

ASSESSING THE IMPACT OF INTEGRATED MARKETING COMMUNICATION ON CONSUMER IMPULSIVE BUYING BEHAVIOR

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ABSTRACT

The particular research study sheds light on the "integrated marketing communication" process and its impact on customers' buying behavior. Social factors are also important such as several groups, people, family and others. On the other hand, cultural factors also influence the buying behavior of the customers. After economic and functional aspects, cultural factors are most important because different people follow different types of culture, and according to their culture, they have to purchase some products.

Thus, the mentioned process supports the unity of all the communication tools of a company. The companies use different types of communication tools such as advertising, public relations, and others, which follow different strategies.

The researcher has adopted several methods and techniques for understanding and analysing the concept of the particular research topic. The researcher has used the positivism research philosophy and descriptive research design to understand the topic's basic idea. Therefore, according to the "integrated marketing communication" process, all the communication tools must follow the same strategy. After that, the behavior of customers influenced by factors is called the buying behavior of the customers. Thus, the concept of "impulsive buying behaviour" is analysed in this particular research study properly. Sometimes customers buy some goods and products suddenly, influenced by some factors and that is the "impulsive buying behavior" of the customers.

Keywords: IMC, Behavior, Customers, Profitability, Affordability, Productivity

Introduction

“Integrated marketing communication” is a process that supports the unity of all the elements of marketing communication. The elements of marketing communication such as social media, public relations, advertising and others are very important for the development of the economic condition of the companies. Therefore, the purpose of this “integrated marketing communication” process is to ensure that all the elements of communication are maintaining the same strategy. Apart from that, when a customer purchases a product without any planning that is called the “impulsive buying behavior” of the customers. There are several factors that influence the “impulsive buying behavior” of the customers and all the factors are analysed briefly in this particular research study.

IMC blends various promotional tools and communication/marketing/advertising services and techniques to maximize profit. IMC is ultimately achieved through concise and consistent messaging that fosters familiarity

and consumer affinity. Effective IMC messages and images are meaningful and useful to consumers, messaging and branding consistency - a proven IMC concept - yield customer satisfaction and loyalty. Integrated marketing communication [IMC] plays an integral role in communicating brand message to a larger audience. It goes a long way in creating brand awareness among customers at a minimal cost. The ultimate goal of IMC is to setup customer-oriented sensibilities, help in resource allocation, achieve competitive advantage and develop business process in all direction of organization and its operations that add value for its customer and also influence the behavior target audience. Pothys is one of the best apparel retail show rooms in South India having the vision and mission to provide customer satisfaction and to reach more customers.

Literature review**“Integrated marketing communication”****Table 1: Components of IMC**

Components of IMC	Includes
The foundation	It includes the attitude of the buyers, the behavior of the customers and others
Corporate culture	It includes capabilities, vision, culture and corporation
The focus of the brand	It includes the logo, identity of the corporate, tagline of the brand
Experience of the customer	It includes the design of the products, quality of the products and service
Tools of communication	It includes direct marketing, advertising, online communication and others
Promotional tools	It includes trade promotions, database marketing, sponsorship programs and others
Integration tools	It includes CRM, marketing automation and others

(Source: [1])

"Integrated marketing communication" or IMC is an innovative way or process to unify all the marketing communication tools. Therefore, the mentioned process helps to enhance the number of customers for the companies [1]. Apart from that, the said process impacts the customers' buying behavior, which is essential for any business company. Thus, the tools that make the IMC process are advertising, public relations, personal selling, direct marketing and sales promotion. On the other hand, the "integrated marketing communication" process significantly influences the "impulsive buying behavior" of the customers. Thus, the purpose of this particular research study is to analyse the impacts of "integrated marketing communication" on the "impulsive buying behavior" of the customers. Therefore, a good strategy of IMC is essential to convince the

customers to purchase a product. Furthermore, the researcher has used secondary and qualitative methods to collect and analyse data in this particular research study.

Apart from that, some components are essential, and there are several types of factors of those components that influence the customers' buying behavior. Corporate culture, such as capabilities of the corporation, vision and culture of the corporation, are the main factors of this component [2]. After that, they focus on the brand as another component and logo, tagline and identity if the brand is the main factor. Similarly, the customers' experience, all the communication tools, promotional tools and integration tools are equally essential components in integrated marketing communication.

