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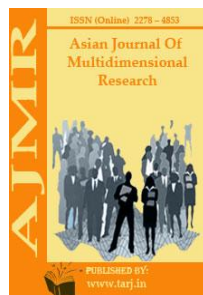
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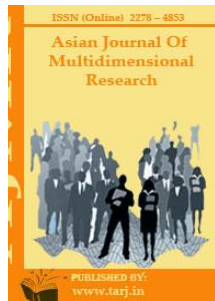
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**SPECIAL ISSUE ON STRATEGIC INTEGRATED
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AN OVERVIEW OF MANAGEMENT PERCEPTIONS OF IMC**Ms. Leena George***

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ABSTRACT:

Integrated Marketing Communication (IMC) is a strategic approach that seeks to coordinate and align all aspects of marketing communication to deliver a consistent and unified message to target audiences. This study explores management perceptions of IMC and its impact on organizational success. The purpose of this research is to understand how managers perceive and implement IMC strategies within their organizations. Through an extensive literature review, this study examines the theoretical foundations of IMC and its evolution over time. It also investigates the various factors that influence management perceptions of IMC, including organizational culture, resources, and market conditions. The task force defined IMC 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 and combines these disciplines to provide clarity, consistency, and maximum communication impact.'

KEYWORDS: Advertising, Branding, Communication, Coordination, Customer-Centric, Integration, Market Research.

INTRODUCTION

IMC is the planning and implementation of all forms of advertising- and promotion-like communications chosen for a brand, service, or organization in order to accomplish a shared set of communication goals, or more specifically, to support a single "positioning," according to a concise definition. We firmly think that preparation and the capacity to communicate a consistent message are essential components of IMC. A task group on integration was established by the American Association of Advertising Agencies in 1989 with the goal of defining IMC from the perspective of the Four A's agencies. The task force defined IMC 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 and combines these disciplines to provide clarity, consistency, and maximum communication impact.' A thorough analysis on consumer advertising was released by the financial company Shearson-Lehman Hutton the same year, with a focus on expansion into sectors that would eventually lead to integration. They came to the conclusion that a number of market shifts will compel conventional packaged goods marketers to adopt a much more integrated strategy. They observed that at the time, integrated strategies were more likely to be used for high-involvement non-service items where the selling

process is more difficult. Overall, the survey came to the conclusion that the conditions were favorable for an increase in demand from all types of advertising for integrated communications [1]–[3].

Don Schultz and his colleagues discussed IMCs as a new way of seeing the entire when before we only viewed components such as advertising, public relations, sales promotions, buying, employee communications, and so forth in their 1993 book Integrated Marketing Communication. They saw IMC to be a realignment of communications to see it from the consumer's perspective, as a flow of information from indistinguishable sources. They said that professionals in communication have consistently found it amusing that consumers refer to anything as public relations or advertising. Now they realize that's precisely the point with worry, if not embarrassment. To the viewer or listener, it is all one 'thing'. IMC, they continue, is talking to people about their decisions to purchase or not to buy based on what they see, hear, feel, and so on—not simply about a particular product or service. Delivering a return on investment demands more than simply sticking to a budget. This definition 'looks back' at the objectives of IMC. In planning and executing IMC, we will primarily view it from a strategic angle.

In fact, the curriculum at Northwestern University's Medill School in the USA was altered to emphasize this novel concept of IMC rather of the more conventional studies in advertising. They provided their own working definition of integrated marketing communications at the time: "Integrated marketing communications is the process of developing and implementing various forms of persuasive communication programs with customers and prospects over time." IMC aims to directly or indirectly change the chosen communications audience's behavior. IMC thinks of all possible delivery channels for future communications as sources of brand or business connections a consumer or prospect has with the product or service. Additionally, IMC use all communication channels that are pertinent to its clients and prospects and that they may find appealing. To summarize, the IMC process begins with the client or potential client and then goes back to establish the formats and procedures via which compelling communications programs have to be created. Although this definition is more detailed than ours, it essentially addresses the need for comprehensive communication planning.

DISCUSSION

In 1991, a survey of significant consumer packaged goods marketers used the Four A's criteria from 1989. Senior marketing executives from significant packaged goods marketers participated in the survey. Two-thirds of the firms questioned said that they were in reality currently integrated based on the Four A's criteria. In general, these firms' management thought that IMC was a good concept and would be beneficial to their businesses. Most people also thought that IMCs programs will have a positive influence on their marketing communications initiatives.

Numerous research questions focused on the use of the involvement of advertising firms in this integration process. The managers were divided on whether or not they would actually use the wider range of services that they anticipated advertising agencies to be providing, despite the fact that many of them thought they would rely more heavily on outside marketing communications specialists in the future and that working with one agency would elevate them to the status of

important clients. The relatively substantial disagreement these managers had with the concept that most new ideas in marketing communications really originate from advertising agencies may help to explain some of this seeming contradiction.

In fact, the research discovered that advertising firms would not likely be an IMC's preferred provider. Many of the benefits that advertising agencies claimed justified their role as the integrating force for communications initiatives seem to have been either unimportant to client corporations or untrue. The managers of these businesses tended to believe that communication firms that provided services outside of their conventional remit did not necessarily possess the best skills in all relevant fields. According to this research, advertisers were not persuaded that advertising agencies were best suited to coordinate an IMC program or that they could do it more cheaply in the early years of IMC. Evidently, advertising agencies had not shown that hiring a single agency is the optimum approach to carry out an IMC program in the IMC initiatives they had been coordinating.

IMC was described as "the strategic coordination of all messages and media used by an organization to influence its perceived brand value" in research conducted in 1993. Communication and marketing managers from various firms were questioned how beneficial they believed IMC to be for their companies. The median response, which was calculated using a 5-point bipolar scale with 1 denoting "very valuable" and denoting "not at all valuable," was a solid 1.76. The majority of these managers also believed that during the next five years, their business will employ IMC more often, and they anticipated closer collaboration between their suppliers and agencies. There is no question that in the early 1990s, marketing and communications managers believed that IMC was a beneficial idea that would become more and more relevant in their organizations. However, after a few years, businesses had still not really started to set up the organizational frameworks required to conduct IMC's programs. Marketing managers agreed that IMC was necessary and desirable, but implementing it was proving to be challenging.

More recent IMC definition

Planning was undoubtedly emphasized in those early days, and in our opinion, it should continue to be at the center of any definition of IMC. But nowadays, "customer relationships" are more often used to describe IMC. Kotler has indeed said it in exactly those words. He now describes IMC as 'a means of looking at the complete marketing process from the standpoint of the client. Even then, he had already defined IMC 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" only a few years previously [4]–[6].

Others have developed this concept of IMC from a customer relationship perspective significantly. Tom Duncan of the University of Colorado views IMC as simply phrased a "process for managing customer relationships that drive brand value." He, along with Dan Schultz and his colleagues at Northwestern, were among the first academics to reorganize their advertising campaigns in terms of IMC. Nothing is "simple," in our opinion. In fact, he continues, IMC is a "cross-functional process for creating and nourishing professional relationships with customers and other stakeholders by strategically controlling or influencing all

messages sent to these groups and encouraging data-driven, purposeful dialogue with them. This definition contains a lot of information. Naturally, marketing is all about meeting customer demand. However, we contend that the actual IMC challenge here is to "strategically control or influence all messages sent," which calls for careful preparation. Duncan continues by "defining" the key components of his concept. In order to "plan and merge all messages a company sends to its target audiences," all departments inside a corporation as well as suppliers working on a specific brand must collaborate. We completely agree, but as we'll see, it may be challenging to get everyone engaged in a brand's marketing communication to work together. IMC identifies those target audiences most likely to contribute to long-term profit, including both consumers and those with ties to a brand, and then nurtures those relationships with stakeholders and profitable customers. Encouraging meaningful conversation demands that consumers desire the capacity to communicate with a firm, and strategically managing or influencing all communications requires that every touch with the market be consistent.

This term contains a lot, as we already said. However, IMC ultimately revolves on planning in order to convey a consistent message. Strong customer connections should undoubtedly be encouraged by successful IMC, but this is accomplished via careful preparation in order to create an integrated communication program that will maximize certain communication goals that influence the behavior of a target audience. In fact, Duncan himself reminds us that communication is the foundation of brand connections and the fundamental tenet of IMC after giving his thorough description of IMC.

The marketing strategy includes strategies for fostering long-lasting professional connections with customers and other stakeholders, and efficient marketing communication should complement that plan. We'll let others examine IMC in this more comprehensive, marketing-focused fashion. A thorough planning process that will identify the right target audiences, establish clear communication objectives for them, create marketing communication that will achieve those objectives consistently, and identify the best methods of message delivery must form the foundation of a strategic understanding of IMC. IMC and this book are centered on it.

Conducting IMC

Although many marketing managers believed that advertising agencies may not have been the greatest planning trigger for IMC in the early years, they did play a significant role in supplying and managing these early efforts at integrating marketing communications. In this new sector of IMC, a number of extremely large advertising firms and agency groupings were quite active. Saatchi and Saatchi, Young and Rubicam, The Interpublic Group of Companies, WPP Group, Ogilvy and Mather, Leo Burnett Company, and DDB Needham are examples of companies that, despite being primarily advertising agencies, also provided other marketing communication services through joint ventures, alliances, or specific divisions of their parent companies. They were all promoting themselves as being able to provide all the disciplines and services a marketer may want for marketing communication.

However, even at the time, their customers were not interested in or prepared to pay for what IMC was providing. Only a small percentage of advertisers believed their advertising agency would supply IMC services, even though 85% of advertisers claimed they desired them. Major

organizations made various attempts to address this problem. Numerous organizations have established IMC education programs for their leaders. Before it split up in 1995, Lintas Campbell-Ewald, a unit of The Interpublic Group of Companies, provided its middle and senior level managers with a comprehensive training program in IMCs. In order to educate senior executives, Y&R started a global IMCs training program in the early 1990s with the intention of expanding it to include all agency managers. One of the pioneers in the IMCs field, Leo Burnett, introduced a new integrated planning and communications concept. All of Burnett's then-over 2000 US workers were expected to attend the six-day seminars. There is little question that major advertising agencies seemed devoted to delivering IMCs for their customers, even if they may have started off to a sluggish or even bad start.

Traditional advertising agencies almost by default grabbed the lead in the IMCs planning for their clients' brands, despite the fact that the marketing communications sector has always been made up of a range of specialty groups. It was an easy explanation. A company's communication budget was often mostly handled by an advertising agency. However, there has been a virtual boom in the number of new marketing communication-focused companies in recent years. This is mostly due to the tendency toward a constant emphasis on promotion as well as new methods of message delivery like "new media." Unfortunately, this simply makes it more difficult to create and oversee effective IMC initiatives. For a minute, let's think about a few of the diverse groups that could contribute to the design and dissemination of marketing communications. First off, there are all the standard channels for marketing communication messaging, including public relations companies, advertising agencies, sales promotion or collateral agencies, and specialty businesses. Include telemarketers, packaging experts, branding firms, corporate identity organizations, and the growing number of direct response agencies. Internet agencies, new media, and media purchasing organizations round out the list. Distribution channels may have an effect on communications outside of the trade. Through channel marketing or co-op initiatives, retailers undoubtedly have some influence. Franchises participate in marketing communications for all franchise entities. Bottlers and distribution networks for soft drink and beer firms typically have a major say in the direction of their brand's marketing message.

The structure of the business itself is a further consideration, which may involve a variety of divisions having a role in marketing communication. Sadly, these departments often have their own bosses and work independently of one another. Too many businesses still use vertical management rather than horizontal management, which makes it difficult for divisions to even communicate much alone collaborate. It may be challenging to relinquish power to brand management, even in big organizations where a single group has been established to supervise all marketing communication and coordinate the work of all outside agencies and suppliers. Additionally, there has always been conflict between the marketing and sales divisions.

Now divide everything by the number of nations where a company sells its brands. Although having a worldwide network is not unique for many marketing communication vendors, it is nevertheless a management headache. Local differences must be taken into consideration while still upholding the brand's overarching posture in global IMC. One strategy used by multinational marketers to address this is to combine all of their worldwide marketing

communication activities into a single agency that can handle the majority of their marketing communication requirements, either internally or via their network of sister firms.

But you start to understand. To establish a consistent approach and message, all of this possible input into a company's marketing communication must be monitored and managed. Even with the greatest of intentions, it is challenging to efficiently apply this since it is not simple. However, this issue has to be resolved if IMC is to be successful. There has to be a single point of contact with legitimate authority over both coordinating the work of everyone participating in the process and making decisions. And probably the most crucial choice they must have the power to make is how the funding for marketing communications will be divided.

The function of promotions and advertising in IMC

As was already established, the fact that conventional advertising firms received the majority of the funding for marketing communications at the time led them to first assume control over IMC. But everything is changing. Promotion-oriented marketing communication is becoming more and more important due to the growing short-term emphasis on the bottom line, and many businesses are now debating the value of advertising. They ought not. What function does advertising serve in IMC specifically? IMC is a planning concept, as we have attempted to make clear. The simple explanation is that conventional advertising "fits" when and where it makes sense in order to communicate with the target demographic most effectively. However, many managers won't find this simple solution to be particularly satisfying.

An integrated strategy for communication planning and execution, according to Schultz, "does not necessarily reduce the role or value of traditional mass-media advertising." We concur. What does advertising mean in the modern world? Direct response 800 numbers are often used in television advertisements, as are requests for viewers to hunt for and present a coupon in the newspaper. Is this promotion or advertising? Advertising used to be distributed via measurable media including television, radio, newspapers, magazines, and outdoor. However, currently advertising messages are also sent via channels of marketing and direct marketing, where in the past only promotional messages were discovered. As we indicated previously, the customer has no idea what constitutes "advertising." 1,000 randomly selected customers were phoned and asked to describe a broad range of marketing communication formats in intriguing research carried out in the US by the Leo Burnett agency. Consumers responded "advertising" to more than 100 distinct types of marketing communication, they discovered. The majority of advertising professionals' definitions of advertising would actually meet many of the responses. But what about items like product catalogs, information pamphlets, retail window displays, coupons, bill inserts, and other such things? Although they seem more like conventional advertising, well over 90% of the consumers surveyed referred to them as such. In fact, 92% agreed that product packaging serves as advertisement. Consumers seem to perceive practically all marketing communications as advertising, which is maybe not a surprise [7]–[9].

Regarding the function of conventional advertising vs promotion in contemporary commercial communication, Rossiter and Percy raise two intriguing considerations. Regarding the shift in marketing communication budgets toward promotion, they note that despite this shift, there has been an increase, not a decrease, in the use of general advertising media in the past ten years. In

addition to the all-but-required trade promotions, most of the growth in promotion has been additional, with the majority of this in the form of promotions that resemble advertisements.

However, in conventional terms, the rate of advertising growth has essentially tracked the rate of media inflation, while other non-traditional forms of advertising and promotion have actually grown at a faster rate. However, the second point about advertisements-like promotions is crucial. Promotion-focused communications that are highly ad-like are expanding rather than more conventional kinds of advertising. For instance, as Rossiter and Percy note, direct mail and telemarketing are often seen as promotion rather than advertising, despite being by far the most prevalent and rapidly expanding kinds of marketing communication. However, when employed appropriately, they serve the same purposes as both advertising and promotion in terms of achieving short-term sales goals and brand equity development. The same is true with free standing inserts, which are by far the most popular method of distributing coupons. These media are, in the strictest sense, promotional in nature, and we will consider them as such in this book. However, they are also extremely similar to advertising in their capacity to support the development of brand equity and awareness.

Because what one would consider to be classic advertising abilities now play such a crucial part in every form of marketing communication, the barrier between advertising and promotion is blurring, which is still another reason for the necessity of IMC. We'll see that in order to develop an efficient IMC campaign, the manager must handle the same media and strategic creative issues that have always been present in conventional advertising. Simply said, a greater variety of possibilities are being considered using these ideas. In IMC, one sets communication goals and chooses media in order to reach the target audience as effectively as possible. But the planning and implementation of all marketing communication should be integrated, rather than only taking into account different forms of advertising or promotion on their own. The point is that in the end, any marketing communication that focuses on brand building may be thought of as delivering an advertising-like message, and any marketing communication that seeks immediate action from the target audience may be thought of as delivering a promotion-like message. Promotions should also contain advertising-like messages. The strategic basis for the formulation and implementation of the message remains the same, regardless of whether marketing communication is provided via new or traditional media, as part of a direct marketing campaign or online, as an advertisement or promotion, as we will see in subsequent s. Regardless of how information is presented, the brain will interpret both words and visuals in the same manner. Regardless matter where the sense organs locate them, sound, language, and images are all the same to the brain.

Advertising companies' function in IMC

Traditional advertising agencies should have a better understanding of what is required strategically in the development of all IMC since they have expertise with advertising-like, brand-building marketing communication. To fully incorporate the advertising-like message component into their promotions or IMC planning in general, the majority of the new promotion-oriented firms and media service groups specialized in certain sectors will simply lack the knowledge or expertise necessary. Due of this, there is a compelling case for an advertising firm with extensive resources to serve as the main coordinator of IMC, always working under the

direction of the client. Sadly, for a variety of reasons, advertising companies now have less funding than they had 20 years ago. They still, however, are in a better position to understand strategically what is required to produce good IMC and to have the necessary creative skills.

Obstacles to efficient IMC

Despite the fact that the majority of marketers seem to believe that IMC makes sense, there is surprisingly little proof that many businesses really use it. Insofar as it is being utilized, it is most likely to be found in industries producing fast-moving consumer items that operate internationally and are looking for methods to coordinate their demands for worldwide marketing communication. Marketing managers shouldn't assume that if they don't use IMC, they are automatically missing out on its potential advantages. A brand's marketing communication may be much less successful without IMC. Additionally, the market will be less effective the more complicated it is. Multiple representations of a brand in the market might result from a lack of IMC, coordinated communications strategy, and the delivery of a consistent message. There won't be any coherence or 'lift' from the whole program, regardless of whether the positioning is the same or not, if a brand's marketing communications lack a uniform appearance and feel.

When a campaign has a consistent look and feel, its total impact is considerably bigger than the sum of its individual effects since each piece of marketing communication is processed more easily because previous campaign messages have already been processed. When there is a lack of consistency in the distinct messages being sent, each piece of marketing communication must be processed from start. If a promotion has the same overall aesthetic as the brand's advertising and is mirrored in the packaging and in-store merchandising, any previous exposure to one of these marketing communications will help the consumer digest the other pieces of information. When someone views one of these artworks, they won't have any background knowledge or basis since each one will have a distinctive appearance. They must interpret the message independently. As we'll see in the next s, it might be challenging to even get someone to absorb marketing communication. Helpful is effective IMC [10].

In reality, studies show that IMC and growth in sales, market share, and profit are related. Why then hasn't IMC been used more frequently? We agree with Pickton and Broderick's explanation, which states that the problem is "partly caused by ignorance, unwillingness, and inertia, and partly due to the sheer difficulties of achieving the integration. The decision-making process in place at the majority of marketing firms is perhaps the largest issue. In attempting to execute IMC programs, managers' organizational structures, ways of thinking about or approaching marketing issues, and other factors can cause issues. We'll examine this in terms of certain organizational impediments to IMC and a company's character. Additionally, a significant barrier to successfully adopting IMC is often the question of pay.

CONCLUSION

Overall, by offering insights into management perspectives of IMC and its practical ramifications, this study adds to the body of information already in existence. It stresses the need of coordinating marketing communication initiatives and provides suggestions for managers and organizations looking to improve their IMC procedures in order to achieve organizational success in a market that is becoming more competitive. This research also emphasizes the need

of thorough education and training programs to improve managers' comprehension of IMC and its potential advantages. Additionally, it emphasizes the value of developing an accommodating company culture that promotes cooperation and integration among various marketing communication roles.

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STRATEGIC APPROACH FOR ORGANIZATIONAL BARRIERS OF IMC**Dr. Kadambat Kumar***

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ABSTRACT:

Integrated Marketing Communication (IMC) is a strategic approach that aims to unify all aspects of marketing communication to deliver a consistent and seamless message to target audiences. However, implementing IMC within organizations can be challenging due to various organizational barriers that hinder its effective adoption and implementation. This study explores the organizational barriers of IMC and their impact on the successful implementation of integrated marketing communication strategies. Through an extensive review of existing literature, this research examines the theoretical foundations of IMC and identifies key organizational barriers that organizations commonly encounter. IMC requires centralized planning with marketing communication knowledge. It is understandable that there are issues with efficiently establishing and executing IMC programs given the dispersed resources, individual manager connections with marketing communication firms and suppliers, and a lack of incentives for collaboration.

KEYWORDS: Accountability, Communication Silos, Cultural resistance, Departmentalization, Fragmentation, Functional Specialization.

INTRODUCTION

While successful IMC requires coordination across all of a brand's "voices," most businesses choose to focus on creating vertical communications strategies. Because of this, horizontal interactions are required yet struggle inside vertical organizations. Problems arise at the organizational level as a result of the parallel organizational structures, many departments, and functional specialties that prevent the sort of coordination across disciplines necessary for IMC planning. The brand management notion is a prime example of this kind of issue, and recent shifts to category or channel management by several major packaged goods businesses are only going to exacerbate the issue. IMC requires centralized planning with marketing communication knowledge. It is understandable that there are issues with efficiently establishing and executing IMC programs given the dispersed resources, individual manager connections with marketing communication firms and suppliers, and a lack of incentives for collaboration.

Organizational design

IMC is widely acknowledged to be necessary by marketing managers, yet many marketing firms' inherent organizational structures make it difficult to put it into practice. The capacity of an organization to manage the interactions of information and materials across the numerous

agencies and suppliers engaged in providing marketing communication services is at the heart of this issue. This may be challenging due to a variety of unique structural issues [1]–[3]. The organization's lack of respect for marketing communication.

Unfortunately, for far too many marketers, internal organization priorities place a very low value on their marketing communication. Spending money on marketing communications is a luxury that many in upper management can only afford when everything else is going well. Not using allotted funds for marketing communication is one of the quickest ways for someone concerned with the financial statement to transfer significant sums of money to the bottom line. With this mentality, it is not unexpected that individuals who are more in charge of marketing communication work at lower levels of the company. It is true that top management reserves the right and often does to authorize a campaign. However, it would be quite uncommon to have top management participating in the marketing communication strategy. Instead, the real strategic planning is often carried out by fairly junior brand managers, whose work is then sent to more senior brand managers for approval. Even in organizations having dedicated managers for marketing or advertising, these managers will often have minimal influence inside the firm and nearly never have ultimate say over the budget. The managers who are really handling the marketing will make the final choice on the budget.

This has always seemed to us to be rather short-sighted. Can you think of any area of business where choices impacting millions are made with such little senior management input, as one brand manager put it? Without a certain, everyone would be engaged, even the board of directors, if brick and mortar received even half of the typical packaged products brand's marketing communication budget. The tendency toward decentralized decision-making exacerbates this issue. It becomes more difficult, if not impossible, to guarantee an IMC program when more and more individuals are given the authority to make choices at lower and lower levels. This is made worse by people's propensity to turn to experts when faced with challenging or huge jobs.

DISCUSSION

Specialization

Those in charge should preferably be marketing communication generalists to run IMC efficiently. But where can you locate one in the marketing companies of today? In reality, one is more likely to discover individuals who specialize in a certain field inside organizations; nevertheless, these individuals seldom interact with one another. They carefully preserve the regions they oversee, have their own budgets, and vendors. When one takes into account the marketing communication vendors these experts depend on, the issue gets much more complicated. Since they are both experts in a certain field, they naturally promote their own approaches to marketing communication. These experts will prefer to keep communications initiatives distinct since that is just how they work, whether inside a business or between suppliers.

It is quite challenging to assemble these experts in the first place, much alone expect them to possess the wide grasp of several marketing communication alternatives required for efficient IMC planning, given the restricted emphasis and understanding of these specialists. Even yet, it

would be too much to expect them to give up power, particularly given the likelihood that it would not be financially beneficial. However, this is the specific need for IMC to function inside an organization.

Organizational personality

Along with the issues that come with how most marketing organizations are set up, adopting IMC may also be difficult due to more irrational parts of an organization's mindset and behavior. We've just seen how a conventional organizational structure might obstruct the exchange of ideas and information inside a company. It is highly challenging for a complete firm to share a similar understanding of that company's marketing communication due to this sort of structural barrier. However, it is crucial for every employee of a firm to comprehend and convey the right "image" in any marketing communications. Anyone who interacts with consumers must uphold the brand image that has been established via marketing communications. This implies that retail employees, sales representatives, phone operators, and receptionists are all a part of a company's marketing communication and are therefore in many ways IMC 'media'. This may be a severe issue since all too often, only those who are actively engaged with the marketing communication program are aware of it.

