



# MARKETING COMMUNICATION AND ITS IMPACT ON CONSUMER PURCHASE INTENTION

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## Abstract

It is a well known fact that all companies depend on various tools of marketing to sell their product and to communicate prospective brand values to their existing and expected consumers. As new trends emerge marketing communication has become an important element in all the business organisations which can not be ignored and henceforth traditional marketing practices have swept away and have made way for a system of integrated marketing communication which includes a mix of marketing practices such as Advertisement, Personal selling, Sales Promotion, Experiences and Sales Events. As we know that with a huge surge in the available information the customers have widened their reach and hence the value of marketing communication has gone up considerably. Therefore we tend to use the Marketing Communication tools to influence the behaviour of our targeted customer. Also the companies need to keep in mind that the marketing communication tools are used intelligently so as to correctly influence the audience. This Research Paper aims to study the impact of marketing communication on customer purchase intention after taking into consideration success stories of several organisations who are able to grab customer attention successfully with the help of an integrated system of marketing communication. The purpose of this research paper is to determine if the planned use of various tools of integrated marketing communication is actually a medium to influence the purchase intentions of various types of customers be it expected or existing ones.

### Keywords

Marketing communication, Consumer Decision Making Process, Purchase Intention, Advertisement, Promotion, Social media Marketing

### Introduction

"Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers - directly, or indirectly - about the products and brands that they sell." (Kotler and Keller) (Keller, 2011). In the present era the competition is very intense in the market where both domestic and international firms are competing to grab the customers in market, amidst all this competition a well planned system of integrated marketing communication is one of the most important tool to grab customer attention and also to influence their decisions. Marketing communications makes use of various tools of marketing such as Advertisement, Personal Selling, Promotional strategies, Events and Experiences. This system also includes gathering the most important information about the beliefs, attitudes, perceptions and buying behaviours of the customer so as to survive in this economically competitive market. And with the shift from caveat emptor approach to the caveat venditor approach which states "Let the Vendor beware", it is very important for any firm to not just persuade their customers to buy their products or services but the real essence of this approach is to satisfy the customer which can only happen if the organisation understands its customers well by gathering the most appropriate information about them and using such information to connect to their audiences i.e. the customers of the firm. One important goal of a successful marketing communication system is to develop ways by which we could satisfy the needs and wants of the customer. Another important aspect of marketing communications system is to deliver the so created marketing messages to the customers and the ultimate goal of it is to develop channels through which we can distribute information in the network of our targeted customers. Adopting to this system of integrated marketing communication aims at delivering information to the targeted consumers and deliver a unified message to them so as to influence their decision making process and hence their purchase intentions. We cannot ignore the fact that the customers expectations are also framed by the marketing communications and these communications such as advertising are a source of information and also motivate them while making decisions of purchase. These communications also inform the past, present and the potential customers that the product is still in use as it tends to project the product or service in the best light. The marketers may thus use it as an effective tool of presenting the product as attractive by making use of light hearted scenarios to grab the attention of the customers. Also as we know that communication is a multi dimensional aspect where not just written communication matters but non spoken and intended communication is far more a successful tool to communicate nowadays. So we can use the communication as a "Weapon" in the competition war and hence in the parity market, communication is the only way by which the business firms may be differentiated and this would enable them to gain competitive advantage over other firms. But also not to forget the fact that information is a factor which can be constantly copied and also be capitalised over

therefore it is very much evident that marketing communication practices need to be constantly researched over and thus presented to the customers. Thus a company must use its integrated marketing communication system constantly to maintain long term relationships with their “existing” and “potential” customers. As Beth Comstock said “You can’t sell anything if you can’t tell anything. (Comstock, 2015)”

### **Literature Review**

(Aron, 2006) In his research paper David Aron concludes that after analysing the competition and the loyalty of consumers of an organisation, one must look after a customer who encounters marketing communications on a day to day basis and plan as of how to target the customers very carefully.

