

THE SIGNIFICANCE AND EFFICIENCY OF THE UNIFIED MARKETING COMMUNICATION MIX APPROACHES OF TEXTBOOK PUBLISHER IN THE NATIONAL CAPITAL REGION

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ABSTRACT

The study attempted to determine the level of importance and effectiveness of unified marketing communication mix approaches adopted by textbook publishers in the National Capital Region. The study adopted the descriptive method of investigation with prepared survey questionnaire as its primary data gathering instrument. It covered 33 or 80% of the 41 textbook publishers in the NCR, with 98 respondents composed of top management marketing managers, and sales representatives of the said firms. Textbook publishers in the National Capital Region (NCR) are mostly corporate organizations that have been in the business for more than ten years. Textbook publishers in the NCR do not utilize traditional media for advertising and instead opted to utilize website or online advertising to their advantage; they sparingly make use of sales promotion and public relations approaches, but are adopting direct marketing and personal selling approaches that they consider as important unified marketing communication mix approaches for the textbook publishing business. Textbook publishers in the NCR do consider their IMC objectives, IMC policies, promotional resources, both the characteristics of their target market and their product, cost of promotion methods, and availability of promotional methods in choosing their IMC approaches. The textbook publishers in the NCR find the traditional media, public relations, as less effective to the textbook publishing business, but they find textbook sampling, textbook supplements, lecture guides, solution manuals, trade shows, book launching, direct selling, and direct marketing approaches as important and either effective or very effective to their respective business activities. Textbook publishers in the NCR do not differ in their assessments on the level of importance and level of effectiveness of unified marketing communication (IMC) mix approaches they have adopted, specifically with regard to sales promotion, public relations, and direct marketing approaches, but differ with regard to their advertising and personal selling approaches. Based on the conclusions of the study, the researcher presents the following recommendations: Textbook publishers in the National Capital Region, especially corporate organizations, should adopt appropriate IMC mix approaches in order for them to effectively compete in the business. Textbook publishers in the NCR should Maximize the utilization of website or online advertising for their business; Should adopt the following sales promotion approaches, since these are more important and effective to the textbook publishing business: exhibits and fairs, trade allowances, trade incentives, textbook sampling, textbook supplements, lecture guides, solution manuals, trade shows, and book launching. Reconsider the adoption of public relations as part of their IMC mix approaches view of the immense importance of press release, publicity campaigns, and other PR approaches that are not expensive to the promotion of customer awareness of their products. Maximize the utilization of direct mail to customers and prospects, telemarketing, and internet or online marketing as these are more effective and less expensive to the industry. Maximize the utilization of traditional personal selling approaches as part of their IMC mix approaches in the business. Textbook publishers in the NCR should always consider objectives of the IMC mix, policies of the firm on IMC mix, promotional resources, characteristics of the target market, characteristics of the product, cost of promotion methods, and availability of promotional methods when they choose their IMC mix approaches.

Introduction

The expanded Marketing Communications Mix is the specific mix of advertising, personal selling, sales promotion, public relations, and direct marketing a company uses to pursue its advertising and marketing objectives.

Advertising, a paid form of public presentation and expressive promotion of ideas, is aimed at the mass market. The functions and advantages of successful advertising can be gleaned from the fact that task of the salesman is made easier. Advertising involves non-personal, mostly paid promotions often using mass media outlets to deliver the marketer's message. Sales Promotion, on the other hand, involves the use of special short-term techniques, often in the form of incentives, to encourage customers to respond or undertake some activity. For instance, the use of retail coupons with expiration dates requires customers to act while the incentive is still valid. Then there is this all too important element of the promotion mix, Public Relations. This also referred to as publicity, a type of promotion that uses third-party sources--particularly the news media--to offer a favourable mention of the marketer's company or product without direct payment to the publisher of the information. Personal selling is the fourth major method of promotion. As the name implies, this form of promotion involves personal contact between company representatives and those who have a role in purchase decisions (e.g., make the decision, such as consumers, or have an influence on a decision, such as members of a company buying centre). Often this occurs face-to-face or via telephone, though newer technologies allow a marketer to reach out to a potential customer through the Internet. Bookselling or marketing books in this country is severely hampered by costly yet inefficient postal and freight services required moving books around within the archipelago. An optimistic count of bookstores nationwide is 2,500 outlets for all of about 75 million Filipinos, thus there is about one bookstore for every 30,000 people.

It is a problem on the 4Ps of marketing textbooks in the country felt by not only marketers or distributors of books, but as well as by the textbook publishers themselves who are also directly involved also in the distribution of their books to retailers in various parts of the country. In effect, problems on the 4Ps of selling textbooks in the Philippines are just one facet of marketing that marketers need to tackle. This could be one big reason for marketers and textbook publishers to consider the adoption of integrated marketing communication to successfully achieve their goals and objectives in the business. A nationwide bookstore map, where these outlets are plotted out by region would show that 558 are in the National Capital Region (NCR), with 200 in Manila alone, while the other regions would average 86 outlets. The number increases in Mindanao. Regions 9 (Western Mindanao) and 12 (Central Mindanao) with a population of about four million each, have only 24 and 20 bookstores, respectively. Roughly, this translates to one bookstore per 200,000 people. Based on National Bookstore figures, book sales, both imported and local, constitute only 15 to 20 percent of total bookstore sales. Still, the operative terms are books different groups of people will want to read and are accessible to them—books that are right there where they are needed, are reasonably priced, and are enjoyable reads (well written and well designed).

Study Context

Most of the time, it all works out as planned. But sometimes, it doesn't, which is what sparked some debates on campus over bookstore policies and management. To respond to these concerns, it was apparent that a number of bookstore policies need to be clarified. This includes (1) how textbooks

should be ordered, (2) why there are sometimes not enough textbooks to meet demand, (3) how are prices determined, and (4) why a bookstore sells other merchandise.

For most university bookstores, including Simon Fraser University (SFU), the high costs of locating, ordering, shipping, handling, shelving and selling textbooks is at best a break-even proposition. For every day that a textbook sits on the bookstore's shelves, for instance, it is incurring prime interest charges. And for every book left unsold, there's an additional cost to repackage it and ship it back to the distributor. Imported textbooks left unsold are worse news -- they often can't be returned and must be written off. To remedy this problem, a bookstore would leave one book for every course for everybody who wanted a book, got one. Since the book business is so labor-intensive and because SFU is so far from the source of supply, selling textbooks at cost doesn't mean they're cheap. Mark-up could be as high as 36.6 per cent to achieve a 27 per cent margin and even at that, it's easy to lose money on them. To ease the challenges of obtaining sufficient textbooks on time, the SFU bookstore requires professors to hand in their next semester textbook orders by the third week of the current semester. Then bookstore staff can begin the sometimes arduous task of finding the publisher, determining whether the books are in print and, if not, when or if they will be printed. To speed up orders, the bookstore waits to collect all required orders for one book and sends in one big order that attracts attention and service much faster than several smaller orders. This strategy has worked well for SFU. Problems arise when books are out-of-print. Canadian legislation requires bookstores to purchase only from distributors who have Canadian distribution rights. Alternate sources of supplies must be approved by these distributors before a Canadian bookstore can order elsewhere.

Ordering in sufficient quantities is an art. Staff at Simon Fraser University in Canada has to determine how a textbook's cost may affect sales as they know that once a book approaches \$80, students will balk at buying it. They also know that textbooks for first-year courses sell much better than those for third and fourth-year courses. Then, too, they must factor in sales to the public and also guess how many of the textbooks are readily available in the public and second-hand marketplaces. Despite all the pitfalls, the SFU bookstore usually has 80 to 90 per cent of all necessary textbooks on hand one month before classes start, leaving staff with a month to track down and organize the remaining orders giving them difficulties. In stimulating awareness and making the product readily available to textbook buyers marketers frequently select fewer than four promotions mix elements in their marketing strategies. This is just exactly when textbook publishers were under immense pressure to moderate prices. They cut marketing cost by adopting fewer promotions mix elements in order for them to lower prices of their textbooks. On determining the marketing communications, the firm must allocate the marketing communications budget over the six modes of communications—advertising, sales promotion, public relations and publicity, events and experiences, sales force, and direct marketing. The marketing communications mix must effectively and efficiently utilize each communication tool's own unique characteristics and costs. Advertising must have the qualities of pervasiveness, amplified expressiveness, and impersonality. Sales promotion, on the other hand, must have three distinctive benefits: communication, incentive, and invitation. For public relations and publicity, it must have the qualities of high credibility, ability to catch buyers off guard, and dramatization. Events and experiences should be relevant, involving, and implicit.