Culture of the business

Both managers' personal histories and the corporate culture have an impact on how they think. When the marketer's culture must engage with the cultures of marketing communication agencies and suppliers, this potential issue is further complicated in the IMC instance. It's possible that managers from various organizations will have varying opinions on what constitutes a successful marketing message. This subject is also covered later when we examine the possible issues brought on by how various managers see IMC. Here, we are only thinking about their broad worldviews and how corporate culture will affect them. The concept that a company will have its own unique defining culture and that workers of the business would absorb that culture is discussed in a significant deal of management literature. While that culture won't completely dictate a manager's method of operation, it will undoubtedly have a big effect on how it develops. This eventually results in organizational attitudes like "This is how we do it," "We've always done it this way," and "It works for us." Attitudes like these may obstruct integrated thinking and planning when dealing with outside agencies and contractors as well as inside an organization.

Managerial perspectives

Effective IMC implementation may often be hampered by managers' perceptions of it. Managers from different backgrounds or marketing communication specialties are likely to have different perspectives on what constitutes IMCs and the roles different people should play in IMC planning and implementation, whether they work for marketing organizations, marketing communications agencies, or vendors. The 'superiority' of their own specialty within the communication mix also arouses strong possessive sentiments among managers. As a result, it is not unexpected to learn that there are many different ideas regarding how to implement IMCs. IMC should be accomplished in a number of ways, according to the 1991 research of marketing managers covered previously in article.

About 60% of managers who indicated they were familiar with the term "integrated marketing communications" appear to view the responsibility for IMC planning in a manner similar to our own: 35% believed they would jointly establish communication strategies with all pertinent agencies and vendors, with specific assignments being carried out by the agency or vendor with the highest level of expertise. Another 25% said they were the only ones were charge of determining the IMC strategy, but they would then delegate particular tasks to the proper agencies or suppliers and expect them to organize the implementation [4]–[6]. Of course, we contend that although the marketer must be in charge of IMC planning, strategy should be developed by all parties involved, who then carry out creative work while being directed by the shared creative brief, coordinated by the marketer. The remaining managers were split into two groups: 25% thought they would set the communication strategy and then leave it to the agency to carry it out, and 7% thought they would delegate its execution to the specific agency or vendor best suited for each task. The remaining 8% had a range of different viewpoints.

Opposition to change

Effective implementation will undoubtedly be mediated by various IMC views. However, what is considerably more concerning is the inherent resistance to change that the concept of IMC is likely to engender, making it difficult to put into practice despite widespread recognition of the advantages. The idea that the manager in charge of IMC planning won't completely understand another person's area of expertise is perhaps the most severe worry. Because of long-held beliefs that advertising managers simply do not comprehend or even consider other forms of marketing communications; this issue is made much worse when advertising takes the lead. This is made worse by the tactical short-term experience of individuals working in promotion vs the longer-term thinking of advertising managers, for instance. Employees will worry about how their specialty will fit into department planning and worry that their positions will become less crucial or even redundant if they believe the IMC management does not fully value them.

IMC planning could encounter opposition as a result of such emotions. Another method to approach some of these concerns of change resistance is via the lens of intra- and inter-organizational politics. Whether someone is motivated by personal gain or a genuine conviction that their method is better, the outcome is the same. Power and the benefits that come with it are sought after by individuals, groups, and institutions. Too often, managers and their workers think that if they execute efficient IMCs planning, they would be making too many sacrifices. One facet of this issue is compensation. There are emotions of status and power that, in many instances, have been earned by hard work, and which the juggling of obligations demanded by IMC appear to threaten. This may be a very challenging issue.

Financial Priority

The erroneous focus on financial rather than customer factors in the creation of marketing strategy is another significant feature of an organization's character that affects IMC execution. When creating marketing goals, many managers adopt the mentality that financial considerations rather than customer wishes or needs should guide their decisions. But when it comes to IMC planning, the customer should come first. IMC requires a comprehension of customer behavior and decision-making, as we will cover in more detail later in the book. The

planning environment is less likely to effectively foster IMC when a marketer is more concerned with profits than with customers.

Compensation

Comparatively to agencies and suppliers, compensation difficulties are less of a direct problem inside marketing organizations. However, there is still an issue. Marketing communication professionals inside a corporation are likely to be concerned about the significance of their job in a realigned IMC-oriented marketing communication group under the situations we've just mentioned. Such anxieties inevitably result in worry about pay and opportunities for advancement and sap passion for IMC.

However, the agencies and suppliers that meet the marketer's demands for marketing communication are where the true problem about remuneration rests. Large advertising firms that have attempted to provide their customers with a comprehensive range of marketing communication services have undoubtedly run into trouble because of this. At these agencies, group managers are often compensated based on their overall revenue and billings. In light of this, how likely is it that the management of the advertising group will advise their client that perhaps it would be better for them to spend more money on direct marketing, even if there is a direct marketing group at the agency, let alone if the work would need to be done elsewhere?

These managers must get compensation in a manner that takes into account the size of the firm as a whole rather than the amount spent on their specific area of expertise. IMC is unachievable without such a plan because people in charge of a certain sort of marketing communication will be more focused on 'selling' their specialization than on how their specialty can best contribute to an overall IMC program.

When several rival agencies or suppliers are required to collaborate, the issue is made worse. In order to increase their chances of keeping clients, numerous agencies and suppliers have really worked to provide a variety of various sorts of marketing communications. Such businesses have either attempted to combine with other providers or to form groups within their own business to offer a range of marketing communication services. Although the agency or vendor may experience overall better profits or more financial stability as a result of such actions, managing the compensation between the competing specializations is challenging, as was already mentioned. It shouldn't come as a surprise that any business would wish to keep making money in a changing environment. It should therefore come as no surprise that they would prioritize their personal financial security above offering their consumers the finest overall IMC program as a result of doing this. This emphasizes the requirement for the marketer to have strict control over planning.

Overcoming obstacles

Despite the fact that the necessity for IMCs is generally acknowledged, as the debate above shows, there are a number of possible obstacles in the way of their implementation. we have a summary of these probable obstacles. However, these obstacles are surmounted, and the benefits of efficient IMC make the effort worthwhile. Managers may start to solve these potential issues by being aware of them and recognizing them within their own business. We don't suggest that

solving these issues is simple. They affect the core of how businesses run on a daily basis, after all. The operational lifeblood of a corporation includes how decisions are made and how an organization is set up. Change requires trust, and trust only comes from a complete comprehension of the issues involved and the possible long-term outcomes.

Opportunities for IMC identification

Because every marketing communication opportunity should be based on careful strategic planning in order to ensure a consistent message and because that message almost always needs to be delivered in more than one way, it could be argued that every opportunity to use marketing communication is an IMC opportunity. Keep in mind that each interaction a brand has with its target audience becomes marketing communication. Therefore, even if a direct mail campaign is all that is utilized, there must be a correlation between the mailing's content and the envelope it is sent in. If a package is also used, it must reflect the benefits and images from the direct mail piece. The imagery presented in the advertisement should be consistent with the image of the shop itself, including the type of goods, the signage, and the overall "feeling" the customer will experience when visiting the shop, if you own a small business in a small town, let's say a dress shop.

However, while considering IMC, one is often preoccupied with more extensive marketing communication initiatives. The intricacy of the market one is working with may be the strongest indicator that an IMC program is necessary. More creative or new solutions will probably be needed the more complicated the problem is. There are several factors that might contribute to how difficult a communication issue is. Multiple communication purposes are the most apparent, but there are others that concern the target market, the product or service itself, and how it is distributed.

Complexity of the target audience

Planning and executing marketing communications may be complicated due to many target audience factors. To begin with, communication becomes more challenging the more individuals participating in the decision-making process. A straightforward communication to one person is all that is required in the straightforward scenario, when one person performs all of the roles in a choice, such as when someone is searching for a snack in the afternoon to give them an energy boost. However, the potential requirement for many communications via a range of media or delivery methods rises as more persons are engaged in the decision. This might occur in anything from a household where kids are pleading with parents for a special gift to a big corporation intending to upgrade all of its divisions' word processing systems.

Product or Service Complexity The communication effort may be more difficult if the product or service is highly technical or inventive. For instance, individuals need to be made aware of new consumer electronics products and their attention must be piqued. However, they will also need a lot of information to finish what is often a complicated conclusion. Again, the information needs would be higher if more models are available. This creates potential for IMC even with customer wants that seem to be less complex. Dehydrated soups, for instance, may be advertised as soup, cooking components, a fantastic lunch option, or something to pack for a camping trip [7]–[9].

Complexity of Distribution A often disregarded opportunity for IMC may be found in the

distribution of a product or service. This is more complex than standard trade marketing. The choice of a brand is greatly influenced by a variety of distribution methods. Travel agents are a fantastic example of someone who nearly always has a big impact on everything from basic decisions like which hotel to stay at or which vehicle to hire to important choices like which cruise line to choose for a Caribbean vacation.

Knowing how consumers make decisions

As we have just shown, the complexity of the market affects how probable it is that an IMC program will be required. However, even in instances that appear straightforward, a more comprehensive IMC program could be required than would be immediately evident. A management may better understand how his or her target market makes purchasing choices in the brand's product category by using a tool called a behavioral sequence model, which is introduced when we discuss consumer decision-making. It helps a manager to identify possible IMC possibilities by giving them a comprehensive and dynamic view of the target audience's complete decision-making process. In order to determine where a target audience is acting or making choices that may eventually influence a purchase, a BSM uses a flow chart approach. It outlines the key behavioral phases that occur before, during, and after purchase or usage. Then, it outlines the roles involved, where it happens, when it happens, and how for each step of the decision-making process. A manager is in a wonderful position as they go through all of this data to arrange their goals and determine the contact points where marketing communication can be used most successfully.

Consider yourself the brand manager for a new product that has entered a popularly bought packaged goods product area, such as a new fabric softener or laundry detergent. How will knowing how customers choose products in the category aid you in spotting IMC opportunities? If you discover that one individual is most likely to fill every function necessary for making the purchase, you would simply need to design your communication around that one person. Nevertheless, you still need to consider if that individual needs only one message to encourage a purchase or whether many communications, maybe given in various methods, would be required. You'll probably need more than one delivery method as this is a new product. For instance, TV advertising is quite effective in increasing public awareness and reawakening dormant consumer interest in a product. People often forget about new products since the majority of categories of packaged goods do not thrill consumers. Because of this, it would make sense to provide a coupon as a trial incentive and to use an attention-grabbing in-store display or shelf talker to remind shoppers of whatever interest they may have initially shown in the product due to the advertising.

Because customers' behavior in stores is so routinely predict, there would be no assurance that they would notice the item at the moment of purchase if one did nothing but promote. Broadcast advertising would be excellent in this case for raising awareness and interest, but more assistance may be required when the choice to buy is really made, assistance that conventional advertising would not provide. Understanding the decision-making process can help you to see that even when just one person is engaged in the decision-making process, the choice is not made instantly. Although first piqued, attention is likely to wane until it is reignited in the shop [10]. A manager will be made aware of the many marketing communications choices that may be

necessary by having a solid grasp of how a target audience makes decisions, which will assist them identify:

1. Complicatedness of the intended audience
2. The distribution's complexity
3. The difficulty of the purchasing choice
4. Long-term vs short-term communication goals
5. Segments must be separated
6. Multiple communications are required.
7. Opportunities to convey a distinctive message
8. Opportunities for incentives to trade

Probable significance of retail messaging

We have seen how the market's inherent complexity suggests the necessity for IMC. A manager's ability to spot subtler complexity that are more a result of how consumers make choices than of real market circumstances is aided by a thorough understanding of consumer decision making. In addition, the methods used to acquire information may reveal consumer-perceived complexity within distribution that may otherwise go unnoticed. For instance, the roles performed by diverse members of the target audience may contribute a complexity not otherwise readily recognized.

But the most significant knowledge of consumer decision making that is supplied by message requirements is connected to the necessity for IMC and the recommendations for strategic IMC planning. When one examines how individuals approach making judgments in a category, the more complicated the process, the more alternatives are required to handle that complexity. It will be easier to distinguish between short-term and long-term communication goals if the decision is one that develops over time, like the choice to purchase a new car. Keeping with the automotive industry, creating an image for a vehicle over the long term will help consumers consider it when they start thinking about buying a new car, but it's also important to provide detailed information and incentives for the short term when the decision is being made. Knowing how choices are made for a new car would make the necessity for an IMC program in these situations evident.

CONCLUSION

In its last, the report provides suggestions for companies looking to improve their IMC processes and get through internal obstacles. These suggestions include developing cross-functional teams, investing in technology and resources, offering education and training, and encouraging top-down support and commitment. They also involve cultivating a culture of cooperation and communication. Overall, this study advances knowledge of organizational IMC obstacles and how they affect marketing communication effectiveness. Organizations may more effectively combine their marketing communication efforts and produce a coherent, compelling message that connects with target audiences by recognizing and removing these obstacles, which will enhance organizational performance and provide them a competitive edge.

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COMPONENT OF IMC STRATEGIC PLANNING

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ABSTRACT:

IMC (Integrated Marketing Communication) strategic planning is a critical process that guides organizations in developing cohesive and effective marketing communication strategies. This study explores the key components and considerations involved in IMC strategic planning and its impact on organizational success. Through a comprehensive review of literature, this research examines the theoretical foundations and best practices of IMC strategic planning. It explores the integration of various marketing communication channels, including advertising, public relations, direct marketing, digital marketing, and social media, to deliver a consistent and persuasive message to target audiences. The marketing strategy is taken into account before the actual strategic planning process ever starts. Any communications campaign must have the end customer at its core, but IMC offers much more.

KEYWORDS: *Brand Positioning, Campaign Objectives, Competitive Analysis, Consumer Behavior, Creative Messaging, Digital Marketing, Evaluation Metrics.*

INTRODUCTION

We will look closely at the strategic planning process and how it results in efficient IMC in the next three chapters of this book. However, at this point, a quick explanation of the procedures involved in IMC strategic planning is necessary. This will provide a framework for a better comprehension of the significance of the information in the s prior to the discussion of IMC strategic planning in the creation of efficient IMC. The marketing strategy is taken into account before the actual strategic planning process ever starts. Any communications campaign must have the end customer at its core, but IMC offers much more. The marketing strategy will specify in general who we want to attract as the final consumer or user. It will say if a trial or repeat buy approach is to be followed, for instance. Is the brand's main goal to entice new users or to boost sales from current clients? However, the marketing strategy makes no provision for those who could be crucial decision-makers. The manager must be as knowledgeable as possible about all market factors that might favorably affect consumer perception of the brand. The final consumers or users, as well as everyone who could have an impact on their choices, are possible communication targets. This may include additional individuals who may have an impact on the final customer, the industry, or even the company's image and reputation. This new knowledge will be acquired as part of the strategic planning process [1]–[3].

The marketing strategy will also outline the brand's broad positioning. It will include the main competitors for the brand as well as details like whether it will be promoted as a "value" brand or "luxury" brand, among other things. The process of strategic planning includes determining how the brand will be positioned inside its marketing communications, even though this will determine the broad parameters for the brand's placement in the market. Managers must arrange their ideas in terms of how an IMC program will assist the brand achieve its marketing goals in order to create successful marketing communication for the brand. Reviewing the marketing strategy demonstrates the background information required to understand how the brand is to be promoted, defines the target market, and establishes the brand's overall positioning. With this foundation, the manager is prepared to start the process of strategic planning that will result in an IMC strategy that will support the brand's marketing goals.

The five-step strategic planning process

IMC's strategic planning approach consists of five steps. To best deliver and process the message, one must first identify and choose the appropriate target audience, then ascertain how that audience makes brand decisions, establish how the brand will be positioned within its marketing communication, and choose a benefit to support that positioning, then establish the communication strategy.

The management needs at this point start weighing the benefits and drawbacks of different advertising and marketing methods in order to meet the communication goals. The communication duties must be matched to the distinctive strengths of advertising and certain promotions. At this point, it won't be uncommon at all to consider much more possible communication channels than the brand is equipped to handle. However, this is a step in the process of strategic planning and one of IMC's great strengths. The best decisions are then taken while staying within the constraints of strategy and spending.

Think about this instance. Let's say a business is launching a new snack item. It is likely that in order to get moms to buy the new snack for their kids, we will need to make both the mother and the kids aware of the brand, help them develop a favorable brand attitude, and we will undoubtedly want the mother to develop a positive brand purchase intention. To raise brand awareness, one may market to both moms and children, but probably via various mediums. For instance, one may employ print advertisements in women's magazines and television advertising during children's programs. The use of these same platforms for messaging intended to foster a favorable brand attitude is also possible. The same advertisements would likely accomplish both tasks. But is this sufficient? Children could be given a premium to pique their attention, particularly if there is fierce and widespread competition. Where is a mother most likely to decide to purchase the snack? Most likely at home, at the child's request. Will she remember if the kid isn't with her while she goes shopping? Some in-store merchandising might be helpful.

As you can see, even in this rather simple example, a variety of alternative communication activities are given, utilizing both advertising and promotion, and they are provided in different ways. It's possible that early evening family programs will just air one ad in the end. Even if television advertising was the only kind of advertising employed, it would still be IMC. IMC is the process of strategic planning, not the utilization of several marketing communication voices.

Whatever the final execution, strategic IMC planning is employed to find the best solution within strategic and financial restrictions. Even if this is exceedingly unlikely, it serves to highlight the crucial idea that IMC is the outcome of a planning process that results in the ideal communication program for a brand, whatever that may be.

We agree that the idea is rather easy, but the execution needs a great lot of attention and knowledge. Managers may believe that they currently conduct this procedure or that it is close to it. The only thing that matters is how the message fits into the broader IMC program, and that is what this book is all about. As we will see in subsequent s, promotion-like communications are created for shorter-term tactical demands to elicit an instant sales reaction while advertising-like messages are utilized for longer-term strategic attempts to develop brand recognition and attitude.

Despite the fact that the majority of marketers think IMC is crucial for their businesses, there are a number of obstacles that prevent its efficient use. True IMC is really the uncommon rather than the norm. The challenge stems from the methods that most businesses are set up, the nature of most organizations, which works against change, and the problems with remuneration. It is exceedingly difficult to change such ingrained organizational habits, and senior management commitment is necessary for success. Almost every marketing communication activity is a chance for IMC, and figuring out the crucial communication touchpoints requires knowledge of how customers choose brands within a certain category.

Products and IMC

Beyond the obvious marketing factors like a marke product, an efficient price plan, and distribution, the key to developing a brand is to effectively position it and cultivate a favorable brand attitude that will result in a high level of brand equity. This is what gives a brand its purpose, and the purpose of a brand is driven by marketing communication. It may be argued that the existence of what we often refer to as a brand would be challenging, if not impossible, without marketing communication, particularly advertising. Every interaction with the market requires a consistent positioning and communication plan in order to develop a strong, favorable brand attitude. Without it, conflicting messages and imagery may cause consumers to get confused about the precise meaning of a brand. In this article, we'll explain how a brand is typically positioned, how developing a positive brand attitude creates brand equity, and what this all implies for choosing which brands to include in a portfolio.

DISCUSSION

The function of IMC in brand development

It's interesting to note that brand, an ancient Norse word meaning "to burn," is assumed to have been the source of the term's original meaning. We are aware of this interpretation, which is really the second one provided by the Oxford English Dictionary. What is the first, then? The OED defines brand as "goods of particular name or trade mark" if you search the term under that heading. While a brand may technically be something that identifies a certain item or service, this is quite different from what we think of as a brand. This "specific name or trademark" does much more than only set one thing apart from another. Consumers associate brands with certain

meanings, which are partly derived from personal experience but are mostly the result of how a brand has been positioned and communicated to the public—ideally, via IMC.

Let's take a moment to clarify what we really mean when we speak about marketing communication before moving on. Every interaction between the market and the brand is referred to as marketing communication. This encompasses far more than only marketing and advertising. Everything is meant by this, including packaging, the outside of the truck used to deliver the company's goods, trade show sales kits, business cards, sponsorships, shop signage, collateral, retail store layout, newsletters, and so on. IMC is essential for creating successful brands because of this. All these facets of a brand's communication must be coordinated by management to provide a consistent message. Once again using the OED as our guide, we can define a brand as a label that is "attached to an object to give information about it." The idea of a brand goes beyond its "specific name or trademark," including details about who it is and what it stands for. And as a consequence of the brand's marketing message, its meaning changes over time. This connotation is under control thanks to effective IMC.

The premise still stands even if we apply the concept of a brand to celebrities or politicians. People learn things about a politician or celebrity via different means of mass communication, and communication in some way or another maintains them as a "brand" in their market. Without it, the individual is just a government employee or an enigma. Successful politicians and celebrities want their name to imply something very unique to their market, much as with a product or service. They want their "brand" to have a very specific connotation. Similar to other companies, they do this by establishing a solid positive attitude and using effective positioning.

Social context

The significance of brands extends well beyond the conventional notions of information and understanding provision. Brands are often used to establish or convey societal significance. The function of IMC in creating social meaning is analogous to what we have just discussed. Brands may, among other things, act as a catalyst for brand communities, social integration, or social distinction within a social setting. This follows from the potentially personal connotations of brands. Brands are often associated with human traits in people's minds. This may happen as a direct consequence of how they see customers of a certain company, or it might be due to a celebrity brand ambassador. It may also come indirectly through marketing materials, such as advertising, brand-related symbols, and even the brand name itself. People's emotional connections to brands are a crucial component in customizing brand meaning [4]–[6].

There is overwhelming research that shows how differently men and women interpret the identical advertisement execution. There is little doubt that the motivations behind male and female choices to utilize a certain product vary significantly, but marketing communication may also explain societal distinction. This presents the possibility of using IMC to represent gender identity when developing a brand strategy for social distinction or, on the other side, to use various creative tactics to minimize differentiation. Because a social differentiation approach for a brand requires even more coordination and control, a successful IMC program is crucial.

On the other side, the concept of social integration and brands represents the idea that in daily use, brands' meanings may support the development and maintenance of social interactions.

Even Kates has proposed using brand meaning as a method of social integration for non-heterosexuals. This is inferred from the notion that brands play a role in the formation and upkeep of communities via a shared or common brand meaning. In a repo research, Muniz and O'Guinn described brand communities as 'non-geographic' communities based on a clearly established system of interactions amongst brand fans. This notion of a brand community, in part, stems from a common belief that competitive brands fall short. It expands the concept of brand loyalty beyond the individual brand user, implying that there is a shared perception that they utilize the brand differently and more responsibly than those who just buy it. IMC may undoubtedly be important to the growth of brand communities. A precise, consistent message is ensured by IMC's coordinated effectiveness. Beyond that, though, a company may support brand communities as part of an IMC program by hosting events like "brand fests." For instance, Dahmler-Chrysler's Jeep brand held events for owners and discovered that those who participated had a considerably higher possibility of making another purchase.

The same two components of commercial communication positioning and brand attitude are also the foundations of social meaning for a brand. Of course, there is a lot more at play for both product and social brand meaning. Lack of brand awareness prevents one from understanding how it is positioned; improper message processing makes it difficult to get at the intended meaning or cultivate a favorable brand attitude. However, positioning and brand attitude are at the core of brand development with strategic IMC and serve as the basis for creating a strong brand equity.

Positioning

Setting up the groundwork for a solid brand with IMC begins with positioning. When discussing how to position a brand via marketing communications, one speaks about something distinct from what is often understood as 'positioning' in a marketing sense. A general positioning for a brand will have been determined by a marketing strategy, taking into account factors including price, product attributes, and relationships to certain market groups. How a brand is to be positioned within message executions to the target audience is called positioning in marketing communication. In order to guarantee successful placement, two key concerns must be addressed. What need should the brand be related to from the consumer's perspective? The response to this question positions the brand to maximize brand recognition. What advantages have to be highlighted in order to effectively convey what the brand has to offer? is the second question. The response to this question will assist the brand position itself to develop a powerful, favorable brand mindset.

Prior to answering these queries, it is vital to comprehend the distinction between the two fundamental sorts of brand positioning: central vs distinctive. A brand that occupies the center of the market must be seen as providing all of the fundamental advantages often connected to the product category. The market considers brands with a central positioning to be among the top, if not the greatest, in a certain category. Because of this, they do not need to keep reminding individuals of their advantages in their marketing communications. They are presumptive. People only need to be reminded that the brand is "the best" once. When the brand name is used to describe the category in general, it is when a brand has achieved central placement. This would apply to companies with names like Xerox, Kleenex, and Hoover.

A distinct positioning should be adopted with all other brands. A differentiated positioning, as the name suggests, seeks to set a brand apart from its rivals. This is done by identifying a particular advantage that the target audience values and that they believe—or are convinced to believe—the brand will supply more effectively than any of its rivals. The only time this does not apply is when a brand is seen to be just as excellent as the market leader, particularly if it is more affordable. In such situation, the management may decide to utilize a central positioning as the brand will be seen, like the centrally positioned category leader, as providing all of the primary category advantages. It's time to address the earlier-posed concerns after the fundamental positioning structure—whether the brand should be centrally or differently positioned—has been defined. Understanding how customers see a category is the first step in finding answers to those fundamental issues.

