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## People's Perception of Promotional Strategies for Church Growth in Zimbabwe: A Case of Pentecostal Churches in Masvingo

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### **Abstract:**

*In the past non-profit organizations used to operate in a different way than for profit making firms. Today not for profit institutions have taken the business approach of management, including the aspect of promoting their services, aggressive advertising of their special events which has become a new phenomenon especially in Zimbabwe in Africa. Pentecostal churches have opened a new approach to managing church activities as well as promoting their growth. This development was welcomed by most churches which now involve advertising of services, personal selling or face to face selling of church services, invitation of relatives to special church events such as guest days, communion service, music days, miracle crusades and miracle healing nights. This survey intends to test the impact of such promotions to Pentecostal church growth, as well as to test the perceptions of customers towards the church services of the African Pentecostal congregations which had a tradition of not promoting church activities. It is against this background that this research was carried out and a sample of respondents was picked from six Masvingo based Pentecostal churches namely ZAOGA (24), Family Of God church(24), African Faith Ministries(23), UFIC( United Family International Ministries )(23), Christ Embassy(23) and Alliance Church (23) who added up to 140 respondents. The respondents were selected from the identified church on their major church services, and some were picked from the groups mid week's meetings. The researcher chose to use the descriptive survey research design which gave him the ability to get in-depth study of the research subjects and members could be approached easily and the discussions were done and questionnaires collected a day later to provide ample time to answer the questions at home. The results show that on a general note promotion of church activities has now been accepted as a good and effective strategy for church growth. It was noted that the promotional elements used may not have the same effectiveness in their use but all combined can bring a good results to the church leader. This therefore implies that church pastors be marketing oriented so that they employ some marketing strategies to be able to satisfy the needs of individual members either general members or leaders who lead others. Gone are the days when church leaders would lead without communication, segmenting and even providing assistants to the community event in markets like Zimbabwe in Africa.*

**Key words:** Perception, promotional strategies, church growth, Pentecostal churches

### **1. Introduction**

In the past non-profit organizations, such as hospitals, fire brigade, churches, Non-Governmental Organizations (NGOs), and community development groups, their growth was traditionally natural without firm based promotions since marketing oriented promotions were seen as only applicable to profit oriented firms. Today things have changed because all forms of organizations are now following the business-like approach of deliberately marketing services of non-profit firms such as churches, hospitals, fire fighters (Liao, Foreman, & Sargeant 2001; Lovelock & Weinberg 1989 etc. Hoyle (2002) supported that view by saying that regardless of the type, nature or size of the organization, its success is based on the promotion, so promotion has become an important tool to create awareness of the organization, its products, policies, special events, and the amount of time and money required to get the benefits offered by the organization. The success of the church's business cannot be achieved without promotion. (Kotler and Zaltman 1971) It is therefore applicable to religious congregations where the members struggle to bring new converts in the church, and also struggle to nurture them in the church as active participants, committed and involved fully in the day to day affairs of the church.

(<http://faithcommunitiestoday.org/research-basedproducts-congregational-leadership#factsongrowth>). Any successful organization is driven by its purpose for existence. As explained above the some Zimbabwean churches have adopted a marketing oriented approach in managing church organizations whereby various promotional strategies are employed in outreach and in reach programs through marketing information dissemination tools such as advertising, road shows, public relations, personal selling, decorating church venues, giving free gifts to visitors, prepare dinners for visitors, community based activities such as cleaning roads, hospital cleaning, provision of food to the needy, distribute clothes and blankets to prisoners, and many more.

In Zimbabwe the use of promotions has now been in operation for less than 15 years and may be taken as a drifting from the traditional church norms and values whereby the church was not promoted in newspapers, posters, billboards, radios, televisions and no decorations were used in church and this may be viewed as a sign of getting astray by coping business firms which are

moved by greed, exploitation and selfish desires to lure people into the business.. This research study, therefore, intends to find out people's present perception regarding the practice of engaging, aggressive promotional strategies to lure people into the church, especially in the Zimbabwean market as a move to boost church membership.

## 2. Literature Review

### 2.1. Perception

Perception can be defined as the arrangements, identification, and decoding of sensory information as a way of understanding the environment. According to the Farlex (2012) dictionary perception as "a basis for understanding, learning, and knowing or for motivating a particular action or reaction." Sensory perception relates to how people view and process stimuli through their five senses, (hearing, seeing, smelling, feeling, and tasting) and it relates to how people form personal views about companies and the merchandise they offer through the purchases they make. Businesses apply consumer perception models to find how their customers perceive them. Even non-profit organizations now use consumer perception theories to create church services and activities in order to retain current church members and attract new ones.