(Mehaila, 2014) In the following research paper which analyses how the system of integrated marketing communication have an impact on the buying behaviour of a consumer. The study finds out that in today’s market when the products are very close and identical integrated marketing communication is the only set of tolls through which we can establish a relationship with the consumers and helps in maintaining our growth of profit. It also says that advertisements and other strategies are very much prone to be copied by others so integrated marketing communication is where the company must be updated in all aspects. The company must take into account the expectations of its consumers and then design its communications in the most optimum and economical manner and make sure that it reaches the target set of customers.

(Danaher, 2008) The study of this paper was done to compare various tools within the marketing communication mix so as to determine the impact of delivery of information by each of the tools of system of integrated marketing communication. It was found that people prefer different forms of communication at workplace and at home. People would prefer communication by e-mails or sms which ensures that the delivery of message is quick and just on the point however the same person at home would rather prefer a marketing strategy which drives more of his interest and would lure him more into the brand. Therefore an appropriate study must be done so as to draft the marketing messages and also very good attention must be paid to check the delivery channel as not only the communication but also its length and more importantly its delivery mode would put a great emphasis on the response from the consumer’s side which eventually is the most important element of the marketing communication process.

(Jovanovic, 2016) This study includes a group of people who were made to answer certain questions related to the type of advertisements which motivate them to purchase a specific product. As we know companies use various forms of advertising i.e. in one they might motivate their consumers to purchase their product or in one they might show the negative impacts of not using their products. At some point all of us have seen each kind of advertisement but both of them puts opposite impacts on the minds of consumers and thus lures them into buying the product. This paper explores various marketing channels and defines usefulness of each for the marketer.

(Erdil, 2015) This Research paper aims to draw a relationship between brand image and such factors and a consumer’s intention to purchase a product. There are tools of integrated marketing communication system which impact a customer’s decision making process. Out of these tools pricing plays a vital role in influencing the customer, wherein higher prices are a negative driver for the consumer similiarly a good brand image which is built through

intensive advertising motivates a consumer positively to buy a product or service of a company. Other factors like customer perceived risk and store image are also factors which influence a customer's purchase intention. Thus the research paper suggests that all the companies must follow a holistic approach of marketing to build a positive brand image which influences a customer's decision making process.

(Balakrishnan, 2014) As we know a major majority of people now prefer to shop online through various portals like Amazon, Myntra and Flipkart, which are some very popular portals through which people shop online. The research was based on primary data and samples of generation Y was collected from students of Malaysia University. The research concluded that various forms of marketing such as online advertising and discounts are a major factor which drives the generation Y to buy products on online platforms instead of offline shopping.

(Danaher P. J., 2008) The research paper aims to compare traditional marketing communication approach to the new modernised approach of marketing communication mix. It was found out that as marketers explore new mediums of delivery of marketing communication, the more tech savvy generation does prefer emails and sms as a vital source of information and pay attention to them however there exists a more amount of trust on the traditional channels of marketing such as television commercials and big bill boards, it was told that customers still trust more after watching a television commercial however the new generation is also slowly adapting to emails and sms for their informational needs.

(Oana, 2018) Duralia in his research paper explores a connect between the marketing strategies of a company and its influence on the customer behaviour. For this purpose samples were collected and not only a relationship between the above five factors was established but also various channels of communication and impact of each one of them was studied. It was concluded that the topic of integrated marketing communication was ever evolving and there is no firm strategy upon which any company could rely on forever. However the ultimate goal is to find a new strategy which would position the brand in the minds of customers and also about finding a strategy which is different from the competitors in a time where information is more prone to get copied.

The American Advertising Association defined Integrated Marketing Communication in 1989 as, "A concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines (e.g. advertising, direct response, sales promotion, and public relations) and combines these disciplines to provide clarity, consistency and maximum communication impact." (Association, 2018)

In 1999 Kotler defines Marketing Communication as, "the concept under which a company carefully integrates and coordinates its many communications channels to deliver a clear, consistent and compelling message about the organization and its products" (Kotler, 1999)

Don Schultz and his colleagues define Integrated Marketing Communication as "a new way of looking at the whole where we once only saw parts like advertising, public relations, employee promotion and so forth".