Understanding the definition of markets

We noted at the outset of this article how the word "positioning" is utilized differently in marketing than it is in marketing communications. However, the positioning strategy for a brand's marketing communication will be influenced by the marketing positioning. The consumer's perception of and definition of the market serves as a link between the two. A brand manager will consider many factors, including how rivals are positioned in the market and along what benefit axes. It must be decided whether to place a brand in "gaps" or to challenge a particular competitor's position. Earlier, we said that price strategy and product attributes are two factors often employed in market positioning. A brand manager may choose to reposition the brand at a lower price point if there are no similarly priced, high-quality competitors in the market and the brand's margins can support it.

The positioning the brand would need to take in its marketing communications would be directly impacted by this. However, it need not imply that the placement in terms of communication must be based only on the cheaper price. In light of the reduced pricing approach, it would probably make more sense to emphasize the quality image in order to convince customers that the product quality was not being compromised in order to decrease the price. The consumer's perspective on the market is crucial. Do they think it's possible to sell a high-quality item in this category for less money, or can they be convinced to think it's possible?

Let's think about another example. After a five-year decline in sales and rising competition from top brands like Coca-Cola, UK soft drink maker Britvic chose to rebrand its Tango brand in the middle of 2005. After Coke's 'Z' line of zero-added-sugar soft drinks debuted, they made the decision to reposition Tango in the market by launching Tango transparent, a transparent, low-sugar beverage. The company's long-running campaign, which depicted an unfortunate individual being severely assaulted and the phrase "You know when you've been Tango'd," was modified as a result. This clearly demanded a modification in how the brand was positioned inside its marketing communications. Its advertising adopted a new positioning that focused on the advantages of a "clear" soft drink and included a new slogan that was somewhat modified from the original, "It's clear when you've been Tango'd." As we covered in the first chapter and will cover in more detail later in this book, this continuity with prior advertising demonstrates strong IMC. In this instance, the brand was responding to a change in customer demand away from highly sweetened, fizzy soft drinks and toward healthier alternatives. However, it still raises

a crucial problem about location. What sector of the market does Tango compete in? The market for soft drinks is the apparent explanation, but there is much more to it than that. Tango is a soft drink, of course, and the new Tango Clear is calorie- and color-free. So, where should Tango stand in the market for carbonated beverages? Should it be positioned in the market for fruit drinks, clear drinks, or low-calorie beverages? As you can see, the solution is really not that straightforward.

Positioning and Awareness of the brand

Getting the proper response here is essential for successful positioning from the perspective of IMC positioning. We cannot maximize positioning for brand recognition if we do not completely comprehend how Tango's consumers define the market. It is crucial to know what Tango conjures up in the minds of its target market so that, when people think of Tango, the appropriate category requirement comes to mind.

Hierarchical partitioning is one method for examining how consumers 'see' a market. This strategy is based on the idea that consumers would define a market based on a certain set of product features, and then utilize that set of attributes to segment the market into ever smaller groups. The customer will regard the items and brands in that set more similarly as it becomes smaller, and it is from this hierarchically defined set that an actual decision will be made. As we've just seen, Tango may be considered a competitor in a variety of areas. If this were the case, Tango's marketing strategy would need to focus on creating an association between the brand and fizzy fruit soft drinks in the consumer's mind so that Tango would be thought of whenever the 'need' for a fizzy fruit soft drink arises. Notice how the fact that Tango is colorless and low in calories is disregarded by this market segmentation. However, if this is how customers see the market, such qualities are superfluous when trying to increase brand recognition. However, this does not imply that perks like "colorless" or "low in calories" shouldn't be included in the brand's marketing materials. Only that they don't in terms of how consumers define the market is implied. The IMC campaign's emphasis on the 'colorless' quality might be quite helpful in fostering a favorable perception of the brand[7]–[10].

We have been talking about how customers most often describe markets in terms of product features. However, consumers might also divide markets according to factors like end advantages or use scenarios. Using our Tango example again, the soft drink industry may be seen in terms of end benefits like "healthy" or "refreshing." If this were the case, the key positioning link would aim to have customers identify Tango with either a "healthy" or "refreshing" beverage so that they would think of Tango whenever they desired one of those things. The soft drink industry might also be seen in terms of use scenarios like "after exercise" or "watching weight." Now it should be obvious why doing this right is so crucial. The initial task of positioning is to create a mental association between the brand and the category demand in the consumer's head so that the brand pops into their head when the need arises. This is the main goal of brand awareness.

Positioning and attitude of the brand

How a brand will be portrayed within the message and execution is the second factor that must be taken into account when placing it in marketing communications. In order for a brand to stand

out from competing ones and be seen as superior, it must express its offerings in the best possible manner. This represents the positioning choice made to best represent the brand mindset. In order to represent the underlying motive driving behavior in the category, we will examine more precisely how to choose the advantage to discuss and how to effectively concentrate on the benefit in the execution. At this stage, our attention is on the first positioning choice a manager must make about how to position the brand's offerings, specifically whether the message should be about particular brand or product attributes or about the brand's user. There are two fundamental alternatives for positioning when answering the query of what a brand delivers. The brand may be positioned either toward the customer or toward a particular benefit. These are often referred to as positioning that is more user-focused than product-focused.

In IMC, a user-oriented positioning should not be employed often, but it is a possibility when a brand is being sold to a certain group and it makes sense to target them explicitly in the message. This may be the case, for instance, if you were marketing a high-end music system and wanted to focus on a select group of 'knowledgeable' customers. A message that described the brand as being for "sophisticated" or "discerning" customers may be used in this situation from a user-oriented perspective. Another situation where a user-oriented positioning could be taken into account is when social acceptance is the main factor influencing the target market's behavior. One of the two positive factors that might influence purchasing behavior is social acceptance. Along with engagement, motivation is one of the pillars of brand attitude strategy and will be further. When the target market is driven by social acceptance, it indicates that they are purchasing the item in quest of a chance to get social reward via individual acknowledgment. Here, a guy may purchase a pricey piece of jewelry for the lady in his life as an example. He is probably not purchasing it for his own pleasure, but rather in hopes of getting a favorable reaction from the woman. Advertising messages may claim that if a male purchases a certain product, a woman will reward him.

The management has the option of using a user-oriented placement in these two key scenarios. In one situation, the brand is positioned to "flatter" a certain market group that is being targeted, while in the other, it provides the personal recognition the target market is looking for in a product purchase. In these circumstances, a product-oriented positioning may also be used; however, in all other circumstances, a product-oriented positioning is necessary. The message in a product-oriented positioning is the advantages of the product. Although the messaging will be on the benefit and the brand's success, the execution may include users. A product-oriented positioning will strive to showcase what the brand provides in a manner that will make it viewed as not just different from the competing brands, but superior. This is done by using advantages that are significant to the target audience and that the brand is seen as offering.

CONCLUSION

Overall, this study advances knowledge of IMC strategic planning and emphasizes its importance in attaining marketing communication effectiveness. Organizations may create coherent and effective marketing communication plans that promote brand recognition, engagement, and consumer loyalty by using a systematic and integrated approach to planning. This will eventually result in organizational success in a cutthroat market. The report provides suggestions for businesses looking to improve their IMC strategic planning procedures. Fostering

cross-functional cooperation, using data and analytics, investing in technology and training, combining conventional and digital marketing channels, and maintaining consistency and alignment across all communication touchpoints are some of the suggestions made here.

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EXPLORING THE BRAND ATTITUDE FOR IMC**Dr. Nishant Labhane***

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ABSTRACT:

Brand attitude plays a crucial role in the success of Integrated Marketing Communication (IMC) efforts. This study explores the relationship between IMC and brand attitude, examining how IMC strategies influence consumers' attitudes towards a brand. Through a comprehensive literature review, this research examines the theoretical underpinnings of brand attitude and IMC. It explores the various components of IMC, including advertising, public relations, direct marketing, and digital marketing, and their impact on shaping consumers' perceptions and attitudes towards a brand. It believes that certain brands are superior to others this is a strong beer, that computer is speedier. Every brand in the category you are aware of has developed a meaning that corresponds to your understanding, opinions, and emotions about it.

KEYWORDS: Authenticity, Brand Advocacy, Brand Association, Brand Awareness, Brand Image, Brand Loyalty, Consumer Perception.

INTRODUCTION

The second pillar in the framework for creating powerful brands using IMC is brand mindset. What does brand attitude truly mean? Each individual has favorite and least favorite brands. Their brand mindset is reflected in that choice. But from whence does it originate? An Expectancy-Value model is a popular tool used by researchers who study consumer behavior to explain how individuals create attitudes. Let's look at an illustration. Consider the example of toothpaste. What toothpaste-related facts do you 'know' or hold to be true? Perhaps the fluoride content helps with tooth whitening, breath freshening, and tooth decay prevention. How significant is it to you that toothpaste contains fluoride and whitens teeth, among other things? Now think about the Crest toothpaste line. Do you think Crest helps whiten teeth, contains fluoride, etc.? Does it include a lot of fluoride; does it effectively whiten teeth, or does it simply perform mediocrally?

Your opinion regarding Crest will ultimately depend on how many of the qualities you value in toothpaste are met by Crest. Your brand attitude toward Crest will be more favorable the more advantages you believe Crest delivers that are significant to you. You'll probably truly like it if it has a lot of features that are significant to you. You won't have as positive of an opinion or attitude about it if it doesn't, or maybe more crucially, if you don't believe that it does or know it doesn't. Additionally, you could not like it at all if you think it performs an extremely poor job delivering a crucial advantage [1]–[3].

Of course, it's unlikely that you've ever given toothpaste nearly as much consideration as you have now. Nevertheless, connections of brands with advantages like these have been formed in your memory, which has contributed to the formation of your overall summary judgments about them. You merely need to remember the sum- total judgment rather than "thinking through" why you have the attitude you have toward various companies. Simply put, you 'like' Crest more than Colgate. In essence, the brand name and its connotation relieve you of the need to do in-depth analyses of competing brands each time you want to make a purchase.

Where does the majority of the brand information that influences brand attitude originate from? How the brand is positioned inside marketing communication. Experience does, after all, matter, but for the majority of consumers and companies, they only "know" something about them. Consider two distinct product categories, such as beer and computers. Although you undoubtedly have "attitudes" regarding many more companies in each category than those you have personally used, you are probably aware of many more than those. You believe that certain brands are superior to others—this is a strong beer, that computer is speedier. Every brand in the category you are aware of has developed a meaning that corresponds to your understanding, opinions, and emotions about it. This meaning is known as the brand attitude. The positioning of the brand and what is stated about it in marketing communication serve as the main sources of such data. A favorable brand attitude may be developed and nurtured with the aid of effective IMC. When we examine the function of conventional advertising in IMC in Chapter 4, we'll discuss how IMC may be utilized to develop a brand's attitude in an effective manner. Here, we'd like to discuss how great brand equity results from a favorable brand attitude.

DISCUSSION

Building brand equity

We have emphasized several times how a great brand equity results from a favorable brand mindset. However, what really is brand equity? Despite the fact that there are nearly as many definitions of brand equity as there are individuals discussing it, virtually all share the concept that brand equity represents an additional value to a product that goes well beyond the objective qualities of the product itself. Due to this additional value, the brand name is effectively turned into a valuable financial asset for the business that is promoting it. It achieves this because a brand with a significant brand equity is one that is well-known, is favorably associated in customers' minds, is seen as "better" than other brands, and is likely to have a large core of devoted users. Better distributors and high demand are thus ensured by this [4]–[6].

Consider some of the commodities you already purchase, particularly if they are fast-moving consumer goods or other low-effort goods. Is the difference between brands of washing powder, brios, mouthwash, toilet paper, clothing, or canned tomatoes really that great? When both types of aspirin have the same active ingredient, why do most consumers choose to purchase branded aspirin over generic? Why do some individuals not only like Coke over Pepsi, but strongly prefer it to the extent that they refuse to even desire to drink the other? And this despite the fact that these fiercely devoted drinkers couldn't distinguish between the two in blind taste tests? There must be something going on here that extends well beyond the product's sensory qualities.

What, then, is it about certain brands that makes consumers believe they are better than others, even if they could employ the same fundamental components, perform the same functions, or even have a similar flavor? Brand equity is the solution. There is just something "better" about it in these people's eyes, and you cannot argue with them. Those who attempted to launch New Coke in the middle of the 1990s should know. Managers at Coke believed Pepsi was gaining market share in the younger demographic and hypothesized that this was due to Pepsi's somewhat sweeter recipe. They made the decision to launch a reformulated beverage that consumers who drink Coke and Pepsi found to be superior to both of their existing offerings. When they created a product that was in fact everyone's favorite, it was released under the name New Coke with the purpose of dispensing with the first offering.

But devoted Coke lovers had an almost violent response in the marketplace. They were furious that the business would eventually stop selling their cherished goods! When the firm rapidly changed its mind, New Coke was discontinued. How could they have erred so gravely? All the while telling drinkers that "Coke is it" and "all the world loves a Coke," Coke's long-standing advertising campaign had built up a strong brand equity. The many taste tests used to establish the ideal recipe were all done "blind." Nobody was aware of the stuff they were consuming. You can guarantee that original Coke would have won out in the tests if they had used the 'preferred' formulation while Coke users were aware of what they were consuming.

In a fascinating neuroimaging research, the ingrained power of brand equity was shown. As we'll see in Chapter 8, emotional connections to brands play a significant role in how individuals receive information about them. When we build opinions about brands, these emotional memories interact with knowledge and presumptions about the companies that originate from the hippocampus. A team of neurobiologists utilized functional magnetic resonance imaging, a procedure that assesses brain activity, to identify the regions of the brain that are stimulated when people form preferences for flavors. Both committed and non-loyal drinkers of the brands—Coke and Pepsi—were included in the test, which was run under labeled and blind settings.

They discovered that just the portion of the brain involved in sensory evaluations was engaged when participants did not know what they were drinking, and preference was essentially random. Regular drinkers were just as likely to choose their "favorite" as the beverage they did not consume. However, the hippocampus, dorsolateral pre-frontal cortex, and midbrain were similarly active for devoted Coke drinkers when there was brand awareness. These are the brain regions that are associated in influencing behavior based on emotion and affect. They liked Coke, which is not surprising. In essence, they were demonstrating the power of brand equity. By being aware that they were drinking their preferred brand, the good emotions connected to the brand were triggered.

A brand only really lives in the consumer's mind, in the meaning that has been developed over time via marketing communication. A strong brand equity will develop, leading to loyalty that transcends any logical examination of the product, to the degree that this marketing communication, in all of its elements, has been consistent in effectively placing the brand and developing favorable brand attitude. IMC that is really successful yields outcomes like these. Even the finest IMC initiatives won't, of course, result in universal brand devotion. In contrast, it

will promote a positive brand mindset that does invigorate positive brand equity, and this will aid in maximizing brand loyalty.

Once again, consider how you personally feel about certain companies. Even if you have a strong brand loyalty to one in particular, you can think that there are one or two other brands in that area that are also very excellent. Even if you may believe that certain companies have better and more favorable brand equity than the one you now purchase, you may choose to forego purchasing such brands. Brands like Lear Jet and Rolls-Royce might serve as examples here. You just 'know' they are excellent brands; it is not a result of your interactions with them. Because of the significant brand equity created by these businesses' marketing communications over time, you can be certain that they are excellent brands. You may not even be aware that you have been exposed to their marketing materials much in these cases. You aren't likely part of their target market, after all. However, they will have indirectly reached you thanks to things like product placement in movies and general word-of-mouth. All of this is crucial to IMC that is successful in establishing a brand.

Thinking about your brand portfolio

Most marketers, even those who are modest by industry standards, offer more than one product or brand. This might be as simple as a line of goods sold under a single brand name or as complex as a wide range of goods and brands sold by big multinational corporations. Any marketer that sells more than one product should coordinate their brand marketing tactics in order to maximize the company's overall capacity to make money. Brand portfolio management is a subset of product portfolio management, which is the overall term used to describe this coordination. Product and brand portfolio management examines everything a company already markets as well as potential acquisitions, product line expansions, and brand extensions in order to maximize each product's and brand's contribution to the overall health of the business. It is necessary to take into account factors like the target market categories, competitive positioning within those markets, and the parent company's and individual brands' core capabilities and equity. The execution of such planning is critically dependent upon branding strategy, and IMC is responsible for putting branding strategy into practice.

Branding tactics

The level at which a brand name is utilized is reflected in what Kapferer has dubbed "brand hierarchy," which is a component of branding strategy. The fundamental query is: Should a product be distinctively branded or include some kind of sub-branding that combines an already-existing brand name with a new one? Sub-branding, which has numerous variations, essentially entails attaching a new brand name to an already-established brand name in order to capitalize on that brand's strength and equity while also developing a distinctive brand identity for the new brand. The benefit of sub-branding is that it enables the development of brand-specific beliefs without requiring a fresh start. A helpful distinction is introduced by Kaferer in his discussion on branding strategy. Regarding the degree to which a brand will serve as a marker of product origin vs difference, he examines several branding methods. An independent or specially branded product aims to set the brand apart. It means that the brand's parent firm is unidentified. Although there is more room for brand expansions because of this, there must be a significant

initial investment in marketing, particularly in marketing communication. Indicators of the product's origin are sought for through sub-branding methods. The terms "source branding" and "endorser branding" refer to the two categories of sub-branding that are most widely recognized. In a source branding plan, the parent firm or brand is backing the product's quality, and the brand must be positioned to match the parent's equity. The firm or a sui brand name from the business's brand portfolio is utilized to launch the new brand if a source branding approach is used. Nestle's Crunch and the IBM ThinkPad are two examples.

A strategy for endorser branding means that the parent brand has given its "approval" and support to the product while accepting a secondary role and helping the brand to establish its own identity with the potential to also nurture the parent. When using an endorser branding approach, the parent brand often has a much lower visibility and comes in second. Kraft's Philadelphia Cream Cheese and Lichtner Pharma's Kira St. Johns Wart are two examples.

Individual brands

The benefit of a distinct or stand-alone brand is that it enables a brand to forge its own identity apart from a parent brand. As was already said, this often involves a higher investment, but it allows the brand to go further in ways that may not be consistent with the core skill or equity of a parent brand. Additionally, it prevents the potential that a brand's image may be influenced negatively by ties with its parent company or even by customer reactions to the brand.

When Anheuser-Busch initially released a reduced calorie beer, this potential had an impact on their branding approach. By first creating a sub-brand like Bud Light, they did not want to damage the reputation of their other brands, particularly Budweiser, their flagship brand. They were worried that possible links with "light" beers among their core clientele may negatively affect the reputation of their brands. In order to avoid using already existing brand names, they developed a new brand called Anheuser-Busch Natural Light while still drawing inspiration from the parent firm. IMC's involvement in brand portfolio strategy is well shown by this scenario. The marketing materials for the new brand have to associate Natural Light with Anheuser-Busch without conjuring up memories of other Anheuser-Busch products. It needed its own unique identity. Anheuser-Busch was always placed before Natural Light in the early advertising and other marketing communications, treating the new brand particularly as a source brand. Sadly, studies revealed that most customers who purchased it requested a Bud Light or Busch Light. As soon as possible, they modified the campaign, removing the mention of Anheuser-Busch and emphasizing "Natural," devoting a significant portion of each performance to establishing the beer call as "give me a Natural".

A reduced calorie variant of each of the brewery's major brands Bud Light, Busch Light, and Michelob Light was launched as the demand for lower-calorie beers grew over time. Eventually, Natural Light became a price brand without marketing support. In terms of branding strategy, this is an extension of the brand, while the Anheuser-Busch Natural Light branding approach was a "corporate source" plan, where the company endorsed the beer's quality and served as a mark of approval. The product wasn't intended to seem self-sufficient [7]–[9].

Sub-brands

As was previously said, a source branding approach or an endorser branding strategy is often followed by sub-branding. These sub-branding tactics may be used to either corporate or brand-level entities. As an example of a corporate source branding approach, consider Nestle's Crunch, where the parent corporation backs the excellence of the offering. An example of a brand source approach is Nescafe Gold Blend, in which Nescafe supports the product's high quality. Nescafe is a Nestle brand, of course, but it stands alone. Despite the fact that there is a clear alliterative connection to the parent company, it is not specifically mentioned in the branding strategy. The endorsement branding tactics work in a similar corporate or brand level difference. A company's branding strategy is influenced by its product and brand portfolio plans, as well as by how it will employ IMC to build its brands in its markets. Interbrew will serve as an example. Even though Interbrew is one of the biggest brewers in the world, there is no beer brand called Interbrew. What brands do they promote, do you know? In only Western Europe, they advertise over 15 brands. While they have opted to promote a few international stand-alone premium lager and specialty beers as part of their product portfolio plan, their primary focus is on the promotion of "local" brands. Interbrew's objective as the "world's local brewer," according to its 2001 Annual Report, is to "build strong local platforms in the major beer markets of the world." Although it is the parent company's stance, the branding strategy for individual businesses will undoubtedly be influenced by it. However, keep in mind that this must also be taken into account as a component of their entire IMC strategy as the 'brand' Interbrew really primarily serves the finance sector.

The fact that the general corporate stance is to see the majority of their brands as "local" must be taken into consideration while developing IMC strategic planning for Interbrew, among other factors. This implies that a company like Tennent's or Diekirch shouldn't position themselves in their marketing communications along brand lines, implying that they are, for example, "one of Europe's best beers." They should instead take a stance that reflects a clearly recognizable local connection, such as Tennent's "the original lager brewed in Scotland." However, Interbrew's international brands, such as Becks and Stella Artois, could be positioned in their IMC campaign in a broader manner, possibly along the lines of "one of the world's favorite beers." This is, of course, a very simplistic look at positioning, meant only to illustrate the link between product and brand portfolio strategy and IMC. At another level of branding strategy within the brand portfolio, consider Interbrew's Labatt brand. Labatt markets three products under this name: Labatt Blue, Blue Light, and Ice. In a sense, Labatt acts as a source for the 'brands' Blue and Blue Light, but Ice is a stand-alone brand. From a branding strategy standpoint, each of the three products will have its own specific communication. But from an IMC strategy standpoint, there must be a 'sense' that these are all Labatt beers. Beyond this, the link between Labatt Blue and Blue Light should be stronger than the link between them and Labatt's Ice. This does not mean that the advertising must create unique brand identities, but at the same time something must communicate the brand equity associated with Labatt. We will be dealing with this sometimes-difficult issue of a consistent 'look and feel' later in the book.

Interbrew offers an example of where the parent company itself is not a brand, or a part of the branding strategy. Volkswagen offers a much different example of product and brand portfolio strategy. Everyone knows that Volkswagen is a 'brand', with a number of sub-brands such as Polo and Passat. Many people may also know that they are the parent company for other automotive 'brands' such as Audi. But not many people know that they are also the parent

company of Lamborghini, Bugatti, and Bentley. Think about this in terms of IMC strategy. If you are marketing Bentley, would you want people to know that you are a Volkswagen company? VW's brand equity may be positive in many respects, but it is unlikely to favourably transfer to Bentley. On the other hand, while it might seem that the perceived high quality and luxury associated with Bentley could help boost the perception of the VW brand, the problem is that the two brands are simply not compatible. They satisfy different category needs and market segments. People are unlikely to think that a Volkswagen, which costs €20,000, is capable of providing the same high caliber as a Bentley, which costs €200,000. This illustrates the importance of appropriately relating a brand's needs to its positioning. Effective IMC will make sure that the marketed brand comes to mind whenever a requirement for a certain sort of automobile arises. Building the necessary linkages in memory is necessary for this, as was previously mentioned.

In essence, Volkswagen employs a source branding approach. Remember that a source branding strategy is one in which the parent firm promotes the excellence of its sub-brands and the sub-brands reflect the parent brand's equity. Even if the sub-brands have their own unique identities and distinctive communications strategies, the IMC strategy should maintain a sense of an umbrella family. For instance, in the early 2000s, all VW sub-brand advertising, regardless of whether it was for the Golf, Passat, or another sub-brand, was unified by the phrase "Drivers Wanted" under the VW emblem. Only a cursory overview of how product and brand portfolio strategy influences branding strategy, which in turn lays the groundwork for IMC strategy, has been covered in this article. The key takeaway is that a manager cannot begin developing an IMC program for a brand without first comprehending the organization's overall branding strategy as it relates to portfolio management. It goes without saying that creating a successful IMC strategy for a brand is brand-specific, but it also has to be in line with the firm's overall marketing plan for its portfolio of brands, which is represented in its branding strategy.

Organizations and IMC

Last time, we looked at how a company's name may be employed as a brand, a source of information, or an advocate as part of its branding strategy. In this article, we'll examine the business as a whole rather than just the name of a certain product. We will research reputation along with the extensive literature on business and organizational identity and iconography. However, much as we were concerned with the function of IMC in creating and maintaining product brands in the past, our main concerns are with the role integrated marketing communication plays in these areas and the growth and nurturing of a firm as a brand. What will become clear is that, at least on the surface, there is a significant degree of similarities. In order to develop a strong corporate brand equity, companies are positioned, sometimes referred to as a "vision," and they seek to foster favorable perceptions about the firm among its different publics and stakeholders.