Siegel and Scrimshaw (2002) noted that members come to church in order to benefit from worship activities for example sharing the word, intercessory and personal prayers and gain spiritual satisfaction through mutual relationships with brethren (social benefits) and with God (up reach benefits). Attaway et al (1995) argues that intrinsically-oriented people's participation in religious worship activities are motivated by spiritual drives, whereas extrinsically-oriented individuals are moved by social motives in all they do in churches.

### 2.2. Promotional Strategies

Many research articles have evaluated the phenomenon of market focused approach in not for profit institutions (Graham 1995; Mayfield & Crompton 1995; Siu & Wilson 1998; Van der Haart 1990), including some studies of the antecedents of the market orientation (Evans, James, & Tomes 1996; Hayden 1992; Scrivens 1987) and also the linkage between market orientation and company performance (Balabanis, Stables, & Phillips 1997; Bennett 1998; Caruana, Ramaseshan, & Ewing 1998). The two scenarios require different performance measurements between the commercial entity (profit) and a church institution (get members recruited and retained). Most churches today set aside promotional budgets for church growth which covers a number of activities such as outreach posters, PA systems to broadcast their message to the outside world. It also covers bill boards, electronic, car stickers, fliers, free bibles, brochures, invitation cards, free gifts, free literature and church directories. Marketing function must integrate all of the organizational parts so that they centralise all efforts on the attainment of goals and objectives of the event as well as those of the organization itself. (Hoyle 2002) Events and church gatherings have been promoted through local newspapers, radio and television adverts, materials distribution and all these marketing communication tools have been used in Zimbabwe.

#### 2.2.1. Advertising: Media used

Advertising may be defined as any paid form of non-personal face to face encounter of ideas, products or services by a known sponsor' (Berkman and Gilson, 1987: 9) Advertising is necessary and important as an introductory promotion to a new market or in the first year of business operation and then word of mouth communication become effective when there is a core which can work as a reference group from which people refer. Advertising can be effective when the church organization does not have a strong base of committed members to rely upon. The promotional strategy for use when the church has a big pool of members is the word of mouth when members invite their friends to join the church, then advertising will continue to work as reminder and reinforcement strategy. ([www.makebelieve.me](http://www.makebelieve.me))

#### 2.2.2. Posters, Billboards and Banners

The outdoor advertising sector sells "exposure opportunities" based on the number of vehicles, or people passing billboards or banner sign sites (Belch and Belch 2005). In other words, the success of bill boards is based on the amount of traffic that pass besides them so they should be placed along busy roads and highways for their high market circulation. The churches have adopted this strategy of strategically pasting posters, billboards and banners alongside high traffic roads and pass ways to expose their church messages to most people. (Jefkins 1995)

##### 2.2.2.1. Bill boards

The advertising materials shown on bill boards is in pictures, copy, or other devices and is made in a way that it forcefully and persistently imposes itself upon the observation and attention its target audience, that is those who get into its influential zone. (Kotler 2000) The real benefit of a value of a sign or billboard is in its nearness to the passers-by who get the message vividly and finally takes an intended action. Billboards and advertising messages are normally of little value to the business until the great highways bring the targeted travellers get in view of them, read the message and their enhanced value will be realised when the target group takes some action as intended by the marketer. (Charles F. Floyd 1977)

##### 2.2.2.2. Platform, Transit and Terminal Posters

These are advertising materials that are pasted on vehicles, outside the venue and may also be inside the commuter Omni buses that transport people in the market territory. These have the strengths that message exposure is high because people see it for a

long time and the frequency of being exposed to it makes it sink deeper in the minds of the target market. It may be a good strategy for positioning the church's name in their minds. This view is explained by Belch and Belch (2005).

### 2.2.3. Personal Selling

This is the promotional strategy that is mostly suitable for unsought goods and services where customers are not aware of their needs. This is suitable because personal selling offers the details that go beyond the marketer's pre-determined plan unlike advertising, as the customer may ask for more details in order to be fully convinced that there is a need for the product or service. (Krepapa, Berthon, Webb, & Pitt 2003) In the case of church services only those already attending can see value from attending so one cannot be converted to attend through the message from a poster or newspaper advertisement. The proactive churches of today deliberately come up with trained people who are tasked to make face to face presentations to potential customers or members, and this can be done more than once until the potential church members are fully convinced of their need to attend church services, and in this approach the church can apply the customer-defined market orientation (Webb, Webster, & Krepapa 2000).

