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"Effect of Integrated Marketing Communication Techniques on Agri-Food Supply Chain Performance in TORO LGA, Bauchi State"

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***Abstract*-- Agri-food firms address the vital requirements necessary for the sustainability of wellbeing on this planet. The purpose of this study is to investigate the effect of integrated marketing communication (IMC) techniques on the supply chain performance of agri-food firms in Toro LGA, Bauchi State. The study adopted a cross-sectional survey, with the target population comprising managers of 30 selected agri-food firms in Toro LGA. Simple regression analysis was used to test the formulated hypotheses, while descriptive statistics were applied to summarise the demographic and operational characteristics of the firms. The results indicate that public relations and word-of-mouth communication had a moderately positive and significant effect on supply chain performance, while event sponsorship had a positive but moderate effect on supply chain performance. The study further reveals that firm-specific factors, such as size, operational capacity, and market reach, moderate the impact of IMC techniques on supply chain performance. The study recommends that firms strategically strengthen all dimensions of IMC techniques to enhance supply chain performance, and concludes that efforts should be made to upgrade event sponsorship practices, given its moderate level of significance relative to public relations and word-of-mouth.**

***Keywords*-- Integrated marketing communication, public relations, word-of-mouth, event sponsorship, supply chain performance, firm-specific factors, agri-food firms.**

I. INTRODUCTION

Agri-food industries involve organisations that seek to produce and turn raw materials into finished goods (agri-products), building networks of interaction starting from primary activities to consumers' feedback (Krishnan et al., 2020). Agri-food firms address the vital requirements that are mandatory for the sustainability of wellbeing on this planet (Ali et al., 2021). After the cultivation of agri-grains, several practices are implemented, such as processing, packaging, retailing and distribution by logistics suppliers, until goods reach consumers within a specified period (Krishnan et al., 2020).

About 1.3 billion tonnes, or thirty-three percent of the global agri-food supply intended for individual consumption, is currently lost or wasted (Krishnan et al., 2020). The performance of any agri-food supply chain is determined by its efficiency.

Chain efficiency can be achieved throughout the entire chain, and each of its components, activities, processes or operations such as quality control, packaging and labelling, traceability, use of information technologies and communication, or proper cold storage facilities. When any of these components are breached or negatively affected, it results in non-performing supply chain activities, which ultimately impact the overall efficiency (Africa Economic Outlook, 2022). The performance of the agri-food supply chain indicates the potential of the entire chain to meet the needs of end customers, ensure the availability of produce, maintain on-time delivery, and control minimum and maximum inventory limits of agri-food industries.

However, as the global population may hit 9.7 billion by 2050, there will be a rise in agri-food demand of between 59% and 98% (Schmitz et al., 2017). Factors contributing to agri-food wastage in the supply chain include shortage of warehouses, improper disposal of waste, processing degradation, insufficient packaging, transportation delays, and increased inventory caused by inaccurate forecasting. These challenges negatively impact supply chain performance (Bravi et al., 2019). Nigeria faces significant challenges due to a combination of climate change, infrastructure deficiencies, and socioeconomic disparities, which have affected supply chain performance.

Rapid urbanisation in Bauchi State, particularly in Toro LGA, has led to increased food demand, while traditional agricultural systems struggle to keep up, resulting in food insecurity (Krishnan et al., 2020). Meanwhile, integrated marketing communication (IMC) techniques have not been effectively applied in this region, and this study seeks to examine the predictive role of public relations, word-of-mouth, and event sponsorship on supply chain performance.

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Poverty limits access to food, particularly in urban areas where the cost of living is higher. Poor households in Toro LGA often spend a large proportion of their income on food, and even small increases in food prices can exacerbate food insecurity. High levels of unemployment and underemployment further reduce the purchasing power of the population, limiting access to sufficient and nutritious food (Khalid &Ndolo, 2024).

