

EFFECTIVE INTEGRATED MARKETING COMMUNICATION TOOLS (IMC) IN
INFLUENCE CONSUMER BUYING INTENSION. CARRIED OUT ON CENTRAL
VISTA SDN.BHD

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This report is submitted in partial fulfillment of the requirements for the award
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‘I hereby declare that have read this thesis and in my opinion this thesis is sufficient in terms of scope and quality for the award of Bachelor of Technology Management (Technopreneurship)’

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Name of Supervisor :

Date :

DECLARATION

"I admit that this report is my own work except the summary and excerpts of each of which I have mentioned the source"

Signature :

Name :

Date :

DEDICATION

I would like to thank everyone who have contributed directly or indirectly for complete my Final Year Project and also my supervisor **Dr.Othman** which also provides guidance and encouragement in the preparation of this undergraduate project.

The special greetings for My impetus and My spirit;

Father & Mother: **SR Perumal & Premalatha**

My Happiness and My Loves;

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My Best Friend;

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ABSTRACT

Over recent years there is keen interest among academics and practitioners in the marketing concept of integrated marketing communications (IMC). However, to evaluate the effectiveness of the IMC program, marketers must be able to determine how the use of different marketing communication tools that give effect to their customers. Integrated Marketing Communication (IMC) developed amid the late twentieth century and its essentialness has been becoming since the time that. Integrated Marketing Communication mix tools are sales promotion, direct advertising, interactive marketing, personal selling, events and experience, public relation and publicity . In this new era, many organization moved from single marketing tool to marketing mix. An effective Integrated Marketing Communication tools able to influence consumer buying intension. In order to identify there is a question arises on what are the relationship between effective integrated marketing communication mix with consumer buying intension. Besides that, in order to influence consumer buying intension by IMC tools there was a strategy and consumer buying intention also have influenced from a factors, therefore this study carried out to answer the this questions. The fundamental purpose of this study is to obtain quantitative finding about the effective integrated marketing communication in influence consumer buying intention.

ABSTRAK

Kebelakangan ini terdapat minat yang mendalam di kalangan ahli akademik dan pengamal dalam konsep komunikasi pemasaran terpadu (IMC). Walau bagaimanapun, untuk menilai keberkesanan program IMC itu, pemasar harus dapat menentukan bagaimana penggunaan alat komunikasi pemasaran yang berbeza dapat memberi kesan kepada pelanggan mereka. Komunikasi Pemasaran Terpadu (IMC) yang dibangunkan di tengah-tengah abad kedua puluh-an telah menjadi sejak masa itu. Pemasaran Komunikasi Terpadu adalah promosi jualan, pengiklanan langsung, pemasaran interaktif, jualan peribadi, acara dan pengalaman, perhubungan awam dan publisiti. Dalam era baru ini, kebanyakan organisasi menukar dari alat pemasaran tunggal ke pemasaran campuran. Keberkesanan alat Pemasaran Komunikasi Terpadu dapat mempengaruhi niat beli pengguna. Untuk mengenal pasti hal ini, satu persoalan telah timbul iaitu apakah hubungan antara berkesan campuran pemasaran komunikasi terpadu dengan niat beli pengguna. Selain itu, dalam usaha untuk mempengaruhi niat beli pengguna oleh alat IMC, terdapat strategi dan niat beli pengguna juga akan mempengaruhi dari faktor, oleh itu kajian ini telah dijalankan untuk menjawab soalan-soalan ini. Tujuan asas kajian ini adalah untuk mendapatkan dapatan kuantitatif mengenai komunikasi pemasaran bersepadu yang berkesan dalam niat beli pengguna.

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CHAPTER 1

INTRODUCTION

1.0 Background of the Study

This research study is carried out to discuss the effective Integrated Marketing Communication in influence consumer buying intention. The particular emphasis was on CV Mallow which is a brand under Central Vista (M) Sdn. Bhd. It's a brand of confectionery which currently selling Oat & Wheat Cereal Bar and there will be more upcoming products to be introduced to the market to satisfy the needs of customers.