### 2.2.4. Evangelism Teams and Church Growth Task Force

It is true that a hit or miss attitude regarding church growth is negative and cannot yield any positive results, so churches must set aside a deliberate plan to have church growth. Different growth patterns are employed for different circumstances since the market is dynamic and at any one time the evangelism teams must always monitor the changes in the market in order to match strategies to market trends. (Mackenzie 1997) Different communities, (urban, rural, or farming) have varying spiritual needs and so the task forces must tailor programmes to suit each community group. The pastor is the key member in church growth programmes and therefore must have a clear vision for growth and be able to impart that vision to others and the congregation at large. (Prov. 29:18). The use of face to face promotional tool has proved to be most effective in church growth with evangelism teams going out to meet people in their homes in more relaxed environments (Kotler 2000) The church growth task force and evangelism teams are responsible for planning outreach programs and also implementing the set plans by going out in the market to canvass for new members. So far the churches that use this approach are Jehovah's Witnesses, Seventh day Adventists to mention but a few. According to Outreach Event master plan a number of people are tasked to be in charge of important strategic marketing activities at an outreach event for example;

<b>Leader</b>	<b>Activity Description</b>
Sound & lighting	To check sound quality and lighting in the venue and outside.
Stage hands & stage manager	Help with all stage work, e.g. announcements, managing the programme. Be familiar with master of ceremony tasks.
Audio/video recorder	Ensure that recordings are done properly. All camera men are well positioned to capture all stages of the event.
Greeters	Greeting and help directing visitors to their respective positions and give them programmes, literature and other materials.
Ushers	Responsible for seating people, distributing programs materials and responding to visitors' needs. Work with the greeters
Cleaning crew	Ensure that the venue is clean seats are cleaned from the start, during and after the event
Parking	Ensure that parking area is used orderly, traffic control, ensuring safety of vehicles.
Media coordinator	Spread event promotion materials use local newspapers, radio and television. distribution & communication flyers, mailers, posters, door hangers and more

*Table 1*

### 2.2.5. Greeters and Ushers (Foyer ministries)

As in the marketing gatherings the customers are warmly welcomed to the marketing arena, they receive a warm greeting, being directed to where they should sit or get the necessary materials. As in marketing management all people who get in touch with customers are trained how to handle, welcome, and helping them feel comfortable, so ushers and greeters are trained to handle church members (Kotler 2003). Greeters and ushers continue to serve the church members throughout the service period as a strategy for member retention through satisfaction with the services offered.

### 2.2.6. Road Shows and Presentations

Roadshows provide exciting opportunities for new and existing churches to display what they can offer to a potential customers in a free open space where they can interact with presenters. The church growth task force are given the opportunity to detail their purpose, their doctrines in brief and benefits of joining this organization (Kotler 2000). It spells out the unique aspects of the congregation from the rest. (Costco Roadshows 2010) It's an opportunity for potential members to evaluate and make conclusions on the offering being presented. This strategy has the advantage that you make plans and gather all the materials required for the event, such as free gifts are sourced, question sheets, people to work there are informed in advance.

### 2.3. Church Member Recruitment

For effective member recruitment, church members must obtain a copy of the residential map. Divide the map into units or sections, and number each house in each territory (Bryan 2010). Each member of the church is trained and join the church growth taskforce which is assigned an area to cover. If somebody new moves into their territory, the team member should visit and ask that person to come to church for fellowship at the church.

#### 2.3.1. Member Retention

Member retention can be defined as the strategies that a marketing institution (church) undertakes to decrease or eliminate chances of member defections. A church's ability to attract and maintain new members, does not necessarily depend on its services, but it relates to the way the church services its members and the image it creates within the community in general. Member retention is more than meeting the member's expectations but to exceed such expectations in order to become loyal ambassadors for the church. The purpose of recruiting church members is to have them be active in evangelising the gospel, therefore after the recruitment process members must be retained in active participation. It is more costly to turn a prospect (member) into a customer than maintaining the one already won. (Kotler 2003) Most Pentecostal churches have retention programmes to ensure that members persistently hold on to the faith. Some of the noted activities are out-of-church fun events which are interesting, fun and encouraging unity (Bryan 2010). These programs enhances social cohesiveness among members and provide social satisfaction which most people come to get in church. The praise and worship segment of the church programs play a major role in retaining the young people who come to church mostly for it There is nothing that turns young people off as much as passive, draggy, and boring music. The constant fear in today's congregations is that present members may lose interest in the church services if tis worship style is boring, music passive and the general environment dull, and may look for another church across town with vibrant music, attractive venues and better lighting (Bryan 2010).