Objectives

The study attempted to determine the level of importance and effectiveness of integrated marketing communication (IMC) mix strategies adopted by textbook publishers in the National Capital Region.

This study attempted to answer the following specific questions:

1. What is the profile of the respondents in terms of the following variables:
 - 1.1 Form of Business Organization/Ownership
 - 1.2 Number of Years in Operation

2. What are the levels of importance and effectiveness of the integrated marketing communication mix strategies adopted by the selected textbook publishers in the National Capital Region (NCR) in terms of the following aspects?
 - 2.1 Advertising
 - 2.2 Sales Promotion
 - 2.3 Public Relations
 - 2.4 Direct Marketing
 - 2.5 Personal Selling

3. How do the selected textbook publishers assess the level of importance of the following factors in their choice of an integrated marketing communications mix?
 - 3.1 Objectives
 - 3.2 Policies
 - 3.3 Promotional resources
 - 3.4 Characteristics of the target market
 - 3.5 Characteristics of the product
 - 3.6 Cost of promotion methods
 - 3.7 Availability of promotional methods

3. Is there a significant difference in the levels of importance and effectiveness of the integrated communication mix strategies adopted by the textbook publishers in the National Capital Region where they are grouped according to the type of business organization or ownership and number of years in the operation of the respondent textbook firms?

4. What are the implications of the findings of the study to the adoption and implementation of marketing promotions mix by textbook publishers in the National Capital Region (NCR)?

Hypothesis of the Study

There is no significant difference in the levels of importance and effectiveness of the integrated communication mix strategies adopted by the textbook publishers in the National Capital Region where they are grouped according to the type of business organization or ownership and number of years in the operation of the respondent textbook firms.

Theoretical Framework

On 31 March 2003, President Gloria Macapagal-Arroyo issued Executive Order No. 189 (EO) entitled "Transferring the National Book Development Board (NBDB) from the Office of the President to the Department of Education". The basis for the EO is the recognition of the vital importance of textbooks and other educational materials in the school population, particularly those of the primary and the secondary levels under the jurisdiction of the Department of Education (DepEd).

The NBDB is an agency created under Republic Act No. 8047 (Book Act). The Book Act was founded on the government policy of privatization. Under the law, the NBDB is tasked primarily to formulate

and implement a National Book Policy with a corresponding National Book Development Plan geared towards the development of the book publishing industry.

Aware of the need to modernize and upgrade the technological capabilities of the industry, the Philippine government has imposed only a mere 3% import duties (Manalastas, 2002) on the importation of capital equipment. The industry has been listed as a preferred industry in need of support. The Arroyo government has currently listed the publication or printing of textbooks as one of the activities under its '2001 Invest Priorities Plan'. Several laws have been legislated to protect the industry and to enable investors to maximize the opportunities in the graphic and media enterprises: Republic Act 8293 or the Intellectual Property Code of the Philippines, Republic Act 8047 or the Book Publishing Industry Development Act, Republic Act 8424 or the Tax Reform Act of 1997, Executive Order No. 226 or the Omnibus Investment Code, etc.

Clow and Baack (2007) claim that the traditional framework of marketing from which it originated is the marketing mix. The marketing mix is the starting point in the development of the IMC of an organization. For years business has concentrated on the 4Ps of marketing, namely, product, price, promotion, and place (distribution). For years, the traditional view was that promotional activities be included advertising, sales promotions, and personal selling activities. This traditional view has changed some with sales promotions actually including both sales and trade promotions, with sales promotions aimed at end users or consumers of goods and services, and trade promotions directed toward distributors and retainers.

Integrated Marketing Communications (IMC) can be built on the foundation provided by the communications model. (Clow & Baack, 2007). Communication involves transmitting, receiving, and processing information. The communication process is part of any advertising or marketing program. And using the communications model, the senders are companies that manufacture and sell the products. The second stage is encoding. Encoding involves making creative ideas and transforming it into attention-getting advertisements designed for various media. The message is then transmitted in the third stage through transmission devices for receivers' senses to decode the message.

IMC is the coordination and integration of all marketing communication tools, avenues, and sources within a company into a seamless program that maximizes the impact on consumers and other end-users at a minimal cost. This integration can affect all of a firm's business-to-business, marketing channel, customer-focused, and internally directed communications.

Kotler and Armstrong (2008), postulated that "integrated marketing communications involves identifying the target audience and shaping a well-coordinated promotional program to obtain the desired audience response." The focus of marketing communications then, the immediate awareness, image, or preference goals in the target market, is now deemed obsolete and too shortsighted. So, marketers today are moving toward viewing communications as "managing the customer relationship over time."

Clow and Baack (2007) emphasized that IMC involves more than simply writing a plan. For it to be successful, it should firstly, identify, coordinate, and manage all forms of marketing communication. Secondly, communications must be examined from the perspective of the customer. Thirdly, company leaders should find ways to apply information technology to their IMC programs. The fourth and final stage of IMC development occurs when the organization uses customer data information and insights to drive corporate strategic planning.

Clow and Baack (2007) asserted that IMC programs are so crucial to marketing success because several trends are linked to the increasing importance of integrated advertising and marketing communications programs. A computer force compelling firms to seek greater integration of advertising and marketing communications is information technology. Technology allows instant communications among business executives, employees, and others around the world. Technological developments also served as catalysts for changes in channel power, with power shifting to consumer with the advancement of the World Wide Web. There is increased competition as information technology has dramatically changed the marketplace in other ways. Competition does not just come from a company across the street. Consumers can purchase goods and services anywhere in the world. Brand parity has developed as consumers believe that most brands offer the same set of attributes. Traditional mass-media advertising has greatly declined in its effectiveness because consumers now watch programs without commercials.

Conceptual Framework

The study attempted to determine the level of importance and effectiveness of integrated marketing communication (IMC) mix strategies adopted by textbook publishers in the National Capital Region.