According to Kotler (2005), there have been very few studies conducted in relation to the relevance, significance and meaning of marketing communications in the context of small and medium sized enterprises (SMEs). In present day focused environment, it is exceptionally troublesome for any organization to emerge of the opposition. This suggests that, for any specific organization to be known and heard by its key stakeholders, such organization ought to reliably correspond with its stakeholders instead of just delivering and evaluating its product. This implies that current advertising requires more than creating a decent item, evaluating it alluringly, and making it open to target clients. Organizations must correspond with present and potential stakeholders including its workers, and with the overall population.

Subsequently, marketing communication represent the focal point of convergence of showcasing exercises for a lot of people, if not all organizations or companies. Consumer have notable discernments and state of mind and these impact them in their endeavor to take their buying intention. On the other hand, some of these discernments and state of mind about the product and image of an organization may not be right. There is subsequently the requirement for organization to impact consumer and customer by their marketing communications to change these wrong observations and mentality. The focus of this paper is to investigate the relationship of Integrated Marketing Communication mix in influence consumer buying intention.

Among the various factors that facilitate the development and expansion of an organization the ability to ensure the market is educated about the existence of the product or service, its quality attributes, benefits and efficacy. To achieve this, organization needs to engage an effective communications marketing mix (Integrated Marketing Communications mix). Marcomm Wise (2006) defines marketing communications as all strategies, tactics, and activities involved in getting the desired marketing messages to intended target markets, regardless of the media use. Marketers have access to numerous forms of communication, referred to collectively as the marketing communications mix.

Integrated Marketing Communications (IMC) is one of the extraordinary activities to create a controlled standard organization take after to speak with their target markets taken by scholastics amid past decades. Incorporated advertising correspondences endeavors to arrange and control the different components of the special blend –advertising, sales promotion, direct marketing, personal marketing, public relation and interactive marketing– to create a brought together consumer centered message, and, consequently, attain different authoritative goals (Boone and Kurtz, 2007).

In order to gather information related to this topic, questionnaire and interviews was conduct to get the data, perceptions and opinions from selected people. A quantitative approach have adopted for the study.

1.1 Statement of Research Problem

There are so many business and products in market places. Consumer have variety of choice in choose the right product for them. In order to influence consumer buying intension to buy a product or services, the organization plays main role in market their product or services with correct strategy. Integrated Marketing Communication are one of the strategy which use by the organization to spread the information related to their product or services widely to consumer in proper manner.

An effective Integrated Marketing Communication mix is a tool which can influence consumer buying intension. The Integrated Marketing Communication mix tool used by so many industry and company to increase their sales. In this case, not all Integrated Marketing Communication mix tool able to influence consumer buying intension. There are only effective Integrated Marketing Communication mix tool can influence consumer buying intension. In Central Vista (M) Sdn. Bhd, they using Integrated Marketing Communication mix tool to market their products and they are not guaranteed that all the tools they using able to influence consumer buying intension.

Most marketers have to change technique of implement their marketing communications activities of marketing efforts focused customer for obtaining, maintaining, and growing relationships with customers and other stakeholders (Duncan and Moriarty, 1998). This process often known as' Integrated Marketing Communication or IMC.

A question arise on what are the relationship between effective integrated marketing communication mix with consumer buying intension? At the same time, there were so many Integrated Marketing Communication used by business to influence consumer buying intension and there are some attributes of each tools used. Thus, what are the attribute of effective integrated marketing communication mix that drive to influence consumer buying intension? Lastly a question also arise on which is the most significant factor that influence consumer buying intension.

1.2 Research Question

This purpose of study was to discuss about the effective Integrated Marketing Communication in influence consumer buying intention. In discussing the statement and this study attempted to answer the following question:

1. What are the relationship between effective integrated marketing communication mix with consumer buying intension?
2. What are the attribute of effective integrated marketing communication mix that drive to influence consumer buying intension?
3. What are the most significant factor that influence consumer buying intension?

1.3 Objectives of the Research

This research conducted to analysis the effective Integrated Marketing Communication in influence consumer buying intention by pursuing following objective:

1. To identify the relationship between effective integrated marketing communication mix with consumer buying intension.
2. To determine the attributes of effective marketing communication tools that drives to influence consumer buying intension
3. To analysis the most significant factor that influence consumer purchase intension.

