



Integrated Marketing Communications

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Abstract

Integrated Marketing Communications is one of the major factor that determines whether a firm will grow and stand in this competitive world or will be vanished under extreme competitions. Consumer's decisions are today not only determined by the income level but also by the marketing strategies adopted by them and how the company communicates to them. Advertising, Public Relations as well as Direct Marketing is actually proven to be a major force every firm is dealing with. Even a slightest of mistake in any of these areas will cost them not only their revenue but also the brand image that the company would have made with sheer hard work and perseverance. Public Relations is one of the newly concept that have evolved in the 21st century as the company have now understood that in order to gain revenue and improve brand image, it is important to have a relationship with the public that nurtures both the consumers as well as the company.

Keywords: integrated marketing communication, consumer purchase, buyers decision

Introduction

Integrated Communication Marketing, one of the most important factors in today's world for a successful organization and the success of the products introduced by the organization. It has various factors that had to be taken into consideration like consumer satisfaction, brand awareness, brand equity, marketing strategies, etc. Each strategy has its own importance which can be assessed from the results and impact of that strategy. IMC is supposed as a key competitive advantage in many organizations because sales and profit can be increased while saving the time, money and stress by applying IMC

Literature Review

Roles of Integrated Marketing Communication in Indian business (Sisodia D.S, 2010)

This paper focuses on the rise of integrated marketing communication (IMC) which has predisposed thinking and the actions who face the present reality of competition. This paper mainly discusses the impact of IMC in the Indian business scenario. The concept of IMC was well known internationally during the 1990's. Few years ago, a huge part of the overall marketing budget went to only advertising, however, it is not the same anymore. It is distributed into countless segments such as trade advancements, consumer preferment, branding strategies, Public Relation and Advertising. The shift in distribution of budget from out-dated marketing to IMC has been due to its strategy of marketing effectively in the dynamic world.

Integrated Marketing Communication: A Review Paper (Naeem B, 2013) [4]

The primary motivation behind this paper is to improve the comprehension of IMC and its effect on the business world. It will likewise refer to different contrasts amongst IMC and

conventional promoting. IMC is generally performed so to speak as opposed to in detachment. IMC is related with some positive elements like brand mindfulness, consumer loyalty, mark unwaveringness, positive brand picture, one of a kind brand affiliation, more noteworthy gainfulness, expanded deals and cost investment funds. It is a progressive stride due to an entire culture of offices, in-house divisions, and experts had grown up around the thought of detachment for publicizing, coordinate showcasing, deals advancement, and advertising endeavours, as opposed to the amicable, client focused arranging process that IMC requires. Invalid source specified.

An Exploration of New Frontiers and the Talents Needed to Succeed in the Wild World of Marketing (Dan, 2013) [1]

In this paper the principle centre is to investigate the possibility of ability utilizing synopsis comes about because of both quantitative review information and subjective examination from proficient talks and follow-up interviews. The methodology used in this research paper was conducting a survey of 200 people with z marketing connections in the marketing communication industry. The survey focused to find out the various skills and talents that respondents currently possess, skills and talents that respondents wanted to improve, positions for which respondents were presently qualified.

The Influence of the Integrated Marketing Communication on the Consumer Buying Behaviour (Olimpia O, 2015) [5]

The purpose of this paper is to highlight the influence of IMC on customer buying behaviour. Traditional marketing means as already mentioned have become inefficient in this business environment. In a parity market, the only way by which organizations may be differentiated is communication.

A model of customer conduct was created to stress the significance of information factors in purchasing choices and the ways the shoppers can identify with such choices. The main inputs were- a) sources of information – which came from the external environment; b) significant stimuli - information on the physical characteristics of the product, namely quality, price, service, features distinctive; c) symbolic stimuli - transmitted visual and verbal information about the features of the product; d) social stimuli - family, reference groups, social class.

Impact of Integrated Marketing Communication on Consumer Behaviour

Effects on Consumer Decision – Making Process (Milhart, 2012) [3]

In this exploration article, the feature is tied in with creating viable routes by which shoppers' needs could be fulfilled. Perceiving the correspondence pathways which impact purchaser conduct is a basic showcasing interchanges action, a definitive objective being the formation of advertising messages to achieve target gatherings of people through the most suitable channels. Receiving the approach agreeing with IMC is not some portion of the promoting blend, but rather an all-encompassing idea utilizing showcasing blend components to make and fortify associations with buyers and to send a bound together message, this article means to elucidate a few parts of the instrument of IMC effect on purchaser conduct, reflected likewise in the purchasing choice process.

