

**THE CRITERIA THAT INFLUENCE INTEGRATED MARKETING
COMMUNICATION (IMC) TOWARDS CONSUMER'S ATTENTION**

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SUPERVISOR'S DECLARATION

'I hereby declared that I have checked this project and in my opinion this project is satisfactory in terms of scope and quality. This project is submitted to Universiti Teknikal Malaysia Melaka as a requirement for completion and rewards Bachelor Degree in Technology Management (High Technology Marketing) with Honours (BTMM).'

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**The thesis is submitted in partial fulfilment of the requirements for the award of
Bachelor Degree in Technology Management (High Technology Marketing)
with Honours (BTMM)'**

**Faculty of Technology Management and Technopreneurship
Universiti Teknikal Malaysia Melaka**

JUNE 2019

DECLARATION OF ORIGINAL WORK

“I hereby declare that this project report is based on my original work except for citation and quotations which have been duly acknowledged. I also declare that it has not been previously and concurrently submitted for any other degree or award at UTeM or other institutions.”

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DEDICATION

This research project is dedicated to my beloved family and friends for their endless support and encouragement in the progress of completing this research project. Besides, I would like to dedicate this research to my supervisor, Madam Azrina Othman who guide me and encourage me when I conducting this research.

ACKNOWLEDGEMENT

I appreciate every single person who give me a hand for helping me directly or indirectly for completing this project including my supervisor, friends, respondents and my beloved family.

Firstly, I would like to thank my UTeM supervisor, Madam Azrina Othman, who helps me a lot throughout this year. She always reminds me about the procedures and important things that have to be careful about when doing my final year project. Besides, she will always give suggestions and advises patiently as soon as possible to the problems I face. Besides, I would like to express my appreciation to Universiti Teknikal Malaysia Melaka (UTeM) which provide me a good environment and facilities to complete this research project. With the provided facilities, it allows me to complete my project easier.

Last but not least, I appreciate every effort that contributed by the all respondents, friends and my family that gave me support for completing the research project.

ABSTRACT

In this modern era, the present of the idea and message from business are deliver through advertising, personal selling, direct marketing and other marketing communication tools. The sharing comes in the forms of Integrated Marketing Communication (IMC) and provides channel and ways for marketers to communicate with the consumers with the most effective and efficient ways. The increase growth of the demand and rise of use in social media and Search Engine Organization (SEO) has commented itself in the marketing and corporate agenda. For that reason, this study was conducted to identify the criteria that influence Integrated Marketing Communication (IMC) towards consumer's attention in Malaysia. The data were collected with quantitative method which by using questionnaires from 384 respondents in Southern Malaysia. The data that collected was analyse by using Multiple Regression Analysis (MRA). The results of the analysis showed that coherence, consistency and communication had significant effect on the criteria that influence IMC towards consumer's attention in Malaysia. There's through-provoking when compelling were not significant in criteria that influence IMC towards consumer's attention. The results of this study contributed exceptional judgement to consumers, marketers and firms in the Malaysian market.

Keywords: Marketing communication, criteria, Integrated Marketing Communication (IMC), consumer's attention

ABSTRAK

Di era yang moden ini, idea dan mesej dari perniagaan kini disampaikan melalui pengiklanan, jualan peribadi, pemasaran langsung dan alat komunikasi pemasaran yang lain. Perkongsian ini terdapat dalam bentuk Integrasi Pemasaran Komunikasi dan menyediakan saluran dan cara untuk pemasar berkomunikasi dengan pengguna dengan berkesan dan cekap. Peningkatan permintaan dan penggunaan sosial media dan Search Engine Organization (SEO) telah memberi respon dalam agenda pemasaran dan korporat. Dengan ini, kajian telah dijalankan untuk mengenalpasti tentang kriteria yang mempengaruhi Integrasi Pemasaran Komunikasi terhadap perhatian pengguna di Malaysia. Data dikumpulkan secara kuantitatif iaitu menggunakan soal selidik daripada 384 responden di Semenanjung Malaysia. Dengan ini, data yang telah dikumpulkan telah dianalisa dengan menggunakan Multiple Regression Analysis (MRA). Hasil analisis menunjukkan bahawa kesalinghubungan, konsistensi dan komunikasi mempunyai kesan yang berkaitan terhadap kriteria yang mempengaruhi IMC terhadap perhatian pengguna di Malaysia. Terdapat kriteria yang mecetus pemikiran adalah tidak berkait dalam kriteria yang mempengaruhi IMC terhadap perhatian pengguna. Hasil kajian ini menyumbang kepada pandangan yang berbeza biasa kepada pengguna, pemasar dan firma di pasaran Malaysia.