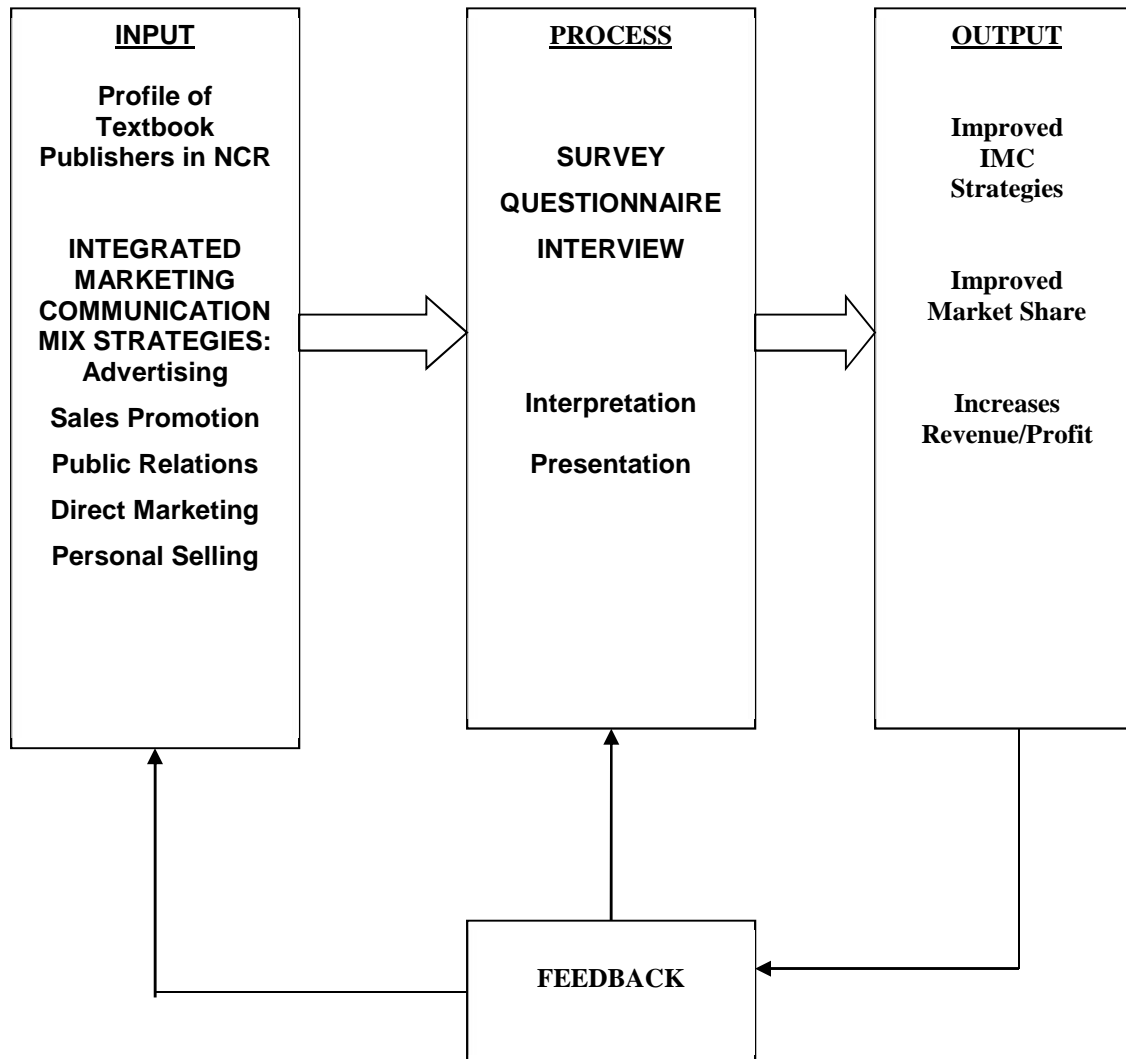


Figure 1 of the study shows the Research Paradigm of the study. It can be seen on the said figure that this investigation has adopted the Input-Process-Output General System model.

The inputs of the study include the profile of textbook publishers in the National Capital Region and the integrated marketing communication mix tools as given by Kotler & Armstrong (2008), Kotler & Keller (2006) and other marketing management authors. These are advertising, sales promotion, public relations, personal selling, and direct marketing.

The researcher utilized the study's prepared Survey Questionnaire in the gathering of the primary data of this investigation. The Survey Questionnaire was fielded to the respondents, with the follow-up interviews conducted by the researcher with 5 executives, during the retrieval of the survey forms. The findings in the survey and the results of the interview are used as basis in the assessment of the effectiveness of the IMC strategies adopted by the textbook publishers.

The expected outputs of the study includes the importance and effectiveness of the integrated marketing communication strategies adopted by the textbook publishers covered by the study, and significance of the findings when compared to the profile of respondents difference of the integrated marketing communication strategies adopted by the same textbook publishers in the NCR. Also included in the output of the study is an improved IMC strategy for the textbook publishers in the NCR.

These are the focus of the study. Hence, the researcher attempted to find out the relevance, importance and effectiveness of the integrated marketing communication mix strategies of the selected textbook publishers in the National Capital Region.

The study delves into a specific integrated communication mix adopted by selected textbook publishers in the National Capital Region for the researcher to find out the IMC approaches adopted by the same publishers in effectively marketing their textbooks in the NCR and other parts of the country.

Along this vein, the study focused on advertising, sales promotion, public relations, personal selling, and direct marketing practices adopted by the textbook publishers covered by this investigation in order to find out how the said sector have accordingly adapted themselves to the requirements, demands and challenges of marketing textbooks on their target markets.

Methodology

The Descriptive method was employed in this study. Descriptive method was also used in establishing measures direction and extent existing quantifiable variables. Likewise, descriptive research as a design used to obtain information concerning the current status of the phenomena to describe "what exists" with respect to variables or conditions in a situation (Travers, 1978). The researcher adopted the fishbowl technique in determining the sample population of the study. The researcher listed the names of all the 41 textbook publishers in the NCR, one name written on each of a small paper, and placed the same rolled papers inside a jar. The same researcher mixed the rolled papers inside the jar and drew one paper at a time, until he picked 33 rolled papers that contained the names of the textbook publishers that represented the sample population of the study. There are 98 respondents in this study from 33 textbook publisher in the National Capital Region during for the Year 2015 -2016.

Data Generation

The researcher followed formal processes in collecting or gathering of data needed for the study. Letters were sent by the researcher to inform and request permission in conducting surveys and arranged interviews for the different textbook publishers in the NCR. The letters were addressed to the

Chief Executive Officers or Chief Operating Officers of the textbook publishers in the area. Survey questionnaires were accordingly distributed and interviews undertaken as arranged or approved by the CEO or COO of the different textbook publishing firms.

Results and Discussion

Profile of the Respondents

Table 1
Frequency and Percentage Distributions of the Profile of Respondents in terms of Sex, Age, and Highest Educational Attainment

Sex	f	%	Age	f	%	Highest Educational Attainment	f	%
Male	35	35.71	20 - 25 years old	3	3.06	College Degree	67	68.37
Female	50	51.02	26 - 30 years old	9	9.18	Masters Degree	26	26.53
No Response	13	13.27	31 - 35 years old	28	28.57	No Response	5	5.10
Total	98	100	36 - 40 years old	26	26.53	Total	98	100
			41 years old above	22	22.45			
			No Response	10	10.20			
			Total	98	100			

Table 1 shows the profile of respondents according to sex, age, and highest educational attainment. It can be seen in the said table that 50 respondents, constituting 51.02 percent of the total respondents of 98, are females; 35 or 35.71 percent males, while 13 or 13.27 percent of the respondents did not care to identify their sexes.

As to the ages of respondents, 28.57 percent of respondents are in the 31-35 year old age group, 26.53 percent in the 36-40 years old, 22.45 percent in the 41 years old and older group, 9.18 percent being in the 26-30 years old, 3.06 percent belong to the 20-25 years old, while 10.20 percent of the respondents did not indicate their ages. The median age of respondents is 36 years old which simply indicate that they are matured and very much responsible individuals.

On the highest educational attainment of respondents, the same Table 1 indicates that 68.37 percent of the respondents are college degree holders, 26.53 percent are holders of master's degrees, while 5.10 percent did not indicate information on their educational attainment. Just the same, the researcher believes that they are also degree holders. And this means that the respondents of the study are very much well-educated persons and in a position to provide credible responses to the questions contained in the survey form of the study.

Table 2
Frequency and Percentage Distributions of the Profile of Respondents in terms of Position/Designation, Number of Years in the Present Job, and Business Organization/Ownership

Position / Designation	Number of Years in the Present Job		Form of Business Organization/Ownership				
	f	%	f	%			
Vice-President for Marketing	13	13.27	5 years and below	14 14.29	Single Proprietorship	4	12.12
Assistant Vice-President for Marketing	13	13.27	6 - 10 years	19 19.39	Corporation	29	87.87
Marketing Manager	28	28.57	11 - 15 years	29 29.59	Total	33	100
Promotions Manager	19	19.39	16 - 20 years	17 17.35			
Integrated Marketing Communications Manager	3	3.06	21 years and above	17 17.35			
No Response	22	22.45	No Response	2 2.04			
Total	98	100	Total	98 100			

Table 2 shows the position or designation and number of years respondents are in their present jobs in the textbook publishing firms that participated in the study. It can be seen on the same table that 28.57 percent of the respondents are Marketing Managers of their respective firms, 19.39 percent are holding the position of Promotions Manager, 13.27 percent Assistant Vice Presidents for Marketing, another 13.27 percent of the respondents being Vice-Presidents for Marketing, 3.06 percent holding the position of Integrated Marketing Communications Manager, while 22.45 percent of the respondents did not indicate their position in their respective firms. As can be seen from the positions held by an overwhelming number of the respondents, they are truly in the best position to provide the information needed by the researcher for this study. In terms of business organization / form shows that 29 or 87.87 percent of the textbook publishing firms are corporations, when it comes to the form of business organization or ownership of the firm is concerned. Only four or 12.12 percent of respondents claim that their organization is a single proprietorship. It can be seen from the said table that almost all textbook publishing firms in the National Capital Region are corporations. And this can be taken to mean that these firms are well-capitalized and are organizationally and financially stable business organizations.