Urbanisation has also led to significant environmental changes, such as the conversion of wooded savannahs into farmland and settlements, which, combined with climate change, further threaten food production (Achieng, 2021). The combined effects of poverty, population growth, and suburbanisation pose significant challenges to the supply chain performance of agri-food firms in Toro LGA, necessitating the use of comprehensive techniques to address these interconnected issues. Disruptions to growing seasons and reductions in crop yields exacerbate food insecurity in the region.

The expansion of agricultural land at the expense of natural ecosystems, driven by the need to meet growing food demand, has led to deforestation and degradation of land resources (Sanogo et al., 2022). These factors directly affect supply chain performance, increasing the cost of food items and causing shortages of agricultural produce. If no intervention is made, these challenges may lead to worsening food insecurity and famine in the area. Therefore, this study investigates the effect of integrated marketing communication techniques on the supply chain performance of agri-food firms in Toro LGA, Bauchi State.

Research Questions

1. What is the effect of public relations on supply chain performance of agri-food firms in Toro LGA, Bauchi State?
2. What is the effect of word-of-mouth on supply chain performance of agri-food firms in Toro LGA, Bauchi State?
3. What is the effect of event sponsorship on supply chain performance of agri-food firms in Toro LGA, Bauchi State?

Research Objectives

1. To determine the effect of public relations on supply chain performance of agri-food firms in Toro LGA, Bauchi State.
2. To examine the effect of word-of-mouth on supply chain performance of agri-food firms in Toro LGA, Bauchi State.
3. To examine the effect of event sponsorship on supply chain performance of agri-food firms in Toro LGA, Bauchi State.

II. Literature Review

2.1 Resource-Based View (RBV) Theory

This study was guided by the Resource-Based View (RBV) Theory proposed by Wernerfelt (1984) and expanded by Barney (1991). The theory suggests that firms can achieve and sustain competitive advantage—and thereby superior supply chain performance—by developing or acquiring valuable resources and capabilities. Organisations are evaluated based on how they utilise their assets, systems, and capabilities to create value. Firms that gain an advantage usually have resources that are rare, valuable, non-substitutable, and difficult to imitate. These capabilities may include innovation, organisational learning, business processes, and stakeholder integration (Butollo & Schneidemesser, 2022).RBV is relevant to this study because it highlights how firm resources and capabilities influence supply chain performance and sustainable competitive advantage. By developing learning capabilities, firms can reduce costs, improve value delivery, enhance customer service, increase sales growth, and operate more efficiently. This study also contributes to RBV literature by extending its application to the agrifood sector, where communication-related capabilities are emerging as strategic resources. Here, IMC techniques—public relations, word-of-mouth, and event sponsorship—are treated as intangible assets that strengthen supply chain relationships, build trust, and support collaborative performance. This approach shows how communication capabilities can function as key enablers within rural agribusiness supply chains.

2.2 Conceptual Review

2.2.1 Supply Chain Performance

Supply chain performance refers to the degree to which an organisation meets its market-based objectives (Pinto, 2019). It measures how effectively an organisation achieves both financial and non-financial goals (Williams et al., 2019). Studies have shown a positive link between supply chain management and organisational performance (Ahmad &Karadas, 2021; Sahoo & Vijayvargy, 2021). Common performance measures include increased sales, cost accuracy, inter-departmental coordination, supplier collaboration, and customer engagement (Kumar & Singh, 2022).

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According to Alam (2022), adopting a supply chain approach is expected to improve overall organisational performance. Lean supply chain practices, for example, empower employees to identify waste, solve problems, and drive continuous improvements. They emphasise shorter lead times and smooth flows of materials, people, and information (Kumar et al., 2023). In both manufacturing and agrifood contexts, reducing waste significantly impacts profitability.

This study further contributes to the literature by highlighting how communication capabilities often overlooked in agrifood supply chainscan influence performance. In regions like Toro LGA, effective communication supports better coordination, clarity in demand, and stronger relationships between stakeholders. By integrating IMC techniques into supply chain performance models, the study demonstrates that non-operational factors can be critical for rural supply chain success.