The contribution of IMC to boosting business

The notion of the business as an organization or corporate entity, and how it is represented and conveyed to its many audiences, are often of interest to those who work in the field of company images and identity. Despite some overlap, corporate identity is often conceived of as distinct

from organizational identity. An internal vs external viewpoint is the key difference between these two perspectives on a corporation. One looks inside at the organization, at the workers or other internal stakeholders, while evaluating organizational identity and iconography. One is often concerned with looking beyond the organization to external audiences when discussing corporate branding and images. IMC must and should contribute to the creation and maintenance of a company's identity, but often in the domain of corporate, not organizational, images and identification.

Naturally, this is a very general statement. A company's internal culture must align with the image it projects to the outside world. This is particularly true for service-related sectors and, to a lesser extent, businesses that deal with other businesses, because interactions between employees and customers are crucial in forming corporate and brand attitudes. However, those who study organizational identity often consider it in terms of the viewpoint from which identity is defined. Even if senior management considers the views of other organization members, corporate identity will still represent their thinking and direction, according to Hatch and Schultz. However, organizational identity will represent the many ways that each individual inside an organization views themselves as an organization. As they put it, "appreciating organizational identity requires an organizational perspective, while corporate identity requires taking a managerial perspective." We will examine IMC's function in enhancing a company's corporate identity while considering the possibility of overlap between corporate and organizational identity and the fact that IMC's direct contribution to creating corporate identity will influence organizational identity.

Corporate communication must be consistent with its overall marketing communication in all of its forms, but notably in corporate advertising. The justifications for message consistency apply to business communication as well. Any channel of communication may be used to establish a recognized image of a firm with such consistency. Think about this instance. Would it make sense if a business promoted itself as cutting-edge and inventive while marketing "traditional" products? What if they were using a source or endorser branding approach, as we discussed in our last post on branding strategy? The corporate brand equity that is being used to "guarantee" the brand would be at odds with the reputation it has built, even if the corporate message would be distinct from the brand messages. Simply said, the two photos would not work together.

This would be a bad idea even if our fictitious corporation simply used standalone branding strategies for the goods they promote. Although the parent would not be linked to the brand pictures, the parent would be linked to the brands. A firm like Proctor & Gamble, which does not use the corporate name as part of their branding strategy, would probably find it difficult to communicate about their brands without doing so in some way. Do you remember our discussion on Interbrew? Interbrew does not feature in any of their brand marketing communications, which are solely about their business brands. Not only must brand and corporate communications be consistent across all channels of communication, but they also must be consistent throughout all media. The intriguing finding of Christensen and Cheney is that the issue of communication cannot be separated from corporate life any more. They believe that businesses have persuaded themselves that their capacity to distinguish their goods or services from those of rivals and to really justify their own existence via the corporate image they present will be crucial to their

success. They said that the problem is identification and that communication seems to be the solution.

This brings to mind how Mobil Corporation was the first organization to perhaps combine advertising, public relations, and corporate policy pronouncements into an explicit "corporate advocacy" campaign in the 1970s. In response to popular and governmental anxiety about oil prices and supplies, they took initiative. They published a number of 'advertorials' on various socio-political topics as part of their attempts to better manage their overall image. This helped Mobil's corporate positioning extend beyond the perception of its products. However, as we've already covered, it still has to be in line with how their goods are seen. Companies nowadays are more worried about their overall image and identity due to increased scrutiny from a variety of sources, including advocacy organizations, the government, and the media news cycle. Many people are adhering to what Dahler-Larsen has referred to as "moralized discourses," utilizing corporate communication to acquire what the corporation views as "responsibility." IMC must be in the forefront of coordinating the brand's image with that of its goods. BP serves as an excellent illustration of what we have been discussing[10].

CONCLUSION

The report provides suggestions for businesses looking to improve brand attitude via IMC. These suggestions include creating a thorough IMC strategy that is in line with the goals and values of the brand, combining digital and conventional marketing channels, using consumer input and insights, and monitoring and assessing the effects of IMC tactics on brand perception. In general, this study advances our knowledge of the connection between IMC and brand attitude. Organizations may successfully compete in the market by using a systematic and comprehensive IMC strategy that influences customer perceptions in a way that increases brand loyalty and advocacy. Their corporate communication has been assisting in changing the company's image and identity away from the petroleum industry and toward a more diverse energy company that pays attention to environmental issues for a number of years.

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CORPORATE IDENTITY, IMAGE, AND REPUTATION**Ms. Swati Sharma***

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ABSTRACT:

Corporate identity, image, and reputation are essential elements that contribute to an organization's overall perception and success. This study explores the concepts of corporate identity, image, and reputation and their interrelationships, shedding light on the significance of managing these aspects strategically. Through an extensive literature review, this research examines the theoretical foundations of corporate identity, image, and reputation. It explores how corporate identity, which encompasses an organization's mission, values, culture, and visual identity, influences the formation of corporate image, which is the collective impression held by internal and external stakeholders. Additionally, it investigates how corporate image, in turn, shapes an organization's reputation, which is the overall evaluation of an organization's actions and behaviors.

KEYWORDS: Authenticity, Branding, Corporate Culture, Corporate Social Responsibility, Crisis Management, Employee Engagement.

INTRODUCTION

Although the phrases' corporate identity, corporate image, and corporate reputation are often used synonymously, there are significant distinctions between them that managers should be aware of since they affect strategy. Academics often go into excruciating detail about these discrepancies, but this should not stop us from evaluating the strategic implications associated with each of the notions. Each of these topics has been given a set of definitions by Grahame Dowling that highlight the key differences between them. "The symbols and nomenclature an organization uses to identify itself to people," is how he defines corporate identity. According to this theory, examples of corporate identity would include items like IBM, Nike's "swoosh," and MacIntosh Apple.

Corporate image is defined as "the overall opinion one has of an organization." The key idea is that an "image" is subjective and in the eye of the beholder. If a corporation has been successful in establishing a consistent image over time, its target markets ought to be in agreement with what that image is. Volvo is focused on creating "safe" cars, while Rolls Royce is focused on creating high-end, opulent cars. Regardless of the brand, if you knew it was produced by Volvo, you would expect it to be "safe" due to the company's reputation [1]–[3]. However, not everyone is going to have the same opinions about a corporation, as Dowling points out. As a result, it is improbable that any organization has a single brand identity. Building and maintaining a

consistent image among the broadest range of a company's varied audiences is the responsibility of IMC. The fact that a firm must target a variety of audiences makes the task challenging and emphasizes the need of efficient IMC, a centrally controlled communication effort to provide a unified image. According to Dowling, a person's corporate reputation refers to the ideals that are implied by that person's appearance. Because different individuals and different target groups may perceive a company's worth differently, there is the opportunity for a broad knowledge of a company's reputation. What is significant to one person or group may not be to another, and various individuals and groups may place different weights on certain values. Due to the manner in which values may be influenced by culture, this potential issue might become more serious for global corporations.

Corporate identity

According to Dowling, corporate identity is simply the words and symbols a firm employs to distinguish itself from other businesses so that customers will know it. The study of corporate identity used to be primarily focused on a somewhat constrained, visual design approach. There is no denying that graphic design may significantly contribute to visual imagery in company identification. Yet, as we will see, there is much more to it. In fact, there is a lot more to it, but this book does not attempt to cover the whole area of identity studies. To comprehend the role IMC played in the creation and maintenance of corporate identity, we must first have a basic understanding of the field of corporate identity studies.

John Balmer and Stephen Greyser provide a helpful perspective on the topic of identity studies when they include a collection of essays on corporate identity in their book. They propose thinking of it as being in three distinct "worlds," or "triquadri orbis," as they put it. It starts in the specialized field of graphic design and what is referred to as visual identification. When creating an IMC program, graphic presentation is a key factor. For instance, IBM has been referred to as 'Big Blue' unofficially since its inception. By aesthetically framing all of their advertisements, including television ads, with horizontal blue bars on the top and bottom of the page and screen in the early 2000s, IBM's advertising represented this visually. With regular usage of this visual tool, one rapidly recognized these communications as being from IBM even before being exposed to the corporate tag.

Organizational identity is what Balmer and Greyser referred to as the second 'world' of identity. This part of corporate identity, which addresses the internal audience of the business, is of less importance to us given our emphasis on a company's external audiences, in their words, since it shows the usage of corporate identity in responding to the query "who are we." We can't ignore it, however. In service sectors and any organization where workers have a lot of client touch, how employees see their employer is crucial to overall communication efforts. Here is where internal corporate communication, which includes things like business newsletters and other forms of IMC, must be in line with the overall impression being given to the general public.

But it's crucial to remember that the impression of a company's identity as a whole will be influenced by both the realms of organizational and visual identification. Any discussion of corporate strategy must take into account the importance of company identity, which encompasses communication, reputation, and image. While managers often have a reasonably

strong awareness of company image and reputation, as Dowling has demonstrated, they frequently conflate corporate image with corporate identity. This may and often does lead to significant communication expense wastage for businesses. Making ensuring there is no conflation of identity and image in a company's corporate communication is one of IMC's responsibilities. IMC's other responsibility is to make sure corporate identity is not muddled.

Forms of corporate identities

Corporate identity, in the opinion of Balmer and Greyser, should not be seen as a singular phenomenon but rather as a composite of several sorts of identity. They contend that businesses have several identities and that, with proper management, they may live peacefully. It is suggested that there are five different forms of identities: real, conveyed, thought, ideal, and desired identities. A corporation's true identity represents all of its reality, including management style, market performance, organizational structure, and performance. Corporate communication, as well as more informal and uncontrolled communication like word-of-mouth and media opinion, are the main drivers of communicated identity. The impression that distinct audiences have of a company forms its conceptual identity. The ideal identity is fluid and changes over time depending on the appropriate environment. It represents the company's ideal positioning. Top management views desired identity as their vision for the company. Because it is more likely to represent the CEO's ego than the current strategic reality, it varies from the ideal identity. As you can see, both internal and external factors contribute to the development of these diverse identities. Along with the obvious, this will also include matters like the internal reaction to a company's culture and values, as well as the exterior effect of business culture and sociocultural factors in general. Corporate communication, as a component of an IMC program, is likely to influence both envisioned and real identity as well as the conveyed identity. Corporate communication should aim to represent the ideal identity of the organization, and to the degree that a corporation's vision is grounded strategically, this will be reflected in its corporate communication. IMC need to operate as a balancing element for all facets of company identity. When addressing several corporate identities, Balmer and Greyser express certain concerns, one of which is the all-too-common 'misalignment' of the identities, which causes identity issues. They argue that corporate leadership groups should manage identities to secure wide agreement, and we regard IMC as the key to putting their suggestion into practice.

Corporate Identity

Corporate image and brand image are conceptually similar. Both are subjective, the outcome of an overall assessment of the company or brand in terms of a "set of beliefs and feelings," to use Dowling's definition. This has been the conventional approach of seeing images, and it has been researched from a consumer behavioral or psychological standpoint in the context of information processing. This is an essential aspect that highlights a crucial distinction between the two notions when combined with corporate identity. Corporate identity studies often take a managerial approach, examining how a firm wants to be seen by its many publics. Contrarily, a company's corporate image is the outcome of how those multiple publics have interpreted the information they know about it.

People's opinions about firms and their decision-making processes are influenced by corporate image. How all of this happens is a topic of debate among academics in the field, but we need not enter that debate now. The fact that an "image" is the outcome of information processing is crucial. The memory then consolidates this knowledge. Image in the sense we're talking about is not "imagination." When new information about a corporation is obtained, associations in memory are checked and changed to produce it. This implies that a company's image is ever-changing. The source is one of the main distinctions between corporate identity and image. This is something that Christensen and Askegaard think is crucial to note. They discovered that, in general, the concept of corporate identity is connected to the sender of communication messages after analyzing the literature on corporate identity and image.

DISCUSSION

Corporate image, on the other hand, is often tied to the recipient of communication signals. A company's reputation is really "created" in the minds of its different audiences as they take in information about the business. The message's substance will undoubtedly have a substantial impact on the final impression, but every communication is always filtered by the individual's prior information and presumptions about the firm and what is stated about it. Corporate image appears to get less attention from those concerned in the study of corporate identity, image, and reputation. This might be because it is created externally, by persons rather than organizations. Balmer's list of "problems" with corporate image, which include many meanings, unfavorable connections, the difficulty or impossibility of management, its plurality, and the varying impacts on various audiences, may provide some insight into this.

When considering these issues, they only appear to suggest that a company does not directly manage its image, which is seen as a concern. However, we contend that a firm will have a great amount of influence over the final image if corporate image communication is a key component of their IMC program. The perception of a firm, or its corporate image, will reflect that communication when all of that organization's communications about itself and its brands are coordinated and focused on a consistent, workable approach. People will be taking in a constant message that portrays a certain picture. The required corporate image will be produced if that message is successfully processed. This book focuses on how to do this at both the corporate and brand levels [4]–[6].

Academics approach corporate image from one of four viewpoints, according to Balmer and Greyser: the transmission of pictures, receiver-end image categories, the emphasis of images, and construed images. There are several perspectives that may be used to see a picture. Each illustrates several approaches to strategically handling company image as part of a larger communication strategy. The first category focuses on the business as the image transmitter. This pertains to image management but is comparable to the wider viewpoint on corporate identity. Corporate image is considered in light of its communication goals and strategy. The idea that a company's corporate image is primarily a result of its total visual identity may be found here, as can the construction and distribution of a single picture to all of its audiences.

The three additional viewpoints are from the viewpoint of the market, not the corporation. In terms of the quick processing of a communication from the company, receiver-end image is how

one views corporate image. This reflects everything, including packaging, logos, and advertisements. Additionally, it cares about how consumers see themselves in relation to the company's projected image. The important thing is to put the message's recipient at the forefront and not the sender. Focus-of-image, as described by Balmer and Greyser, examines corporate image in terms of numerous brand and category images. Last but not least, one way to examine corporate image is to compare what one group, such as the company's workers, think to what another group, such as its clients, thinks about the business. This provides some insight into the challenge of managing corporate image. There are several angles to take, which corresponds to the possibility for various interpretations. The reduction of the possibility of different interpretations is one of IMC's responsibilities. From a communication perspective, a manager is ultimately responsible with developing a business image that is seen by the target audiences as intended. IMC makes sure that every piece of corporate and brand communication a firm produces consistently reinforces the intended image.

Corporate Standing

According to Dowling, a person's interpretation of a company's image is dependent on the values they attach to it. It is a value-based construct, as he puts it. It's critical to realize that while considering corporate reputation in this manner, lasting values are being taken into account. These ideals would include things like accountability, integrity, and honesty. A business will have a good corporate reputation if its target audiences perceive it to uphold values that are important to them. Due to the idea of similar values, this will in turn result in sentiments of confidence and trust in that business.

Many people mistakenly believe that business reputation and image are the same thing, but Dowling reminds us that they are distinct concepts. In fact, he contends that a strong business image is the path to a good company reputation. Companies aim for a strong brand identity that is based on favorable perceptions of the business and is in line with a larger positioning plan. And as we've seen, one of IMC's responsibilities is to create and maintain that image. A company's image should be associated with values that are significant to its target consumers after it has been developed. This is due to the fact that values do not, at least not immediately, change. But perceptions of a corporation may be altered or changed. IMC plays a vital role in this situation. Everything that is said in the media about a business and its brands must be in line with the creation of the intended corporate image and with the ideals that are associated in people's minds. In this situation, values function very similarly to emotions in defining how consumers see brands and businesses. Similar to brands, businesses are remembered together with certain emotional memories. Any time a person considers that firm or is taking in new information about it, these feelings are there in working memory.

Similar to this, a firm's reputation should be present in working memory while a person is thinking about it and there when processing communications about it if the association between the company and positive qualities is successful. This is the outcome of a process that neuropsychologists refer to as top-down processing, in which a person's prior knowledge and presumptions about a subject are always present in working memory while they are cognitively processing information about it.

Corporate reputation has a strategic advantage over corporate image since it is value-based. While both rely on how each individual feels, a favorable reputation will have more staying power than a positive image. The fact that reputation, which is based on values, is less susceptible to sudden change than image, which is based on ideas and emotions, contributes to the difference between the two. Another is that bad press will have a greater impact on a company's reputation. Negative information about the firm will have a far harder difficulty changing the connection in memory since it is value-based rather than belief-based. Consider a pharmaceutical firm that has a reputation for producing high-quality goods but no solid track record. Consider a different party with a solid company reputation. Let's say that a medicine that both companies promote is called into doubt in the media over its effectiveness. Which company's approach is more likely to win over people's trust and convince them of the superiority of its offering? It is more likely to be the business with a solid reputation. Why? Numerous factors, such as a lengthy history in the industry, might have contributed to the development of an image for high-quality goods. However, it is improbable that the ideas upon which that picture was based included "truthfulness". Simply said, it's unlikely to cross most people's thoughts when forming an impression of a company's goods. On the other side, a reputation for reliability shows a connection to personal values. A person will believe that a business is trustworthy if they think they are honest.

Building a company's reputation, image, and identity

It is time to look at what goes into effectively building and conveying each now that we have an outline of what corporate identity, image, and reputation are. However, it will be crucial to look at their interrelationships before starting. These structures overlap substantially and each is slightly dependent upon the others, as should already be obvious.

In fact, you could feel that in creating these constructions' precise distinctions, a lot of fuss is being made of very little. This is true in many respects, yet these distinctions matter in academia. They enable analysis of corporate strategy components as well as how stakeholders, as well as internal and external audiences, perceive a firm. A successful overall communications campaign to place the firm in the eyes of its viewers should be developed with the manager's awareness that their organization may be seen in various ways by different individuals, and for different reasons. In a company's IMC, each of these three "ways of seeing" the business must be taken into consideration. With an emphasis on corporate image, the study of corporate meaning that gave rise to the constructions we have been discussing started in the 1950s. In the 1970s, the concept of corporate identity was added to this. The study of business reputation was also added to the mix in the late 1980s. More was learned about corporate meaning when fresh perspectives that offered alternative viewpoints on firms were added. Corporate branding and purpose are now receiving more attention.

Five of the six fundamental issues identified by Balmer and Greyser as defining the study of corporate meaning have direct bearing on our talks. Three of these questions and two others have tangential connections to the concepts we have been discussing. Each of these queries is described together with the relevant concept. When considered as a whole, they provide light on the issues that must be resolved in order to successfully develop a good company identity, image, and reputation deals with corporate image to a company's reputation. The manager will have

addressed the key concerns guiding business communication strategy by responding to these questions. They also describe the connection between the structures at their core. Corporate identity outlines the characteristics of the business that set it apart from rivals and, when effectively conveyed to the right target audience, shapes how it is seen at any given moment. Its business reputation will be determined by how it is seen over time.

Dowling specifically tackles the problem of corporate meaning. He contends that a strong corporate identity will make it simpler for individuals to identify a business. Symbols and other elements of a company's identification serve as memory triggers, making it easier to remember and comment on the company's image. The belief systems and feelings in your memory that are connected to a brand, as well as the business and its corporate image, are instantly activated when you encounter a trademark logo, such as Apple's or McDonald's "Golden Arches." It will result in a good corporate reputation when they are favorable and congruent with a person's ideals in terms of business behavior.

The most crucial question raised by this is perhaps, "To whom and what do we communicate?" Of course, this is how communication is defined, and in the context of IMC, we would add: and how? To secure the appropriate corporate meaning among a company's target audiences and important stakeholders, this must be done correctly. We'll take a quick look at the concept of corporate branding as the next of the remaining issues presented by Balmer and Geyser. Due to its internal firm origin, the problem of organizational identity is often unconnected to the core development of IMC strategy, which focuses largely on outward consistencies. As a consequence, we are less interested in this book's discussion of that component of corporate meaning.

Corporate identity

A corporate brand is, in a way, a mirror of the corporate meaning that we have been talking about. According to Dowling, the fundamental ideas of corporate identity, image, and reputation are interconnected, and when each is conveyed to the target market of the organization, it helps to develop a corporate brand. It is a succinct illustration that serves as a hub for all of the company's marketing initiatives and communications with all of its stakeholders. As Brown and his coworkers remind us, there are many connections that may be made with corporate brands that are unrelated to product or brand concerns. In fact, this is reflected in the dimensions of corporate meaning, and the synthesis of these aspects creates the basis for corporate brand equity [7]–[10]. The realization that customers are taking into account factors like how a business treats its workers, tackles environmental problems, and other matters linked to its position in society has led to a significant amount of effort being put into developing corporate brands. As a result, an increasing number of businesses are creating corporate brands as a strategic marketing strategy to boost overall financial success.

A company brand consists of much more than just a single tagline or logo. Hatch and Schultz assert that a successful business brand is made up of three crucial, interconnected components: vision, culture, and image. The fact that many entities control each component makes the work challenging. The CEO, or senior management, will provide the vision. The internal organization's principles, behavior, and how staff members see the business are reflected in the

culture. The company's image is how the outside world perceives it. Building a shared perception of the firm across its numerous target audiences is essential to the success of a corporate brand. This perception must also be in line with the corporate strategy as a whole. The consistency in communication that comes from an efficient IMC program, one that is guided by corporate communication strategy, is necessary for this. The corporate brand must be assimilated by the company and transmitted via all of its human interactions with individuals outside the business, including suppliers, the trade, customers, and stakeholders, in addition to successfully reaching its external audiences.

CONCLUSION

The research ends by making suggestions for businesses looking to successfully manage their brand reputation, image, and identity. These suggestions include carrying out regular audits to evaluate the degree to which identity, image, and reputation are aligned, practicing proactive reputation management, cultivating a strong organizational culture, and preserving openness and transparency with stakeholders. The knowledge of corporate identity, image, and reputation and their importance to organizational performance is improved overall by this study. Organizations may develop a good and favorable reputation, strengthen stakeholder relationships, and gain a competitive edge in the market by carefully controlling these factors. Building a shared perception of the firm across its numerous target audiences is essential to the success of a corporate brand. This perception must also be in line with the corporate strategy as a whole. The consistency in communication that comes from an efficient IMC program, one that is guided by corporate communication strategy, is necessary for this.

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CORPORATE BRAND EQUITY FOR SUSTAINABILITY OF ORGANIZATION

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ABSTRACT:

Corporate brand equity is a valuable and intangible asset that contributes to the long-term success and sustainability of organizations. This study explores the concept of corporate brand equity, its components, and the factors that influence its development and impact. Through a comprehensive review of literature, this research examines the theoretical foundations of corporate brand equity and its relationship with other brand-related constructs, such as brand awareness, brand image, brand loyalty, and brand associations. It explores how corporate brand equity differs from product brand equity and emphasizes the importance of managing and nurturing a strong corporate brand. We first discussed the concept of brand equity last time. Corporate brands gain equity in a similar manner. It "occurs when relevant constituents have strong, positive, and distinctive associations about the corporate brand in memory," claims Keller. Beyond any strictly objective interpretation of the message, relevant target audiences will respond more favorably to all of the company's corporate communication when it has a strong corporate brand equity, much as with strong product brand equity.

KEYWORDS: Associations, Brand Awareness, Brand Loyalty, Brand Perception, Competitive Advantage, Consistency, Corporate Reputation.

INTRODUCTION

Similar to marketing communication for brands, there are a number of different goals for corporate communication when establishing corporate brand equity. However, awareness and attitude will always be goals, just as with companies. Additionally, Keller has said that it's crucial to connect values to the business so that marketing communications for companies may use them. Gaining awareness and salience for the business as well as developing opinions about it that reflect a favorable corporate image are key to building strong corporate brand equity. This entails making sure that target audiences' views about the firm, which they acquire and nurture via its communication, are connected in their minds to the relevant values they hold. The beliefs associated with the company's brands via marketing communication will assist reinforce the corporate image, and hence corporate brand equity, even if this goes beyond what is required to develop a favorable brand attitude. It is crucial for IMC to provide consistency and continuity between corporate and marketing communications in order to promote corporate and product brand equity [1]–[3].

Here, it's important to take into account one more thing. Even if the business name is the product's brand name or if the company name is used as a source or endorser, corporate brand equity and product brand equity are not the same. Of course, the corporate image and corporate brand equity would be influenced by the equity connected to a firm via its branding strategy. However, as we have seen, corporate meaning goes much beyond the impression of a particular product or brand. An excellent illustration of this is Benetton. Benetton has two distinct public perceptions: one as a clothes shop, the other as a company that takes a position against social injustice. Even while one may not agree with the company's stances or even be aware of them, one may enjoy the Benetton goods. On the other hand, you could strongly disagree with the company's social stances, in which case you wouldn't purchase their products even if you thought they were fashionable and lovely. Or, even if you believe their apparel to be similar to that seen at other shops, you can go there solely to demonstrate your support for their social stances.

Corporate communication

It's time to look at corporate communication now that we understand what corporate meaning and corporate branding entail. The key difference between corporate communication and marketing communication is that corporate communication is significantly larger, as we observed when comparing brand equity with product brand equity. While corporate communication must deal with a variety of audiences, including a crucial emphasis on communicating with employees, and is not limited to paid media, marketing communication is focused on the consumer or potential consumer and relies on specific paid media for delivering the message. For instance, public relations might be quite important in this situation.