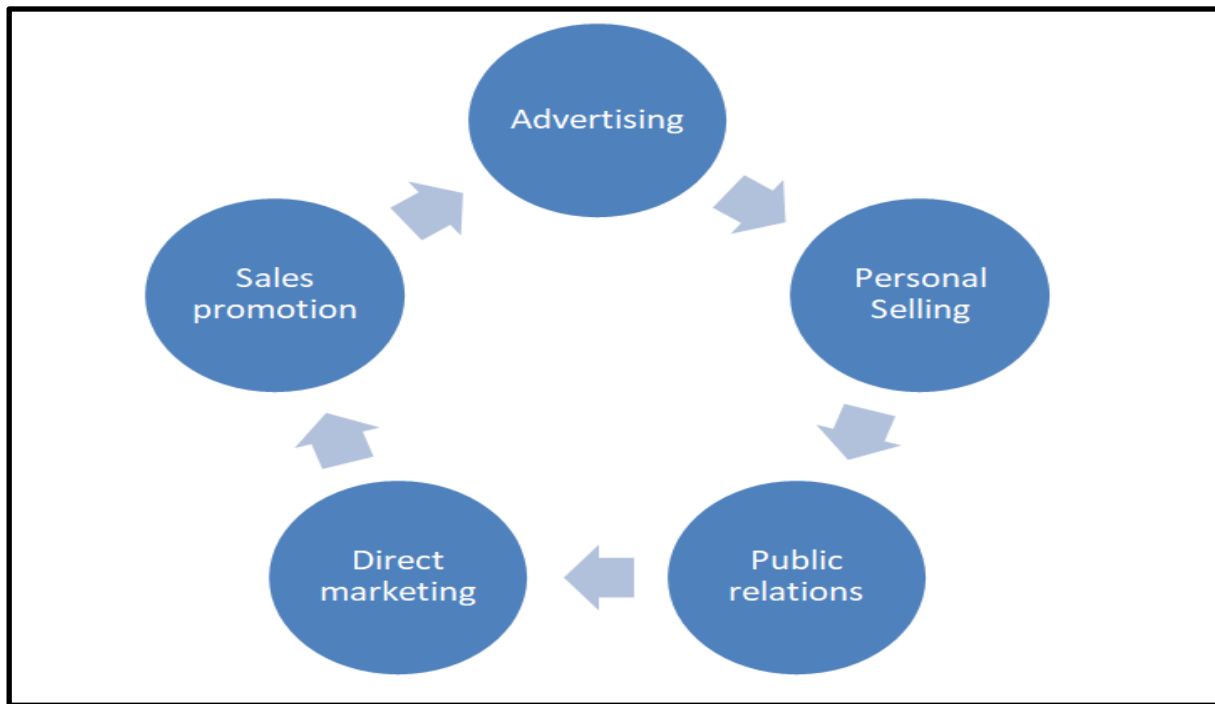


Figure 1: “Integrated marketing communication” tools
(Source: [2])