Northwestern University defined marketing communication as, “IMC is a strategic marketing process specifically designed to ensure that all messaging and communications strategies are unified across all channels and are centered around the customer. The IMC process emphasizes identifying and assessing customer prospects, tailoring messaging to customers and prospects that are both serviceable and profitable, and evaluating the success of these efforts to minimize waste and transform marketing from an expense into a profit-center.”

Therefore from the above mentioned definitions we can conclude that marketing communication is all about finding the correct origin of channels of communications to reach out to both potential and existing consumers such that the contact with the organisation could be converted into better image of the organisation, the brand and the product or service which can result into longer relationships between the organisation and its customers.

Marketing communication is a combination of various tools, resources and approaches of a company which are channelized to put an impact on minds of consumers so as to produce maximum profits by means of sales by incurring the least costs. Various tools of marketing communication are:-

**Advertising-** it refers to a non personal means of promotion of our product usually by a well known person or a celebrity. To reach to the customers various channels of media are used such as print media, display board, radio or television channels. Although a bit costly but it is very beneficial as at one go huge masses of people can be communicated with using this means.

**Sales Promotion-** these are the incentives we provide to the two parties i.e. customer and retailer, in such form of communication we provide with incentives to either party which motivates them to try and adapt to use the product. Sales promotion can be done by means of sample distribution, discounts, freebies and extra quantity grants in the product.

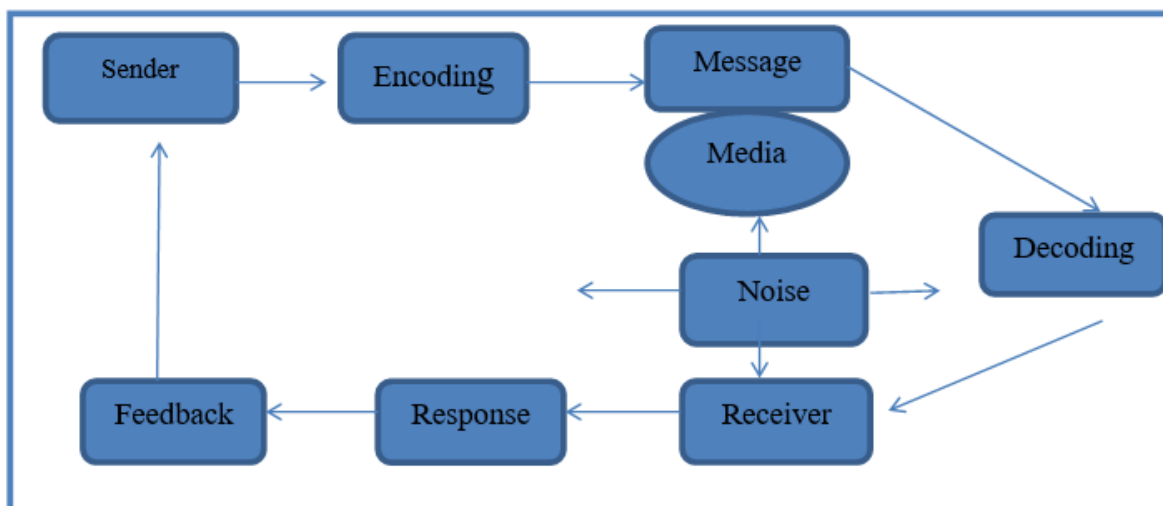
**Personal Selling-** it refers to selling the product or service to the consumer by having a personal face to face interaction with him. This is one of the most famous and useful method to promote sales as the products can be customised according to the need of consumers and hence maintain a long term relationship with them.

**Events and Experiences-** when the company either hosts programs or sponsors one to promote a direct interaction with the consumers of the brand it is known as events and experiences.