Corporate communication, according to van Riel, is a combination of organizational communication, management, and marketing. However, Balmer and Gray adopt a far more comprehensive perspective that they refer to as "total corporate communication," which includes primary, secondary, and tertiary communication. As a consequence of factors including product or service performance, corporate policy, and staff behavior, what people refer to as main communication is really indirect communication. These 'convey' something about that organization and have an impact on corporate image, but we wouldn't explicitly include them in strategic IMC planning. On the other hand, the secondary communication has a direct connection to IMC. They define it as "planned, "formal" communication policies of organizations," which may include public relations as well as advertising and other types of commercial communication. The impact of third-party communication is how they define secondary communication. This would include information about the business from sources like word-of-mouth and even what rival businesses are saying. Even if a firm cannot directly control this kind of communication, a good IMC strategy must nonetheless take care to cultivate it. It's possible that all of this adds up to "total corporate communication," and it will all be significant in determining what corporate meaning is. However, our focus must be on strategically planned and regulated corporate communication from a management, not an academic, perspective. Thinking about Bernstein's concept of a corporate communication wheel, or more specifically Balmer and Greyser's adaption of it, is one method to understand the complexity of corporate communication. In essence, it starts out by asking company management to list all of the significant audiences they need to connect with. The outer ring of the wheel is made up of these

groupings. The next step is to compile a list of all the channels of communication that may be used to convey the message. Within the circle of probable target audiences, they form a circle. Eleven potential target audience groups and eleven potential communication channels are included in the Balmer and Greyser adaptation. That alone resulted in 121 considerations, as they explain.

That is not all, however. The two outer rings of the wheel include a variety of additional factors. These include, among other factors, elements like the nation of origin, business alliances, and category or industry image. For any target audience group and communications channel combination, all of these must be taken into account. Segments may exist within each target audience, and the different communication channels themselves may include a number of delivery methods.

In truth, management must establish priorities, but even that need thorough preparation. Additionally, you must build a consistent message on top of deciding who you want to interact with and how to do so most successfully. The sustainable corporate tale has recently been suggested.

Corporate narrative

The sustainable corporate story, which has been extensively discussed, is essentially defined as a narrative that covers every aspect of a firm, including things like its history and goal statement. It provides a chance to create a consistent, credible impression since it is unique to each organization and extends beyond corporate image to include more specific aspects. Van Riel has outlined four requirements that, in his opinion, are essential for the creation of a successful business narrative. Regarding the numerous target audiences for the organization, it should be relevant and responsive in a way that encourages engagement. Regardless of the audience, the sustainable corporate narrative aids in coordinating all of a company's statements. A business narrative, according to Larsen, may be a potent instrument for setting a firm and its goods apart from those of rivals. He even speculates that it can eventually take over as the main method of differentiation. A method of guaranteeing consistency in all of the company's communications, whether planned and unexpected, is provided by the sustainable corporate narrative. The guidelines for the strategic development of all corporate and brand communications are established once a corporate narrative is in place. The corporate narrative serves as a jumping-off point and the framework for all of the company's communications. All of a company's planned communication may be strategically developed and delivered with the help of IMC.

Company promotion

The majority of this discussion has been devoted to examining corporate communication from the viewpoint of academics who specialize in organizational or corporate communication. This offers crucial insight into the intricacy of the problem and the different unplanned and planned methods by which a corporation may communicate with its internal and external audiences. Dowling provides a more conventional view of corporate communication, at least from the manager's viewpoint, concentrating on corporate advertising while being a well-respected professor in the subject. The word "advertising" is used by him to refer to all business

communications in their widest meaning. This is in line with our definition since the Latin word *advertere* has a root that can be roughly translated as "to turn toward."

In this view, the purpose of advertising is to create favorable perceptions of the business, resulting in a strong corporate brand equity. In this perspective, the communication medium is less important. The annual report, staff newsletters, the chairman's address to a financial group, websites, etc. are all examples of communication channels outside of conventional media that may be used to communicate an advertisement-like message. Corporate image shows how a company's target consumers see it from a standpoint of their shared opinions and sentiments. As a consequence, corporate image influences how consumers decide to see a firm and is dynamic as new knowledge about the organization is assimilated. A firm cannot directly tell people what to believe about it, hence it does not have direct influence over its image. However, obviously successful IMC will mediate that image.

The ideals that a company's different target audiences link with their perceptions of its image are reflected in its reputation. Although reputation and image are connected in this way, it is important to think about them independently. Making ensuring that a company's image is favorably connected with the right ideals in people's thoughts is one of IMC's responsibilities. People's values will function much like their emotions in "framing" how they see and digest new information about the organization. Corporate reputation is influenced by corporate image, which in turn is driven by company identity. All of this is an element of corporate meaning, which has been compiled into what is today referred to as a corporate brand. Senior corporate management has become more conscious that factors like how the corporation is regarded on significant social problems may directly affect brand choices, which has led to the notion of developing a corporate brand. This entails developing both a corporate and individual brand equity. All of this must be done via corporate communication, and one strategy for doing so is to use what is now referred to as a sustainable corporate narrative. All of the planned corporate and brand communications for the company may be managed strategically via the use of IMC [4]–[6].

DISCUSSION

IMC's component parts

In the first chapter of this book, we take a basic look at integrated marketing communication, including a definition and an overview. The contribution of IMC to enhancing businesses and creating brands was explored. In this article, we start looking at the fundamental components of IMC, or the things that go into establishing brands and bolstering businesses. We will examine conventional advertising and promotion in s 4 and 5, noting that they constitute a major strategic distinction in communication goal. Advertising is traditionally considered as marketing communication that is largely focused on establishing a strong brand attitude over time in order to develop brand equity. Promotion is typically regarded to be when the main goal of marketing communication is to drive an urgent desire to acquire a certain brand. Depending on its main communication purpose, all marketing communication, regardless of how the message is delivered, will either be advertising or promotion.

Most people often identify advertising with print and direct mail marketing and mass media like television, newspapers, and magazines with advertising. However, there are a ton of additional methods to spread a marketing or promotional message. In actuality, some kind of media is used for every interaction between a brand and its target market. This would also include things like sponsorships, product placement in television shows or movies, and even the packaging itself, in addition to mass media. Every alternative for delivering advertising and promotion messages, as well as for reaching a brand's and company's target audience, must be considered in strategic IMC planning. There is no reason to rule out any alternative that makes sense given the IMC strategy and, more importantly, is consistent with the processing requirements connected with the communication aim, even if certain media tend to be linked with advertising or promotion.

Conventional Marketing

This marks the start of an examination of the many methods for communicating a message inside an integrated marketing communication campaign. However, before discussing the functions these different possibilities may serve and how they may be most effectively used within an IMC campaign, it is crucial to comprehend a basic strategic distinction in the messages sent. What is meant by conventional notions of advertising vs traditional ideas of promotion varies in this regard.

The 'function' of advertising and promotion is one of the most challenging IMC-related concerns. The weakening of the conventional boundary between them, as we saw in 1, has made this into an issue. Since independent services 'measured' the size of the audience for items like television, radio, newspapers, magazines, and outdoor, the delivery of advertising in the past has been known as 'measured media'. Direct marketing and channel marketing, however, are now used to transmit advertising messages where formerly only promotional messages were found. The key takeaway is that the strategic aim of the communication, not whether it is an advertisement or a promotion, determines how the message is delivered. While the main goal of marketing is to increase short-term sales or product consumption, the main goal of advertising is to increase brand awareness and brand attitude. These issues are strategic and represent the intended communication goal for a certain message in an IMC campaign. In order to optimize a media strategy within a larger IMC plan, it will be important to consider how that message is conveyed and if it is an appropriate match with the communication purpose. It is no longer valid to compare advertising and promotion in terms of how they are presented. Actually, what has traditionally been considered to be advertising abilities now play a crucial part in all types of marketing communication, including communications that seem like promotions. We'll start looking at advertising-related difficulties in the remaining s of this. However, when they are addressed, it is important to keep in mind that if an advertisement-like message is also employed, the same principles will apply to direct marketing, sponsorship, event marketing, and even to conventional methods of dealing with promotion. In other words, this is advertising if the main goal of the message is to develop brand mindset.

Advertising's function in IMC

Going back to the Latin origins of the term can help you better grasp the function of advertising in IMC. One of the founders of advertising theory and measurement, Daniel Starch, may have

been the first to define advertising using its Latin origin, back in the 1920s. The Latin word for advertising, *advert ere*, loosely translates as "to turn toward," and this is what advertising does. IMC uses communications that resemble advertisements to 'turn' consumers toward the promoted brand. It does this by cultivating favorable views toward the brand and increasing brand awareness among the target audience. Every kind of marketing communication ought to promote brand awareness and a favorable perception of the company. However, it is explicitly advertising when this is the main communication goal. Because it takes time to develop brand awareness and brand attitude, advertising plays a longer-term strategic function in IMC. An adequate need will be satisfied over time by the brand thanks to efficient advertising, which will also effectively connect the brand with favorable attitudes and positive motives to use and purchase it when the need arises.

It follows that placing a brand well in relation to the competition is a crucial function for advertising in IMC as both brand awareness and brand attitude are significant in positioning a brand. It is the advertising-like communications that are essential to the process of creating and preserving a brand's equity inside an IMC campaign. A function in IMC is to increase brand recognition by connecting it to a relevant category need. In addition, communications that resemble advertisements will create favorable brand associations in the mind, which will result in a favorable attitude toward the brand. This includes establishing the brand inside its category as well as differentiating it from rivals in a distinctive way based on consumer-important advantages and what they perceive the brand offers. Strong brand equity will result from this in turn.

Advertisement Formats

'Types' of advertising are discussed in various ways by different writers. For instance, Pickton and Broderick adopt a constrained, in-depth perspective on what makes up various forms of advertising. They discuss topics like full-display advertisements, ROP, double-page spreads, carefully placed ads with no other ads surrounding them, prime placement, semi-display ads, classified ads, and advertorials when discussing print advertising alone.

Most of these differences relate to the amount of creative flexibility used in the execution or the placement of the advertisement in a newspaper or magazine. The difference between classified ads and advertorials lies in the substance. Additionally, they distinguish between other forms of media, such as how infomercials are the television counterpart of print advertorials and how interracial are the equivalent of television advertising on the Internet. They are effectively demonstrating the wide range of methods that advertising may be produced and distributed. Many other authors who have written about IMC have repeated this idea when they discuss various forms of advertising in terms of creative approaches, such as comedy, hard selling, testimonial correction, advocacy, terror appeal, etc. On the other hand, Rossiter and Bellman use a considerably wider definition of what makes up various forms of advertising. For them, brand advertising which they define as mass media advertising, direct response advertising, corporate image advertising, and other company-oriented advertising that doesn't promote individual brands are the key categories of advertising. They are highlighting direct response advertising, which has as its purpose producing an instant favorable brand attitude in order to elicit an

immediate reaction to the message, and they are distinguishing between a brand emphasis and corporate focus.

Our own perspective, which considers a larger taxonomy of advertising, is more in line with Rossiter and Bellman's. From our vantage point, it makes sense to look at the job purpose for the advertising and the contribution the advertising is making to the overall IMC strategy when analyzing various forms of advertising within an IMC framework. Fundamentally, we believe that this is closely tied to the sort of message being conveyed and the population it is intended for since the creative strategy will vary based on the broad target demographic. The approaches are different even when the same people are part of the target audience, even though all advertising within an IMC campaign must have a consistent "look and feel." Brand advertising to consumers will typically differ from retail advertising to consumers; advertisements for one business advertising to another will look different from corporate image advertising. When seen in this light, the four basic categories of advertising would be business-to-business advertising, retail advertising, and consumer-oriented brand advertising.

Each of these forms of advertising will place a brand, shop, or business differently, and the creative executions are likely to vary. In fact, by merely glancing at them, one can often clearly identify each of these several forms of advertising. The samples of each category shown below clearly show these distinctions. Because it is providing a message akin to advertising in each instance, the main communication goals are brand awareness and brand attitude. Additionally, even if the technique may alter when other forms of advertising are used in an IMC campaign, successful executions will still have a unified "look and feel." Anyone who looks at them will recognize that they are advertisements for the same business.

COBA: When most people think of advertising, they picture something like this. It is brand-focused, attempting to increase customer awareness of a brand and foster favorable sentiments toward it by "turning" the consumer's mind to think favorably of the brand. The Finn Crisp commercial serves as a nice illustration of a typical COBA. It offers a strong sense of brand identification and is obviously aimed at a customer [7]–[10].

Retail advertising's distinctive feature is that it often promotes both the store's own brand and the goods or services it provides. Retail advertising can be "image" oriented, increasing customer awareness of the store and fostering a positive attitude toward it; alternatively, it can be used to increase consumer awareness of the brands of the products the store sells, fostering a positive brand attitude for those brands, in order to directly increase consumer awareness and favorable attitudes for the store itself. Advertising targeted at businesses rather than consumers: This is where business-to-business advertising differs. In addition to their customer base, B2B advertising may aim to increase brand recognition and good brand attitudes within the industry and other stakeholders in the distribution chain they work with.

CONCLUSION

The report gives suggestions for businesses looking to strengthen their company brand equity. These suggestions include creating a distinct and compelling brand identity, coordinating brand actions and communications with organizational goals and promises, investing in CRM, encouraging brand ambassadorship among employees, and actively monitoring and managing

the corporate brand's reputation. The knowledge of corporate brand equity and its importance to organizational performance is improved overall by this study. Organizations may develop a powerful and valued asset that sets them apart from rivals, encourages customer loyalty, and helps to long-term development and profitability by proactively maintaining and cultivating their corporate brand. Advertising that promotes a company's image rather than the goods or services it sells is known as "corporate image advertising." It aims to make the firm more visible and foster a good perception of it among certain target groups, which might include consumer markets, the financial community, and governmental regulatory authorities.

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DIFFERENT TYPES OF ADVERTISING IN IMC**Dr. Vijayarengam Gajapathy***

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ABSTRACT:

Integrated Marketing Communication (IMC) encompasses various types of advertising strategies that organizations employ to communicate with their target audiences effectively. This study explores the different types of advertising used within IMC and their role in achieving marketing communication objectives. Through an extensive review of literature, this research examines the theoretical foundations and practical applications of different types of advertising in IMC. It explores traditional advertising channels, such as television, radio, print, and outdoor advertising, as well as digital advertising platforms, including online display ads, search engine marketing, social media advertising, and influencer marketing. It does this by raising consumer awareness of a brand, disseminating crucial brand information, assisting in the development of a real brand image, and, once the brand is established, reminding the consumer to try, purchase, or use the brand. Or, to put it another way, the main communicative goal of advertising is to promote good brand perception.

KEYWORDS: Broadcast Advertising, Content Marketing, Direct Mail Advertising, Digital Advertising, Influencer Marketing, Mobile Advertising.

INTRODUCTION

COBA's responsibility is to create and maintain brands. explored the concept of brands and its link with IMC in considerable length and made the argument that, in many respects, there wouldn't be brands without marketing communication, notably advertising. According to Roderick White, advertising has a crucial part to play in the effective marketing of a company since it is the most intensive and obvious kind of marketing communication. As he puts it, "Advertising cannot make a sow's ear into a silk purse, but it can help to build a product into a strong brand if it is good or, ideally, superior." Or, in the words of John Phillip Jones, "the ability of advertising to build brands is its greatest single contribution to business. According to White, advertising has traditionally been seen as assisting in sales.

Media COBA

How does COBA connect with its intended market? In general, mass media is where COBA is used since it is the most effective at raising brand awareness. For national or international advertising, this is particularly true. Radio, newspapers, magazines, television, and outdoor advertising are all examples of mass media. Television is often the finest of these for promoting brand recognition. Television is really the most effective medium for fostering a sense of brand

attitude because to its intrusiveness, attention-grabbing qualities, and dynamic nature. Television will only cease to be the main medium when a complicated message is involved, needing more information to be shown and understood. The IMC strategy will, of course, include other mass media, particularly print, but for the majority of COBA, television should be the main medium. When we talk about media as well as brand awareness and brand attitude tactics later on in this, we'll go into much more depth about all of this.

Actual data on media spending confirms that television truly is COBA's leading medium. The total amount spent on television advertising in the US market in 2004 exceeded \$60 billion, surpassing the sum of the next two highest expenditures. Even if print media, particularly newspapers and outdoor advertising, are more important in markets outside of the US, television is still probably the most important one overall. In the UK in 2000, television accounted for nearly a third of all COBA expenditure. According to research conducted in Australia, television has a disproportionately high audience share. Advertisers virtually always mention television when asked what medium they employ, and the majority also mention radio and print. And when asked which medium they use the most, more than two-thirds said that they use television, compared to fewer than a quarter who said they use newspapers, and just a handful who said they use magazines, radio, or outdoor media [1]–[3].

Retail advertising

Retail advertising may, as was previously said, either emphasize the image of the shop itself or the goods or services it provides. However, even when the advertisement highlights goods or services, the store's reputation will still be impacted. Everything related to a retail establishment will affect how that establishment is seen since those items are associated with it in memory. Therefore, although advertisements for the things a business sells will have an indirect impact on attitudes toward the store, retail image advertising has a direct impact on developing brand attitude for a store. Your first views and assessment of the business's image will undoubtedly be influenced if you encounter advertisements for a new women's apparel store that prominently display highly pricey designer names. As you make early opinions about this new shop, your preconceived notions and knowledge about such items will be connected to them. On the other hand, your first reactions would be quite different if the new shop sold women's sportswear from mass-market names. The goods a shop offers will undoubtedly have an impact on its reputation.

Retail advertising is brand advertising in every way, whether it features products that are being offered or the business itself as a brand. However, it should be noted that the majority of retail 'advertising' is not conventional advertising in the sense that we are using the term. Promotion predominates. In other words, the main communication goal of the majority of retail "advertising" is immediate brand buy intention, not developing brand attitude for the shop. The business owner encourages you to stop by and shop there. Although most people, including marketing managers, refer to this as "advertising," it is crucial to understand that, strategically speaking, it is not advertising unless the main communication purpose is to raise brand recognition and brand loyalty. Traditional advertising's function in IMC is to create positive awareness and attitude.

Medium for retail advertising

Because the target market for any given retail shop will be derived from its immediate geographic region, the majority of retail advertising is of a local character. This implies that local media will be the focus of the media choices. Retailers having locations throughout many cities or even internationally would, of course, use media with a wider audience. Whatever the case, the advertising's strategy and communication goals must be reflected in the right media device.

Newspapers are often the main medium at the strategic level when advertising is focused on goods or services provided by the store. The fact that the marketed items also receive COBA endorsement is a crucial component of why newspapers are ideal for selling retail products. Retail advertisements essentially serve to raise customer awareness of a brand and inform them of where to buy it. Keep in mind that we are discussing retail advertising here rather than retail marketing, which will place the focus on pricing. The same media that are sui for COBA should be utilized when a merchant is promoting their own goods or services. This refers to tele-vision that is mostly local with help from print. For the same reasons as with COBA, this should also be the option for shop picture advertising. In any situation, the media choose has to be sui for the particular brand awareness and brand attitude initiatives.

B2B marketing

B2B advertising is advertising that is directed towards people who, whether or not they are end users, are involved in the decision-making process for a company's purchase of goods or services. This is particularly true with trade-specific advertising. In these situations, B2B advertising focuses on preserving brand awareness and a favorable brand perception for a company's goods in order to encourage the trade to stock and sell them. The target audience for advertising is often substantially smaller than the target audience for the majority of COBA due to the nature of the B2B product market. However, even though the target audience is probably limited, its makeup is usually more complicated. IMC campaigns with B2B advertising will be tailored to the sort of product or service being supplied as well as the decision-makers involved. Finding the appropriate individuals inside target firms who can participate in the decision-making process is the first stage.

DISCUSSION

There will often be more than one individual engaged in the process for B2B buying choices. Nevertheless, it's crucial to keep in mind that advertising must be targeted at individuals; persons who play a part in the decision-making process. Of course, this applies to all forms of advertising. But in B2B marketing, it's far more likely that many different individuals will play significant but distinct roles in the buying process. Take Royce jet engines as an example. They clearly have a very narrow target market since there aren't many jet aircraft producers. However, they must maintain a strong brand presence in that niche market and cultivate a favorable brand attitude among all target employees who could be engaged in the decision to choose a jet engine provider. At the target organizations, this is probably a collective decision, but the advertising has to be carefully tailored to each person according to the part they play in the decision-making process. Senior management will be engaged, technical specialists and engineers will have a say in the decision, and the organization may also get advice from outside consultants. The message

to each group must take into account their respective roles while maintaining consistency in the overall strategy.

IMC is essential for maintaining visual consistency across messages for various target groups. While it may be tactically advantageous to concentrate on various benefit sets for each target, necessitating various executions, the overall "look and feel" must be the same, conveying a consistent overall image for the business and brand. This is crucial in the case of dual channel marketing, in which a firm essentially offers the same product or service to both consumers and businesses.

A B2B media

The right medium will vary depending on the size of the target market for B2B advertising. Other than advertising-like statements in brochures or other tools for the sales force, conventional media advertising as such may not make much sense for relatively tiny target audiences. Direct mail directed at the right decision-makers may be employed with bigger target populations, and depending on their specialized reach, certain trade publications or business journals will be accep.

There are exceptions, as there are with most things. Mass media would make sense if a company's target market had the potential to be extremely huge. Because of its wide audience, international carriers like DHL or UPS, for instance, employ television advertising. Anyone in charge of shipping at any business with shipping requirements would be their target. Attempt to recall any advertising you have seen for them. It is addressing people in their capacity as those in charge of choosing how items will be transported. The Internet has had a significant impact on B2B marketing. various options include various Internet advertising at sui sites, as well as advert-like statements on a company's home page. In the 1990s, there was a noticeable shift among B2B marketers away from more conventional print media and toward Internet advertising. However, both the usage of television and conventional print media are no longer accep. This is in response to the fact that, even if corporate decision-makers do use the Internet to find precise, focused information, it is necessary to increase the salience of a company's goods before they do so. More traditional media gives us this chance [4]–[6].

Corporate identity marketing

Advertising that promotes a business rather than a particular item or service is known as corporate image advertising. An essential strategic choice is whether to incorporate corporate image advertising in an IMC campaign in addition to other brand-focused advertising. It is significant since it aids in creating and maintaining a company's identity, reputation, and image. Overall, bigger businesses tend to utilize it more often than smaller businesses. Many managers believe that corporate image advertising reinforces a company's reputation in its market by sending a significant message to rival firms. According to studies, for instance, a corporation is more 'admired' by B2B marketers the more corporate image advertising it employs. Early in the 1990s, 41% of consumer goods businesses, 61% of producers of business products, and 65% of service companies in the US incorporated corporate image advertising in their marketing communication plans.

Some people see corporate image advertising as an extension of public relations since it doesn't specifically promote any one item or service. However, PR depends on a firm's message being spread via multiple media outlets without incurring any costs, and with PR, a corporation has little control over how its message is ultimately conveyed. Due to these factors, we believe corporate image advertising should be seen as an integral element of the IMC's advertising-like component rather than as a continuation of PR. Corporate image advertising may be used in two indirect methods, advocacy advertising and cause-related advertising, in addition to direct corporate image messaging, to assist improve a company's reputation. Advocacy advertising is a term used to describe corporate advertising that addresses significant social, commercial, or environmental concerns. When a firm's message successfully associates itself with an issue that is relevant and significant to its target market, it will contribute to the development of favorable attitudes toward the organization. Cause-related advertising is the practice of publicizing a company's affiliation with a charity organization as part of cause-related marketing. This too may contribute to fostering favorable opinions about the business. According to research, 80% of customers say they have a more favorable opinion of a firm if they believe it to be supporting a good cause.

Corporate identity marketing and brand positioning

Talked discussed were stand-alone, source, and endorser brands while discussing branding strategy. Four scenarios that stem from branding strategy have been discovered by Rossiter and Percy, and they will help choose whether to employ corporate image advertising. They discuss four situations: when the corporate name is not immediately apparent on the product or service being offered; when some brands—like Taster's Choice and Nestle's Crunch—are always associated with the corporate name; and when the corporate name is the brand name.

A firm would implement a stand-alone branding strategy for each of its goods or services in the first and final scenarios. Corporate image advertising should be a part of an IMC program when the business name is fully distinct from its brands since this is the only way advertising will be able to promote awareness of and favorable views toward the firm. Corporate image advertising that connects the firm to the brands may be an effective strategy when such a company has brands with substantial brand equity. When a company's name and its brand have the same letters, brand advertising also functions as corporate image promotion. It may appear less necessary to conduct distinct, targeted corporate image advertising the more equity a company has. Advertising for corporate images, however, extends beyond brand advertising. Specific corporate image advertising will be required to support the development of a company's image and reputation beyond its affiliation with repo items. Advocacy or cause-related advertising may be appropriate in this circumstance.

