

Effectiveness of Integrated Marketing Communications

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Abstract

Integrated Marketing Communications (IMC) is being practiced worldwide at huge scale. The motivation behind this research paper is to upgrade the understanding of what is IMC, its effect and the distinction between IMC and traditional advertising. It uses a combination of communication, marketing, advertising services and techniques to for marketing. IMC is ultimately achieved through concise and consistent marketing of products through both traditional marketing and online marketing. IMC is related with some positive outcomes like brand management, consumer loyalty, brand reliability, positive brand image, one of a kind brand association, greater benefit, expanded deals and cost reserve funds. IMC has significant effect on consumers compared to traditional marketing strategies.

The study was conducted on both the primary and secondary data. Primary data is collected from 100 respondents through online questionnaire and secondary data is collected from books and websites. Research objective is to understand effectiveness and importance of Integrated Marketing Communications. The research has come to a conclusion that Integrated Marketing communications has greater effect on minds of consumers. Combination of both traditional and online marketing has lasting impact on consumers.

Keywords: Integrated Marketing Communications, Traditional Marketing, Online Marketing etc.

1.Introduction

“At the heart of any business strategy is a marketing strategy; Businesses exist to deliver products that satisfy customers”.

Integrated marketing communication (IMC) is an approach used by organisations to brand and coordinate their communication efforts. The American Association of Advertising Agencies defines IMC as "a concept that recognises the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines, and combines these disciplines to provide clarity, consistency and maximum communication impact."

Integrated Marketing Communication is imperative to have a focused edge in the market. With expanding measure of advertising research, the inclinations of clients are very notable to administrators. With this mastery close by, the chiefs can plan the advertising correspondences that are adjusted to the customer's inclinations and simultaneously it is discussed when the buyer needs to for example the perfect time. This is basic for brand the board and guarantee that clients have a solid liking towards the item. As John Wanamaker (1838-1922) authored the adage "A large portion of the cash I spend on promoting is squandered; the difficulty is I don't know which half", is no more the case here. With cutting edge information examination, the active clicking factor of online promotions and the utilisation of practical methodology of online advertisements have made coordinated showcasing correspondences the need of great importance. On the off chance that the correct message is just appeared at the perfect spot at the ideal time to the correct possibility, the possibility s of changing over the possibility into potential shopper is high however at the cost that is negligible. The consistency that IMC brings is extremely honourable. Assume an individual needs a cell phone, and the channels that the organisation or an advertiser has picked are online media or computerised media based, at that point the consistency in getting the correct message for the possibility is missing. Be that as it may, in the event that the possibility additionally finds a workable pace through TVCs, at that point the

target of predictable IMC is accomplished. On the off chance that the vision is that the client is the ruler, at that point through IMC the lord gets truly fulfilled.

Online Marketing is the craftsmanship and study of selling items and additionally benefits over advanced systems, for example, the Internet and mobile phone systems. The specialty of web based showcasing includes finding the privilege web based promoting blend of techniques that interests to your objective market and will really convert into deals. The study of web based advertising is the exploration and investigation that goes into both picking the web based showcasing techniques to utilise and estimating the achievement of those web based promoting methodologies.

Traditional Marketing organisations legitimately target and discover clients, while through computerised advertising their goal is to have individuals discover them. Achievement of an advanced promoting profoundly relies upon the clients approaching the Internet and being comfortable with the channels used to target them, be those interpersonal organisations or sites. Then again, conventional strategies like papers, magazines, TV or radio or road showcasing are available for the vast lion's share of individuals. Some conventional techniques, similar to occasions and road advertising as a rule, permit organisations to have an individual cooperation with their clients and get immediate and continuous input, which goes to be amazingly significant when testing new items to be propelled.

2.Literature Review

1) Effectiveness in Integrated Marketing Communications: A Study on Coca-Cola and Pepsi in Spain and the United States.

It might be reasoned that the chosen collection of things precisely decide if an organisation deals with its showcasing correspondences as Integrated Marketing Communications.

Subsequent to approving the model utilised, in view of the diverse past examinations distributed, the observation comparability among customers and experts has been demonstrated. The finishes of this proposition could prompt future research that reinforces the understanding that the shoppers have about incorporated promoting interchanges made by organisations, and how being a client versus a substantial client may impact said discernment.