As marketers identify needs of different groups and try to satisfying it, church leaders need to do the same to retain members. The church must train its key people in the congregation on how to manage the three basic generations in the church and ensure that they are attracted and kept in the church. Mulyanegara, et al. (2011) support this view that "the customer orientation dimension is concerned with respondents' perception of how well the church understands the needs of its members and the extent to which the range of services offered are designed based on this understanding of members' needs."

#### 2.4. Worship Venue

Apart from the aggressive use of promotional strategies, churches have adopted the same marketing approaches of decorating church pulpits and venues. Traditionally churches were not built in a way that is attractive, but marketing promotions started to appeal to them and expensive decorations have become a day to day practice in churches. Green plants and flowers are now used to beautify the sanctuary and also help to clean up the air. This improved worship environment is meant to create an attractive and interesting place to retain the congregation. It is important to note that the location of a church event may dictate the attendance, as well as the way the whole event is perceived by the people. Therefore this marketing aspect must be considered at the initial planning stage. The location may be a centre of attraction in the advertising and promotions features in newspaper articles, in bronchus, fliers and any other promotional materials. Today church events are considered to be important and a lot of money is set aside for decorating the church venues especially for special church services such as Easter service ceremony, the Holy Wedding ceremony. Weekly church services are also associated with beautiful decorations from hired members of the church or even from professional decorators. This approach has been borrowed from the business market orientation which consider the venue to be an image and reputation builder, and is a sign of seriousness of purpose unlike the traditional way churches were designed both inside and outside.

### 2.5. Church Growth

Steven et al. (2005, p. 77) defines church marketing as, 'The analysis, planning, and management of voluntary exchange between a church or religious organization and its constituents for the purpose of satisfying the needs of both parties. It concentrates on the analysis of constituents' needs, developing programs to meet these needs, providing these programs at the right time and place, communicating effectively with constituents, and attracting the resources needed to underwrite the activities of the organization.' In churches today, seems as if its purpose is more of entertainment than worship when we all agree that worship service should take place in an informal way which is friendly, has welcoming mood and sweet hearing music. If we consider this view it may imply that worship style becomes a matter of human taste and interests regardless of the dictates of the word of God (Bible) This statement can be acceptable but only if the whole concept is done according to the dictates God. (Michael 2005) Therefore, because of the marketing concept, pastors and elders (leaders) are pressured to conduct services according to the dictates of their customers (members) which are people oriented emotional, lively, practical, and relevant to people's tastes, in order to keep the church members interested in the form of worship. Ken Silver (2005) points out that it's sad that the church that used to work towards pleasing God has turned towards seeking to please man.

#### 2.5.1. Obstacles for Church Growth

Usually the issue of failure to grow by some churches is based on a number of factors. The first being that attitude contribute greatly to declining size of a church, for small churches have their own view as they look at themselves such as inability to have an effective evangelism programme. Growing churches have a positive feeling about their abilities to run a successful outreach programme. Other obstacles in the middle size churches are based on limited facilities. They may look down on themselves as not having enough personnel resources, limited financial resources, lack of vibrant administration and increasing complexity in its

operations. Having the right perception about growth and also growth strategies will enable large, medium and even small churches to grow in Zimbabwe and the world over. Bryan (2011) came up with a useful marketing model for making people know what a church has to offer, and also connecting with groups of people who have not yet joined the church.

### 2.6. Pentecostal Congregations /Churches

Pentecostalism is defined as a renewal movement within the Christianity realm that gives an emphasis on an individual encounter with God through the abstract baptism of fire and the Holy Spirit. This church movement is formed from many different churches groups, that are categorised out of similarity in factors – a belief that the power of the Holy Spirit manifest itself physically in people, especially through speaking in tongues, miracle healing and in material prosperity. Another factor about Pentecostals is that they believe that God rewards materially, as well as spiritually. The term Pentecostal came from the term Pentecost, which is the Greek name for the ‘Jewish Feast of Weeks’. On this memorable day, first Christians experienced the receiving of and the descent of the Holy Spirit power upon them as explained in the second chapter of the Book of Acts.(Acts 2:1-6). Today it has been observed that in Africa millions of people are competing to join various Pentecostal churches due to vows of miraculous healing and promises of prosperity and are attracting the continent's invalids, handicapped and poor. The summation of Pentecostals and Charismatics was less than 5 per cent a few decades ago but now their number has trebled over three decades ago. According to the World Christian Database, Pentecostals are representing about 12 per cent of Africa's population, or are about 107 million, which is a tremendous growth per annum.