1.4 Scope of study

The scope of this study discussed on the four type of effective Integrated Marketing Communication tool in influence consumer buying intention. Besides that, the study carried out to identify the relationship between effective integrated marketing communication mix with consumer buying intension. Moreover, researcher also determined the attributes of effective marketing communication tools that drives to influence consumer buying intension. Due to the short time period of my study, the study carried out at the state of Johor and the questionnaires carried out through online and offline. The respondent that involve in this research was became a sample that represented the entire population which is set to 100 consumer. It focused on the Central Vista (M) Sdn. Bhd consumer by arrangement an interview and distributes questionnaires for them. The data included are the internet-and intranet mediated questionnaires by delivering the questionnaire through online.

1.5 Limitation of study

By this research, the researcher had not covered all the Integrated Marketing Communication and only selected have choose and focus its influences of consumer buying intension. This is because the Integrated Marketing Communication researcher

have chosen has the relevant with the Central Vista (M) Sdn. Bhd and many other researcher have focused this four tools.

1.6 Significant of the Study

Primarily, this study have provided a clear understanding about the relationship between effective integrated marketing communication mix with consumer buying intension. At the same time, the finding of this study is also expected to shed light on the attributes of effective marketing communication tools that drives to influence consumer buying intension. Besides that, from this study also able to find the most significant factor that influence consumer buying intension. The findings of the study hopefully will provide basic knowledge about the most significant factor that influence consumer buying intension. The outcome of this study probably will provide better knowledge for on how important an effective Integrated Marketing Communication in order to influence consumer buying intention.

1.7 The Definition of term

The definition for each term use in this study shortly briefed in following sub title. The definition terms allows to understand the meaning of each term.

1.7.1 Integrated Marketing Communication



Figure 1.1: Integrated Marketing Communication mix

Source: Philip Kotler and David Lane Keller, Marketing Management (Upper Saddle River, NJ: Pearson Prentice Hall, 2009), 473.

Integrated Marketing Communications are the methods by which firms endeavor to illuminate, persuade, and remind buyers - specifically, or by implication - about the items and brands that they offer." (Kotler and Keller, 2009). According to Nor Khalidah Abu, Yusniza Kamarulzaman 2009, Integrated Marketing Communication is an idea that consolidates all parts of promoting correspondence for example, advertising, sales promotion , direct selling, personal selling and public relation for them to cooperate as an issue exertion for a powerful correspondence . As defined by the American Association of Advertising Agencies, Integrated Marketing Communication interchanges perceives the estimation of a far reaching arrange that assesses the vital parts of a mixed bag of correspondence orders advertising, public relations, personal selling, and sales promotion and consolidates them to give clarity, consistency, and greatest correspondence sway.

1.7.2 Direct Marketing

Undertaking advertising action through different publicizing media that associate straightforwardly with consumer, by and large requiring a buyer to make an immediate reaction is known as direct marketing (Kotler and Armstrong, 2009). It is an intuitive utilization of promoting media to empower a conduct alteration in such a path, to the point that this conduct can be followed, examined and put away on a database for future recovery and utilization which is generally based upon to develop enduring customer connections (Stone and Jacob, 2008).

1.7.2.1 Direct mail

Entrepreneur Media, 2014 define direct mail as an advertising exertion that uses a mail administration to convey a promotional printed piece to your intended interest group. Direct mail is distinguished as a spontaneous postal mail piece in which the sender has the plan of selling products and/or services to the beneficiary (Chang and Morimoto 2003).

1.7.2.2 Direct selling

World federation of direct selling associations (WFDSA) has defined Direct Selling as: "On non-settled retailing spots and through the utilization of face-to-face way, product and service are sold specifically to the purchasers." Robert A. Peterson & Thomas R. Wotruba (1996) quickly depicted the " Direct Selling " as face-to-face selling without altered retailing locales. Then again, the Direct Selling training establishment of USA in 1992 had a definition on Direct Selling: " Direct Selling is distribution method for destructive item or administration through personnel contact (Sales personnel to the