2) Philip Kotler & Kevin Lane Keller, Marketing Management, New Delhi, Pearson Education, 2006

Integrated marketing communications can deliver more grounded message consistency and more prominent deals sway. It powers the executives to consider each way the customer interacts with the organisation, how the organisation conveys its situating the overall significance of every platform and timing issues. It gives some duty to bind together the organisation's image picture and astoundingly through a great many organisation exercises. IMC ought to improve the organisation's capacity to arrive at right customers, with the correct message, at perfect time in the ideal spot. In this way individual and non-individual communication channels ought to be consolidated to accomplish maximum effect.

3) Kirti Dutta, Integrated Marketing Communications, New Delhi, OXFORD University Press, 2016

Book discusses the current trends and best practices. It introduces them on a sound theoretical background. It also Provides various industry insights and IMC practices and strategies that are used by Indian and global companies. It includes exclusive chapters on mobile marketing, hiring and motivating sales force, point of purchase advertising, corporate image management, and brand building. It Focuses on emerging issues like consumer service, online and mobile advertising, media buying, event and sponsorship management, and media management.

4) Judy Strauss & Raymond Frost, E-Marketing, New Delhi, Pearson Education Inc., Indian Reprint, 2006

This book discusses electronic marketing i.e. E-marketing not just as the list of new ideas and techniques about marketing, but as a set of concepts and theories in the field of marketing. It also examines the performance metrics and cutting-edge business strategies that generate profit while simultaneously m

delivering customer value. The book introduces new visual models that tell us the concept relationships for each chapter in this book.

3. Research Methodology

The first step is to formulate a research design. This means planning a strategy of conducting research. It is a detailed plan of how the goals of research will be achieved.

The survey method is the technique of gathering data by asking questions from people who are thought to have the desired information.

Research problem

1. Should companies integrate various marketing tools to communicate about their products?
2. How do consumers get awareness about different products?
3. What important role online marketing plays in company's marketing strategy?

Research Objectives

Based on the above research problems, the research objectives are as follows,

1. To understand the importance of Integrated Marketing Communication.
2. To understand the importance of Online advertising in changing market scenario.
3. To identify the limitations of online marketing as IMC tool.

Data collection: The data is collected through online questionnaire for this research.

Primary: The primary data is collected through respondents by online questionnaires.

Secondary: The data is collected through magazines, books, online articles and online tools for marketing.

Sampling methods: The random sampling method will be used to collect the data.

Sample size: For this research sample size of 100 respondents is used.

Area of sample: The respondents will be from Western part of Mumbai.

Limitations of the study:

The study has been developed for Mumbai western line only, which might be a limitation. Thus, distinct questionnaires for professionals and consumers were used, despite the validation of the model used.

4. Data Interpretation and analysis:

Figure 4.1

According to the figure 1.1 ,49% of the respondents are female and other 51% respondents are male.

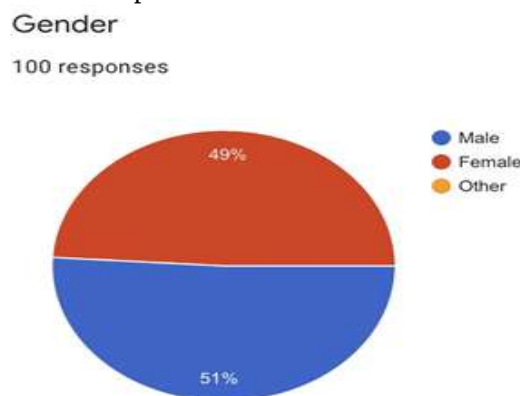


Figure 4.2

47% of the respondents belong to age category of 18-25 years. To the age category of 25-35 years there are 39% respondents. In the age category 35-45 and 45 above there are 9% and 5% respondents respectively.