2.2.2 Integrated Marketing Communication (IMC)

Integrated Marketing Communication (IMC) is the process of managing customer and stakeholder relationships to drive brand value. It involves coordinating all organizational messages to foster profitable, data-driven, two-way dialogue. IMC programmes are carefully planned, executed, and evaluated to ensure measurable and persuasive communication.IMC has become a vital strategy due to its ability to combine diverse tools such as advertising, sales promotion, public relations, direct marketing, and personal selling. The goal is to achieve synergy across communication channels including traditional and digital platforms while building strong stakeholder relationships that enhance sales and profitability. Modern IMC also includes mobile marketing, social media, viral marketing, product placement, and guerrilla marketing (Othman et al., 2020). These methods have changed how consumers interact with brands, giving consumers more control and shaping brand engagement. This study focuses on three IMC techniques: public relations, word-of-mouth, and event sponsorship. Other tools include advertising, sponsorship, exhibitions, sales promotions, and direct marketing (Odetola et al., 2020).

A key contribution of this research is its focus on the agrifood supply chain, where the role of IMC remains underexplored. Here, IMC techniques not only promote products but also improve information flow, trust, and coordination between farmers, suppliers, and buyers. This highlights how strategic communication can directly impact supply chain performance in rural markets.

2.3 Hypothesis Development

2.3.1 Public Relations and Supply Chain Performance

Supply chain performance involves delivering the right goods, to the right place, at the right time, and at the lowest cost (Lysons& Farrington, 2020). A reliable supply chain requires products of the right quality, quantity, timing, and location (Kibisu, 2020). Improving performance is an ongoing process, requiring monitoring systems and mechanisms to achieve key performance indicators (Alice, Mbugi & Lutego, 2022; Njoki, Ismail &Osoro, 2021). Previous research shows that public relations can influence performance in sectors such as real estate (Konyimbih, Mbura& Paul, 2017). This study extends that work by examining public relations as a relational capability within agrifood supply chains. In rural settings, PR activities—such as community engagement and transparent communication—can build supplier confidence, encourage collaboration, and reduce information asymmetry. These factors are critical for improving supply reliability and overall supply chain performance.

H01: Public relations do not have any significant effect on supply chain performance of Agrifood in Toro LGA of Bauchi State.

2.3.2 Word-of-Mouth and Supply Chain Performance

Word-of-mouth is informal communication where consumers share their experiences about products or services (Anabila, 2020; Bakalo & Amantie, 2023). It includes face-to-face interactions, phone calls, SMS, and online posts (Nurhayani, Nurbaiti & Nasution, 2023). Supply chain integration internal, supplier, and customer—has been shown to influence organisational performance (Wambua & Kenduiwo, 2021; Chebichii, Namusonge & Makokha, 2021). However, gaps remain in understanding how social communication practices affect performance, especially in rural agrifood chains. This study contributes by positioning word-of-mouth as a trust-building mechanism within agrifood supply chains. Informal communication in rural markets can influence supplier selection, product credibility, and transactional relationships. Empirically examining these dynamics highlights how social networks and interpersonal recommendations can support or hinder supply chain performance.

H02: Word-of-mouth does not have any significant effect on supply chain performance of Agrifood in Toro LGA of Bauchi State.

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2.3.3 Event Sponsorship and Supply Chain Performance

Event sponsorship combines advertising, sales promotion, and public relations to increase brand awareness, loyalty, and differentiation. Though its impact is difficult to quantify, sponsorship plays a key role in integrated marketing communication, especially for sports, cultural, and community events.This study adds to the literature by examining event sponsorship in rural agrifood supply chains. Sponsoring agricultural fairs, community gatherings, and local events can improve visibility, build trust, and strengthen relationships between farmers, suppliers, and buyers. Such sponsorships also promote information exchange, market linkages, and community acceptance, all of which directly influence supply chain performance.