Impulsive buying behavior

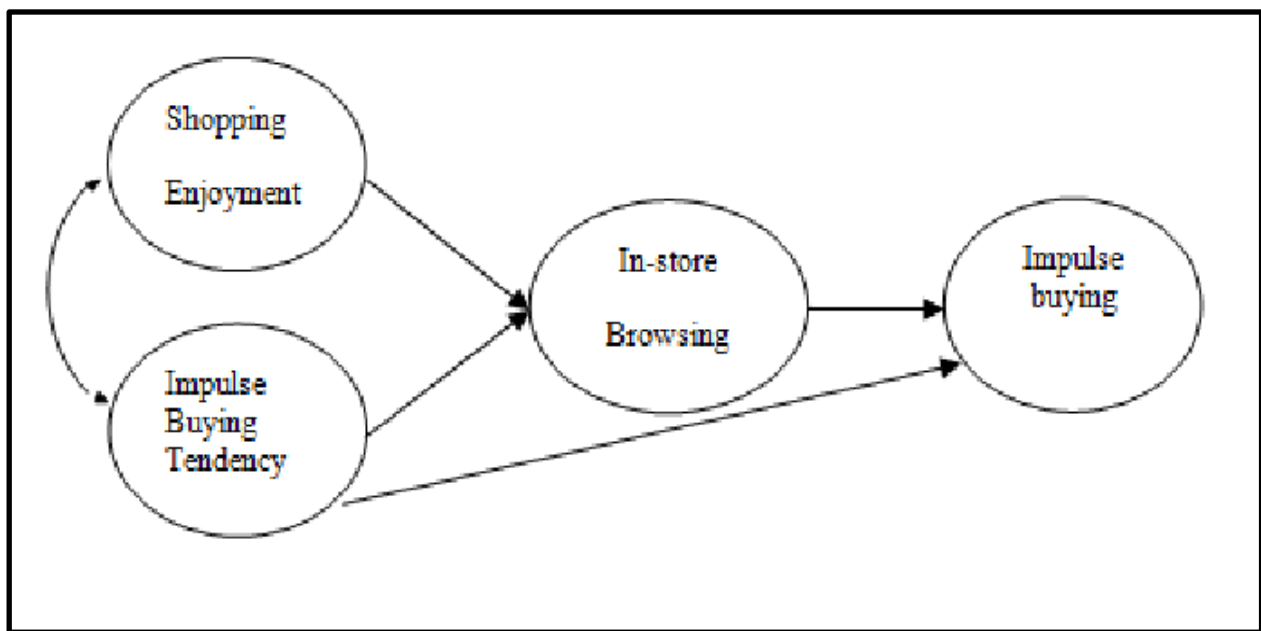
Table 2: factors that impact impulsive buying of customers and their reason

Factors that affect impulsive buying	Reasons
Economic factors	Affordability of people influence the purchasing of people
Functional factors	This includes the needs of the customers
Psychological factors	Psychological factors such as learning, motivation, beliefs, perception and others influence the purchasing of people
Social factors	Social factors such as family, groups and others influence the purchasing of people
Cultural factors	Cultural factors influence the buying decisions of people as different people are from different culture

(Source: [3])

Buying behavior of the customers is significant for business companies. Therefore, different customers have different types of buying behavior. Among them, "impulsive buying behavior" is when the customers purchase some goods and products without any planning. Sometimes customers buy some products when some factors suddenly influence them, called the "impulsive buying behavior" [3]. Therefore, several factors influence the

customers during the "impulsive buying behavior"; among them, the most critical five factors are analyzed in the table. After that, the financial factors are the most important factors that influence the customers' buying behavior. Thus, it can be said that the economic factor is the most critical because sometimes people buy some products because of their stable financial condition.

**Figure 2: Impulsive buying**

(Source: [4])

Apart from that, functional factors are also important that support the needs of the customers. Sometimes the customers buy something for completing their needs, but that is not planned previously, and that is also called the "impulsive buying behavior" of the customers. There are some psychological factors such as beliefs, perception, learning and others [4].

Objective

The main objective is to analyse the "integrated marketing communication" in this particular research study.

Methods and Techniques

The research approach is quantitative. The research is based upon secondary data. Literature derived from journals, publications, magazines, central and state government websites and newspaper articles are contacted for the study.

Results and Discussions

Effect of "integrated marketing communication" on impulsive buying behavior

The major factors of "integrated marketing communication" are analysed in this particular research study properly. Several factors influence the "impulsive buying behavior" of the customers, but some specific aspects of "integrated marketing communication" affect the customers' buying behavior. Therefore, there are mainly five factors of IMC that affect the "impulsive buying behavior" [10]. Thus, advertising, sales promotion, public relations, internet marketing, and direct marketing are the five factors. After that, advertising is one of the most used marketing communication tools that help gain the customers' attention.

Furthermore, business companies make some advertising about their product specifications, and that helps them to attract the customers. Therefore, advertising sometimes influences the "impulsive buying behavior" of the customers largely.