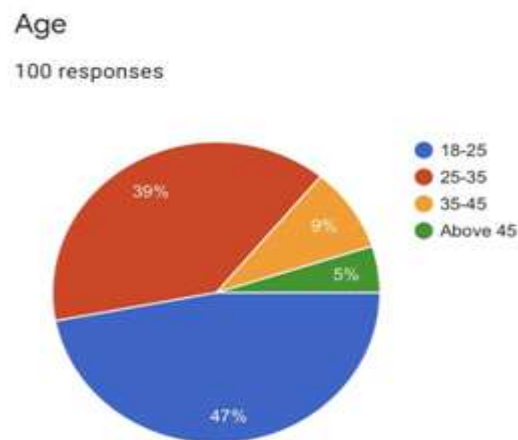
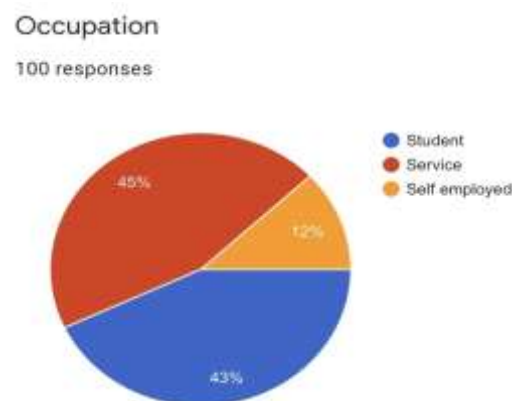


Figure 4.3



Among all respondents 43% are students and 45% of the respondents are employed in service. Rest 12% respondents are self employed.

Figure 4.4

It is understood from the above graph that 84% of the respondents do not rely on only one medium to get knowledge about brand and rest 16% rely on only one medium.

Do you rely on only one medium to get knowledge about the brand?

100 responses

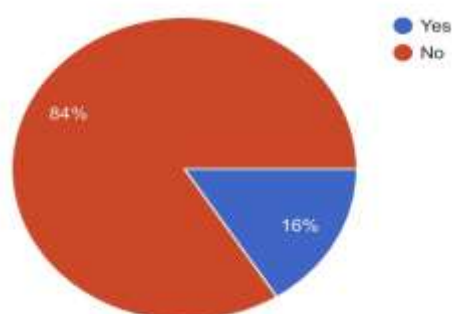


Figure 4.5

47% respondents prefer online media. 24% and 17% of respondents prefer Television commercials and outdoor media respectively. 8% of the respondents prefer print ads and rest 4% respondents prefer In-store promotions.

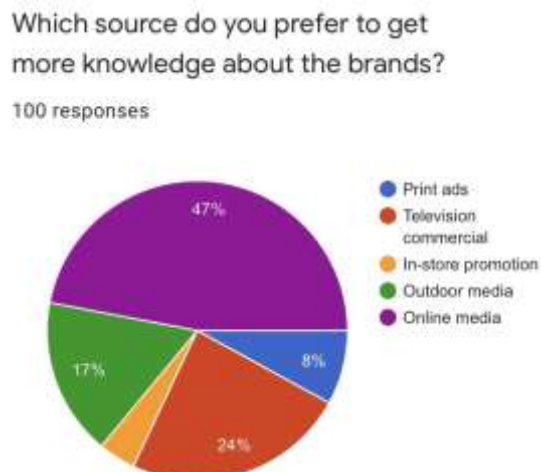
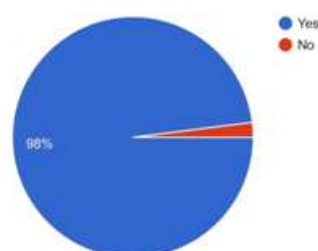


Figure 4.6

Are you knowledgeable about the usage of internet?

100 responses

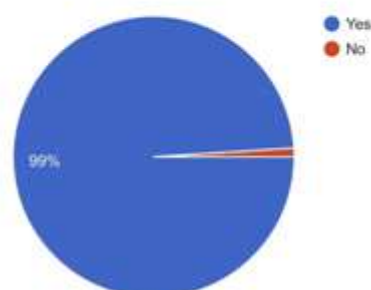


According to above graph 98% of the respondents are knowledgeable about the usage of internet and rest 2% are not knowledgeable.

Figure 4.7

Do you think it is necessary to take time before making purchase decisions?

100 responses

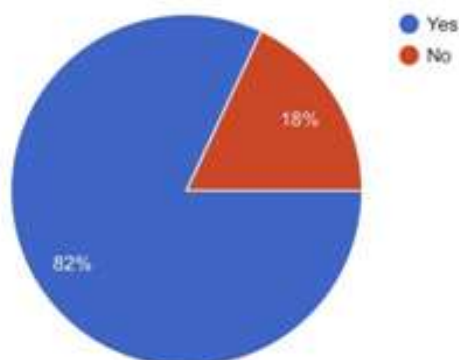


99% of the respondents think it is necessary to take time before making purchase decisions and rest 1% don't.

