

**ASSESSING THE IMPACT OF INTEGRATED MARKETING COMMUNICATION ON
CONSUMER IMPULSIVE BUYING BEHAVIOUR**

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Abstract

Marketing communication is used by businesses of all sizes, from multinational companies to local shops, to promote their goods. Marketing communication has evolved into a critical component of a company's success. In the late twentieth century, a slew of new market developments prompted businesses to switch from traditional advertising to Integrated Marketing Communication (IMC). This paper's primary goal was to evaluate the effect of integrated marketing communication on customer purchasing behaviour by evaluating sales promotional tools, celebrity endorsement, personal selling, direct marketing, and public relations activities with a particular emphasis on Potheys in the Madurai area. This paper's research approach was descriptive, and the sample technique was convenience sampling. The percentage approach was used to categorise respondents' perceptions of celebrity endorsement, public relations awareness, and the weighted average was used to assess the efficacy of salesperson behaviour and online purchase. The chisquare test was performed to see whether there was a link between sales promotion programmes and purchasing habits. According to the results, celebrities do not make advertisements more effective, but they do

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influence customers to purchase the product. Organizations must focus more on online buying and public relations to make consumers aware of such services. This introductory chapter previews what this research is about and provides an overview of the interesting yet enigmatical subject of impulse buying. To begin with, the chapter examines how traditional consumer behaviour models are at a loss to explain this phenomenon which has continued to hold researchers' interest for nearly seven decades. It also highlights the significance of impulse buying in today's world clearly bringing out why marketers as well as consumers need to get a better understanding of this peculiar type of purchase behaviour.

Introduction:

The study of customer behaviour is an important field of research for marketers. "The study of the processes involved when people or groups choose, buy, use, or dispose of goods, services, ideas, or experiences to fulfil wants and desires," according to Solomon, Bamossy, Askegaard, and Hogg (2006)..” (p. 6). This field of marketing revolves around decoding the consumers' buying decision process. Consumer behaviour is an applied social science that draws from various other disciplines such as Economics, Psychology, Sociology, Demography, Cultural Anthropology etc. In order to gain better insights regarding the behaviour of the consumer, various models of consumer There have been suggestions for behaviour. This page contains a discussion of a few of these models.

Traditional consumer behaviour decision-making models assume that the customer is a rational person who, when confronted with many options, would select the one that provides the most value to him or her. As a result, consumer decisions are founded on the rational choice model and the concept of homo economicus (economic man). As a result, customers, who clearly have limited resources to meet their needs and desires, must make the best decision possible after carefully considering all of the choices available, in order to best fulfil their wishes within their resources. So, consumer decisions to purchase may be viewed as a trade-off between their desires and resource limitations. In making these decisions, the consumer is assumed to be completely rational in his/her choices, and is believed to be unaffected by social/ environmental/ internal psychological considerations.

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However, these traditional models of consumer behaviour do have various limitations in explaining real life consumer behaviour, as real world scenarios may be vastly different. Solomon et. al. (2006) suggest that in addition to purchase of products as a necessity, consumers may also purchase products to satisfy emotional goals, as a means of self-expression, to participate in group experiences, or to communicate their association with certain objects. Thus, this over-simplification of human behaviour for the ease of modelling it, portrays an incomplete picture, which has led to an inadequate understanding of how consumers make their buying decisions.

A key criticism of the perspective is that it assumes that complete information about all possible alternatives is available to the consumer who evaluates all the information to arrive at a decision. However, in real life, a consumer considers only a few of the possible alternatives and may be forced to take a decision in the face of incomplete information. Also, the consumer may be constrained in terms of cognitive processing of huge amounts of information.

Thus, in the face of limited information regarding the product, the consumer may rely on bounded rationality- an idea proposed by Simon (1957), in an attempt to put forth a more realistic theory to explain the complexities of human decision making. The bounded rationality model of decision making proposes that when an individual is faced with a decision making problem, he/she is confronted with limited/ scarce information about the alternatives, and might lack the cognitive ability and resources in terms of time available to arrive at the optimal solution. The manner in which the individual arrives at a decision is 'satisficing' rather than 'optimising' which implies that the search and evaluation of courses of action continues until a "satisfactory alternative is found which reaches or surpasses the aspiration levels on the goal variables and then this alternative is taken.

Significance of Impulse buying

Of particular interest to marketers among these different forms of compensatory consumption behaviour is impulse buying behaviour. This is because the prevalence of impulse buying offers to them an opportunity to lure customers to buy more. Also, it is interesting to note that the phenomenon of impulse buying is omnipresent. Though, earlier

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studies categorised products as impulse and non-impulse, it is now evident that almost all types of goods can be purchased on impulse. Surprisingly, even after nearly seven decades of research, impulse buying behaviour continues to remain an enigma for marketers.

Since the consumption trends in India have changed drastically, and these days people shop not merely for need fulfilment but also for enjoyment, India has been transformed into a consumption economy. The evolution The transition from a utilitarian subsistence economy to a consumer economy is almost complete. This change has been aided by easy financing, more discretionary incomes, the spread of organised retail to tier II cities, and improved shopping environments.. In the present day, shopping serves not only utilitarian functions but also serves as a means of self-expression. Exposure to in store stimuli results in consumption urges being experienced by customers, who feel pulled in opposite directions between functional goals and experiential preferences. If the urges to buy are strong enough, they overcome any reservations that they may have regarding the purchase, resulting in impulsive, time-inconsistent choices at the expense of delayed, long term benefits.