2. Integrated Communications Mix Strategies

2.1 Advertising Strategies

Table 3

Weighted Mean Distributions and Verbal Interpretation of the Level of Importance of the Integrated Marketing Communication Mix Strategies Adopted by Respondents when they are grouped according to Business Organization or Ownership of the Firms

Integrated Marketing Communication Mix Strategies	Business Organization / Ownership					
	Single Proprietorship		Corporation		Total	
1.0 Advertising Strategies	W M	VI	W M	VI	WM	VI
1.1 Use of Television	1.25	Not Important	1.72	Less Important	1.70	Less Important
1.2 Use of Radio	1.25	Not Important	1.70	Less Important	1.68	Less Important
1.3 Use of Newspaper	1.50	Not Important	2.70	Moderately Important	2.65	Moderately Important
1.4 Use of Magazine	1.25	Not Important	1.70	Less Important	1.68	Less Important
1.5 Use of Journal	1.25	Not Important	1.74	Less Important	1.72	Less Important
1.6 Use of Billboard	1.25	Not Important	1.56	Less Important	1.55	Less Important
1.7 Use of Website	4.25	Important	4.18	Important	4.18	Important
Overall Weighted Mean	1.71	Less Important	2.18	Less Important	2.16	Less Important

Table 3 reveals the IMC, in term of the level of importance of advertising strategies, adopted by the textbook publishers in the NCR. Advertising on television is less important to the textbook publishers in the NCR, as indicated by a WM of 1.70. For single proprietorship types of textbook publishers this is not important, with a WM of 1.25 while for corporations this is considered by them as less important. Single proprietorships find advertising in radio not important (WM 1.25), while corporations find this less important, with a WM of 1.70. When views of both groups of respondents are taken as a whole finding of the study shows that advertising in radio is less important for the textbook publishing business in the area.

Sole proprietorships also find advertising in newspapers not important (WM 1.50) to their business while corporations find it moderately important (WM 2.65)—meaning the latter group do advertise also in newspapers.

Sole proprietorships find it is not important to advertise on magazines (1.25), journals (1.25), billboards (1.25), and billboards (1.25). But they find advertising in the Website important with a WM of 4.25. This group of textbook publishers, however, does find advertising their business less important to them, with a WM of 1.71.

On the other hand, corporate textbook publishers in the area do find it less important to advertise in magazines (1.70), journals (1.74), and billboards (1.55) but consider website advertising as important to them, with a WM of 4.18.

Findings of this study on the level of importance of advertising strategies for textbook publishers in the NCR confirms the findings and observations of both Foxnews (2009) and the Eurospan Group (2009) on traditional mass media advertising as no longer important for textbook marketers as modern technology has overtaken this. Online advertising and online marketing strategies have apparently changed the practice of marketing textbooks in the United States, Canada, the United Kingdom and other countries where the free enterprise system generally operates.

The findings of this study on the advertising strategies of textbook publishers also confirm earlier observations and findings made by Pride and Ferrel (2000) and Peter and Donnelly (2007) on stimulating awareness and making the product readily available to textbook buyers. Marketers, however, frequently select fewer marketing strategies. When textbook publishers are under immense pressure to moderate prices of their textbooks, Foxnews (2009) said they resort to less advertising in order to reduce cost of marketing their books.

The practice of NCR textbook publishers of utilizing website or online advertising is an indication that they have also adopted the presently more popular practice of textbook marketers in adopting online or website advertising to promote sales of their books. The Eurospan Group (2009) has been successfully doing this in the marketing, sales and distribution of American textbooks produced by U.S. book publishers seeking to expand sales and imagery in Europe, the Middle East, Africa and Asia.

2.2 Sales Promotion Strategies

Table 4

Weighted Mean Distributions and Verbal Interpretations of the Level of Importance of Sales Promotion Strategies Adopted by Respondents when they are grouped according to the Type of Business Organization or Ownership of the firms

Integrated Marketing Communication Mix Strategies	Business Organization / Ownership					
	Single Proprietorship		Corporation		Total	
2.0 Sales Promotion Strategies	W M	VI	W M	VI	W M	VI
2.1 Contest, games, etc.	1.0	Not	1.81	Less	1.7	Less

	0	Important		Important	8	Important
2.2 Tie-ins	2.25	Less Important	3.03	Moderately Important	3.00	Moderately Important
2.3 Exhibit & Fairs	2.25	Less Important	3.75	Important	3.69	Important
2.4 Trade allowances	2.00	Less Important	3.62	Important	3.55	Important
2.5 Trade contests	2.67	Moderately Important	3.10	Moderately Important	3.09	Moderately Important
2.6 Trade incentives	2.50	Less Important	3.70	Important	3.65	Important
2.7 Training promotions	2.50	Less Important	3.29	Moderately Important	3.25	Moderately Important
2.8 Specialty Advertising	1.75	Less Important	2.78	Moderately Important	2.73	Moderately Important
2.9 Point of purchase advertising	2.75	Moderately Important	2.81	Moderately Important	2.81	Moderately Important
2.10 Textbook sampling	3.50	Moderately Important	4.30	Important	4.26	Important
2.11 Textbook supplements	3.75	Important	4.32	Important	4.30	Important
2.12 Lecture guides	3.75	Important	4.16	Important	4.14	Important
2.13 Solution manuals	3.75	Important	4.05	Important	4.04	Important
2.14 Trade shows	3.75	Important	3.76	Important	3.76	Important
2.15 Book launching	3.75	Important	4.05	Important	4.04	Important
Overall Weighted Mean	2.96	Moderately Important	3.51	Important	3.49	Moderately Important

Table 4 shows the level of importance of the sales promotions strategies adopted by the textbook publishers of the NCR. The single proprietorship types of textbook publishers consider textbook supplements, lecture guides, solution manuals, trade shows, and book launching as important sales promotion strategies, with identical WMs of 3.75. On the other hand, they find trade contests (2.67), point of purchase advertising (2.75), and textbook sampling

(3.50) as moderately important. The less important sales promotion strategies to them are tie-ins (2.25), exhibits and fairs (2.25), trade allowances (2.00), trade incentives (2.50), and training promotions

(2.50) as less important. Contests, games, etc. as not important (1.00) to their business. On the whole though, except for contests, games, etc., single proprietorships do find sales promotion strategies as moderately important to their textbook publishing business.

On the other hand, corporate textbook publishers consider the following sales promotion strategies as important: Exhibit & Fairs (3.75), Trade allowances (3.62), Trade incentives (3.70), Textbook sampling (4.30), Textbook supplements (4.32), lecture guides (4.16), Solution manuals (4.05), Trade shows (3.76), and Book launching (4.05). They find Tie-ins (3.03), Trade contests (3.10), Training promotions (3.29), Specialty Advertising (2.78), and Point of purchase advertising (2.81) as moderately important sales promotion strategies. But they find contests, games, etc. as less important with a WM of 1.81. And just like the sole proprietorships type of textbook publishers in the NCR, the textbook publishing corporations in the same area do find sales promotion strategies as moderately important to their business, with an average WM of 3.49.

2.3 Public Relations Strategies

Table 5

Weighted Mean Distributions and Verbal Interpretations of the Level of Importance of Public Relations Strategies Adopted by Respondents when they are grouped according to Type of Business Organization or Ownership of the firms

Integrated Marketing Communication Mix Strategies	Business Organization / Ownership					
	Single Proprietorship		Corporation		Total	
3.0 Public Relations Strategies	W M	VI	W M	VI	W M	VI
3.1 Press release	2.25	Less Important	2.33	Less Important	2.32	Less Important
3.2 Publicity campaign	2.25	Less Important	2.39	Less Important	2.39	Less Important
3.3 Customer services	3.00	Moderately Important	3.89	Important	3.85	Important
3.4 Stockholders relation	2.50	Less Important	3.55	Important	3.50	Moderately Important
3.5 Government affairs	2.67	Moderately Important	2.60	Moderately Important	2.60	Moderately Important
3.6 Community relations	2.75	Moderately Important	2.34	Less Important	2.35	Less Important
3.7 Speeches	2.50	Less Important	2.32	Less Important	2.33	Less Important
3.8 Seminars	2.75	Moderately Important	3.12	Moderately Important	3.11	Moderately Important

3.9 Charitable donations	2.25	Less Important	1.98	Less Important	1.99	Less Important
3.10 Lobbying	2.25	Less Important	2.00	Less Important	2.01	Less Important
3.11 Sports sponsorship	2.00	Less Important	1.83	Less Important	1.84	Less Important
3.12 Entertainment	2.00	Less Important	1.75	Less Important	1.76	Less Important
3.13 Festivals	2.00	Less Important	1.66	Less Important	1.68	Less Important
3.14 Arts & Cultural festivals	2.00	Less Important	1.69	Less Important	1.70	Less Important
3.15 Causes	2.00	Less Important	1.80	Less Important	1.81	Less Important
Overall Weighted Mean	2.33	Less Important	2.34	Less Important	2.34	Less Important

Table 5 result shows the public relations strategies adopted by textbook publishers in the NCR. For single proprietorship types of textbook publishers in the area, they found the following as moderately important to them: customer services (3.00), government affairs (2.67), and seminars (2.50). The same sector find the following less important to their businesses: press release (2.25), publicity campaigns (2.25), stockholders' relation (2.50); speeches (2.50), charitable donations, and lobbying with similar WMs of 2.25; sports sponsorship, entertainment, festivals, arts and cultural festivals, and causes, with similar WMs of 2.00. This sector finds public relations strategies as of less importance to their businesses, as indicated by the overall weighted mean of 2.33.