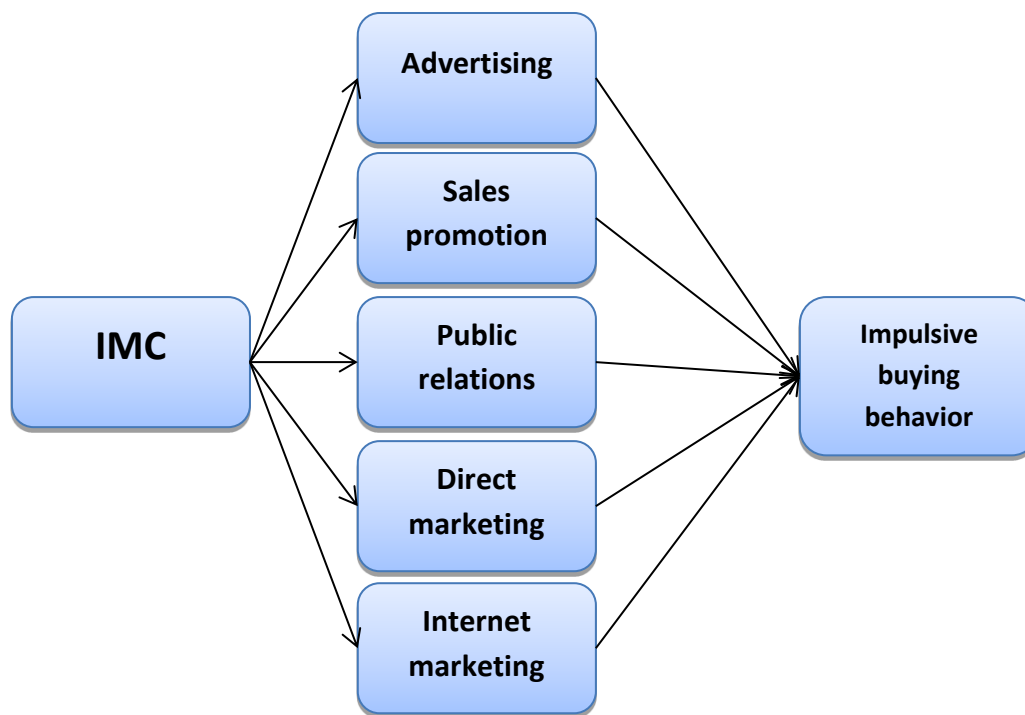


Figure 4: Effect of “integrated marketing communication” on impulsive buying behavior

(Source: [11])

On the other hand, public relations with the companies are also important because sometimes good ties influence the "impulsive buying behavior". Apart from that, sales promotion and direct marketing are other essential components of "integrated marketing communication" that also affect the impulsive behavior of the customers [11]. Thus, sales promotion is when a company promotes their sales and the customers' feedback towards their products. Therefore, this process is effective to attract customers to purchase some products. In addition, internet marketing is another crucial factor because the usage of the internet and digital applications has increased. Hence, by using the internet marketing process, the companies can provide the specifications of their products to people at the same time [12]. Thus, the usage of internet marketing is not expensive and helps to enhance the number of customers. Furthermore, the process is efficient and effective to influence "impulsive buying behavior".

Persuasive communication is considered to be important in the context of integrated marketing. It is necessary to influence consumer buying behavior through the scenario of communication messages. Communication message is believed to have a good effect on the impulsive buying behavior of the consumer. The capitalization of integrated

marketing communication plays the most vital role in forming purchasing decision-making for the consumer. Relevance and quality of decision are also significant, as it helps in the capitalization of purchasing capacity.

Furthermore, the value of goods and services need to be better for influencing the mindset of impulsive consumers. Sociological variables can play a significant role in the perspective of communication campaigns. Generation of economic effects in both short-term and long-term are required to be involved in the scenario of better profitability. The capitalization of an integrated marketing campaign is significant as it facilitates the transmission of messages in marketing communication.

Conclusion

It is identified that "integrated marketing communication" is an efficient and effective process to influence the customer for purchasing the products. Therefore, the "impulsive buying behavior" of the customers is affected or controlled by several factors. Therefore, all the elements are analyzed and equally important to influence the customers for buying some products. Thus, "integrated marketing communication" increases the communication skills of the companies, and they become capable of convincing the customers to purchase some products.

Therefore, the process of "integrated marketing communication" plays a vital role in "impulsive buying behavior".

Challenges and managerial implications

To implement integrated marketing communication, understanding the buying behaviour of consumers becomes difficult. There have been frequent changes in consumers' buying behaviour, which can impact decision-making in the long term. Management of an organization has to evaluate

the market continually for understanding buying behavior of impulsive consumers.

Limitations and future scope

The study has been conducted in limited time and budget. The availability of more time and budget are necessary for making the study more effective. The study outcome will be beneficial in the context of making business decision-making. To implement initiatives of digital marketing, understating buying behavior of consumers gets essential.

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