**Digital Marketing-** this is the newest and the most successful forms of marketing in the 20<sup>th</sup> century wherein marketers use the social media and mobile marketing to reach out to the customers. This is also a low cost channel of marketing which reaches out to larger groups of audiences.

A model proposed by Tony Yeshin in 1998 after summing up many approaches of famous authors like Kotler (1993), Dominick (1990) and Schramm and Roberts (1971), shows that a typical marketing communication has only 9 major components.

(Yeshin, 2018)



All the components of this model are characterised by principles which must be kept in mind to project the desired effect on the minds of our customers-

The first component is the sender of the information and hence he must be considered as a credible source of information by the consumer otherwise there are high chances that the message will not be considered at all on the first hand by the consumer. It is also important that the consumer identifies the sender.

The sender must know the receivers very well and it is only then that the messages are drafted well after keeping in mind the expectations of the customers.

The content and the structure of the message should be well drafted and it should be encoded only in such a manner that the receiver can easily decode the message and understand it.

Proper channel of communication must be considered as the wrong channel choice would lead the message to never reach the receiver.

We must make a point to collect the response and feedback of the consumer to see the impact of our communication on minds of receiver, it is only then that the whole cycle of communication is completed.

An era where there was a huge need for many brands to make them recognisable and In the current economic situation where there is fierce competition between firms who are constantly competing to make a place in the minds of consumers, marketing communication can help to induce a favourable impact in the minds of customers. Here are a few marketing campaigns which made an impact and helped to accumulate huge market shares by creative and appropriate marketing-

Nike: Just do It, 1988:- In 1988, Dan Weiden who is the founder of Nike was creating a 30 second commercial for his company and was searching for a slogan to tag his brand, since there was no theme of the brand it was difficult to coin the tagline. It is after much confusion that Nike came up with the slogan “ Just Do It” and an advertisement featuring a 80 year old runner named Walt Stack who ran for 17 miles every morning urged everyone to get active. The campaign grew eventually and

a company with just \$800 Million sale grew to a turnover of \$2 Billion and still after 30 years with so extensive advertising the slogan remains unchanged and just works for the brand.

**Absolut Vodka :- A bottle campaign:-** The marketing campaign of Absolut Vodka started in 1980s which made the brand's bottle the most recognised in the world, the marketing campaign ran for 25 years which included running over 1500 advertisements over this span of time. This marketing campaign led a company which held only 2.5% of the share in the market at that time to grab a market share which accounted to be 50% of the total market i.e. the company imported 4.5 million cases in a single year.

**Dove: A campaign for real beauty:-** In year 2004, the Unilever group conducted a market research which found almost 96% of women did not consider themselves as beautiful, thereby launching a campaign to promote self love i.e. Campaign of Real beauty. The campaign was a hit in the market which involved print advertisements, commercials, articles and it brought a real change in the concept of beauty and the legacy of it still continues whose effect can still be seen on the sale of the brand.

**Sunsilk: New best ever Sunsilk:-** Last decade Sunsilk launched a marketing campaign which involved running television commercials that educated people about the compounds used in their product and which was presented by various experts of the hair like Jamal Hammadi and Rita Hazan. Such a campaign not only helped create brand awareness but also helped the brand reposition itself and target a whole new market. The campaign was very successful and helped in an immense increase in the sales of the company.

**Ariel: Share the load:-** In the year 2019 Ariel, came up with a much needed and interesting campaign named as share the load which involved an advertisement showing how couples in India divided the household chores, the brand got many celebrities and influencers to spread awareness through the campaign which indeed was successful and played a major role to spread brand awareness with over 9 million watching the advertisement.