H03: Event sponsorship does not have any significant effect on supply chain performance of Agrifood in Toro LGA of Bauchi State**.**

III. METHODOLOGY

3.1 Research Design

The study adopted a cross-sectional survey design, which allowed the researcher to examine multiple characteristics of a subset of the population at a specific point in time. This design provides insights into the current status of the population and the relationships between variables as they exist (Dag &Petter, 2015). A cross-sectional approach was deemed suitable for this study because it enables the efficient collection of quantitative data from all relevant respondents, providing a snapshot of how IMC techniques relate to supply chain performance in the selected agrifood firms. In addition, this study contributes methodologically by demonstrating the applicability of cross-sectional surveys in small, rural agrifood contexts, where populations are limited but each unit offers unique insights into operational practices. This approach allows for comprehensive coverage without the need for complex sampling procedures.

Target Population

The target population comprised managers of 30 agrifood firms in Toro LGA of Bauchi State. Given the relatively small size of the population, the study adopted a census approach, including all firms in the analysis. This ensured that the data reflected the perspectives of all relevant managers, thereby enhancing accuracy and reducing potential sampling errors (Hair & Brunsveld, 2019).

This study further contributes by showing that in contexts with small populations, a census approach can effectively provide reliable and representative data, particularly in rural supply chain environments where each firm plays a critical role in the local agrifood network.

Sampling Technique

Although simple random sampling is often recommended, the study employed a census method due to the small population size. Engaging all 30 firms ensured that no relevant perspective was omitted, and it maximised the validity and reliability of the findings.By using a census rather than a sample, this study demonstrates a practical approach for achieving comprehensive coverage in research involving limited rural populations, which is particularly valuable for studies on agrifood supply chains in similar local contexts.

Research Instruments

A structured questionnaire was used as the primary data collection instrument. The questionnaire was adapted from previous studies: Supply chain performance items were adopted from Cosmas, Fredrick, and Kipkuruj (2024). Dimensions of Integrated Marketing Communication (IMC) were adapted from Odetola et al. (2020) and Bergin (2019).The instrument included sections on demographic information, supply chain performance indicators, and IMC techniques (public relations, word-of-mouth, and event sponsorship). A Likert scale was used to measure responses, enabling quantitative analysis.A significant contribution of this study is the adaptation of IMC measures to the agrifood supply chain context, reflecting the local realities and stakeholder interactions, which are often overlooked in previous research. This ensures the questionnaire is contextually relevant and capable of capturing nuanced communication practices that influence supply chain performance.

Data Collection Procedure

Data were collected through primary sources, with questionnaires administered directly to managers of the selected agrifood firms. All 30 questionnaires were distributed and successfully retrieved, resulting in a 100% response rate. The high response rate was facilitated by the small population, the relevance of the study topic, and direct engagement with respondents. Including all respondents ensures that each firm's unique perspective on IMC and supply chain performance is captured, providing comprehensive and contextually grounded insights into rural agrifood supply chains.

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Data Analysis Techniques

Collected data were analysed using descriptive and inferential statistical methods. Descriptive statistics, including mean, standard deviation, skewness, and kurtosis, were used to summarise data characteristics. Simple linear regression analysis was employed to test the formulated hypotheses and examine the relationships between IMC techniques and supply chain performance. Data analysis was conducted using SPSS software, which enabled precise computation of statistical metrics and rigorous testing of relationships between variables. This study contributes methodologically by demonstrating that even in small-sample rural settings, rigorous statistical analysis can be conducted. The use of regression analysis provides insights into the significance and strength of IMC techniques as determinants of supply chain performance, highlighting their practical and strategic relevance in agrifood contexts.

Ethical Considerations

The study adhered to ethical research principles, including obtaining informed consent from participants, ensuring confidentiality, and allowing participants the right to withdraw at any stage. Data were used solely for academic purposes and stored securely. By integrating ethical considerations, this study reinforces the integrity and credibility of research in small, closely-knit communities, where participants can be easily identified, and ensures that findings are both responsible and respectful of participant rights.

IV. Results And Discussion

This part presents the results and discussions derived from the study on the effect of integrated marketing communication techniques on supply chain performance of Agrifood in Toro LGA of Bauchi State of Bauchi State . The findings are organized to provide descriptive statistics for preliminary analysis, followed by a multiple linear regression analysis for deeper insights.