On the other hand, corporate textbook publishers find customer services important to them with a WM of 3.89. They find moderately important to their business the following public relations strategies: stockholders' relation (3.55), government affairs (2.60), and seminars (3.12). They consider the following as less important to their businesses: press release and publicity campaigns with similar means of 2.25; community relations (2.34), speeches (2.32), charitable donations (1.98), lobbying (2.00), sports sponsorship (1.83), entertainment (1.75), festivals (1.69), arts and cultural festivals (1.69), and causes (1.80). The said sector of textbook publishers considers public relations strategies in IMC as less important to their businesses.

These particular findings of the study contradict the earlier findings of Trinidad (1991) on the need for effective public relations strategies in the marketing of textbooks or books in the country. This is specifically on press releases. The author of the study believes that this could be due to practice of present textbook publishers in maximizing the use of website or online advertising to promote their products and create awareness of textbook buyers of their books. This could be due to the changes brought about by modern technology in the marketing and distribution of textbooks, not just in the Philippines but as well as in other countries of the world.

2.4 Direct Marketing Strategies

Table 6

Weighted Mean Distributions and Verbal Interpretations of the Level of Importance of the Direct Marketing Strategies Adopted by Respondents when they are grouped according to the Type of Business Organization or Ownership of the Firms

Integrated Marketing Communication Mix Strategies	Business Organization / Ownership					
	Single Proprietorship		Corporation		Total	
4.0 Direct Marketing Strategies	W M	VI	W M	VI	W M	VI
4.1 Catalogs	2.50	Less Important	3.44	Moderately Important	3.40	Moderately Important
4.2 Direct mail to customers	3.25	Moderately Important	3.33	Moderately Important	3.33	Moderately Important
4.3 Direct mail to prospects	3.00	Moderately Important	3.30	Moderately Important	3.29	Moderately Important
4.4 Telemarketing	4.00	Important	3.96	Important	3.96	Important
4.5 Internet Marketing	4.00	Important	4.04	Important	4.04	Important
Overall Weighted Mean	3.35	Moderately Important	3.61	Important	3.60	Important

Table 6 reveals the direct marketing strategies of IMC adopted by textbook publishers in the NCR. For single proprietorship types of textbook publishers in the area they find telemarketing and internet marketing as important, with similar WMs of 4.00. They consider the following direct marketing strategies moderately important to their businesses: direct mail to customer (3.25), and direct mail to prospects (3.00). But catalogs are found by them as less important (2.50). This sector considers direct marketing strategies as moderately important to them, as indicated by an overall WM of 3.36.

On the part of the corporate textbook publishers, they similarly find telemarketing (3.96) and internet marketing (4.04) important to their businesses. And they find the following as moderately important to them: catalogs (3.40), direct mail to customers (3.33), and direct mail to prospects (3.30). The same group of textbook publishers consider direct marketing strategies important to their businesses, as indicated by an overall weighted mean of 3.60. These findings corroborate findings of Trinidad (1991) with direct marketing practices of Philippine Book Trade in her own study. This simply means, further, that direct marketing strategies is an important component of IMC mix strategies for textbook publishers in the NCR.

2.5 Personal Selling strategies

Table 7

Weighted Mean Distributions and Verbal Interpretations of the Level of Importance of the Personal Selling Strategies Adopted by Respondents when they are grouped according to the Type of Business Organization or Ownership of the Firms

Integrated Marketing Communication Mix Strategies	Business Organization / Ownership					
	Single Proprietorship		Corporation		Total	
5.0 Personal Selling Strategies	WM	VI	WM	VI	WM	VI
5.1 Territorial sales force	5.00	Very Important	4.36	Important	4.38	Important
5.2 Product sales force	5.00	Very Important	4.37	Important	4.40	Important
5.3 Retail outlets	3.75	Important	3.93	Important	3.93	Important
5.4 Selling services	5.00	Very Important	4.38	Important	4.40	Important
5.5 Field sales force	5.00	Very Important	4.35	Important	4.38	Important
5.6 Sales presentation	5.00	Very Important	4.23	Important	4.27	Important
5.7 Sales meeting	5.00	Very Important	4.13	Important	4.17	Important
5.8 Incentive program	5.00	Very Important	4.24	Important	4.27	Important
5.9 Book sample for evaluation	5.00	Very Important	4.43	Important	4.45	Important
Overall Weighted Mean	4.86	Very Important	4.28	Important	4.31	Important

Table 7 shows the level of importance of personal selling strategies as adopted by textbook publishers in the NCR. For the single proprietorship of textbook publishers, they consider territorial sales force, product sales force, selling services, field sales force, sales presentation, sales meeting, incentive program, and book sample for evaluation as very important, as indicated by similar weighted means of 5.00. They also find retail outlets as very important to them, with a weighted mean of 3.75. With an

overall weighted mean of 4.86, the single proprietorship type of textbook publishers considers personal selling strategies very important to their businesses.

On the part of the corporate textbook publishers in the NCR, they find the following personal selling strategies important: territorial sales force (4.36), product sales force (4.37), retail outlets (3.93), selling services (4.38), field sales force (4.35), sales presentation (4.23), sales meeting (4.13), incentive program (4.24), and book sample for evaluation (4.43). For this group of textbook publishers in the NCR, personal selling strategies of the IMX mix strategies are important to their businesses. These findings corroborate the earlier findings of Trinidad (1991) on the personal selling practices adopted by the Philippine Book Trade in marketing its textbooks to libraries in the country.

3. Factors considered by textbook publishers in their choice of their IMC mix strategies

Table 8

Weighted Mean Distributions and Verbal Interpretations of the Level of Importance of the Factors Considered by Respondents in choosing their IMC Mix Strategies when they are grouped according to the Type of Business or Ownership of the Firms

Factors Considered in the Choice of Integrated Marketing Communication Mix Strategies	Business Organization / Ownership					
	Single Proprietorship		Corporation		Total	
Factors Considered in the Choice of Integrated Marketing Communication Mix Strategies:	W M	VI	W M	VI	WM	VI
3.1 Objectives of the IMC Mix	4.50	Importan t	4.38	Importan t	4.39	Importan t
3.2 Policies of the firm on IMC Mix	4.50	Importan t	4.37	Importan t	4.38	Importan t
3.3 Promotional resources	4.50	Importan t	4.41	Importan t	4.42	Importan t
3.4 Characteristics of the target market	4.50	Importan t	4.45	Importan t	4.45	Importan t
3.5 Characteristics of the product	4.50	Importan t	4.45	Importan t	4.45	Importan t
3.6 Cost of the promotion methods	4.50	Importan t	4.40	Importan t	4.41	Importan t
3.7 Availability of promotional methods	4.50	Importan t	4.40	Importan t	4.41	Importan t
Overall Weighted Mean	4.50	Importan t	4.41	Importan t	4.42	Importan t

Table 8 shows the factors considered as important by the textbook publishers in the NCR in choosing their integrated marketing communication mix strategies. For the single proprietorship type of textbook publishers, the find the following as important: objectives of the IMC mix, policies of the firm on IMC mix, promotional resources, characteristics of the target market, characteristics of the product, cost of promotions methods, and availability of promotional methods, with similar weighted means of 4.50 and overall weighted mean of 4.50 also.

On the other hand, the same table shows that for corporations involved in textbook publishing in the area, they also find the following as important to their business: objectives of the IMC mix (4.38), policies of the firm on IMC mix (4.37), promotional resources (4.41), characteristics of the target market (4.50), characteristics of the product (4.45), cost of promotion methods (4.40), and availability of promotional methods (4.41). These factors are considered important by the corporate textbook publishers in the NCR, indicated by an overall weighted mean of 4.41.

These findings parallel earlier findings of Naeem (1992) on the IMC mix practices of pharmaceutical firms, and with the findings of Trinidad (1991) also with regards to factors considered by Philippine Book Trade in its marketing mix strategies. Thus, textbook publishers need to effectively consider these factors in choosing their own IMC mix strategies.