Figure 4.8

Do you think you spend lot of time online?

100 responses

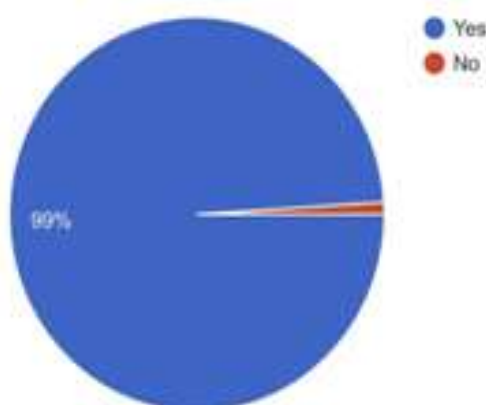


82% of the respondents think that they spend lot of time online and rest 18% of the respondents don't.

Figure 4.9

Do you think the companies should use online platforms for marketing activities?

100 responses



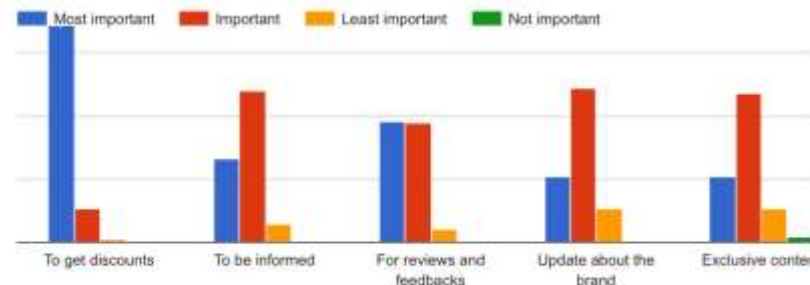
99% of the respondents think that companies should use online platforms for marketing activities and rest 1% respondents don't.

Figure 4.10

From above graph it is understood that respondents feel mainly discounts and reviews and feedbacks motivates them to like or follow brands on online platform.

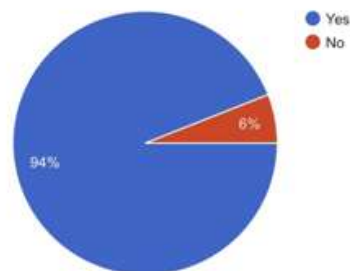
Figure 4.11

Rate the following factors according to their motivation for liking or following brands on online platforms.



Do you prefer online marketing over traditional marketing?

100 responses

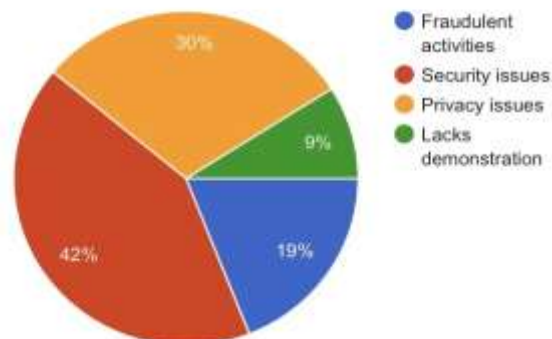


According to above figure 94% of the respondents prefer online marketing over traditional marketing and rest 6% do not prefer traditional marketing.

Figure 4.12

What loopholes does online marketing have according to you?

100 responses



42% of the respondents think that security issues are the biggest loopholes. 30% respondents say that privacy issues are also loopholes. 19% respondents and 9% respondents think fraudulent activities and lack of demonstration are also loopholes respectively.

5. Conclusion

It is concluded from the above study that most of the respondents prefer using multiple marketing platforms to gain knowledge about products. Respondents prefer online marketing over traditional marketing. Respondents tend to like or follow brands on various platforms for discounts, reviews and feedbacks, updates about the brands.

6. Recommendations

It is recommended that the companies should use combination of various online and traditional marketing tools to communicate with consumers. Loopholes in online marketing like security issues, privacy issues, fraudulent practices need to be addressed. The future study can be conducted on this topic by evaluating consumer response to every individual tool of marketing.

7. References

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