Corporate image advertising may be used in a variety of ways in the two mixed-case scenarios, where either a source branding approach or an endorser branding strategy is utilized. To build a strong company image, identity, and reputation, as opposed to the consequences of corporate image on branding strategy, is crucial from a strategic standpoint. Naturally, a company's brands will benefit from a strong identity and reputation; this is a key justification for choosing a source or endorser branding approach. As a parent brand, the company name's positive equity contributes to improved brand recognition and brand attitude. This implies that even when the

corporate name is operating as a parent brand, the role of corporate image advertising within an IMC program must be understood as distinct from that of brand advertising.

Media for corporate image

With B2B advertising, we observed that the size of the target market influenced the medium choice. The kind of media used for corporate image advertising will differ depending on the size of the firm and the size of the target market. Corporate image advertising, at least on a larger scale, is often unaffordable for small businesses. If so, corporate image should be addressed in some way in the company's consumer- or business-to-business advertising. This might be as simple as a tagline used in conjunction with the company's logo to further the desired corporate identity. However, local media, particularly sponsorships, should be taken into account even when broad-reaching media is out of reach. A good strategy to promote the business and positively associate it with community support is by advertising in the sporting programs of nearby schools, at social gatherings, or at cultural events. This will improve the company's image and reputation.

Use the proper local and mainstream media when dealing with medium-sized or big businesses. Similar to B2B advertising, direct mail and advertisements in business and trade periodicals should be taken into account when the target market is limited. Considerations for businesses with broader target audiences include television, newspapers, and periodicals with wide distribution. The chosen medium must be in line with the awareness and attitude communication strategy, just like any other market selection.

Strategy for brand awareness and brand attitude

Brand awareness and brand attitude will always be communication objectives in marketing communications, regardless of the advertising medium. With each piece of marketing communication, a company uses, it must raise awareness and favorably impact its equity. Brand awareness and brand attitude will thus always play a significant role in IMC planning. Due to their importance in good marketing communication, we will briefly discuss these impacts today and return to them nearly in every.

Brand-awareness campaign

The belief that the target audience would 'understand' the message is one of the major risks when developing communications that are similar to advertisements. It is a simple and clear-cut trap to be caught in. You definitely understand the brand and the message you are attempting to convey when it is your brand and you have invested a lot of time and effort in an advertising campaign. Unfortunately, the target demographic was not engaged in the advertisement's design and does not think about the brand for the majority of their waking hours. So, merely stating a brand name won't ensure brand recognition. Consideration must be given to where and how the target market's choice to buy or use a product will be influenced by brand recognition. The goal is to provide the target audience enough information to recognize the brand within the category when the choice to buy or use something is made. Even the brand name itself may not need to be identified if there is enough specificity. Consumers often just need a visual representation of the box to recognize a brand. Brand awareness does not need the recollection of the brand prior to

purchase if one does not "think aloud" about a particular brand but instead waits until they see and identify it at the point-of-purchase. Of course, there are numerous situations in which you must remember a brand before making a purchase. IMC planning greatly benefits from an understanding of these variations in brand awareness. Whether sort of brand awareness to utilize will depend on whether communication effect has an impact on the target audience's thinking first: brand recognition or brand recall. When a need in a certain category arises, do people search for products or services to fill it (recall brand awareness) or do they see the product at a shop and remember the need (recognition brand awareness)?

Understanding of brand awareness

When making a purchase, the buyer is often reminded of the category need by recognizing the brand in the shop and asking themselves, "Is this something I need or want?" What the customer thinks about is:

Brand Recognition serves as a reminder of Category Need

Visual or verbal brand awareness is also possible. Simply seeing the product in the shop may raise brand recognition. On the other side, hearing the brand name, particularly with telemarketing, may help with brand recognition. In either case, even if the brand may technically fail a memory test, brand familiarity alone indicates awareness. Think about how people purchase at supermarkets as an example. Few consumers really utilize lists, according to market studies, and those who do tend to just include category reminders rather than brand names. As customers travel up and down the aisles, they scan the shelves for familiar brands and then determine whether or not they need the item. How does this affect how we communicate in marketing? One must make sure that the execution contains a strong representation of the brand as it will be presented at the point-of-purchase when brand awareness is likely to be based on recognition. For most packaged items, this entails huge package images and repeated brand names for goods that are likely to be sold or contacted over the phone.

Think of awareness

The brand is not provided as a signal in other instances when decisions about purchases or use must be made. The customer must first identify a need before considering various solutions. In this situation, the good or service must already be kept in mind. But more than that, it must also be connected to the category need in the minds of the target audience. Knowing the brand alone is insufficient. To be remembered from among the various brands someone may be aware of when they are ready to make a choice, it must become prominent when the necessity arises [7]–[9]. For instance, you would likely identify the majority of the restaurants on a list of eateries in your neighborhood. However, just two or three restaurants will spring to mind when you decide to go out, and you will choose one of them. When customers are craving Italian cuisine, the proprietor of an Italian restaurant wants them to think of his establishment. The target audience must remember the response when the relevant requirement arises; being 'knowing' of the response while cued is useless. The following must occur in the consumer's mind: They are reminded of Brand Awareness via Category Need. It is crucial that marketing communication firmly ties the brand name with the category need, and in that order: need-brand, in order to produce this sequence of consequences. In order to establish the connection in the target

audience's consciousness, it is ideal for this link to be emphasized often. Innovative brand awareness strategies that increase brand identification and recall.

Brand behavior

The topic of brand attitude is complex and much beyond the purview of this book. However, for effective IMC planning, a broad knowledge is required. The Rossiter-Percy Grid, which examines brand attitude strategy for advertising and other marketing communication in terms of two crucial dimensions: engagement and motivation, will serve as our guide for this analysis.

Involvement

Today, it is widely accepted that customer involvement in purchasing decisions will influence such decisions and that this is likely a result of the intricacy of the attitudes that consumers have about a given product or service. We won't delve into the research that supports this; instead, we will define participation as the psychological or financial risk that the target audience perceives when they buy or use a product. Trial experience will be sufficient under minimal participation circumstances since there is little to no risk if the result is negative. There will undoubtedly be a perceived danger when buying or utilizing a product or service with high levels of engagement.

It's crucial to keep in mind that perceived risk depends on the customer. Always 'check the obvious,' and make sure whether there is or is not a perceived danger in the target audience's perception. It's important to keep in mind that, even for the same individual, the perceived danger may change depending on the circumstance. For instance, choosing the right wine for a normal family supper may carry a little amount of risk, but the perceived danger may double when significant visitors are present.

Motivation

All psychologists seem to agree that a limited number of reasons underlie what people do. Of course, they all disagree on the specifics of that collection of motivations, but overall, there isn't a lot of disagreement. We will focus on a fundamental difference between negative and positive intentions in order to keep things simple. Positive motivations include sensory enjoyment, where a purchase is made to enjoy the goods, and social acceptance, where a purchase is made to get praise for supporting a certain brand. There are three primary negative motivations to take into account: issue elimination (purchasing to fix a problem), problem avoidance (purchasing to avoid a problem), and incomplete satisfaction (purchasing to satisfy a desire for a better option).

It's crucial to realize that motivationthe rationale behind someone's desiresis what forms attitudes in the first place. Therefore, these motives 'energize' the decision to buy or use. It resembles a circle in one way. Because of how they feel about that brand, the customer is compelled to acquire anything and choose that brand because they believe it will best fulfill their motivation. The attitude based on the purpose is enhanced with use and purchase thanks to a positive experience. To provide an example, if you have a severe headache, you will be compelled to take action. You take some Advil because you believe it to be the strongest and fastest-acting brand of analgesic. Both the headache and the connection between attitude and motivation are relieved. However, attitudes are unique to motivations. Using the same example, the attitudes associated with sinus headaches may influence your decision to choose a different brand, such as Sinutab,

even if the underlying motivation is the same. This example demonstrates how brand selections are connected to motivations through attitudes as well as how attitudes rely on motives. It also serves as a wonderful illustration of the need for a well-constructed brand awareness connection. Managers must ensure that the relationship between category need and brand awareness established in the brand's marketing communication matches these attitudes if your target audience distinguishes between different sorts of pain [10]–[12].

CONCLUSION

The report continues by making suggestions for businesses looking to get the most out of the various forms of advertising they utilize in IMC. These suggestions include doing in-depth audience research, matching advertising techniques with campaign goals, choosing the right combination of advertising media, and regularly assessing the effectiveness of advertising initiatives. Overall, this study advances knowledge of the various forms of advertising used in IMC and their function in accomplishing marketing communication goals. Organizations may successfully reach and engage their target audiences, build brand recognition, and encourage desirable consumer behaviors in a competitive marketplace by deliberately choosing and combining a variety of advertising channels.

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A BRIEF DISCUSSION ON ROSSITER–PERCY GRID

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ABSTRACT:

The Rossiter-Percy Grid is a widely recognized model used in advertising research and practice to evaluate the effectiveness of advertising campaigns. This study explores the Rossiter-Percy Grid, its theoretical foundations, and its practical application in assessing and enhancing advertising communication. Through an extensive literature review, this research examines the development and evolution of the Rossiter-Percy Grid model. It explores the underlying concepts of the model, such as communication objectives, message content, and message execution, and how these elements contribute to advertising effectiveness. Given these motivational and involvement-related dimensions, it is simple to create a "grid" that depicts how the two interact. In essence, we're saying that if the primary considerations in selecting a good or service are the perceived risk associated with the choice's outcome and whether the need being satisfied by it is negatively or positively motivated, then IMC planning must take into account the target audience's involvement and motivation as demonstrated by both of these traits.

KEYWORDS: Advertising Research, Attitude Change, Communication Effects, Copy Testing, Emotional Response, Informational Content, Message Involvement.

INTRODUCTION

The 'grid' is used to symbolize these tactical quadrants. We must first clarify that the Rossiter-Percy Grid is not the same as the alleged FCB advertising planning grid before moving on. Involvement is used again, but this time in a second dimension known as "think-feel." You shouldn't mix the two together. In actuality, the overlay of the brand recognition-brand recall difference inside each quadrant is included in the entire Rossiter-Percy Grid. There are considerable strategic planning advantages to the Rossiter-Percy Grid over the FCB grid, even when just considering the brand attitude component [1]–[3].

What strategic ramifications for IMC planning are indicated by the brand attitude grid's four quadrants? Creative strategies will vary greatly depending on where on the grid a business choose to use or acquire anything. For instance, one truly does not need to persuade the target audience when a choice involves no risk. All that is required is to titillate or arouse what Maloney refers to as "curious disbelief." This expands the range of media options for message delivery. On the other side, while making highly involved judgments, one must persuade. Therefore, more long-lasting media should be taken into account. One has a lot more options when dealing with bad intentions. Here, the main goal is to spread knowledge that satisfies the

desire prompted by one of the three negative incentives. 'Emotional authenticity' is necessary in the executions when dealing with reasons that are good. The intended audience must have the impression that the emotions being expressed are genuine and not staged. This will also be important for IMC planning. The fact that broadcast, particularly television, is more widely available for advertising is one of the reasons conventional advertisements is often more successful than other IMC methods in developing brand attitude. Television has the biggest chance for evoking emotional reactions among all marketing communication delivery methods, as well as an edge in portraying a series of feelings. Because of all of this, television has an edge over other media when it comes to choices about purchases that are motivated by good intentions. IMC planning is aided by the Rossiter-Percy Grid in the following ways:

1. It aids in concentrating the manager's ideas about a brand in terms of the target audience's participation in the choice and the motivations behind their behavior.
2. The target audience does not need to be persuaded, and the key is in the information presented, therefore a broad variety of possibilities are available when engagement is limited and the incentive is negative.
3. The target audience must be persuaded by the message when participation is strong and motivation is low, thus the communication alternatives taken into account must be able to do this.
4. When motivations are good, 'emotional authenticity' is the key to effective communication, whether engagement is high or low, and the communication alternatives under consideration must be able to cope with this.

Each of the quadrants has rather particular tactical issues in addition to these broad strategic consequences. Building brand awareness and a positive brand attitude may be viewed of as advertising, independent of how the message is conveyed, for the time being. The brand attitude quadrants will guide executions for both advertising and promotion. While targeting both awareness and attitudes, it varies from promotion in that the main goal of promotion-like communications is to start an instant brand purchase intention. COBA, retail advertising, B2B advertising, and corporate advertising are the four fundamental categories of advertising. Individual customers are the target audience for COBA, which is given via a variety of media. Retail advertising is often local in character and includes both the shop and the goods or services it provides. B2B advertising is distinct from other forms in that it targets the trade and other elements of the distribution chain in addition to the client base. Corporate advertising targets a broad variety of target consumers while promoting the firm rather than its goods or services.

Planning for IMC involves both brand awareness and brand attitude strategy in great detail. The crucial contrast between recognition and recall brand awareness is addressed by brand awareness strategy. A recognition brand awareness approach is necessary when choosing a brand at the point of purchase, when seeing the brand prompts a demand for the goods. When this is the case, advertising must depict the brand as it will be perceived at the point of purchase in order to be effective. Recall brand awareness is necessary when a brand is chosen as a result of a need being sparked. In these situations, advertising executions must connect the need to the brand and in that sequence, ensuring that the brand will be remembered when the need arises. Whether a

purchasing choice is low- or high-involvement and motivated by positive or negative factors will determine the brand attitude approach. These options are crucial to strategy since different levels of motivation and participation will need different innovative techniques. When interest is minimal, it is sufficient to arouse curiosity rather than trying to convince the target audience of the message. However, when there is a high level of participation, the message must be persuasive due to the perceived risk connected with brand choice. Advertising that addresses negative motives must include details that will aid in resolving the issue raised by the relevant category need. If the underlying motive is good, the execution must convey emotional authenticity and connect the brand with the right kind of good sensation. The Rossiter model summarizes the link between brand attitude strategy, participation, and motivation. — Percy Grid [4]–[6].

DISCUSSION

Traditional promotion

We highlighted the essential difference between advertising and promotion last time, highlighting their strategic nature. Strategically intended to increase brand awareness and favorable brand attitudes, advertising-like communications strive to create a strong brand equity. The term "to turn toward" has an origin that reflects this.

Strategically intended to increase short-term sales or brand use, promotional communications. The word's etymology reflects this as well. Promovere, the word's Latin etymological origin, loosely translates to "move forward." Although brand purchase intention is the fundamental goal of promotion, all marketing communications, including what Prentice long ago referred to as "Consumer Franchise Building" promotion, must also contribute to increasing brand awareness and brand attitude. As we talk about certain kinds of marketing, bear this in mind.

When most people consider promotion, they often consider what is known as "sales promotion," and more precisely, an incentive for quick action. Any direct buying incentive, reward, or promise made to the target audience with the intention of encouraging them to make a particular purchase or take a certain action that will benefit individuals responding to the campaign falls within the basic definition of a sales promotion. Later on, we shall look closely at a number of fundamental consumer and trade incentive promotion strategies that unquestionably fulfill this conventional criterion. However, it is vital to go beyond this conventional notion of sales promotion in order to develop an integrated marketing communication strategy. The concept of time was proposed by Rossiter and Percy as an intriguing and significant consideration in how one should approach promotion. They remind us that promotion-like communications should be incorporated throughout time in connection to the target audience's decision process, which is consistent with the significance of knowing how customers make purchase or use choices. This implies that promotional-like communications may be beneficial before the actual purchase or usage of a product or service, if a customer is seeking for details about a brand before making a choice, during the actual purchase, or even after the transaction. Though it is not always required to include one, promotional-like messaging and particular incentive advertising techniques should be taken into account at each step in a customer selection process. Promotion may not be the greatest use of the brand's cash at any given phase, even if it is accepted. If a promotion of some

type is necessary to hasten the decision-making process, the promotion that is selected must be suitable for that stage [7]–[9].

It is hard to think of promotion in isolation when approached in this broad sense, not as a sales promotion but as a component of marketing communication to hasten the decision-making process whether or not an incentive is included. The manager should consider if promotional-like messaging or a specific kind of incentive promotion will be an effective component of the overall marketing communication effort when establishing an IMC program. This is what we mean by IMC, as we have been emphasizing throughout: evaluating all available communication alternatives and utilizing those that will most effectively and efficiently assist a business reach its marketing communication goals. The specifics of how advertising and promotion should be utilized in tandem to enhance successful IMC will be covered in detail in Chapter 10. We'll now concentrate on certain incentive campaigns. Unless otherwise stated, when we refer to "promotions" in the sections that follow, we mean incentive promotions.

Simple forms of promotion

The two main kinds of incentive promotions are instant reward promotions and delayed reward promotions. Offers that give an instant benefit, such as price reductions, bonus packages, free gifts with purchases, etc., are referred to as immediate reward promotions. Promotions with delayed rewards postpone the fulfillment of the promotion's benefits and often demand action from the target market. Sweepstakes, refund offers that need proof of purchase, frequent flyer programs, etc. fall under this category. Different incentive programs will each have unique characteristics for either luring new users to a company or for securing more business from current customers, as we will examine below. In general, because of their immediacy, instant incentive promotions are often more successful. This naturally fits in with the common practice of using promotional-sounding messaging to prompt immediate action. Most people often picture consumer promotions when they think of promotions, however they may also be targeted at the sales force or the trade. Consumer, retail, and trade promotions are really the three main categories that should be taken into account.

Consumer advocacy

To hasten the decision-making process, consumer promotions are created by the advertiser or its agency and targeted to the target population. The retail level is where these promos are often seen. Promotions received at the time of purchase include shelf talkers, in-store coupons or bonus packs, unique displays, and price-off offers. The fact that they were created and supplied by the marketer, not the store, distinguishes them from what would otherwise be an identical-looking retail campaign.

Retail marketing

A consumer promotion and a retail promotion are similar to one another from the customer's perspective. They just perceive a unique display or pricing incentive. In both situations, an enticement is provided to hasten the decision-making process. However, there is a significant distinction from a planning perspective. Retail promotions are often started by the distributor or the retailer, independent of the marketer. As a result, retail marketing often falls beyond the

purview of IMC planning. More businesses are relying on something called tactical marketing to assist put retail promotion under at least the planning control of the marketer.

According to studies on customer impressions of promotional activity, it is crucial to coordinate retail and consumer promotions. Consumers are proven to be quite accurate when it comes to offer frequency and sale pricing. This is relevant given the widespread belief in the literature on consumer behavior that customers often base their brand selections and purchasing decisions on when they anticipate a promotion. Consumers who 'sense' when a product or service is going to be on sale are not distinguishing between retail and consumer promotions. However, the retail marketing will undoubtedly affect the consumer's intentions to buy or use the product. The promotion goals of the retail business and the marketer may clash if the marketer does not oversee or at the very least monitor these promotions. Even if a shop insists on maintaining control over their promotions, managers must remain aware about them and make every effort to affect the tone and strategy of the messages.

Trade Enticement

Trade promotion accounts for up to half of all marketing communications investment overall. A trade promotion, in general, refers to a set of discounts implemented with the intention of boosting retail merchandising or distribution. This might range from slotting allowances to sales incentives intended to recognize and reward particular retail sales achievements. We'll look at three fundamental trade promotion strategies in more detail later.

Promoting Products to Consumers

Consumer promotion comes in six different fundamental forms. These consist of discounts, freebies, credits and rebates, loading or loyalty devices, premiums, sweepstakes, games, and competitions. Of course, there are a lot more. However, we will only be focusing on these six fundamental methods for our purposes. Not all forms of promotion are accepted everywhere, it should be emphasized. For instance, Denmark does not allow the use of coupons as such.

Coupons

There are two different kinds of coupons: distributor-sponsored or store-sponsored ones. However, as was already indicated, this is not a distinction that a customer is likely to make, thus it must be taken into account while designing IMC. Basically, couponing is a powerful marketing strategy that employs a range of ways to reduce the purchase price. Coupons are a great method to encourage people to try a new product. However, utilizing coupons too often has a risk. More than 80% of people who utilize coupons accumulate them for the same brand, cutting the cost of all of their purchases of that brand. More focused couponing is an increasing trend in the utilization of coupons. Coupons continue to be quite popular with consumers despite some signs that marketers may be looking more closely at the expense of employing them and that overall distribution levels may have peaked or perhaps started to decline. Nearly all households in a US study reported using coupons at least occasionally and feeling they are either very or somewhat helpful, indicating that consumers hold more positive attitudes toward grocery product brands that offer coupons or other price incentives. In another research, 72% of main shoppers said they

used coupons to cut the cost of their grocery bills, and 55% said they used coupons to help them organize their shopping.

Despite the fact that only 2% to 3% of the more than 300 billion coupons that are given annually are ever redeemed, coupons continue to be a crucial tool for promotions. The dramatic reduction of expiry times in an attempt by marketers to limit coupon liability is one of the hypothesized causes for a potential drop in coupon redemption. The bulk of coupons are now found in FSIs instead of the traditional methods of direct mail, news-paper FSIs, or other print advertising. On occasion, the couponed or sibling brands' packaging will include coupons. But the usage of electronic coupons is spreading as technology advances in both households and shops. Today, one just has to choose the desired coupons and print them off using online electronic coupon program services.

When comparing the relative merits of the various coupon distribution methods, FSIs provide speedy delivery at a cost that is around half that of direct mail, but with very little reach selection. Advertising-related coupons are produced with a chosen audience; however, they often have a lower redemption rate. Direct mail delivers distribution that is very focused and selective, but it is more costly than other forms of communication.

Sampling

Sampling is the practice of allowing the target market to directly test out or utilize a product at little or no expense. It might take the form of a genuine product sample, either in the standard size or a specific sample size created for the promotion, or it can be the temporary usage of a good or service. Sampling's goals are to bring a new product or service to the market or to attract a larger consumer base to try out an existing product or service. Because of the fragmentation of the market and the media, as well as the high price of renting shelf space in retailers, sampling has become more and more popular. Sample candidates that have low trial rates or a clearly differentiable product are sui.

There are several methods to provide samples, each with its benefits and drawbacks. For instance, sampling in-store or in a busy area offers the benefit of reduced delivery costs, but it is difficult to manage who gets the sample. There are clear limitations to what can be successfully sampled via the mail, but direct mail provides a very effective technique of sampling either a very widely based target population or a highly focused market. The only way to sample items with dangerous substances is door to door, however this method is often ineffective and costly. Generally speaking, direct mail is the most efficient method of sampling a large target population. While less costly, in-store sampling has a more restricted audience. Low costs are excellent for this strategy, but it again has a very narrow audience reach when asking people to contact or write for a sample using more conventional advertising channels. This would be a good time to mention that 'sampling' is really what is happening when a high-involvement product is provided as a trial. Therefore, even if a sample campaign is not accompanied with a price incentive, it still qualifies as one if a corporation or organization is offered the chance to test a product before placing an order.

Rebates and Refunds

An offer to reimburse a certain amount of money after buying a product on the basis of proof-of-purchase is known as a refund or rebate campaign. Although the majority of rebates and refunds are given to customers directly, retailers may also pass them along. These rebates and refunds may range from a particular percentage to a complete refund of the purchase price, and they can be either a set dollar sum or a percentage of the actual retail value of the item.

Refunds and rebates are used to entice customers to buy or try a product, and there are many different methods to spread the marketing message, including direct mail, FSIs, and in or on the product itself. Refunds and rebates are most often used as a short-term sales boost or as a defensive tactic to assist combat any competitive activity. The following are some benefits of utilizing refunds or rebates:

1. Without involving the store, the price is essentially lowered.
2. It may be particularly helpful in generating interest in expensive goods or services.
3. Among individuals who plan to use the refund, there is a high degree of non-redemption, which lowers total costs.
4. Refunds or rebates, on the other hand, take longer to become valuable to the customer, which reduces their attractiveness. Many believe the work required is not worthwhile.

Loading mechanisms and devotion

Loyalty and loading mechanisms are taken into consideration simultaneously since both work to keep current clients. Promotions called loyalty devices are made to thank a brand's loyal consumers. They offer the benefit of allowing the management to construct a solid database of their devoted customers, which in turn can be utilized to measure contentment over time. They are meant to generate repeat buy for the brand. When we cover direct marketing in Chapter 7, we will speak about databases.

Loading promotions are different since they encourage the purchase of items like a bigger size, a unique bonus offer, or numerous packs in an effort to sway consumers away from their typical buying habits. The motivations for doing this might vary from seeking to increase the worth or income of an acquisition to taking defensive action against competitive strategies. For instance, a loading promotion would essentially remove a brand's consumers from the market and discourage them from trying the competition's superior product if the business knows a large competitor is due to launch an upgraded version of their product.

Bonus packs, cents-off, and price-packs are a few of the most popular methods to apply loading promotions. Bonus packs, which provide more of the product for the standard price, are a very successful marketing strategy for transferring more goods to the customer. Cents-off and price bundles are very successful and efficient advertising strategies, particularly in situations when there is a chance to encourage brand switching and when a swift defensive action is required. The most typical loyalty campaign is a continuity program, which asks customers to preserve stamps, coupons, or proofs of purchase over time in order to amass enough to be eligible for a prize, vacation, or other incentive. However, frequent flyer programs given by major airlines and

frequent guest programs provided by large hotel chains may be the most well-known continuity promotions. The goal of continuity programs is to retain existing users while encouraging infrequent users to utilize them more often. Credit card companies provide points for the amount paid that may be redeemed for goods or services as an alternative to continuation programs.