Kata kunci: *Komunikasi pemasaran, kriteria, Integrasi Pemasaran Komunikasi, perhatian pengguna*

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LIST OF ABBREVIATIONS

%	=	Percentage
ANOVA	=	Analysis of Variance
Coh	=	Coherence
Con	=	Consistency
Com	=	Communication
Comp	=	Compelling
DV	=	Dependent Variable
H ₀	=	Null Hypothesis
H ₁	=	Alternative Hypothesis
IMC	=	Integrated Marketing Communication
SPSS	=	Statistical Package for the Social Science

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CHAPTER 1

INTRODUCTION

1.0 Introduction

Chapter one contain information about the foundation study of researcher topic which were criteria that influence Integrated Marketing Communication (IMC) towards consumer's attention in Malaysia. Researcher believed that this chapter will be the beginning of discussion to bring success research. Further, researcher discussed on the problem statement, objective of research, scope and study limitation and importance of study. Researcher also presented the research question that used to conduct this study.

1.1 Background Study

Increased competitive levels and more ways to reach consumers create a complex set of challenges for modern-day organizations. In this dynamic business environment today, marketers are required to develop a product capable of meeting the needs and that have the capacity to satisfy the needs and desires of target market. According to World Bank Malaysia Economic Monitor, Malaysia is expected to grow 5.4 percent in 2018. So that, marketing communication play a key role in market in order make sure that the message delivered by company towards consumer in the most efficient and effective way. Marketing communication were focused of all activities

given through consumer attitude and perception towards certain product through communicational messages transmitted.

The reason apply of Integrated Marketing Communication (IMC) are for understand the value of integrating the different communications functions strategically, rather than having them operate independently. With the used of IMC, it is possible to avoid duplication for company, to take advantages of promotional tools and to develop a more efficient and effective marketing communication program. According to Belch and Belch (2012) mentioned that IMC the one of the easiest ways for companies to maximize their marketing and promotion investment return.

Organization must communicate with their target market about products or service that offer. Communication were the way for share and transmit your thoughts and feeling among human being as well as the organization. Marketing communication is the direct or indirect attempts by firms to inform, convince and remind their customers of the brands.

According to Kotler and Armstrong (2006), Integrated Marketing Communications (IMC) is a concept in which a company closely integrates and coordinates its many channel of communication to deliver a consistent, consistent, and clear message about the organization and its products. There have varieties of techniques that can used by company to promote its product to target such as personal selling, advertising, public relation, direct marketing and sales promotion to achieve company goals and communicate the message to target. Integrated marketing communication is an activity capable of creating value and profitable relationship between product's customers.

According to eminent psychologist and philosopher James (1890), attention is to take possession by the mind, in clear and vivid form, one of several objects or trains of thought that may seem at the same time. Selection attention is given when consumer chooses to focus attention on certain stimuli while excluding others.

There are few types of marketing communication tools used by businesses in the existing market such as sponsorship, personal selling, communication, public

relations, advertising, direct marketing and promotion. Consumers nowadays turn to as many information sources and the value of the integrated marketing communication has increased significantly.

1.2 Problem Statement

According to Teixeira (2014), the rising marketplace cost of the ingredient cause marketers to waste money on expensive sources of attention or reduce their investment in brand promotion. According to Tsikirayi et al., (2012), established budgetary constraints and poor product quality as barrier to IMC planning and implementation. Budget is very important for every single marketing activities, without budget, every effort that had been done by staff will become useless. Due to the budgetary restrictions, promotion that done by the company can be in poor quality such as lack some information that want to delivery to customers. According to Teixeira (2014), consumers pay less attention to publicity. Some explanations have been suggested by academics and industry specialists why consumers nowadays pay less attention to advertising. Among of the explanations, consumers are exposed too much of the advertisement, some are lost faith in the truthfulness of the message they want to deliver, consumers don't have the ability and lost motivation to attend a long advertisement and there do are many more channels that consumers can choose the information wonder to get.