4. Level of Effectiveness of IMC Mix Strategies

4.1 Advertising Strategies

Table 9

Weighted Mean Distributions and Verbal Interpretations of the Level of Effectiveness of the IMC Mix Strategies of Respondents in term of Advertising Strategies when they are grouped according to the Type of Business Organization or Ownership of the Firms

Integrated Marketing Communication Mix Strategies	Business Organization / Ownership					
	Single Proprietorship		Corporation		Total	
1.0 Advertising Strategies	W M	VI	W M	VI	W M	VI
1.1 Use of Television	1.0 0	Not Effective	1.9 2	Less Effective	1.8 8	Less Effective
1.2 Use of Radio	1.0 0	Not Effective	1.8 5	Less Effective	1.8 1	Less Effective
1.3 Use of Newspaper	1.5 0	Not Effective	2.8 5	Moderatel y Effective	2.7 9	Moderatel y Effective
1.4 Use of Magazine	1.0 0	Not Effective	1.9 6	Less Effective	1.9 1	Less Effective
1.5 Use of Journal	1.0 0	Not Effective	1.8 8	Less Effective	1.8 4	Less Effective
1.6 Use of Billboard	1.0 0	Not Effective	1.7 6	Less Effective	1.7 3	Less Effective
1.7 Use of Website	3.2 5	Moderatel y Effective	3.9 8	Effective	3.9 5	Effective
Overall Weighted Mean	1.3 9	Not Effective	2.3 2	Less Effective	2.2 8	Less Effective

Table 9 shows the level of effectiveness of the advertising strategies, as a component of the IMX Mix Strategies of textbook publishers in the NCR. For the single proprietorship type of textbook publishers,

the only find the use of website advertising as moderately effective them with a WM of 3.26, but they find the following as not effective to them: use of television advertising, radio, magazines, journals, and billboards, with similar weighted means of 1.00; and use of newspaper advertising with a WM of 1.50.

This group of publishers finds advertising strategies as not effective to them, as indicated by an overall weighted mean of 1.39. Again, this is because, as Foxnews (2009) and the Eurospan Group (2009) said, traditional mass media advertising are no longer important and effective for textbook marketers with the onset of modern technology. Online advertising and online marketing strategies have apparently taken over as the most effective means for the advertising requirements of textbook publishers in the country just like in then United States and elsewhere in the world.

Sales promotion strategies

Table 10

Weighted Mean Distributions and Verbal Interpretations on the Level of Effectiveness of Sales Promotion Strategies Adopted by the Respondents when they are grouped according to the Type of Business Organization or Ownership of the Firms

Integrated Marketing Communication Mix Strategies	Business Organization / Ownership					
	Single Proprietorship		Corporation		Total	
2.0 Sales Promotion Strategies	W M	VI	W M	VI	W M	VI
2.1 Contest, games, etc.	1.00	Not Effective	1.98	Less Effective	1.94	Less Effective
2.2 Tie-ins	2.25	Less Effective	2.91	Moderately Effective	2.88	Moderately Effective
2.3 Exhibit & Fairs	2.50	Less Effective	3.65	Effective	3.60	Effective
2.4 Trade allowances	2.50	Less Effective	3.61	Effective	3.56	Effective
2.5 Trade contests	2.75	Moderately Effective	3.08	Moderately Effective	3.06	Moderately Effective
2.6 Trade incentives	3.25	Moderately Effective	3.67	Effective	3.66	Effective
2.7 Training promotions	2.67	Moderately Effective	3.38	Moderately Effective	3.35	Moderately Effective
2.8 Specialty advertising	2.00	Less Effective	2.78	Moderately Effective	2.74	Moderately Effective

2.9 Point of purchase advertising	3.00	Moderately Effective	2.87	Moderately Effective	2.87	Moderately Effective
2.10 Textbook sampling	4.00	Effective	4.11	Effective	4.11	Effective
2.11 Textbook supplements	4.00	Effective	4.21	Effective	4.20	Effective
2.12 Lecture guides	4.00	Effective	4.02	Effective	4.02	Effective
2.13 Solution manuals	4.00	Effective	3.99	Effective	3.99	Effective
2.14 Trade shows	4.00	Effective	3.81	Effective	3.82	Effective
2.15 Book Launching	4.00	Effective	3.99	Effective	3.99	Effective
Overall Weighted Mean	3.02	Moderately Effective	3.49	Moderately Effective	3.47	Moderately Effective

Table 10 shows the level of effectiveness of the sales promotions strategies adopted by the textbook publishers in the NCR. For the single proprietorship type of business organization of textbook publishers, found the following as effective: textbook sampling, textbook supplements, lecture guides, solution manuals, and trade shows, with similar WMs of 4.00. They found the following as moderately effective to them: trade contests and trade incentives with WMs of 2.75 and 3.25, respectively; and point of purchase advertising (3.00). They found the following less effective: tie-ins (2.25), exhibit and fairs (2.50), trade allowances (2.50), and specialty advertising (2.00). And they found contest, games, etc. as not effective with a WM of 1.00. They find that the sales promotions strategies they adopted are moderately effective, as indicated by an overall weighted mean of 3.02.

For corporate textbook publishers in the same area, they find the following as effective sales promotions strategies: exhibit and fairs (3.65), trade allowances (3.61), trade incentives (3.67), textbook sampling (4.11), textbook supplements (4.21), lecture guides (4.02), solution manuals (3.99), trade shows (3.81), and book launching (3.99). They find the following as moderately effective tie-ins (2.91), trade contests (3.08), training promotions (3.38), specialty advertising (2.78) and point of purchase advertising (2.87). But they find contest, games, etc. as less effective. This sector of textbook publishers in the NCR find the sales promotion strategies as moderately effective, as indicated by an overall weighted mean of 3.47.

Public Relations Strategies

Table 11

Weighted Mean Distributions and Verbal Interpretations on the Level of Effectiveness of Public Relations Strategies Adopted by Respondents when they are grouped according to the Type of Business Organization or Ownership of the Firms

Integrated Marketing Communication Mix Strategies	Business Organization / Ownership
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3.0 Public Relations Strategies	Single Proprietorship		Corporation		Total	
	WM	VI	WM	VI	WM	VI
3.1 Press release	1.50	Not Effective	2.31	Less Effective	2.27	Less Effective
3.2 Publicity campaign	1.50	Not Effective	2.30	Less Effective	2.26	Less Effective
3.3 Customer services	3.00	Moderately Effective	3.66	Effective	3.64	Effective
3.4 Stockholders relation	3.00	Moderately Effective	3.40	Moderately Effective	3.38	Moderately Effective
3.5 Government affairs	2.75	Moderately Effective	2.36	Less Effective	2.38	Less Effective
3.6 Community relations	2.25	Less Effective	2.28	Less Effective	2.28	Less Effective
3.7 Speeches	2.50	Less Effective	2.32	Less Effective	2.33	Less Effective
3.8 Seminars	3.00	Effective	3.02	Moderately Effective	3.02	Moderately Effective
3.9 Charitable donations	2.00	Less Effective	2.04	Less Effective	2.04	Less Effective
3.10 Lobbying	1.75	Less Effective	1.99	Less Effective	1.98	Less Effective
3.11 Sports sponsorship	1.75	Less Effective	1.88	Less Effective	1.87	Less Effective
3.12 Entertainment	1.75	Less Effective	1.79	Less Effective	1.79	Less Effective
3.13 Festivals	1.75	Less Effective	1.71	Less Effective	1.72	Less Effective
3.14 Arts & cultural festivals	1.75	Less Effective	1.69	Less Effective	1.69	Less Effective
3.15 Causes	1.75	Less Effective	1.79	Less Effective	1.79	Less Effective
Overall Weighted Mean	2.13	Less Effective	2.31	Less Effective	2.30	Effective

Table 11 shows the level of effectiveness of the public relations strategies adopted by the textbook publishers in the NCR. For the single proprietorship textbook publishers in the area, respondents find the following as moderately effective: customer services (3.66), stockholders' relations (3.40), government affairs (2.36), and seminars (3.00). They find as less effective the following public relations strategies: community relations (2.25), speeches (2.50), charitable donations (2.00), and lobbying, sports sponsorship, entertainment, festivals, arts and cultural festivals and causes, with similar WMs of 1.75. Found not effective by this group of textbook publishers were press release and publicity campaign with identical WMs of 1.50. The single proprietorship textbook publishers find the public relations strategies as less effective, with an overall weighted mean of 2.13.