The role of integrated marketing communication message typology in the development of communication strategies (Takalani, 2015) [8]

The role of integrated marketing communication message typology in the development of communication strategies may or may not be considered as an important factor. This literature review will focus on this problem.

IMC is defined as the combined use of promotional tools in order to bring about “clarity, consistency, and maximum communication impact.” Some people regard integrated marketing communication to be a new form of study and method whereas some consider IMC to be an old form of practice.

The Relationship between Integrated Marketing Communication, Market Orientation, and Brand Orientation (Mike Reid, 2005) [2]

Marketing communication plays an important role in building and maintaining stakeholder relationships, and in leveraging these relationships in terms of brand and channel equity. “Advertising and promotions of brands drive traffic and sales volume; marketing efforts and outcomes are measured and managed at the brand level; and brands are central to a firm's responses to short term competitive moves. In effect, brands have become the focal point of many a company's marketing efforts and are seen as a source of market power, competitive leverage and higher returns.” This research finds that customer orientation, competitor orientation, inter-functional coordination and profit emphasis are connected. These market orientations have been discussed efficiently in this literature.

Using events to drive an integrated marketing model (Rich, 2009) [6]

The article would discuss about the various internal events that drives an integrated marketing model. New guidelines and Strategic Experience Mapping should be changed in accordance with IMC for proper working. Various factors taken into account to find and analyse this article were advertising, analyst relations, public relations, direct marketing and events. The interdependent relationship between experiential programs and other marketing disciplines makes event marketing the natural model for re-engineering how IMC programs are created and activated. Knowing that an entire community of consumers, media and influencers will be in one place at one time has proven to be an effective lens for joining the work of multiple disciplines towards a common goal.

Impact of Integrated Marketing Communication on Consumers Purchase Decisions (Umbreen U, 2013) [9]

With various changes going on in this world, the personal preference of people is changing very fast. The companies have to make proper marketing decisions in order to attract their customers.

The methodology that has been used to find this research includes qualitative descriptive research and contains interviews and survey questionnaires. Qualitative descriptive design is well-considered fusion of population, sampling and data collection which are based on re-presentational and analysis. This covers various aspects like consumer decision, advertising, personal selling, technology, etc.

Research Methodology

The Research will be conducted by a pilot study and personal interviews of various customers, advertising consultants, and marketing professionals. The Interviews will normally be taken of employees, company as well as the customers. The research will generally be conducted on a sample roughly about 100-150 using sample random sampling method. The Research will generally be conducted with the help of questionnaire as well.

Sources of Data Collection

- *Primary Data:* The data is directly collected from both the employees as well the customers of a particular company.
- *Research Tool:* For the data collection, a questionnaire will be prepared and will be distributed among various sections of the society such as youth, middle aged, senior citizens etc. The questions will mainly revolve around various marketing concepts like Advertising; Public Relations affect the buyer's decision irrespective of the Income Level.

Questionnaire (Sample)

1. Age

- Less than 20
- 21-30
- 31-40
- 41-50
- 51 and above

2. Educational Qualification

- Less than secondary
- High school
- Bachelor’s Degree
- Master’s Degree

3. Does Marketing Communication affect your purchase behaviour?

- Yes
- Maybe
- No

4. Do Marketing Communications build relationship between you and the brand?

- Yes
- No

5. Is Marketing Communication important to you?

- Yes
- No

6. Rate the following factors/tools according to their importance for IMC

Table 1: Advertising

1	2	3	4	5
Unimportant				Very Important

Table 2: Personal Selling

1	2	3	4	5
Unimportant				Very Important

Table 3: Direct Marketing

1	2	3	4	5
Unimportant				Very Important

Table 4: Public Relation

1	2	3	4	5
Unimportant				Very Important

Table 5: Sales Promotion

1	2	3	4	5
Unimportant				Very Important

Table 6: Online Marketing

1	2	3	4	5
Unimportant				Very Important

7. What internal factors impact the selectivity of an institution?

- Mission of the institution
- Role of marketing and communication
- Profitability
- Organization Structure
- Corporate Culture