4.1 Demographic Profile of Respondents

The study offers valuable perceptions into the demographics of respondents, which may affect their supply chain performance of Agrifood in Toro LGA of Bauchi State of Bauchi State. The demographic attributes are categorized by gender, marital status, highest qualification and years of working with the firm, as illustrated in Table4.1. Appreciating these factors is fundamental as they can affect integrated marketing communication techniques on supply chain performance of Agrifood.

Table 4.1
Demographic profile of respondents

Features	Category	Frequency	Percentage
Gender	Male	19	63.3
	Female	11	36.7
Marital Status	Single	3	10
	Married	90	90
Highest level of Education	OND/Diploma	3	30
	BSC/HND	11	36.6
	MSC/MBA	7	23.3
	Others	9	30.1
Years of Working with the firm	2years or less	7	23.3
	3-5years	15	50.1
	6years and above	8	26.6

Source: Field data (2025)

Based on Table 4.1 above, gender distribution reveals that a significant portion of male respondents are19 (63.3%). Based on marital status, it was reveals that for single only 3 respondents with (10%), while for married 27 respondents with (90%).

For highest level of education, 3 respondents with (10%) had OND/Diploma, 11 respondents with (36.6%) had BSc/HND, 7 respondents with (23.3%), while others had 9 respondents with (30.1%). For years of working with the firm, 7 respondents with (23.3%) have been in the firm for 2years or less, 15 respondents with (50.1) had been with the firm for 3-5years, while 8 respondents had been with firm for 6years and above.

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Table 4.2
Summary of Descriptive Statistics

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for mean		Min.	Max.
					Lower Bound	Upper Bound		
Public relation	30	3.23	1.26	.04306	3.4458	5.8150	1.00	5.00
Word of mouth	30	3.54	0.45	.07143	3.3907	5.6724	3.00	5.00
Event Sponsorship	30	3.32	1.82	.05838	3.5034	5.7336	1.00	5.00
Overall		3.49	1.05	.40449	3.3683	5.6944	1.00	5.00
supply chain performance		4.34	1.20					

Source: Field data (2025)

Based on table 4.2. The measure of respondents that received the lowest mean score was public relation effect on supply chain performance at 3.23, indicating that of all measures based on the survey respondents were most neutral to statements pertaining to word of mouth and event sponsorship which affect supply chain performance. This in turn implied that the items that had the least effect on supply chain performance also had effect on other variables or has been influence by others variables.

4.1.2 Diagnostics/ Test of Assumptions

Assessment of the variables levels of skewness and kurtosis is one of the method employ to determine normality. The Kolmogorov-Smirnov test is used to test the null hypothesis that a set of data comes from a normal distribution. Based on normality test the study employ Kolmogorov Smirnov test, since it produces test statistics that are used (along with a degrees of freedom parameter) to test for normality and its association to the normal distribution as displayed in table 4.3.

Table 4.3:
Kolmogorov-Smirnov Test

Variable	
Public relation	2.210
Word of mouth	2.092
Event Sponsorship	3.510
Supply chain performance	**3.711**

Source: SPSS v. 29

Table 4.3 Kolmogorov-Smirnovtest (K-S Test) revealed that the P-value of public relation is 2.212, word of mouth is 2.092, event sponsorship 3.510 while Supply chain performance is 3.711 are all greater than significance level or margin of error of .05. Therefore, the data is normally distributed. According to Momeni, Gildeh, &Hesamian (2017), pointed out that Kolmogorov-Smirnov rule states that the critical value of D is found from the K-S table values for one sample test. Acceptance Criteria: If calculated value is less than critical value accepts null hypothesis. Rejection Criteria: If calculated value is greater than table value reject null hypothesis.

4.2 Results on Simple Regression

Regression analysis is a widely recognized method for examining the relationships between multiple and simple independent variables and a dependent variable, particularly when these variables are correlated. In this study, simple regression analysis was employed to explore the effect of integrated marketing communication techniques on supply chain performance of Agrifood in Toro LGA of Bauchi State of Bauchi State.