For the corporate textbook publishers, they find customer services as effective with a WM of 3.66. They find stockholders relation (3.66) and seminars (3.02) as moderately effective, but find the following as less effective: press release (2.31), publicity campaign (2.30), government affairs (2.36), community relations (2.28), seminars (2.32), charitable donations (2.04), lobbying (1.99), sports sponsorship (1.88), entertainment (1.79), festivals (1.71), arts and cultural festivals (1.69) and causes (1.79). The corporate textbook publishers in the NCR find public relations less effective to their businesses.

Direct Marketing Strategies

Table 12

Weighted Mean Distributions and Verbal Interpretations on the Level of Effectiveness of the Direct Marketing Strategies Adopted by Respondents when they are grouped according to the Type of Business Organization or Ownership of the Firms

Integrated Marketing Communication Mix Strategies	Business Organization / Ownership					
	Single Proprietorship		Corporation		Total	
4.0 Direct Marketing Strategies	W M	VI	W M	VI	WM	VI
4.1 Catalogs	2.50	Less Effective	3.47	Moderately Effective	3.43	Moderately Effective
4.2 Direct mail to customers	2.75	Moderately Effective	3.34	Moderately Effective	3.31	Effective
4.3 Direct mail to prospects	2.75	Moderately Effective	3.40	Moderately Effective	3.38	Moderately Effective
4.4 Telemarketing	4.00	Effective	4.00	Effective	4.00	Effective
4.5 Internet Marketing	4.25	Effective	4.12	Effective	4.13	Effective
Overall Weighted Mean	3.25	Moderately Effective	3.67	Effective	3.65	Effective

Table 12 shows the level of effectiveness of the direct marketing strategies adopted by textbook publishers in the NCR. For the single proprietorship textbook publishers in the area, they find telemarketing (4.00) and internet marketing (4.25) as effective. They find direct mail to customers (2.50) and direct mail to prospects (2.75) as moderately effective but find catalogs as less effective to them with a WM of 2.50. On the other hand, the corporate textbook publishers in the area find telemarketing (4.00) and internet marketing (4.12) as effective. Moderately to them are direct mail to customers (3.34) and direct mail to prospects (3.40). They find catalogs as moderately effective also with a WM of 3.47. This group of textbook publishers find direct marketing strategies as effective to them, indicated by an overall WM of 3.67.

Personal Selling Strategies

Table 13

Weighted Mean Distribution and Verbal Interpretation on the Level of Effectiveness of the Personal Selling Strategies of Respondents when they are grouped according to the Type of Business Organization or Ownership of the Firms

Integrated Marketing Communication Mix Strategies	Business Organization / Ownership					
	Single Proprietorship		Corporation		Total	
5.0 Personal Selling Strategies	WM	VI	WM	VI	WM	VI
5.1 Territorial sales force	4.75	Very Effective	4.35	Effective	4.37	Effective
5.2 Product sales force	4.75	Very Effective	4.37	Effective	4.39	Effective
5.3 Retail outlets	4.00	Effective	3.88	Effective	3.88	Effective
5.4 Selling services	4.75	Very Effective	4.42	Effective	4.43	Effective
5.5 Field Sales force	4.75	Very Effective	4.32	Effective	4.34	Effective
5.6 Sales presentation	4.75	Very Effective	4.22	Effective	4.24	Effective
5.7 Sales meeting	4.75	Very Effective	4.14	Effective	4.17	Effective
5.8 Incentive program	4.75	Very Effective	4.26	Effective	4.28	Effective
5.9 Book sample for evaluation	4.75	Very Effective	4.40	Effective	4.42	Effective
Overall Weighted Mean	4.67	Very Effective	4.26	Effective	4.28	Effective

Table 13 shows the level of effectiveness of the effectiveness of personal selling strategies adopted by textbook publishers in the NCR. For the single proprietorship types of businesses, they found the following as very effective: territorial sales force. Product sales force, selling services, field sales force, sales presentation, sales meeting and incentive program with similar weighted means of 4.75; and retail outlets with a WM of 4.00, also very effective. This group of textbook publishers does find then personal selling strategies they have adopted as very effective, indicated by an overall weighted mean of 4.67. On the other hand, the corporate textbook publishers find the following personal selling strategies as effective: territorial sales force (4.35), product sales force (4.37), retail outlets (3.88), selling services (4.42), field sales fore (4.32), sales presentation (4.22), sales meeting (4.14), incentive program (4.26), and book sample for evaluation (4.26). This group of textbook publishers find the personal selling strategies they have adopted as effective, as indicated by an overall weighted mean of 4.26.

Summary of Findings

1. Profile of Respondents: Number of years in operation—21 years and above with 42.42%, 16-20 years with 33.33%, 11-15 with 15.15%, 6-10 years 6.06%, and 5 years and below with 3.03. As to the Form of Business Organization/Ownership—corporations constitute 87.87% of the 33 textbook publishers in the said area 94.90%, with single proprietorships accounting for about 12.12%.

2. IMC Mix Strategies adopted by textbook publishers

2.1 Advertising strategies—single proprietorship type of textbook publishers in the NCR find advertising on television, radio, newspaper magazines, journals, billboards as not important with Wms from 1.25 to 1.50. They find website or online advertising important (4.25) and advertising itself as less important to them (1.71). For corporate textbook publishers, they find website or online advertising as important (4.18) but consider the rational advertising on television, radio, newspaper, magazines, journals and billboards as less important to them (2.16).

2.2 Sales Promotion Strategies—single proprietorships consider the following sales promotional strategies as moderately important to them, with an overall weighted mean of 2.96: contest, games, etc.; tie-ins, exhibit and fairs, trade allowances, trade contests, trade incentives, training promotions, specialty advertising, point of purchase advertising, textbook sampling, textbook supplements, lecture guides, solution manuals, trade shows, and book launching. Corporate textbook publishers in the same area find the same sales promotion strategies as moderately important also to them with an overall weighted mean of 3.49.

2.3 Public Relations Strategies—single proprietorship types of textbook publishers find the following public relations strategies as less important to them, with an overall weighted mean of 2.33: press release, publicity campaign, customer services, stockholders relation, government affairs, community relations, speeches, seminars, charitable donations, lobbying, sports sponsorships, entertainment, festivals, arts and cultural festivals, causes. For corporate textbook publishers they also find the same public relations strategies as less important to them with an overall weighted mean of 2.34.

2.4 Direct Marketing Strategies—Single proprietorships find the following direct marketing strategies as moderately important to them with an overall weighted mean of 3.35: catalogues, direct mail to customers, direct mail to prospects, telemarketing, and internet marketing. Corporate textbook publishers find the same direct marketing strategies as important to their business activities with an overall weighted mean of 3.60.

2.5 Personal Selling Strategies—single proprietorship textbook publishers find personal selling strategies as very important to them with an overall weighted mean of 4.86, while corporate textbook publishers find them important with an overall weighted mean of 4.31. These personal selling strategies are territorial sales force, product sales force, retail outlets, selling services, field sales force, sales presentation, sales meeting, incentives program and book sample for evaluation.

3. Factors considered in the choice of IMC mix strategies—Both single proprietorships and corporate textbook publishers in the NCR find it important –indicated by an overall weighted of 4.50 for the single proprietorship group and 4.42 for the corporate group--to consider the following factors in choosing the firm's appropriate IMC mix strategies: objectives of the IMC mix, policies of the firm on IMC mix, promotional resources, characteristics of the target market, characteristics of the product, cost of promotion methods, and availability of promotional methods.

4. Significance of the level of importance of IMC strategies:

4.1 Advertising Strategies—There is no significant difference in the mean assessment of the single proprietorship and corporate respondents on the level of importance of advertising strategies as the p-value which is 0.330 with t-computed of -0.980 is greater than to the assigned level of significance of 0.50. The null hypothesis is accepted.

4.2 Sales promotion strategies— There is no significant difference in the mean assessment of the single proprietorship and corporate respondents on the level of importance of advertising strategies as the p-value which is 0.053 with t-computed of -1.961 is greater than to the assigned level of significance of 0.05. The null hypothesis is accepted.

4.3 Public Relations strategies-- There is no significant difference in the mean assessment of the single proprietorship and corporate respondents on the level of importance of advertising strategies as the p-value which is 0.994 with t-computed of -0.007 is greater than to the assigned level of significance of 0.05. The null hypothesis is accepted.