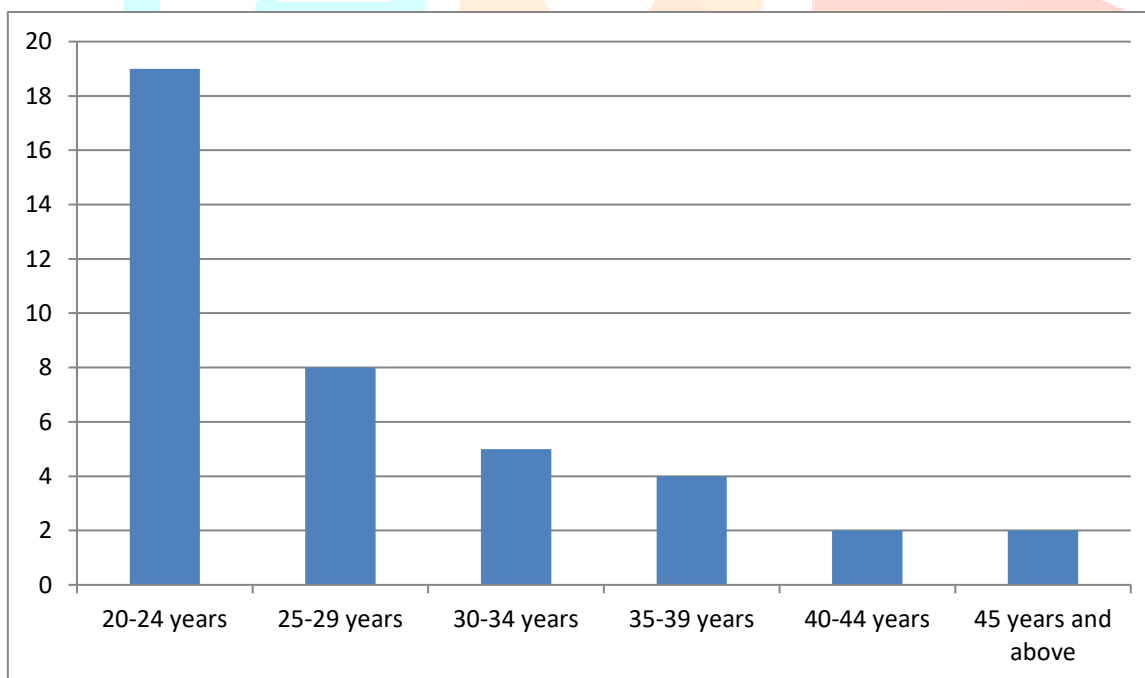
**Maggi: Relaunch campaign:-** When Maggi was banned in the nation, it accounted for almost a 75% share in the market in 2015. When the ban was lifted the brand was able to regain back 50% of its share due to prior popularity of the brand, but after its return it started an advertising campaign with the tagline, "Your Maggi is safe, has always been". With such a campaign the brand tried to establish the belongingness of its customers with the brand and with this campaign the brand was able to grab its market share and was successful in increasing its sales by 96% in that quarter which was much more than its competitors.

### Research Methodology

The objective of this study is to find if there exists a relationship between marketing communication and customer's intention to buy a product. For this purpose a questionnaire was designed to explore how various forms of marketing strategies put an impact on the consumer's decision to buy a product or service. Use of primary data was done so as to conduct the research. Random sampling method was used to collect samples and the technique used here was convenient sampling. The sample size of this research is 40 and there are 26 males and 14 females from various age groups participated in the survey. As all questions were of yes/no type chi square tests were carried out to test the independence of both variables i.e. marketing communication forms and impact on consumer's intention to buy.