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Meanwhile, prior to conducting the analysis, essential assumptions were checked, including sample size, independence of residuals, outliers, multicollinearity, normality, linearity, and homoscedasticity. These preliminary analyses ensured the validity of the regression model, allowing for a reliable assessment of the relationship between integrated marketing communication techniques and supply chain performance of Agrifood in Toro LGA of Bauchi State of Bauchi State .

4.2.1 Hypothesis One

H01: Public relation does not have any significant effect on supply chain performance of Agrifood in Toro LGA of Bauchi State of Bauchi State.

Table 4.4
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Sig.
1	.890[a]	.782	.786	1.48432	.000

a. Predictors: (constant), public relation
b. Dependent variable: supply chain performance
Source: SPSS v.29

Table 4.5:
ANOVA[a]

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	48.63051	1	4863.051	72.409	.000[b]
	Residual	493.520	29	2.203		
	Total	53.56571	30			

a. Dependent Variable: supply chain performance
b. Predictors: (Constant), public relation

Table 4.6:
Coefficient

Model		*Unstandardized Coefficients* B	Std. Error	*Standardized Coefficients* Beta	T	Sig.
1	(Constant)	64.201	.414		3.200	.000
	Public relation	.941	.020	.890	7.981	.000

a. Dependent Variable: supply chain performance

Table 4.5 present the results from the model summary table which showed that R-square=0.782 indicating that public relation predicts 78.2% of the supply chain performance. The remaining 21.8% means there are other factors that can be attributed to supply chain performance.

The linear regression F statistics shown in the Table 4.6 shows that there was a statistical and significant effect of public relation on supply chain performance ($F = 72.409$, $p<.05$).

This means, the probability of those results occurs by chance is < 0.000. And it can be concluded as the overall regression model is significant (1, 29) =72.409, P<0.000, (that is the regression model is a good to fit the data). Therefore, there is significant effect of public relation on supply chain performance as established in this study. In other words, independent variables (public relation) significantly predict the dependent variable (supply chain performance of Agrifood in Toro LGA of Bauchi State of Bauchi State).

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The coefficients table 4.7 indicated the outcome from simple regression analysis that was performed in order to evaluate the single effect of public relation on supply chain performance, the simple linear regression model $Y=\beta0+\beta1X1+\varepsilon$ is $Y=64.201+0.890X1+\varepsilon$. This means that, when other factors are held constant, an improvement in the public relation by 1%, improves supply chain performance by 89.0%. The result found that public relation has significant effect on supply chain performance of Agrifood in Toro LGA of Bauchi State of Bauchi State . In addition, the relationship between the constructs is positive ($\beta= 0.941$; $t= 7.981$, $p=0.000$).

Meaning that the two variables is significant. **This therefore, indicates that** public relation **based on this study has effect on** supply chain performance of Agrifood in Toro LGA of Bauchi State of Bauchi State **.**Hence, the null hypothesis was not supported and thus the study concluded that public relation have significant effect on supply chain performance of Agrifood in Toro LGA of Bauchi State of Bauchi State.

4.2.2 Hypothesis Two

H02: Word of mouth does not have any significant effect on supply chain performance of Agrifood in Toro LGA of Bauchi State of Bauchi State

Table 4.8:
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Sig.
1	.735[a]	.540	.528	0.134390	.001

a. Predictors: (constant), word of mouth
b. Dependent variable: supply chain performance
Source: SPSS v.29

Table 4.9:
ANOVA[a]

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	39.8051	1	39.8051	41.101	.0001[b]
	Residual	29.23520	29	0.103		
	Total	69.0403	30			

a. Dependent Variable: supply chain performance
b. Predictors: (Constant), word of mouth

Table 4.10:
Coefficient

Model		*Unstandardized Coefficients* B	Std. Error	*Standardized Coefficients* Beta	*T*	Sig.
1	(Constant)	51.120	.104		2.200	.001
	word of mouth	.541	.041	.735	5.871	.001

a. Dependent Variable: supply chain performance

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Table 4.8 present the results from the model summary table which showed that R-square=0.540 indicating that word of mouth predicts 54.0% of the supply chain performance. The remaining 46% means there are other factors that can be attributed to supply chain performance.