4.4 Direct Marketing Strategies-- There is no significant difference in the mean assessment of the single proprietorship and corporate respondents on the level of importance of advertising strategies as the p-value which is 0.448 with t-computed of -0.763 is greater than to the assigned level of significance of 0.05. The null hypothesis is accepted.

4.5 Personal Selling strategies-- There is no significant difference in the mean assessment of the single proprietorship and corporate respondents on the level of importance of advertising strategies as the p-value which is 0.00 with t-computed of 7.359 is greater than to the assigned level of significance of 0.50. The null hypothesis is accepted.

5. Level of effectiveness of IMC mix strategies:

5.1 Advertising strategies—single proprietorship type of textbook publishers find traditional advertising strategies as not effective, except website advertising, with an overall weighted mean of 1.39 while corporate respondents find the same less effective, excluding website advertising that they find effective, with an overall weighted mean of 2.32. These advertising strategies are the use of television, radio, newspaper, magazine, journal, and billboard.

5.2 Sales promotion strategies—both the single proprietorship and corporate textbook publishers find sales promotions strategies as moderately effective with an overall weighted mean of 3.02 and 3.49, respectively. These are contest, games, etc., tie-ins, exhibit and fairs, trade allowances, trade contests, trade incentives, training promotions, specialty advertising, point of purchase advertising, textbook sampling, textbook supplements, lecture guides, solution manuals, trade shows, book launching.

5.3 Public Relations Strategies—single proprietorship types of textbook publishers find the following public relations strategies as less effective to them, with an overall weighted mean of 2.13: press releases, publicity campaigns, customer services, stockholders relations, government affairs, community relations, speeches, seminars, charitable donations, lobbying, sports sponsorships, entertainment, festivals, arts and cultural festivals, causes. For corporate textbook publishers they also find the same public relations strategies as less effective to them with an overall weighted mean of 2.30.

5.4 Direct Marketing Strategies—Single proprietorships find the following direct marketing strategies as moderately effective to them with an overall weighted mean of 3.25: catalogues, direct mail to customers, direct mail to prospects, telemarketing, and internet marketing. Corporate textbook publishers find the same direct marketing strategies as effective to their business activities with an overall weighted mean of 3.65.

5.5 Personal Selling Strategies—single proprietorship textbook publishers find personal selling strategies as very effective to them with an overall weighted mean of 4.67, while corporate textbook publishers find them effective with an overall weighted mean of 4.28. These personal selling strategies are territorial sales force, product sales force, retail outlets, selling services, field sales force, sales presentation, sales meeting, incentive program and book sample for evaluation.

6. Significant difference on the assessment of the textbook publishers in the National Capital Region on the effectiveness of their integrated marketing communication mix strategies:

6.1 There is a significant difference in the mean assessment of the single proprietorship and corporate respondents on the level of effectiveness of advertising strategies as the p-value which is 0.00 with t-computed of -6.095 is greater than to the assigned level of significance of 0.05. The null hypothesis is rejected and the alternative hypothesis is accepted.

6.2 Sales promotion strategies— There is no significant difference in the mean assessment of the single proprietorship and corporate respondents on the level of effectiveness of advertising strategies as the p-value which is 0.226 with t-computed of -1.220 is greater than to the assigned level of significance of 0.05. The null hypothesis is accepted.

6.3 Public Relations strategies-- There is no significant difference in the mean assessment of the single proprietorship and corporate respondents on the level of effectiveness of advertising strategies as the p-value which is 0.720 with t-computed of -0.391 is greater than to the assigned level of significance of 0.05. The null hypothesis is accepted.

6.4 Direct Marketing Strategies-- There is no significant difference in the mean assessment of the single proprietorship and corporate respondents on the level of effectiveness of advertising strategies as the p-value which is 0.196 with t-computed of -1.301 is greater than to the assigned level of significance of 0.05. From the assessments on the significance of the level of importance and level of effectiveness of the IMC mix strategies adopted by the textbook publishers in the NCR, it was found that here is no significant difference on the assessment of the textbook publishers in the National Capital Region on the level of importance and level of effectiveness of their adopted integrated marketing communication mix strategies when they are grouped according to the type of business organization or ownership and number of years in operation of the respondent textbook firms. Thus, the null hypothesis is accepted.

7. Implications of the study to the textbook publishing industry in the National Capital Region: The findings of the study indicate that for the textbook publishers in the region to be competitive they should be pragmatic and promulgate their respective IMC strategies that fit the nature and characteristics of their product. For this, the textbook publishers in the NCR should consider an Advertising strategy that is focused on website or online advertising; Sales Promotion Strategies that is focused on Textbook sampling, Textbook supplements, Lecture guides, Solution manuals, Trade shows, and Book launching; Direct Marketing Strategies that is focused on Telemarketing, Internet Marketing, Catalogs, Direct mail to customers, and Direct mail to prospects; Personal Selling Strategies focused on Territorial sales force, Product sales force, Retail outlets, Selling services, Field sales force, Sales presentation, Sales meeting, Incentive program, and Book sample for evaluation.

Conclusions

From the foregoing findings of the investigation, the researcher has come to the following conclusions:

1. Textbook publishers in the National Capital Region (NCR) are mostly corporate organizations that have been in the business for more than ten years.

3. Textbook publishers in the NCR do not utilize traditional media for advertising and instead opted to utilize website or online advertising to their advantage; they sparingly make use of sales promotion and public relations strategies, but are adopting direct marketing and personal selling strategies that they consider as important integrated marketing communication mix strategies for the textbook publishing business.
4. Textbook publishers in the NCR do consider their IMC objectives, IMC policies, promotional resources, both the characteristics of their target market and their product, cost of promotion methods, and availability of promotional methods in choosing their IMC strategies.
5. Textbook publishers in the NCR find the traditional media, public relations, as less effective to the textbook publishing business; but they find textbook sampling, textbook supplements, lecture guides, solution manuals, trade shows, book launching, direct selling, and direct marketing strategies as important and either effective or very effective to their respective business activities.
6. Textbook publishers in the NCR do not differ in their assessments on the level of importance and level of effectiveness of integrated marketing communication (IMC) mix strategies they have adopted, specifically with regard to sales promotion, public relations, and direct marketing strategies, but differ with regard to their advertising and personal selling strategies.

Recommendations

Based on the conclusions of the study, the researcher presents the following recommendations:

1. Textbook publishers in the National Capital Region, especially corporate organizations, should adopt appropriate IMC mix strategies in order for them to effectively compete in the business.
2. Textbook publishers in the NCR should:
 - 2.1 Maximize the utilization of website or online advertising for their business.
 - 2.2 Adopt the following sales promotion strategies since these are more important and effective to the textbook publishing business: exhibits and fairs, trade allowances, trade incentives, textbook sampling, textbook supplements, lecture guides, solution manuals, trade shows, and book launching.
 - 2.3 Reconsider the adoption of public relations as part of their IMC mix strategies view of the immense importance of press release, publicity campaigns, and other PR strategies that are not expensive to the promotion of customer awareness of their products.
 - 2.4 Maximize the utilization of direct mail to customers and prospects, telemarketing, and internet or online marketing as these are more effective and less expensive to the industry.
 - 2.5 Maximize the utilization of traditional personal selling strategies as part of their IMC mix strategies in the business.
3. Textbook publishers in the NCR should always consider objectives of the IMC mix, policies of the firm on IMC mix, promotional resources, characteristics of the target market, characteristics of the product, cost of promotion methods, and availability of promotional methods when they choose their IMC mix strategies.
4. Textbook publishers in the NCR should
 - 4.1 Focus their Advertising Strategy that is focused on website or online advertising.

4.2 Consider concentrating their Sales Promotion Strategies focused on Textbook sampling, Textbook supplements, Lecture guides, Solution manuals, Trade shows, and Book launching.

4.3 Reconsider the adoption of public relations strategies in order to promote or improve the image of their business organization in the area.

4.4 Consider the adoption of Direct Marketing Strategies that is focused on Telemarketing, Internet Marketing, Catalogs, Direct mail to customers, and Direct mail to prospects, specifically bulk or wholesale buyers and distributors of textbooks in the area.

4.5 Consider the adoption of more important and effective Personal Selling Strategies focused on Territorial sales force, Product sales force, Retail outlets, Selling services, Field sales force, Sales presentation, Sales meeting, Incentive program, and Book sample for evaluation.

5. Textbook publishers in the National Capital Region should adopt a pragmatic approach in the adoption of important and effective integrated marketing communication strategies that they deem to be more applicable to their respective organizations in order for them to be more competitive in the industry.

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