### Data Analysis and Interpretation

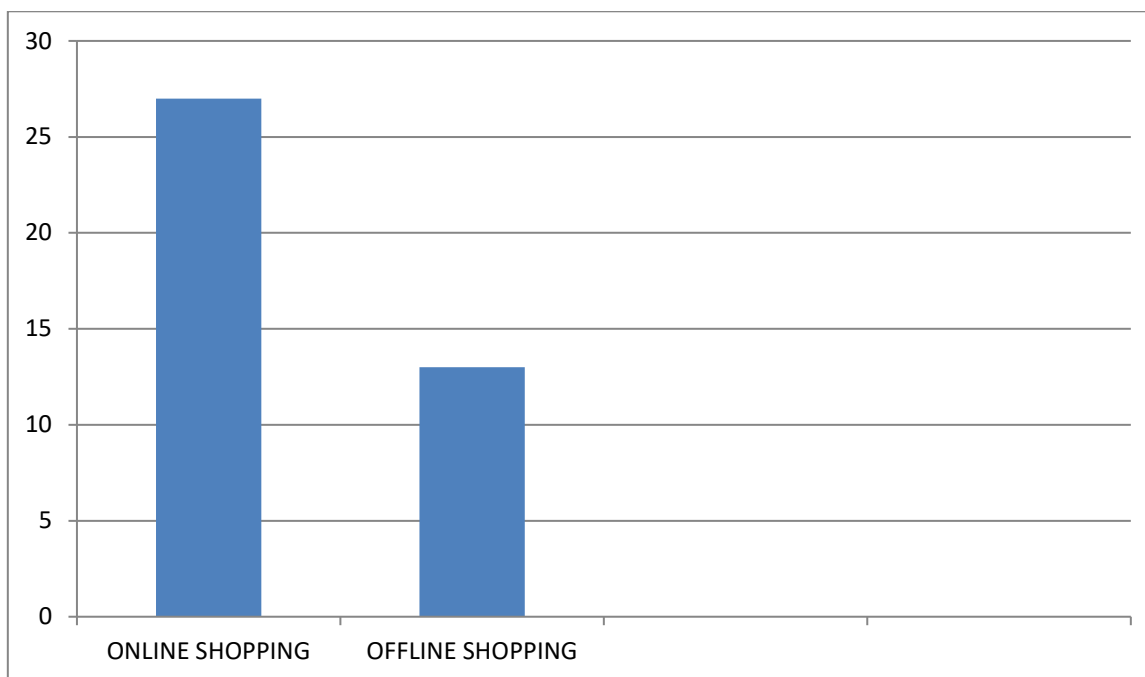
Out of the 40 respondents, samples from various age groups were included. Such a variety of samples are able to give a diversified view of responses from each group. The following bar graph shows the number of people from each age group who participated in the survey-



However even more contrasts can be drawn from the difference in responses of male and female candidates. It was found that males and females respond very differently to marketing communications. Out of our sample set 26 samples were from that of male category and 14 were from female category.

It was also found from the data collected that nowadays consumers prefer shopping more on online portals. A graph showing the ratio of preferences is below-





Now separate Chi- tests were carried out to explore the relationship between each marketing technique and the response to each one of them by the two categories of respondents i.e. male and female. The chi test as we know defines if both the variables considered i.e. here impact of different marketing tools and a drive to buy the product or service, are either dependent on one another or are independent variables.

### H.1- To find if advertisement had a tendency to motivate a consumer to buy a product or service

Null Hypothesis: There is a relationship between quality of advertisement and an urge to buy the product.

Alternative Hypothesis: There is no relationship between quality of advertisement and an urge to buy the product.

The data herein was like-

ACTUAL	YES	15	2	17	0.425
DATA	NO	11	12	23	0.575
		26	14	40	
EXPECTED		11.05	8.05		
DATA		14.95	8.05		
RESULT	0.278881		P-VALUE	5.99	
D.F.	2				

Thus there is no relationship between advertisement and a customer's urge to buy the product.

### H.2- To find if the celebrity endorser has an impact on consumer purchase intention

Null Hypothesis: There is a relationship between celebrity endorser and consumer purchase intention

Alternative Hypothesis: There is no relationship between celebrity endorser and consumer purchase intention.