### 3. Hypothesis for the Study

- H1. Advertising impact positively on church growth
- H2. Personal selling has a positive impact on church growth
- H3 Public relations has a positive impact on church growth.
- H4 Personal initiative has positive impact on church growth than promotional tools

### 4. Methodology

The researcher used a descriptive survey study design having the purpose of getting the primary data about the importance of using promotion in the acquisition of church members for today`s churches. The descriptive survey design enabled the researcher to evaluate the need for using marketing promotional tools for church growth in Zimbabwe since traditionally religious beliefs were not promoted as business activities. The research respondents for this study comprised of church members from Pentecostal churches because these have embraced the modern way of managing church organizations as business entities. The sample elements were drawn from six popular Pentecostal churches in Masvingo namely Family of God (FOG) (24), Apostolic Faith Mission (AFM) (23), Zimbabwe Assemblies of God Africa (ZAOGA) (24), Alliance Church (23), United Family International Church (UFIC) (23), and Christ Embassy (23), and all of them was 140. Of this number 132 questionnaires were returned and 8 could not be returned. A non-probability sampling technique was used, that is convenience sampling whereby respondents were randomly picked at church during break time on mid- week prayer meeting and on Sundays during worship services.

Advertising	No	Mini	Maxi	Mean	Standard Deviation
Church advertising	132	1	5	3.08	1.012
Advertise specific events of church activities	132	1	5	3.55	1.108
New members join due to adverts	132	1	5	2.99	.920
Posters are always important in church growth	132	1	5	3.96	.814
Adverts must be used for church growth	132	1	5	3.61	.913

Table 2: Advertising As A Church Promotion Tool

#### 4.1. Advertising

The respondents were asked to give their ratings on whether advertising is an important tool for promoting Pentecostal church growth, they indicated that advertising was not an effective tool and they strongly disagreed with that statement as indicated by the mean responses of 3.08, they however agreed with the second statement which says that advertising was effective in promoting specific church events with a 3.56 mean response. This could have been so because major church events are heavily advertised in the Masvingo market which normally would be having strong preachers from other places like South Africa or Harare. There is a reflection that overall respondents are not sure whether advertising has brought new members into the church or not. This is supported by a mean response of 2.99 and may be difficult to determine and measure since there are many factors that contribute to the coming of new members. The fourth statement that posters are an important tool in advertising church activities has been agreed upon by 77% respondents. Generally 67% agreed that advertising should be a useful tool for promoting church growth and while 27% were not sure whether it right to advertise or not to advertise church activities for growth. With the above results the researcher accepts hypothesis H1 which says that advertising impact positively on church growth. These results indicate that advertising is being used in the promotion of church activities and this practice is acceptable in the Pentecostal congregations in Zimbabwe although posters are the dominating medium and most effective.

<b>Personal Selling</b>	<b>No</b>	<b>Mini</b>	<b>Maxi</b>	<b>Mean</b>	<b>Standard Deviation</b>
Face to face most effective	132	1	5	3.98	1.119
We have face to face programs	132	2	5	3.48	.851
New members join due to face to face	132	1	5	3.57	1.093
New members join on their own initiative	132	2	5	3.58	.732
Face to face is most effective tool	132	2	5	3.92	.654

*Table 3: Personal Selling As A Church Promotion Tool*

#### 4.2. Personal Selling

Respondents were required to respond to five variables under personal selling as a church promotional tool. The 80.3% respondents agreed that face to face promotion of church services was effective with a mean of 3.98. Most Pentecostal churches (56%) have some form of face to face promotion to bring their friends to church, so had a mean of 3.48 which is not very far from 4. It was noted from the responses that new members joins the church through conviction from face to face method of promotion with a mean of 3.57 and a percentage respondents of 65.2% agreed. In trying to check whether new members join the on their own it was found that members do not just come but there would be some push from somewhere. Generally the respondents strongly agreed that face to face is most effective in promoting church growth. The researcher can safely accept the hypothesis H2 which says that personal selling has a positive impact on church growth due to the findings above. This could be that people join churches due to needs that need to be satisfied so the church must be clear on their offerings and must inform their market of those offerings through some promotional tools and methods. Since a church service may be classified as an unsought good to some people there is need to face them and convince them that they need to join and worship God.