1.3 Research Questions

1. What are the criteria that influence integrated marketing communications towards consumer's attention?
2. What are the most significant criteria that influence integrated marketing communications towards consumer's attention?
3. What are the relationship between integrated marketing communications towards consumer's attention?

1.4 Research Objectives

The objective of the research was to providing company a reference about consumer more prefer which type of marketing communication during purchase process. The objective for this research, the following are:

1. To identify the criteria that influence integrated marketing communication towards consumer's attention.
2. To identify the most significant criteria that influence integrated marketing communication towards consumer's attention.
3. To identify relationship between integrated marketing communication towards consumer's attention.

1.5 Scope and Limitations

This study was aimed at identifying the criteria that influence integrated marketing communication towards consumer attention. In this study, researcher found that there are few type of marketing communication tools that exist in the market. For example, marketing communication tools that normally use in the market is public relation, direct marketing, personal selling, advertising and others. For this research, researcher will suggest some of the criteria that influence integrated marketing communication towards consumer's attention. Besides, through this research the most

significant criteria that influence integrated marketing communication towards consumer's attention also will be identify by researcher. Thus, relationship between integrated marketing communications towards consumer's attention will also be identify. This research were done in area Melaka, Johor, Selangor and others Southern state of Malaysia to get results that can contribute to business.

1.6 Limitation

All studies do have its limit. Limitation were influenced beyond the control of the researcher. Limitations are the deficiencies, conditions or influences that cannot be controlled by the researcher who restricts the methodology and conclusions of researcher (Baltimore Country Public Schools, 2014). Limitation of this study is this study will not cover all provinces in Malaysia and only will conduct in Melaka, Johor, Selangor and others Southern state of Malaysia but not included West Malaysia. So that, results that collect for this research cannot be generalized to all providence in Malaysia. Due to the size of Malaysia, as well as social attributes and geographical profile, it was difficult to do research every provinces. As the limitative of time given for this research are about 24 weeks to conduct this research, this was also consider as limitation for this study. In the data collection process, researcher could not find the suitable respondents because even through many people will purchasing things almost every day, but some of the people purchase products will not affect by the marketing communication tools that used by the market. Due to this researcher unable to find an accurate data collection.

1.7 Important of Research

The important of this research was to getting know with what are the criteria that influence integrated marketing communication towards consumer's attention. Besides that, to know the most significant criteria that will influence integrated marketing communication towards consumer's attention and the relationship between the criteria that influence integrated marketing communication towards consumer's attention. This study also be beneficial for marketers to generate new ideas in marketing field to achieve a better current and future growth of business.

In addition, this study will provide helpful information for all kind of organizations and firms by informing them in the area of marketing management, objectives and strategies. In the nut shell, it's also served as a source to refer for researcher continue further about the subject of intergated marketing communication.

1.8 Summary

In this chapter, researchers had discussed about the background of this study and the problem statement found in the current market in this chapter. Problem statement findings enabled researcher to evaluate both of the research questions and research objectives. In addition, researcher also reveals scope, importance of study, and limitation of this study.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

The researcher focused on this chapter about the developments of business marketing to Integrated Marketing Communication (IMC) towards today business, which is based on previous researches. Then researcher will discuss about the use of marketing for business. Thus, researcher continued discuss about marketing communication and integrated marketing communication that exist in the current market. Besides that, researcher also focused on the criteria that influence integrated marketing communication towards consumer's attention which one of the problem that found during plan and implementation of IMC. Finally, researcher also came out a research framework to relate the dependent variable with independent variables. Next, some hypothesis has been made up based on independent variables to find out the important relationship between dependent variable. Critical review of the literature was necessary in order helps researcher develop a thorough understanding of previous work related to research questions and objectives.