated marketing. Retrieved 5 August, 2014.
- Terngu, C.C and Terfa, T. (2011). Theoretical perspectives on consumer's response mechanism to promotional campaigns. In N.M. Okoro (Ed.) *International Journal of Communication*. 13, 385-394
- www.wikipedia.com (2012). Green advertising. Retrieved 20th August, 2014.