The data here was like:-

	MALE	FEMALE	TOTAL		
YES	8	5	13	0.325	
NO	18	9	27	0.675	
	26	14	40		
EXPECTED	8.45	4.55			
DATA	17.55	9.45			
P-VALUE	5.99		RESULT	0.750111	
D.F.	2				

Thus we might say no significant relationship exists between the celebrity endorser of the brand and consumer purchase intention.

### H.3 To find if there is a relationship between discount offered and consumer purchase.

Null Hypothesis: There is a relationship between discount offered and consumer purchase.

Alternative Hypothesis: There is no relationship between discount offered and consumer purchase.

	MALE	FEMALE	TOTAL		
YES	16	9	25	0.625	
NO	10	5	15	0.375	
	26	14	40		
EXPECTED	16.25	8.75			
DATA	9.75	5.25			
P-VALUE	5.99		RESULT	8.64078	
D.F.	2				

Thus we find that a significant relationship exists between the discounts offered and consumer purchase intention thus, it was found that people buy more quantity of a product if it is on discount.

### H.4 To find if there is a relationship between salesperson's skills like behaviour, courtesy, knowledge, communication and a consumers intention to buy.

Null Hypothesis: There exists such a relationship.

Alternate Hypothesis: There exists no such relationship.

	MALE	FEMALE	TOTAL		
ALWAYS	26	16	42	0.466667	
SOMETIM	47	43	70	0.777778	
NEVER	5	3	8	0.088889	
	78	42	90		
EXPECTED	36.4	19.6	P-VALUE	5.99	
DATA	60.66667	32.66667	D.F.	2	
	6.933333	3.733333	RESULT	0.04386	

Thus no positive relationship exists between the two given factors.

#### H.5 To find if there is a relationship between fashion trends showcased by social media influencers and consumer purchase.

Null Hypothesis: There is a relationship between fashion trend and consumer purchase.

Alternative Hypothesis: There is no relationship between fashion trend and consumer purchase.

	MALE	FEMALE	TOTAL		
YES	22	13	35	0.875	
NO	4	1	4	0.1	
	26	14	40		
EXPECTED	22.75	12.25			
DATA	2.6	1.4			
P-VALUE	5.99		RESULT	33.25959	
D.F.	2				

Thus a high degree of relationship exists between the ongoing fashion trends promoted by social media influencers on various platforms and consumer purchase intention.

#### H.6 - To find if the free gifts with the product has an impact on consumer purchase intention

Null Hypothesis: There is a relationship between samples and consumer purchase intention

Alternative Hypothesis: There is no relationship between samples and consumer purchase intention.

The data here was like:-

	MALE	FEMALE	TOTAL		
YES	15	5	20	0.5	
NO	11	9	20	0.5	
	26	14	40		
EXPECTED	13	7			
DATA	13	7			
P-VALUE	5.99		RESULT	1.84844	
D.F.	2				

many communication channels to deliver a clear, consistent and compelling message about the organization and its products

Thus not a very significant relationship lies between the sampling techniques and the consumer's intention to buy.

#### H.7 - To find if the social responsiveness of a brand has an impact on consumer purchase intention

Null Hypothesis: There is a relationship between social responsibility and consumer purchase intention

Alternative Hypothesis: There is no relationship between social responsibility and consumer purchase intention.

The data here was like:-

	MALE	FEMALE	TOTAL		
YES	23	11	34	0.85	
NO	3	3	6	0.15	
	26	14	40		
EXPECTED	22.1	11.9			
DATA	3.9	2.1			
P-VALUE	5.99		RESULT	40.3414	
D.F.	2				

Thus we might say that socially responsive brands have a huge impact on consumer purchase intention.

### H.8 - To find if the brand popularity has an impact on consumer purchase intention

Null Hypothesis: There is a relationship between brand popularity and consumer purchase intention

Alternative Hypothesis: There is no relationship between brand popularity and consumer purchase intention.

The data here was like:-

	MALE	FEMALE	TOTAL		
YES	23	11	34		
NO	3	3	6	0.85	
	26	14	40	0.15	
EXPECTED	22.1	11.9			
DATA	3.9	2.1			
P-VALUE	5.99		RESULT	40.3414	
D.F.	4				

Thus a significant relationship exists between the brand popularity and consumer purchase intention.