METHODOLOGY

This study's research design was descriptive in nature. This research was based on primary data collected from respondents through a standardised questionnaire. This research uses a non-probability sampling technique. The convenience sampling method was employed in this research. In a survey or experiment, sample size refers to the number of individual samples or observations taken. The sample size for this research was 145 people..

Mostly Influence Celebrity Personality Attribute On Consumers' Purchase Decision

TABLE 2.1

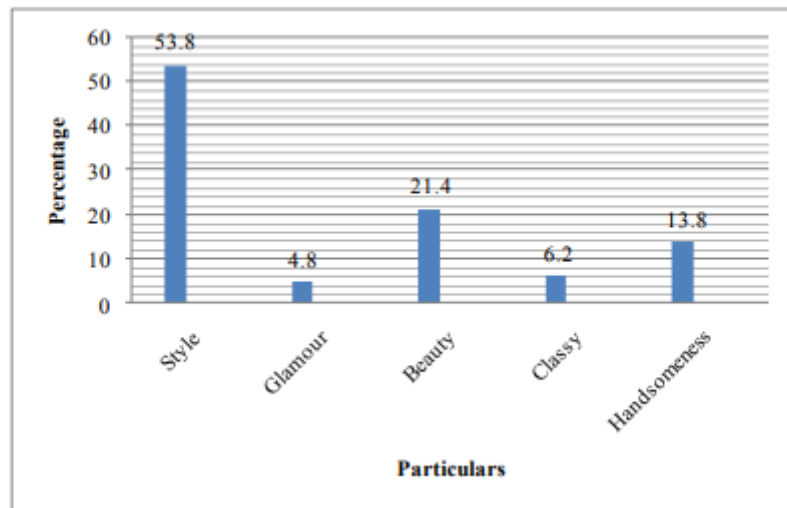
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S. No	Particulars	No. of Respondents	Percentage
1	Style	78	53.8
2	Glamour	7	4.8
3	Beauty	31	21.4
4	Handsome	20	13.8
5	Classy	9	6.2
Total		145	100

Inferences: According to the above table, 53.8 percent of respondents said celebrity style influences the consumers' purchase decision the most, 21.4 percent said celebrity beauty, 13.8 percent said Handsomeness, 6.2 percent said Classy, and the remaining 4.8 percent said Glamour influences the consumers' purchase decision the most..

Figure 2.1

Mostly Influence Celebrity Personality Attribute On Consumers' Purchase Decision



Male Endorser Is More Effective As Compared To Female Endorser

CULTURE AND GENDER OF IMPULSIVE BUYING BEHAVIOUR

The effect of gender on consumer behaviour has been extensively. Several researchers have looked at the impact of gender on impulsive purchases as well. While some studies suggest that gender has little effect on impulse purchasing, others argue that women have a

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higher proclivity for spontaneous purchases. Zhang, Prybutok, and Strutton (2007) discovered that men were more impulsive online consumers than females in the context of online purchasing. Men purchased instrumental and leisure products impulsively, while women bought symbolic and self-expressive goods, according to Dittmar, Beattie, and Friese (1995). Interestingly, Verplanken & Herabadi (2001) reported contradictory findings in two separate studies on gender differences in impulse buying tendency, finding that while women exhibited a higher impulse buying tendency than men in the first study, men exhibited a higher impulse buying tendency than women in the second study. Men and women had substantially distinct impulse purchasing related cognitive and emotional processes, according to Coley and Burgess (2003), and both genders bought various product categories on impulse.

CONCLUSION

- According to the findings, consumers use more than one media to improve their brand-related knowledge. It implies people make their ultimate purchasing choice based on a mix of several sources. They largely depend on modern marketing tools, such as internet advertising, in addition to conventional ones.

- Consumers need comprehensive knowledge about a brand in order to assess its strengths and flaws; this abundance of information saves them time by enabling them to make a fast purchasing choice. The research also shows that people's rising literacy is the primary cause for internet marketing's expanding significance. They have realised that the internet is a valuable resource for them to use for a variety of reasons, including social networking, online shopping, and media sharing (photo, music, video). The internet's effectiveness has increased their desire to be online. Consumers now believe that every business should utilise this efficacy to boost its marketing efforts. So that people will be encouraged to utilise internet marketing in order to get access to unique brand material, receive discounts, and share their brand feedback with the advertiser.

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- As internet technology has advanced, customers' appetite for conventional marketing methods has waned. Television and print media are the most widely used conventional marketing mediums. The capacity to communicate between customers and marketers, as well as the availability of a broad variety of information and in the case of purchasing, are the most significant advantages of internet marketing. Because of these advantages, internet marketing outperforms conventional marketing.

- Because the foregoing conclusion shows that customers utilise more than one media to choose a brand, it is suggested that

- To reach their intended target audience, businesses should mix and match different media. This will assist to raise awareness among them and impact buyer behaviour, therefore businesses must develop an efficient Integrated Marketing Communication strategy that combines different methods to capture as many prospects as possible. It has also been shown that customers have a strong understanding of internet technology and are in favour of utilising online marketing, therefore it is suggested that

- Every business, large or small, should take advantage of this opportunity and include internet marketing into their marketing strategy. Web marketing is one of the most common types of online marketing. Social media marketing, ecommerce.

- Because consumers prefer internet marketing over conventional marketing, businesses may spend more on online media rather than traditional methods.

- Companies should not depend only on internet marketing; it must be integrated into their whole marketing plan. As a consequence, the limits of good image will be established via other media. Customers will develop confidence in the brand as a result of this credibility. The study may be expanded to include all of India's states, since the researcher thinks that customer purchasing behaviour in relation to internet marketing varies by state.

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