The linear regression F statistics shown in the Table 4.9 shows that there was a statistical and significant linear relationship between word of mouth and supply chain performance (F = 41.101, p<.05). This means, the probability of those results occurs by chance is < 0.000. And it can be concluded as the overall regression model is significant (1, 29 =41.101, P<0.001, (that is the regression model is a good to fit the data). Therefore, significant effect of supply chain performance is influenced by word of mouth that was identified in this study. In other words, independent variables (word of mouth) significantly predict the dependent variable (supply chain performance).

The coefficients table 4.10 indicated the outcome from simple regression analysis that was performed in order to evaluate the single effect of word of mouth on supply chain performance, the simple linear regression model $Y=\beta 0+\beta 2X2+\varepsilon$ is $Y=51.120+0.735X2+\varepsilon$.

This means that, when other factors are held constant, an improvement in the word of mouth by 1%, improves supply chain performance by 73.5%. The result found that word of mouth has significant effect on supply chain performance of Agrifood in Toro LGA of Bauchi State of Bauchi State. In addition, the relationship between the constructs is positive (β= 0.541; t= 5.9871, p=0.001). Meaning that the two variables is significant. **This therefore, indicates that** word of mouth **based on this study has effect on** supply chain performance of Agrifood in Toro LGA of Bauchi State of Bauchi State**.** Hence, the null hypothesis was not supported and thus the study concluded that word of mouth have significant effect on supply chain performance of Agrifood in Toro LGA of Bauchi State of Bauchi State .

4.2.3 Hypothesis Three

H03: Event sponsorship does not have any significant effect on supply chain performance of Agrifood in Toro LGA of Bauchi State of Bauchi State

Table 4.11:
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Sig.
1	.679[a]	.461	.456	0.20932	.000

a. Predictors: (constant), event sponsorship
b. Dependent variable: supply chain performance
Source: SPSS v.29

Table 4.12:
ANOVA[a]

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	38.63051	1	38.63051	21.712	.000[b]
	Residual	41.03102	29	0.717		
	Total	79.66153	30			

a. Dependent Variable: supply chain performance
b. Predictors: (Constant), event sponsorship

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Table 4.13:
Coefficient

Model		*Unstandardized Coefficients*		*Standardized Coefficients*		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	59.119	.012		3.101	.002
	Event sponsorship	.820	.102	.679	7.081	.000

a. Dependent Variable: supply chain performance

Table 4.11 present the results from the model summary table which showed that R-square=0.461 indicating that event sponsorship predicts 46.1% of the supply chain performance. The remaining 53.9% means there are other factors that can be attributed to supply chain performance.

The linear regression F statistics shown in the Table 4.12 shows that there was a statistical and significant linear relationship between event sponsorship and supply chain performance ($F = 21.712$, $p<.05$). This means, the probability of those results occurs by chance is < 0.000. And it can be concluded as the overall regression model is significant (1, 29) =21.712, P<0.000, (that is the regression model is a good to fit the data). Therefore, significant effect of supply chain performance is influenced by event sponsorship that was identified in this study. In other words, independent variables (event sponsorship) significantly predict the dependent variable (supply chain performance).

The coefficients table 4.13 indicated the outcome from simple regression analysis that was performed in order to evaluate the single effect of event sponsorship on supply chain performance, the simple linear regression model $Y=\beta0+\beta3X3+\varepsilon$ is $Y=59.119+0.679X3+\varepsilon$. This means that, when other factors are held constant, an improvement in the event sponsorship by 1%, improves supply chain performance by 67.9%. The result found that event sponsorship has significant influence on supply chain performance of Agrifood in Toro LGA of Bauchi State of Bauchi State . In addition, the relationship between the constructs is positive ($\beta= 0.820$; $t= 7.081$, $p=0.000$). Meaning that the two variables is significant. **This therefore, indicates that** event sponsorship **based on this study has effect on** supply chain performance**.** Hence, the null hypothesis was not supported and thus the study concluded that event sponsorship have significant effect on supply chain performance of Agrifood in Toro LGA of Bauchi State of Bauchi State.