### H.9 - To find if the return and refund policy has an impact on consumer purchase intention

Null Hypothesis: There is a relationship between return and refund policy and consumer purchase intention

Alternative Hypothesis: There is no relationship between return and refund policy and consumer purchase intention.

The data here was like:-

	MALE	FEMALE	TOTAL		
YES	19	13	32	0.8	
NO	7	1	8	0.2	
	26	14	40		
EXPECTED	20.8	11.2			
DATA	5.2	2.8			
P-VALUE	5.99		RESULT	13.5769	
D.F.	2				

Thus a positive relationship exists between the return and refund policies and the consumer's intention to buy the product.

### **Findings and Recommendations**

From the responses collected it was found out that social media presence of a brand and online sale of the brand plays a major role in consumer buying intention. Also from the responses of respondents it was found out that:-

H.1- It was found out that unlike traditional marketing methods, advertisement does not have a great impact on consumer's brand perception as mostly consumers are either students or employed therefore there is a low television usage among people nowadays.

H.2- It is concluded that no relationship exists between the celebrity endorser of the brand and its consumer's buying intention unlike the olden times as consumer's have more sources of information on which they rely more.

H.3- A significant relationship exists between the discounts offered and the buying tendency of a consumer as now most consumers are price conscious due to increased market competition.

H.4- Various aspects of a salesperson's behaviour have an impact on a customer's intention to buy a product. Hence finding that a good salesperson might influence a consumer to buy a product.

H.5- Due to increased social presence of people these days, social media marketing puts a greater impact on customer's buying intention and hence more companies are now investing in digital marketing.

H.6- Free samples are not so impactful to persuade consumers to buy a product.

H.7- Due to increasing awareness among customers, it was found that customers prefer a brand more which are socially responsive and who perform their social duty such as charity donations, feeding the poor etc.

H.8- Nowadays brand popularity plays a major role in consumer's decision making process. Eventhough a consumer might spend more but he would prefer to buy products from a well recognised brand, this might be linked to social expectations and increased self esteem.

H.9- Since the consumers now prefer to buy online now thus they keep in mind the return and refund policy of a brand. Hence the brands must draft their return and refund policies properly so as to grab customer intention.

Hence it is important for a company to redesign its market strategies to suit the new needs of its consumers and also to keep up with the competition. A company must now invest in social media presence and drafting a good

pricing strategy. Apart from that brand image is of high value to the customers thus investing so as to make a brand popular and also investing to be socially responsive is the new strategy to grab customer's intention. Also companies should now shift from having strict no exchange policies to being more focused on better policies for return and refund.

### **Conclusion**

The main purpose of the study is to calculate the impact of integrated marketing communication on the consumer's intention to buy. It is concluded from the data received by the respondents that the marketing communication of an organisation is a huge influence in the consumer decision making process. However from the study it was found out that this system of marketing communication has changed significantly and many new factors such as ongoing trends, brand popularity, return and refund policy of a company and also how socially responsible a brand is puts a huge impact on the consumer. On the other hand traditional marketing techniques like discounts offered, sampling techniques, celebrity endorser and advertisements are no longer the tools which can influence consumers. Thereby companies must update themselves in the changing era and adapt to this new marketing communication system to reach out to their consumers. Also marketers must keep in mind that in this highly competitive market the consumers are exposed to a huge variety of communications on a daily basis, thereby they must learn to keep them up to date with the market and must spread awareness about the brand with the expected and the existing set of consumers.

### **Limitations**

The topic of the research has a very wider scope and there are certain limitations to this research. Due to time restriction less samples were collected and hence more data can be gathered to study the research topic. Apart from yes/no questions more questions could be formed to collect a variety of responses. More detailed study could be carried out to collect information about the co-relatedness of the two factors.

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