<b>Public Relations</b>	<b>No</b>	<b>Mini</b>	<b>Maxi</b>	<b>Mean</b>	<b>Standard Deviation</b>
Venue decoration play a big role	132	1	5	4.29	.969
Free gifts to visitors as promotion	132	1	5	2.71	1.105
Church gives the needy as promotion	132	1	5	3.68	.966
Community services are important	132	1	5	4.02	.897
Public relations is effective in church promotion	132	1	5	4.04	.792

*Table 4: Public Relations As Church Promotion Tool*

#### 4.3. Public Relations

Overall responses regarding the venue decorations was that 83% agreed that the venue must be attractive, (mean 4.29) and the giving of free gifts to visitors was taken negatively with a mean of 2.71. Although Pentecostal churches are known for free giving to their pastors, they do not prefer to give visitors as a way to promote the church. Respondents were asked to rate the use of giving the disadvantaged as a public relations activity, and it was found that a mean of 3.68 was noted and 68.8% agreed that giving the needy was an important tool to promote church image. Community services were also rated whether it's useful or not according to church members, a mean of 4.02 was noted with an 85.4% agreeing that community service is important in promoting good name for the churches. Generally public relations activities were seen positively with a mean of 4.04 agreed to the statement (86.6% of respondents) The above results can be a strong basis for accepting the third hypothesis H3, which says that 'Public relations has a positive impact on church growth' These results shows that most Pentecostal churches are involved in activities such as decorations, community services, helping the needy in their areas. Therefore public relations must be used in improving church image and in turn will help church growth.

<b>Personal initiative factors</b>	<b>No</b>	<b>Mini</b>	<b>Maxi</b>	<b>Mean</b>	<b>Standard Deviation</b>
Never promote church activities	132	1	5	2.40	1.072
Promotion is for preacher's self-benefit	132	1	5	3.51	1.044
Billboards are effective in church promotion	132	2	5	3.74	.784
Church need no promotion at all	132	2	5	3.68	.772
Promotions must continue in churches	132	1	5	3.94	.902

*Table 5: Other Promotional Tools*

#### 4.4. Other Factors

The respondents have shown that they almost balanced their views about whether promotion is for personal benefit or for the church's benefit with a 52% saying it's for preachers benefits and a 48% taking promotion as a benefit to the church, (mean value 3.51). The use of billboards in promoting church activities was rated at mean value of 3.74 with a percentage of 66% agreeing

that they are effective in promoting church business. Do people really need promotion for them to join the church? Respondents have indicated that there is need for promotion in church business because a mean value of 3.68 shows a strong positive view. It was noted that on a general understanding there is need for promotion of church activities with a mean value of 3.94 and a 77% respondents agreed that church promotion must go on. This therefore makes it possible for the researcher to conclude by again accepting the last hypothesis H4 that most new members come to church not by own initiative but through some influence from already church members. This result shows that as given by Mulyanegara, et al (2011) church marketing is important now than ever since there are more and more churches coming and members of the church are now aware of their needs and are concerned about them satisfied more effectively

### 5. Managerial Implications

The results above shows that church marketing (promotion) can be a strong tool to enhance customer (Church member) satisfaction and be used as a tool for organizational growth in the not for profit institutions in the same way it does in the business sector. Church leaders, likewise must make use of promotion to enhance church growth and improve member satisfaction by member oriented programmes. The fact that today all forms of customers are aware of their needs and cannot be taken for granted, means that even church members who are volunteers must be satisfied with the worship services than just to give them a pastor centred worship service. Having carried out a study about church promotion made an impression that there is need for Pastors to employ promotional tools such as advertising (posters, newspaper, television and billboards), personal selling (door to door visits to talk to them about the church services), public relations ( all church activities that improve the way potential as well as church members have a positive view of the church), and be able to apply any other unique church activities that can improve communication between the church and its members as well as any other person in the community. Most churches now provide calendars, bottle openers, hats, T/shirts, dairies, flags and many more.

### 6. Further Research

This research study covered one aspect of marketing (promotion) in church marketing in Zimbabwe, other elements of church marketing can be studied in the same market since very little research have been done in the Zimbabwean market regarding the application of marketing concept in not for profit institutions. Again it's also important to study how locally formed African churches grow which do not use marketing gimmicks such as Apostolic churches which are scattered all over the country.

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