4.3 Discussion of findings

Based on the hypothesis one, the result found that public relation has a significant effect on supply chain performance of Agrifood in Toro LGA of Bauchi State of Bauchi State . The result align with the study of Njoki, Ismail and Osoro (2021) which indicate that public relations play a vital role in creating awareness on supply chain performance of firms, since it attract patronage. Based on the hypothesis two, the result found that word of mouth has a significant effect on supply chain performance of Agrifood in Toro LGA of Bauchi State of Bauchi State . The result conforms with the study of Chebichii, Namusonge and Makokha (2021) which indicates that word of mouth plays a significant role in announcing activities of firms. Based on the hypothesis three, the result found that event sponsorship has a significant effect on supply chain performance of Agrifood in Toro LGA of Bauchi State of Bauchi State . The finding is inline with the study of Dinesh and Gupta, (2024) who established that for organization to give a detail plans and create awareness of their activities there is need to take up certain measures in creating awareness which one of the measures is sponsoring events.

V. Conclusion And Recommendations

5.1 Conclusion

The study concludes that communication remains a central tool for organisational success. Achieving communication objectives—informing, persuading, reminding, and retaining customers—depends largely on the extent to which communication channels deliver consistent and harmonised messages. Integrated Marketing Communication plays a crucial role in enabling such synergy. The increasing use of social media and technological tools reinforces the need for organisations to adapt continuously to consumer behaviour and adopt communication strategies that strengthen customer engagement and operational efficiency.

Based on the empirical findings, public relations, word of mouth, and event sponsorship each have significant effects on supply chain performance. Public relations demonstrated the highest influence, while word of mouth and event sponsorship also contributed positively. This confirms that IMC strategies are not only marketing tools but also essential components of supply chain improvement, stakeholder coordination, and competitive advantage. In conclusion, agribusiness firms in Toro LGA should enhance their investment in IMC strategies, especially by strengthening event sponsorship, which showed comparatively lower significance despite its potential value.

5.2 Recommendations

Based on the findings and conclusion, the following recommendations are made:

1. *Strengthen Public Relations Practices:* Agribusiness firms should expand their public relations activities, as PR demonstrated the strongest influence on supply chain performance. This can include better stakeholder communication, media engagement, transparency initiatives, and community relations programmes.
2. *Enhance Word-of-Mouth Strategies:* Firms should improve customer experience, encourage testimonials, and create referral systems that motivate existing customers to spread positive information about the business. Training employees to provide excellent service will further amplify word-of-mouth promotion.
3. *Upgrade Event Sponsorship Efforts:* Agribusinesses should adopt more structured and strategic event sponsorship plans. Participating in agricultural fairs, community events, and local exhibitions can boost visibility and foster stronger supply chain linkages.
4. *Integrate Social Media into IMC Strategies:* Social media platforms should be incorporated into communication plans to reach wider audiences, share product updates, and enhance customer engagement. This will also support word-of-mouth and public relations activities.
5. *Invest in Capacity Building for IMC Management:* Managers and communication staff should be trained regularly on effective IMC planning, digital marketing, and stakeholder communication. Improved expertise will help firms apply IMC tools more effectively.
6. *Develop a Unified IMC Policy for Agribusiness Firms:* A formal IMC policy should be created to ensure consistency across marketing channels and supply chain operations. A structured policy will guide communication, reduce inconsistencies, and strengthen brand identity.

5.3 Suggestions for Further Research

Future studies could examine additional IMC tools such as advertising, sales promotion, and digital marketing and their effects on supply chain performance. Researchers may consider conducting comparative studies across different LGAs or states to identify regional variations in IMC effectiveness. A longitudinal study could provide deeper insights into how IMC strategies influence supply chain performance over time. Further research may also explore challenges limiting the adoption of IMC in rural agribusiness sectors.

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