Results

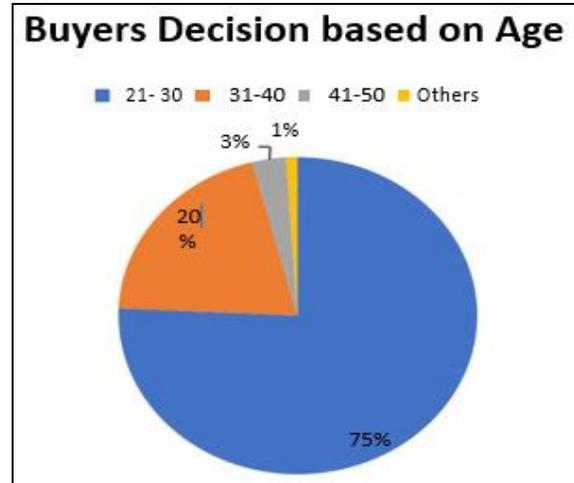


Fig 1

From a sample study of 100 people conducted, it was concluded that Marketing Communications is important in the 21st Century and also it affects the buyers or the consumer’s decision in the age bracket of 21-30 as well as 31-40(20%) (Figure 1).

Inclination towards marketing by the youth of 21-30(75%) age brackets is primarily due to the fact that the people normally in this age bracket are influenced by the changing market environment i.e. latest technology etc which enables the company to use a specific product that the people wants. The age bracket of 41-50(3%) is one of the least affected by the changing marketing scenario as the people in these brackets are normally prone or addicted to one particular brand (Example, XYZ at the age of 45 prefers to stay with M toothpaste rather than changing to N). Their Marketing Decision is not influenced by their income level and also by the changing market interest but by their interest for a specific product. These types of consumers will buy the certain brand even if it costs more. The people in the age bracket of 51-60 are not at all affected by the marketing communications and therefore they share a small percentage of 1%.

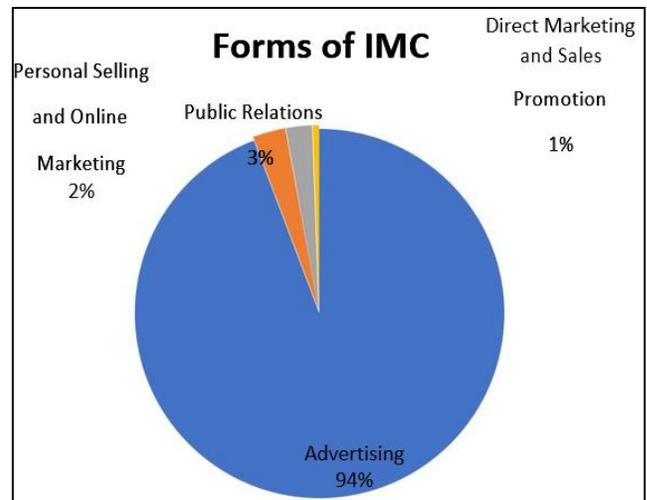


Fig 2

Advertising both traditional as well as modern have more importance for the people. According to the study, 50% of the people feel that advertising is the most important component of Integrated Marketing Communications as it enables them to connect to the new products launched by the company (Figure 2). Also from the point of view of company, it enables them to have a broader network which enables them to connect with the company. 25% of the people feel that Public Relations is important for the them(consumers) to know about the company and also it provides builds a relationship between the public as well as the consumers. 20% of consumers feel that Personal Selling and Online Marketing is an important component in IMC followed by 5% which constitutes Direct Marketing, Sales Promotion.

Conclusion

Integrated Marketing Communication or simply referred to as IMC is the main component or in other words, the spinal cord of the business. Just as without the spinal cord the human being cannot survive, without IMC the business cannot survive. Within few seconds, the stocks of the company are wasted because of the changing environment. From the above study, it was clearly understood that Integrated Marketing Communications is that force that induces the customers to product and make them buy it. Advertising, Public Relations as well as Sales Promotion are not just simple terms but they are the influencers for the product of a particular company. Also, today's youth is the one who is greatly influenced by the Marketing Strategies as compared to older age groups. With changing environment and a thirst to succeed at any cost, IMC in future will prove that a company can withstand any competitors under any circumstances only with the help of customers and not anything else.

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