Once again, the management must weigh the advantages and disadvantages of the different loyalty-building and loading campaigns at their disposal. Bonus packs, for instance, despite offering an instant incentive to purchase since the "bonus" is available right away, are unpopular with the trade because they obstruct regular stocking and occupy more shelf space without bringing in more revenue for the merchant. Cents-off and special price bundles once again provide an instant benefit at the moment of purchase, but they often support loyal customers rather than entice new customers or switchers. Continuity programs are effective at keeping customers and fostering brand loyalty, but they do demand long-term commitment from both the target market and the marketer, who may discover the cost in the long run to be far more than anticipated.

Premiums

There are many different premium varieties, and there are also several delivery methods. With the premium serving as an incentive, premiums aim to persuade customers to do a certain activity. There are many other premiums one may take into account. But it's crucial to keep in mind that the target market must find the premium appealing and see value in the offer. The premium should also clearly relate to the product and, ideally, enhance the brand's reputation and highlight its advantages. Premiums may be provided as part of a continuity program or in conjunction with a one-time purchase. The premium could need to be responded to by mail or might be offered at the point of sale. When a premium is included in a box, it has the benefit of drawing attention to the goods and providing an instant reward, but it may also cause packing issues and raise delivery costs. When a premium is offered at the point of purchase, it also gives the customer an instant incentive and allows one to provide higher premiums, but it does need a lot of merchant assistance. When a premium is made available at a discount—generally 30–50% below typical retail prices—enough to offset the marketer's out-of-pocket expense for the product, it is said to be "self-liquidating." Although often a low-cost campaign that may target people specifically according on the sort of premium provided, it does need advertising assistance to spark interest.

Games, competitions, and sweepstakes

Sweepstakes, games, and competitions provide consumers the opportunity to win cash, goods, or trips in exchange for using the advertised brands or completing certain tasks, such as visiting a dealer for a demonstration. Typically, they are used to generate interest in a product or service or to provide a unifying theme for a collection of promotions. The legal concerns of consumer promotion are a major worry with sweepstakes, games, and competitions but are less of an issue with other forms of consumer promotion. The next step is to enlist a legal expert after you have determined your goals and the kinds of sweepstakes, games, or contests that could help you achieve those goals, according to an attorney who specializes in this area of law. While we don't

want to delve into specifics, it can be helpful to explain some of the legal counsel this lawyer gives marketers in order to give you an idea of the possible difficulties involved.

The formal regulations of the promotion, which are governed by the government and vary by nation, are the most significant factor from a legal perspective. Even if the manager thinks an annual promotion from a brand is essentially the same, it is wise to double-check. A new legislation could be applicable even to apparently trivial modifications. A condensed version of the official regulations must appear on a box or in advertising, since the entire set of rules is impractical to place there. In fact, any marketing material that mentions a consumer sweepstakes must at the very least contain the following information: no purchase is necessary; void where prohibited; any age and location restrictions; the sweepstakes' end date; the fact that the contest is governed by complete official rules; instructions on how to obtain a copy of those rules; and the name and address of the sponsor. It is obvious that in this field, professional assistance is needed.

Sweepstakes, games, and con-tests have significant drawbacks when used as a component of an IMC program. There is no need to make a purchase, and the prize is often delayed and only available to a select few participants. Where they do, however, they may at a modest cost contribute to enhancing the perception of a product or service. They may also generate interest and excitement when they are properly thought out [10]–[12].

CONCLUSION

The study ends by making suggestions for professionals and academics who use the Rossiter-Percy Grid. These suggestions include carrying out pre- and post-testing evaluations, relying on consumer insights and comments, using the model's dimensions to direct creative production and media planning, and continually assessing and improving advertising tactics based on empirical data. Overall, this study advances our knowledge of the Rossiter-Percy Grid as a useful instrument for assessing and improving advertising communication. Applying this methodology can help businesses better analyze and optimize their advertising efforts, which will enhance the impact of their messages, increase customer engagement, and eventually provide the intended marketing results. A condensed version of the official regulations must appear on a box or in advertising, since the entire set of rules is impractical to place there.

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BUILDING BRAND ATTITUDE WITH CONSUMER PROMOTION**Dr. Bipasha Maity***

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ABSTRACT:

Consumer promotion is a powerful marketing tool that organizations employ to build brand attitude and influence consumer behavior. This study explores the role of consumer promotion in shaping brand attitude and examines the strategies and techniques used to effectively leverage promotions for brand building. Through a comprehensive review of literature, this research examines the theoretical foundations of consumer promotion and its impact on brand attitude. It explores various types of consumer promotions, including discounts, coupons, loyalty programs, contests, and sampling, and their ability to create positive brand associations and emotional connections with consumers. Although brand pursuit intention is the major communication purpose for promotion, as was stated at the beginning of this article, incentive promotions and promotion-like communications must also target brand awareness and brand attitude. By conveying a good brand attitude in line with the business's strategy, a well-designed campaign may assist increase brand equity.

KEYWORDS: Advertising, Brand Advocacy, Brand Awareness, Consumer Engagement, Couponing, Emotional Appeal, Experiential Marketing.

INTRODUCTION

Promotions must be as creative as image advertising, and fully as effective in building brand equity," said Chuck Mittel Stadt, a longtime adviser to the Interpublic Group of Companies. The six fundamental consumer marketing strategies we just went through each provide chances to develop a good brand attitude. In order to launch a new or enhanced product, coupons are commonly employed; as a result, they aid in the development of a good brand attitude. However, for it to be useful, it must be connected to the introduction advertisement. This combines a positive message about the product with the pleasant feeling brought on by the opportunity to experience the new product at a reduced price. This positive sensation will exist even when utilized as a temporary strategy with well-known companies, provided the coupon is not anticipated. When a brand utilizes coupons often, they are no longer perceived as a "gift" from the business but rather as a way to maintain a reduced price [1]–[3]. Whether a coupon is utilized for a brand-new or well-known product, it's crucial to transfer the advertising's main benefit claim to the coupon itself. The main advantage that is inherent in a company's positioning should be communicated on the coins if the business is not actively promoting. This strengthens the favorable brand attitude by linking the discount's positive reward to the brand's primary benefit

claim. Furthermore, this message will be emphasized each time the consumer reviews the coupon until it is turned in at the shop.

Sampling

Sampling is a marketing strategy that, by itself, ought to encourage a favorable brand attitude. Since the customer is receiving something for free, particularly with new products, this presents a chance to create a favorable brand attitude rapidly. In some ways, accepting and using the sample implies that a person is already at least somewhat favorable toward the brand. However, the sample itself will support the growth of that initial optimistic mindset. Additionally, the sample's packaging and portrayal provide a chance to develop a good brand mindset.

Refunds and rebates

The potential to combine the promotion and advertising message is incorporated into refund and rebate offers provided via conventional advertising media. A method of providing the main benefit claim on the return certificate itself is provided by any offer that calls for cutting anything in order to send it in. The offer should be positive in tone, related to the brand, and most crucially, distinctive. In offers for refunds or rebates, too little creativity is employed all too often. For instance, the majority of vehicle rebate offers often just state, "Get 1,000 euros back! It's crucial to dispel any notion that the offer is merely another price-off promotion.

Loading mechanisms and devotion

Similar to sampling, the majority of loyalty and loading devices should immediately affect brand sentiment. Bonus packs, cents-off, and price packs are examples of loading mechanisms, although they may not always create favorable brand attitudes and, if utilized improperly, might harm brand equity. How? A brand will project a lower price if it has a premium image yet is often found in price bundles. When discount packs are used too often, even brands with standard prices might have problems. This applies to all price promotions, of course, if they are utilized excessively, but it is particularly problematic for loading devices since the reduced price is highlighted on the packaging. Bonus packs provide a higher chance, particularly when the bonus is part of a bigger package. This presents a chance to reinforce brand attitude on the package label, which when combined with the advantageous incentive of the "bonus," should foster or boost favorable brand attitude. While the wrapper does provide some chance for a reinforcing brand attitude statement when multiple unit packaging is employed, it will dis- card with usage. A customized packaging should also be taken into account in order to reinforce the initial positive attitude that was created by the numerous bonus pack at the point-of-purchase each time the customer utilizes the product.

In a different way, loyalty or continuity initiatives foster a favorable brand mindset and subsequently brand equity. This presents an excellent chance to remind the customer of the approaching reward inside a positive brand attitude message, whether on the box, via advertising, or through direct mail, since such programs by their very nature call for product usage over time prior to incentives. On the other side, brand equity may suffer significantly if the prerequisites for receiving a reward are seen as being excessively onerous or if the regulations alter over time. Airline frequent flyer programs have been stuck in a similar situation since the mid-1990s. Due

to the increased demand for tickets, it has become more challenging to redeem frequent flyer points for free trips in addition to becoming increasingly tough to attain incentive levels. Participants end up feeling duped by the airlines and imprisoned in a scheme, which negatively impacts the airlines' reputation among their most devoted consumers. Recent modifications to Delta Airline's frequent flyer program for their most frequent travelers serve as a fair illustration of this issue. For many years, flying on Delta for more than 100,000 miles in a calendar year qualified you for "Platinum Medallion" status. This made it possible for Platinum fliers, among other things, to arrange a first-class upgrade on any domestic trip as long as one was available at the time the reservation was made. This held true regardless of the flight's low, discounted ticket. Then, in the early 2000s, the rule was altered, and only non-discounted rates were eligible for automatic upgrades at the time of booking.

That was undoubtedly reasonable, but Delta then altered the scheme again so that Platinum fliers could only get an upgrade if one became available five days before to a journey, and only if one of the very few seats set aside for that purpose was available. As a consequence, a decreasing number of Platinum flyers—their most important clients—could get first class upgrades. Then, they made matters worse by lowering the threshold for achieving Platinum status from 100,000 to 75,000 miles. While this could have at first had a favorable impact on brand attitudes for individuals who were now Platinum flyers, it would be transient. All this did was make getting an upgrade much more difficult. The highly frequent travelers who log more than 100,000 miles annually saw their already diminished chances of receiving an upgrade further diminished, and the 'new' Platinum flyers immediately discovered that their chances of receiving an upgrade were not much higher than before. There is no doubt that this had a very bad impact on Delta's brand perception among its most loyal consumers. Instead of 'rewarding' them, they inadvertently removed the main perk they had.

Premiums

The ideal premium is one that appeals to the same incentive as the original goods or service in order to support the decision to purchase it. This entails boosting the brand's emotional reaction in the case of favorably motivated brand decisions. Almost everything that will be viewed by others and has the brand's mark will assist reinforce user brand attitude when a brand decision is driven by social approbation since it broadcasts the user's brand choice to the world. Everything from insulated beer can holders to coats or other items with the company's emblem may be utilized, but it's crucial that the premium is consistent with the image the business wants to convey.

Premiums that are more closely tied to the item or service that the premium is offered for are required when brand choices are negatively driven. Specialized storage folders for insurance policies or sun visors that include sunscreen, for instance, promote pleasant, long-lasting associations with the brand. The firm logo or brand name should be included on these premiums, just as it is with items that are favorably motivated. In this instance, the goal is to remind the user of the brand rather than to get attention from others. In order to foster brand equity and create a good brand attitude, premiums should be chosen in accordance with motivation. The biggest error that marketers make when choosing premiums is failing to meaningfully connect them to the brand itself and failing to ensure that they appeal to the same motivations that influence

brand choice. However, offering a premium that is either incorrect or unattractive to the target market is the largest error a marketer can make. This might result in a decrease in the brand's equity and bad views about the brand.

Games, competitions, and sweepstakes

The fact that a sweepstakes or contest promotion draws people to the advertising or other sources utilized to publicize the campaign is one of the more understated advantages of such promotions. This is a great opportunity to link the offer to a compelling brand attitude statement. In addition, the actual sweepstakes, games, or competitions should be designed with the brand's perceived benefits in mind. A good brand attitude and matching brand equity are more likely to be reinforced the greater the connection between the rationale for the brand choice and the promotion. For instance, think of Mars' Bounty Bar. 'A taste of paradise' and a tropical location have been the main focuses of Bounty's marketing for many years. What location should the management take into account if they were to think about running a contest or sweepstakes where the winnings were going to be a vacation? The award should support and be consistent with the positioning and benefit claim of the brand. That entails giving away a vacation instead of a ski trip to the Alps, to a place like Tahiti or another tropical "paradise."

Promoting trial purchases as opposed to recurrent ones

While every kind of promotion may be used to increase sales from current customers or to attract new consumers to a business, certain promotions work better for one goal than the other. Coupons, samples, refunds, and rebates are the promotion kinds that work best for trial objectives; loyalty and loading devices, as well as sweepstakes, games, and competitions, work best for repeat purchase objectives [4]–[6]. Premiums may be effective for both trial and repeat purchase goals, depending on how they are employed. Offering a sui premium may be quite appealing to customers who often move between brands within a category, giving them a reason to add another brand to the set they currently own. On the other hand, an alluring campaign could encourage existing brand consumers to consider replacing an older product early, particularly when dealing with goods that have a protracted purchase cycle. It would be wise to note that while incentive promotions are often employed in a tactical sense to accelerate brand pursuit intention, there are many, many unique ways such promotions may be implemented before we go into some of the instances where various incentive promotions might be useful. Here, all we're trying to do is list a few scenarios in which a certain kind of consumer advertising could be appropriate. This should make it easier to identify the unique advantages of the different forms of fundamental consumer advertising.

DISCUSSION

Goal of the trial for promotion

Coupons, samples, refunds, and rebates are particularly successful in generating trial, but it does not mean they are worthless as incentives for repeat purchases. But when trial is the goal, these three advertisements should be taken into account strategically. Coupons and sample are likely the two promotions that are most successful in generating trial. Because they are less immediate, refunds and rebates are a little less effective. However, they are perhaps the finest method for

speeding the testing of pricey goods or services. They are also highly helpful in guarding against strong rivals when the market's buying cycle is lengthy.

When brand or category trial is low, sampling is very helpful, especially if a brand has a distinct distinction that is easily noticeable after usage. When a new category is being released, it's a fantastic approach to get an edge on the competition. Samples 'push' prospective customers into action as they consider a new category, and they also promote the sample brand. Sampling is a useful strategy when advertising may not be able to sufficiently convey a brand's advantages. Really, is hand lotion less messy? Actually, is the crust crispier? Does anybody really get speedier relief? Sampling may be a useful strategy for ensuring that a brand's benefit claims are credible if employing it would swiftly and readily demonstrate a positive benefit. Couponing has the benefit of being much less costly, even if it is less successful than sampling at producing trials. When a new product or service is introduced, using discounts to encourage trial or draw in new customers to the company is great. Of course, the issue with this is that existing customers will also utilize the discount.

Recurring revenue goal for a promotion

Repeat purchase promotions, when strategically used, tend to solve more immediate problems than trial promotions. Trial promotions are designed to attract new clients in order to sustain a brand over the long run. Repeat purchase incentives are often used to expedite purchases for tactical reasons or to change the timing of a purchase by luring customers in the near term to remove them from the market. The repeat purchase incentives that are most directly focused on fostering and sustaining brand loyalty are loyalty or continuity programs. The others are intended for customers who often transfer brands with the goal of luring them to the advertised brand during their subsequent category buy. Again, if the advertising is well carried out with the goal of fostering a more favorable attitude, the outcome will result in more frequent switching to the brand and increased consumption.

All use incentives, but notably premiums, may be designed to specifically target certain market categories. The rewards in sweepstakes, games, and competitions may also readily be matched to appeal to certain populations. The opportunity to generate in-store merchandising activities such as point-of-purchase displays, banners, special displays, etc. exists for both premiums and sweepstakes, games, and competitions. This benefits the brand by attracting switchers' attention and provides a chance to bolster important benefit claims. Contests, games, and sweepstakes are other effective ways to give an IMC campaign a guiding theme. By driving customers away from the market, loyalty programs, particularly loading devices, are a smart strategy to fight against rival activity. By encouraging repeat usage or purchases, loyalty programs assist in retaining switchers as well as existing brand loyal consumers. Price packs and bonus packs are examples of loading devices that assist draw switchers to a brand and deter moving to competing products. But this can only be seen as a tactical, short-term use. A bonus pack will briefly disrupt an introduction by decreasing category demand, for instance, if a rival is going to introduce a new brand or otherwise threaten a brand. Promotions for repeat purchases may be quite successful, but they shouldn't be used often or continuously. They are designed to encourage brief consumption, but the real benefit can only be a step forward or support for a more uplifting brand attitude.

They seek to gain trade merchandising support, as with any promotions. Trade-oriented promotions may be categorized into three main categories:

1. Promotions for allowances
2. Promotional materials for displays
3. Trade incentives and premiums

Allowance promotions provide the trade something in exchange for promoting or buying a certain number of a brand, or for fulfilling certain performance or buying criteria. Promotions for display materials provide the trade or dealer exclusive in-store display items to use in promoting the sponsored brand. These promotions are sometimes combined with trade allowance campaigns. Trade premiums and incentives are marketing strategies that provide the trade a free present or the possibility to win a reward of much greater value in exchange for buying a particular amount of products or fulfilling certain criteria. Similar to consumer advertising, there are trade promotions for both first-time and recurring customers. Trial trade promotions are primarily intended to increase consumer acceptance of new products or to urge retailers to stock them. Trade promotions for repeat customers are utilized to get favorable shelf placement as well as to guarantee that a product is supplied. Different allowances are plainly consumption incentives. Actually, repeat purchase promotions may be used for all three forms of trade marketing.

Slotting fees must be addressed since they will probably be deducted from the trade promotion budget before we go through the three fundamental categories of trade promotion. Slotting fees resemble a trial campaign in that they are required to guarantee distribution for a brand, but in reality, they are just a normal operating expense. Although it is understandable that the industry would need assistance to manage the high failure rate and constant demand for new goods and line expansions, the exorbitant prices paid are nonetheless concerning. According to estimates, up to 70% of slotting allowances are used to boost the retailer's profits rather than to cover expenses.

Allowances

Allowances to the trade may come in a variety of shapes and sizes, from complimentary products to actual price reductions on bills. Slotting fees, particularly for consumer-packaged products, are practically essential for accomplishing distribution, as we just discussed. As these costs rise, it grows more and harder for businesses with modest marketing expenditures to compete.

The fact that there is no assurance that any sizeable percentage of trade promotional allowances would reach consumers via greater retail activity or reduced pricing is often seen as one of its weaknesses. This is true for free items as well as performance and purchasing allowances. Because of this, a management must see every customer advantage as a gain even if it is crucial for trade and consumer support to be combined. Instead, trade allowances should be applied to the deal for tactical objectives. Purchasing allowances and free items, for instance, aid in the development of inventories in support of consumer marketing initiatives. Performance bonuses will at least partially fund brand-supporting retail merchandise or advertising [7]–[10].

Trade coupons are really consumer coupons, but retailers rather than marketers distribute them. Trade coupons are different from retail promotions in that the marketer, not the merchant, controls them. Typically, the marketer reimburses the merchant for the cost of distributing the coupon in their advertising or other marketing communications following the campaign. Trade coupons are also geared to trial because consumer campaigns with coupons are. The consumer is being tested in this instance rather than the trade. In actuality, it serves the same purpose as the other allowances we've spoken about for the trade: a repeat purchase promotion. For IMC planning, this is a crucial element. Coupon exchange is often popular among retailers since it allows them to increase their marketing communication expenditure. Trade coupons may thus aid in securing trade cooperation within an IMC program. Step one is finished. The consumer's reaction to the coupons is the second phase, however. This has to be taken into account in the context of everything that has been said regarding coupons as a consumer trial campaign.

Exhibit Material

In-store merchandising activity for a new product or brand expansion is often generated through the use of display allowances or materials, but they may also be used to encourage trade support for consumer promotions. More than 70% of brand decisions are made in-store, which emphasizes the significance of in-store merchandising. Point-of-purchase, in its simplest form, refers to all of the items that are utilized at the point of sale to draw customers' attention to a particular brand. Point-of-purchase materials are intended to enlighten consumers or bring attention to a certain brand or product on the shelf or in another prominent location. Consumers should be enticed to make an impulsive buy, try something new, or learn more about the product being advertised. For cross-merchandising potential, it may even direct customers to different parts of the shop at times. Well-crafted point-of-purchase materials usually serve as a trigger to bring to mind a brand's advertising to the customer.

Interactive computer-driven displays are one of the most intriguing uses of point-of-purchase technology. To learn more about a product or service, the customer interacts with a computer that is shown within the point-of-purchase device. The user may do a lot of things online, such as ask inquiries, request catalogs, and print out information. Interactive point-of-purchase systems are used in retail establishments to browse shop catalogues, at vehicle dealerships to advise customers about particular models, and even in fast food restaurants to take orders. However, the most frequent use cases include high cost, high margin purchases or more complicated buying decision processes. Because the incentive to the retailer is only accessible upon verification of compliance, one benefit of employing display materials as a trade promotion is that it drives the trade to genuinely promote a brand in the shop. It is a helpful tactical tool since it is often easy to execute. The drawback is that it often has to adhere to different shop requirements for in-store merchandising and does need widespread trade approval in order to be successful.

Trade incentives and premiums

These most recent trade campaigns are well-liked by the trade since they focus more on specific shops or personnel. Dealer loaders are the typical kind of premiums paid to the trade. Their objective is to 'load up' the shop or distributor with merchandise, which is similar to the purpose of consumer loading devices. This is accomplished via a product display in which a bonus is

provided to the customer, often as a component of the display. For instance, a 12-pack of a certain soft drink brand may be purchased with a cooler at a relatively cheap cost.

The trade offers incentives at different levels and for a variety of reasons. For attaining a certain number of sales for a brand, a management may be given an award or present; similarly, staff members may get gifts or awards for coming up with novel or innovative methods to promote a brand. Incentive programs have the benefit of being fast and simple to execute, as well as being reasonably affordable, making them a sui concept for new product introductions or slow-moving items. However, the issue with all trade premium and incentive campaigns is that many mass merchandisers either do not permit them or have regulations that severely limit the kinds of programs that are accept.

Reward promotion expense

The cost of incentive promotions is variable, unlike the cost of advertising, which is set, at least in the sense that it is known how much it will cost to create and position the advertisement. The number of individuals who react to a promotion will directly affect how much it ultimately costs. Both consumer and trade advertising as well as retail promotion will reflect this. For instance, the cost of the offer will have climbed four to five times if a manager expects a typical 2% redemption on a coupon drop but instead sees a 10% redemption! Obviously, this will have a serious impact on the brand's marketing budget. It is uncommon in such cases for the extra business to be sufficient to make up for lost income from otherwise full-priced purchases. The brand's operating margins will have been considerably reduced. The IMC plan will be disrupted because to the unexpected cost increase caused by a too successful promotion, which will need money to be sought from other areas of the brand's budget. The expected cost of a promotion must be carefully considered by managers, who must also evaluate the potential repercussions of a too successful promotion. Another "cost" of an overly successful marketing, for instance, may be negative publicity brought on by a failure to satisfy the demand for high-end goods. Research should be done to assess the expected success of a certain promotion unless there is a history of that promotion's performance.

CONCLUSION

The report offers suggestions for businesses looking to use consumer promotions to develop brand attitude as it comes to a close. These suggestions include gaining an understanding of the preferences and motivations of the target market, matching promotions with brand positioning and values, delivering a seamless and consistent brand experience, tracking and evaluating the success of promotions, and developing long-term customer relationships beyond the promotional period. Overall, this study advances our knowledge of how consumer marketing may successfully create brand loyalty. Organizations may build good brand perceptions, foster brand loyalty, and ultimately increase their competitive edge in the market by using well-executed promotions that connect with customers and are in line with the brand's strategic goals. The cost of incentive promotions is variable, unlike the cost of advertising, which is set, at least in the sense that it is known how much it will cost to create and position the advertisement. The number of individuals who react to a promotion will directly affect how much it ultimately costs.

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AN ANALYSIS OF NEW MEDIA AND OTHER IMC OPTIONS

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ABSTRACT:

New media and other Integrated Marketing Communication (IMC) options have transformed the marketing landscape, providing organizations with diverse and innovative channels to reach and engage their target audiences. This study explores the role of new media and other IMC options in contemporary marketing communication and examines their potential benefits and challenges for organizations. Through a comprehensive review of literature, this research examines the theoretical foundations of new media and other IMC options. It explores the emergence of digital platforms, such as social media, mobile marketing, content marketing, and influencer marketing, and their impact on marketing communication strategies. Additionally, it discusses the integration of traditional IMC options, including advertising, public relations, direct marketing, and events, with new media channels to create cohesive and impactful campaigns.

KEYWORDS: *Augmented Reality (Ar), Blogging, Content Marketing, Digital Advertising, Email Marketing, Influencer Marketing, Mobile Marketing.*

INTRODUCTION

Regardless of the method of message delivery, advertising and promotion are the two elements that make up marketing communication. Promotion-like communications attempt to 'move forward' the brand by stimulating an immediate brand purchase intention, while advertising-like messages are aimed to 'turn' the target audience toward the brand by developing brand awareness and a favorable brand attitude. In the previous two chapters, we discussed about advertising and promotion in terms of the conventional mass media that are often associated with them. Here, we'll discuss various more channels via which promotional and advertising-like communications might get in front of their intended audience. This will cover the 'new media' as well as other, less conventional media, personal selling, and public relations [1]–[3].

The Wall Street Journal published a study on 10 themes they believed were changing the advertising business in November 2005. The first is mobile marketing, which will be discussed later and involves sending text messages with advertisements to particular consumers' cell phones. Nowadays, elaborate web ads combine high-tech entertainment with marketing pitches. They provide the example of someone opening an email that contains a fake newspaper with the title, "Another slaying at Datadyne HQ," for instance. There is a link that will take you to a video of an autopsy in which the camera pans down to a tag with the victim's name on the body's toe. The next advertisement is for an Xbox video game, along with a request to share the link with a

friend. If the link is forwarded, the user's phone will ring and the video game's protagonist will say, "The job is done," in a recorded message. The heroine then sends them an email that includes a photo of another deceased corpse with their friend's name written on the toe tag. Nowadays, product placements appear in the stories of entertainment television. Consumer participation in games or competitions is increased by using creative methods. Design and packaging are becoming more significant. Video games now include advertisements. By 2007, it was anticipated that spending on video game advertising will increase from US \$100 million to US \$500 million. One CEO of a company that works with trend forecasting has said that niche marketing is targeted at certain cultures and ideologies by saying that "the culture is the new media."

Advertising may now be tailored, if not to specific people, then at least to some common household factor, thanks to new consumer targeting strategies. Advertising is adopting cutting-edge new methods of distributing advertisements, from single-advertiser magazine issues to advertisements with sound-enabled microchips inserted in them. Finally, due to all the changes in the media, businesses are exploring outside of conventional marketing communication agencies, collaborating with additional organizations, and awarding projects to smaller businesses. Obviously, this makes integrated marketing communication both more crucial and, regrettably, more challenging for the efficient conveyance of a brand's message. It is noteworthy to notice that the majority of these advertising trends used non-traditional media, and those who did so in extremely original ways used more conventional medium.

New media

The way people live is undoubtedly changing as a result of technology. This inevitably results in new marketing communication possibilities and potential applications for IMC campaigns. As this is being written, mobile marketing is starting to have an influence and Internet advertising has advanced well beyond banner ads. The topic we are going to cover may no longer be relevant when you read this, just as it would not have been included in a textbook published only five years ago.

However, the truly crucial thing to remember is that even if "new media" will continue to develop and new methods of communicating will be launched, those communications will still be composed of text, audio, and visual components. Media evolves, but the way the mind interprets the message does not. The method of strategic planning is unchanged. New media are just new channels for reaching an audience that may or may not be appropriate for the IMC strategy of a given company.

Internet

Around US \$18 billion was spent globally on Internet advertising in 2005, an increase of more than 28% from the year before. This was up around 4% from the US \$147 billion in television advertising. Online purchases are predicted to reach \$150 billion in the US by 2015. Ads for online videos are predicted to contribute significantly to this increase. Although it presently only makes up a tiny fraction of online advertisements, it is anticipated to increase dramatically over the next ten years. However, although expenditure on advertising generally has not increased much during the same period, Internet advertising is showing considerable growth. Online

advertising is likely to be struck equally as severely as more conventional forms of advertising if budgets undergo the type of reductions observed in the late 1990s and early 2000s. The distaste of pop-up advertisements is another obstacle to expansion that can arise. Pop-up ads are the most despised format by users, yet they are also the fastest-growing kind of internet advertising.

The top 50 online firms account for virtually all Internet advertising expenditure, with the majority going to Yahoo, Google, AOL, and MSN, despite the fact that the Internet is enormous. This is mostly a function of size and the quantity of visitors they bring in, similar to other media. Google had 2.9 million daily visitors, whereas Yahoo received 4.0 million per day in 2005. In order to compete directly with newspapers and online classified listing services, Google is investigating the notion of providing varied advertising. They now scan Gmail users' emails automatically, charging advertising every time a user clicks on their advertisement. To have their advertisements show up when a certain phrase comes in a search query, advertisers compete with one another in an online auction.

Many large marketers consider widgetssmall computer applications that let users add professional-looking material to their own web sites on desktop computersto be the next evolution in online advertising. Because they include advertising into their web sites, they see sponsored widgets as a potential means of interacting with customers. In comparison to banner advertisements and obtrusive videos, widgets are seen to be a superior strategy. Widgets are the sole option for a brand to enter My Space pages as of this writing. For instance, Reebok developed a widget that enables users to show off their personalized RBK sneakers for others to comment on. Other ways the Internet is being used to deliver online advertising include sending advertising-like messages via video games, online radio where listeners can respond to an advertisement by clicking on a box at the station site to be directed to the advertised brand's Web site, entertainment programming made for the Web that weaves product endorsements into the plot, the ability to pause video and click to buy clothing worn by the actors, and integrated online advertising.

DISCUSSION

Additionally, mini-movies with heavy corporate placement are made available via streaming video. These films often break new ground and may generate a tremendous amount of attention very fast. BMW offers short streaming movies on their BMWfilms.com website that are made by renowned producers, directors, and actors. Websites like Fatwallet.com send out daily early-morning e-mail alerts for online bargains; GottaDeal.com provides information about mail-in rebates; and Websites like CouponMountain.com and CouponCraze.com allow users to print out coupons for both physical stores and online retailers. Promotion-like messages and specific incentive promotions are also delivered on the Internet in addition to advertisements.

Mobile advertising

The adoption of mobile devices with Web access increased in the new century. In Asian and Scandinavian nations, this was particularly true. Although banner advertisements started to appear on mobile phones in the Pacific Rim as early as 2000, they did not quickly take off in other regions because major carriers in the US and Europe worried that their consumers would not accept them. According to a recent survey, just 12% of individuals in the US had Internet

connection on their mobile phones at the beginning of the 2000s, compared to around 55% of people in Japan. However, major mobile phone networks in the US and the UK started to provide advertising on their wireless information and entertainment services by the middle of the 2000s. Technological advancements in phones promoted this. Early mobile phones weren't designed for downloading; they were just intended for calling. But now that they have big color displays and broadband connections, mobile phones resemble miniature computers [4]–[6]. Mobile marketing is described as "the use of the mobile medium as the communications and entertainment channel between a brand and an end user" by the UK's Mobile Marketing Association. According to Vittet-Philippe and Navarro, mobile marketing is the sole personal channel that allows for spontaneous, direct, interactive, and/or target messages, anywhere and at any time. However, mobile marketing encompasses much more than just mobile phone use. The willingness of the target audiences to accept advertisements on their mobile devices is crucial.

Marketers are drawn to mobile advertising because it allows them to target their messages precisely and regulate the environment and timing of exposure. Additionally, there is potential for better message exposure monitoring and database development. Similar to direct marketing, successful mobile marketing depends on user data. One of the first types of advertising, outdoor, is used in an intriguing way by mobile marketing. In fact, after the Internet, outdoor advertising is now the kind of advertising that is expanding the second quickest. Information may now be wirelessly sent from billboards to mobile devices.

Events marketing and sponsorships

In IMC, sponsorships are significant since they include a business or brand supporting a specific occasion, group, cause, or even person. In exchange, the business is allowed to associate its brand name or logo to the sponsored event or person and to utilize the sponsorship in additional marketing initiatives. For the company's brand, this makes sense since it allows them to be presented in a favorable setting where they may profit from an attitude that is already favorable toward the sponsored activity. Of course, the target audience for the brand must think favorably of the sponsored activity or person. Otherwise, it is illogical.

Similar to sponsorships, event marketing only differs in that a firm supports a single event rather than maintaining a long-term connection. Event marketing is essentially a one-time sponsorship. For instance, sponsoring a concert for tsunami victims would be event marketing as opposed to consistently supporting a charity that aids those affected by natural disasters, which would be sponsorship. Event marketing would include supporting a certain team all season long; sponsorship would involve sponsoring the World Cup. Brands are a prominent sponsor of football clubs, particularly in Europe. In reality, the majority of sponsorships in the world are in sports. Unfortunately, there is relatively little proof that sponsorships and event promotion have a significant impact on sales or a company's stock price, despite the apparent potential advantages. With sponsorships, there is always a chance that excessive commercialization would be regarded negatively or that there will be a bad connotation due to issues related to the sponsored activity or person.

These potential issues are shown by the Olympic Games, which may be the most "sponsored" event in the whole globe. One gets deluged with messages from the games' "official sponsors" in

the run-up to them, as well as tie-ins with particular individuals who will be competing. It may lessen interest in the games if there are situations that result in bad press with a sponsor or Olympic athlete. A nation's team's poor performance might have a detrimental impact on a sponsoring brand. In reality, very few studies have shown any benefit from Olympic Games sponsorships. Sponsorships and event marketing, however, may benefit IMC if they are properly thought out. The same applies to this as it does to all other forms of marketing communication: create brand awareness and successfully cultivate a favorable brand attitude. To increase brand recognition, the category or event must be readily associated with the brand name or logo, or the person or event must have an obvious connection to the product.

There must be a clear connection between the sponsored activity or person and the main brand advantage to help in developing a good brand attitude. Because beer is linked with sports and those who attend sporting events are typically beer drinkers, beer and athletic events make sense together. The brand will gain from the favorable emotional effects connected with athletic events by its supporters. It would be absurd to combine tea with sporting activities. It also wouldn't make sense for luxury companies like Chanel or Gucci to sponsor athletic events; yet, a sportswear company like LaCoste would. LaCoste would definitely work with tennis or golf, but not with NASCAR or Formula One. Similar to how the event manager should inquire about if the event and the brand "fit," the brand manager must determine whether the two are compatible.

Product Promotion

Product placement is the mention of, or actual inclusion of, an item or service in a situation in exchange for money or other benefits. It might be anything from books to video games to television shows and movies. Although they are often referred to as product placements, one is really talking about brand placement. However, we'll employ the more widespread phrase, product placement. The use of product placement raises a number of questions, including whether it is ethical and if it is beneficial. For instance, Rossiter and Bellman strongly oppose the use of product placement, even going so far as to label it "ethically tempting" since there is no assurance that the audience would recognize that an effort is being made to convince them. Even if the audience comprehends, they contend that it is immoral since the marketer has the aim to mislead.

Sutherland is concerned that, despite the rise in their usage, regulatory bodies like the Independent Television Commission in the UK and the Federal Communications Commission in the US are paying less attention to product placements. His argument is that since consumers are unlikely to draw the connection between a brand's appearance in a movie or video game and the fact that the marketer paid for it to be there, product placements might distort the public's perception of which companies are popular. He worries that since regulatory organizations are not paying attention, we will progress from the proper "communication in camouflage" to "persuasion by proxy" to "cash for comment." The European Parliament's cultural committee did not approve any product placements until the middle of the 2000s. Nevertheless, not all of the EU member states are eager to accept it. Product placement has long been a contentious topic in the UK, and even with EU authorization, adoption is not anticipated anytime soon. Despite the fact that a lot of US television programmers are available in the UK, the product placement in such programs is pixelated.

Beyond the moral issues, there is the question of whether product placement is effective. The success of product placements has undoubtedly been the subject of several anecdotal accounts. There is a common myth that Tom Cruise used Rayban Aviator sunglasses in the 1986 film *Top Gun*. It is said that this caused the company's fortunes, which were in financial troubles before to the publication of the film, to turn around. However, there aren't many empirical research on product placement, and the ones that do don't show much promise. If product placement is successful, the positioning of the brand will obviously matter. The potential impact will be bigger if a brand is explicitly mentioned or observed being utilized by a celebrity rather than just being in the background. Raising brand awareness and salience is more likely to occur if the advertisement is positioned properly. However, even this will need paying careful attention to the brand.

Product placement is far more likely to have a favorable impact on brand attitudes for sizable sectors of a company's target demographic. Although a product placement is likely to be less expensive in absolute terms than other types of marketing communication, it is impossible to say whether or not any good effects will outweigh the placement's cost. The number of individuals who are consciously aware of the brand and favorably associate it with the environment in which it is located is the key to efficacy. Although the brand's positioning may be processed implicitly, this will not change the brand's attitude or behavior.

Product placements must evoke explicit positive connections in memory with the celebrity or setting associated with the brand in the appropriate emotional context in order to be successful. If this happens, the setting should support the brand's attitude since the viewer can feel as if it has experienced the situation firsthand. save everyone save the most ardent supporter of the main actor or the scene is asking too much of this in any case, product placement has the ability to increase brand recognition and influence brand attitude. As with any other efficient marketing message, it must be seen in a context that is compatible with the brand's positioning, paid attention to intentionally, and favorably related to the relevant emotional and explicit memories.

Packaging

In IMC, packaging is a crucial component. Although there is evidence that marketers are beginning to understand how crucial packaging is to a brand's identity, managers often undervalue the significant impact packaging can have on creating and sustaining a favorable brand attitude and equity. Chareonlarp revealed many significant emotional and psychological advantages of packaging in a survey of brand managers. The capacity to draw attention and provide an expression of a company's image, sometimes known as brand awareness and brand attitude, are the main communication goals for all marketing communications. Additionally, much as with all other types of marketing communication, a package's visual components, or "message," should set it apart from rivals [7], [8].

When choosing a brand to buy, consumers are more likely to notice attractive packaging at the point of sale, which is an important quality for any product. Over 70% of brand awareness choices in supermarkets, according to studies by the Point-of-Purchase Advertising Institute, are made in the shop. A package will be quickly identified at the time of purchase if it is successfully associated with the brand in the consumer's mind as a consequence of previous marketing

communications for the brand, and if it is visually striking and distinctive in comparison to rival products. Packaging must be able to 'cut through' the competitive clutter given the abundance of pack- age facings competing for attention in a shop. But there is still a lot of packing to be done. It needs to support reiterating the brand's image and primary advantage. When using numerous items, the box is constantly there, serving as a constant reminder of the brand and a chance to emphasize its main benefit. Uses for packaged goods include cold treatments, breakfast cereal, toothpaste, and dishwashing liquid. Packaging may be thought of as post-purchase advertising. This concept is included in Rossiter and Bellman's definition of packaging, which suggests that it may be seen as "take-away or leave-behind" communication vehicles. A very excellent example of how a product's packaging may be utilized to underline the advantage of the brand is the advertisement. The commercial emphasizes the brand's main selling point: it's Just Delicious. This advantage is strongly supported by the package. The consumer is constantly reminded that Wyke Farms cheddar is "just delicious" every time they see or touch the box, from the grocery store through the refrigerator to the serve.

Trade expos and events

Trade exhibits and fairs lay in between advertising and selling directly to customers. To promote attendance at trade exhibitions and fairs, different media are utilized to promote promotional incentives of some type, and direct contact is established with consumers and prospective customers at the company's stand. Every business in existence has a trade exhibition of some form. They may be crucial for small business owners who are unable to advertise, and they are critical for industrial enterprises' marketing communications. Trade exhibitions are thought to account for 20% to 25% of an industrial marketer's communication spend.

Trade exhibits and fairs provide marketers with a variety of options because of the one-on-one engagement they provide. They provide an opportunity to locate and interact with potential new clients, as well as amuse existing ones. Both new and established items may be presented and shown. Brand awareness and brand attitude also contribute to a company's increased salience and improved image. The main benefit is that almost all of one's current and future clients may participate in this in a short amount of time. However, just as with all other types of marketing communication, the advertising and promotion for the trade show or fair should be in line with other ongoing IMC initiatives.

Although there is no doubt that trade exhibitions and fairs provide a wonderful chance for marketers and consumers to connect in a setting where one is disseminating information and the other is seeking it, there is some disagreement over their usefulness. Some claim that they raise awareness and interest, which in turn leads to sales, while others dispute their overall worth. Many people gauge effectiveness by the number of leads that turn into actual sales. This clearly fits with one perspective of managers who are actively engaged in trade displays and fairs. However, Shipley et al. and other researchers have shown that the managers engaged with trade exhibits and fairs place a high importance on their non-selling components. The issue seems to be that there are typically no predetermined standards for success, which is worsened by the lack of a reliable indicator of cost efficiency. Additionally, managers tend to evaluate trade exhibits and fairs separately rather than as a component of a larger IMC program.

Selling on the side

We are more concerned with the salesperson's involvement in conveying and reinforcing a brand's positioning and marketing message in this than we are with personal selling per se. Another book should be written on the topic of effective sales techniques. In business-to-business marketing, personal selling may be seen as having direct contact with consumers or as having a connection to resellers or dealers. In reality, for industrial marketers, personal selling is often the main mode of marketing communication. The message conveyed in either scenario must be in line with the overall marketing communication campaign. In an IMC program, it will be different from most other forms of marketing communication because the message is delivered directly from the marketer to a single member of the target audience, allowing for interaction and the modification of the core message to specifically address target audience concerns.

Six fundamental categories of personal selling are described by Rossiter and Bellman: trade selling, high-end retail selling, small company selling, typical retail selling, technical selling, and telemarketing. The first two they label as "passive," when the consumer generally initiates and controls the sales interaction. The other four are 'active', started by the salesperson, and involve both the customer and the salesperson in managing the conversation. Marketing communication messages are used in 'active' methods of selling.

From the perspective of marketing communications, the main benefit of personal selling is that it includes a two-way exchange of information between the salesperson and the buyer as opposed to other marketing communications, which are one-way. Personal selling offers the chance to tailor the message to each unique consumer as well as, as was already said, the chance to change the message as the customer and salesperson interact. Because of this, there is a good chance that the message will draw a lot of attention and interest. Additionally, personal selling gives the opportunity to demonstrate product advantages that may be difficult or even impossible to successfully communicate via conventional marketing communication channels.

Unfortunately, the main benefit of personal selling in marketing communication also serves as its main drawback, particularly for IMC. The flexibility and variety of distribution methods make it challenging to maintain message consistency. Additionally, compared to other methods of message delivery, personal selling is costly and has a limited audience. It may be challenging to include personal selling into the creation of an IMC strategy as many businesses, particularly those that offer consumer packaged products, do not have a marketing division. According to Dewshap and Jobber, merchants serve as the brands for the sales force in packaged goods firms as opposed to marketing managers, for whom the product serves as the brand. They have distinct budgets and a different emphasis. However, personal selling must be taken into account when developing an IMC strategy and should use a message that is consistent with the brand's other marketing communications.

It has become clear in recent years that keeping current clients is a more lucrative approach for the sales force than looking for new ones. Relationship marketing is all about this. Additionally, it implies that there are more opportunities for personal selling to be employed in promoting a brand's message since more long-term partnerships are being considered. While persuading potential consumers to stock or buy the brand is the ultimate goal of personal selling, the

message must also target brand awareness and brand attitude goals in order to be effective. The goals of brand awareness in personal selling will be recognition. The brand attitude differs significantly. As previously discussed, one has the option to modify the message to increase interest in the advantages of the brands for a certain target consumer.

Many personal sales are made to businesses in the trade or directly to other businesses, where the buying motivation is more likely to be unfavorable and an informative brand attitude approach is needed. Additionally, the likelihood of making a purchase is great. This implies that in order to frame the message for acceptance, the salesperson must have a thorough awareness of the target customer's first perception of the brand. Personal selling's intimate, conversational character permits some probing to guarantee a thorough grasp of how the target market perceives the brand.

In these high-involvement situations, it's interesting to note that even if a brand objectively delivers its core advantage better than the target consumer thinks it can, the salesperson shouldn't attempt to persuade them that it will. Even if the stronger assertion is accurate, they may not believe it. If the prospect usually views the brand favorably, discuss the advantage at their level of belief. According to research, a product's overall brand attitude will improve if it turns out to give a benefit greater than expected when employed. This is brought on by the discrepancy between expected and actual benefit delivery. However, in this instance of the trade, one must use caution. Negative motivations and an informational messaging approach to "close the sale" will probably be used to persuade the trade to stock a brand, although this may not always be the case. The message about the brand must include a transformational strategy compatible with its overall marketing communication brand attitude aim when discussing the brand itself and its major advantage if customer purchasing decisions for the brand reflect positive reasons. Other times, particularly when personal selling is straight to the customer, the messaging approach should be transformational when a favorable motive is what ultimately leads to a purchase. Here, the target customer's first perceptions of the brand should not be as important, and the salesperson should feel free to showcase the brand in the best possible light.

CONCLUSION

The report offers suggestions for businesses looking to use new media and other IMC tools. These suggestions comprise performing audience research to determine the most pertinent channels, coordinating IMC plans with overarching marketing goals, investing in data analytics and measurement tools, encouraging creativity and innovation, and keeping up with new trends and best practices. In general, this study advances knowledge about the function of new media and other IMC possibilities in modern marketing communication. Organizations may improve their reach, engagement, and influence on target audiences, adjust to changing consumer tastes, and maintain competitiveness in the dynamic marketing environment by wisely using these alternatives. Other times, particularly when personal selling is straight to the customer, the messaging approach should be transformational when a favorable motive is what ultimately leads to a purchase. Here, the target customer's first perceptions of the brand should not be as important, and the salesperson should feel free to showcase the brand in the best possible light.

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EXPLORING THE ROLE OF PUBLIC RELATIONS IN IMC

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ABSTRACT:

Public relations (PR) play a vital role within the framework of Integrated Marketing Communication (IMC), contributing to the overall success and effectiveness of an organization's communication efforts. This study explores the role of public relations and its fit within the broader IMC strategy, examining how PR activities complement and align with other communication disciplines. Through an extensive review of literature, this research examines the theoretical foundations of public relations and its integration within IMC. It explores the distinctive features of PR, including reputation management, relationship building, and strategic communication, and how these elements support and enhance the objectives of IMC.

KEYWORDS: *Brand Reputation, Communication Strategies, Crisis Management, Earned Media, Image Building, Media Relations, Message Consistency.*

INTRODUCTION

It's difficult to say where a public relations, or PR as it's more often known, fits into IMC. One of the reasons is that neither academics nor practitioners appear to have reached agreement on what function PR serves in relation to an organization's marketing initiatives. However, Rossiter and Bellman only use PR as a "general term now for all forms of manufactured publicity." For instance, many would argue that "publicity" is only one aspect of PR. Is a PR firm's counsel to corporate management considered "publicity," or are the speeches they produce for a CFO to deliver to the financial sector? What about assistance with lobbying efforts or employee relations? Perhaps 'publicity' is an appropriate term to use from a marketing perspective. However, a lot of PR professionals would prefer to disassociate themselves from any connection to "marketing." They like to perceive their work as being more focused on improving an organization's reputation and image. PR is referred to as "the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics" by the Institute of Public Relations. Although this definition would appear to separate PR from customers and marketing, emphasizing the organization instead, it is clear that one of a company's most significant "publics" is the customer[1]–[3].

Regardless matter how PR is defined, it is a crucial component of the marketing communication mix, and the messages it conveys to diverse 'publics' must be in line with those of more conventional marketing communications. All operations carried out on behalf of a business should be mindful of the broader marketing communication program for that company's brands, even when certain PR efforts are obviously outside the regular strategic planning for IMC. We

must keep this in mind even if we are mainly interested in PR topics that directly relate to marketing-related concerns. Whatever the PR activity, it should be in line with the overall IMC program inasmuch as it affects the brand and reputation of a company or its goods.

Public relations strategy

A proactive or reactive approach to public relations strategy could be considered. Active PR is intentional behavior intended to enhance a company's reputation and attract favorable attention to it. 'Green' marketing and cause-related marketing are just a few examples of what this may include. A noteworthy example of IMC is the mid-2000s BP campaign that focused on alternate energy sources. Corporate advertising was also utilized to highlight the company's efforts to find energy alternatives to petroleum, in addition to PR's typical duty. Reactive PR is what happens when a business receives bad press and has to deal with "damage control." This is an example of impression management, which is the process of boosting good connections while reducing unfavorable ones in order to protect oneself.

Both benefits and drawbacks

The use of PR in marketing has both benefits and drawbacks, with benefits being cheap cost, the ability to reach extremely particular target populations, avoiding "clutter," and message credibility. PR is much less costly to utilize, both in an absolute and relative sense, as compared to other types of communication. This is mostly due to the absence of any associated direct media expenditures. By its very nature, PR effort may successfully reach highly fragmented publics and can be targeted at extremely narrow target audiences. PR communications avoid the clutter associated with advertising-like messaging since they are not distributed via conventional media. PR statements are also probably seen as having more credibility since they are not considered to be "advertising." On the other side, there may be drawbacks to employing PR. The absence of control with PR may be the most possible issue. There is seldom a guarantee that a message will be heard, and even then, it may not always be heard or heard in the manner the organization intended. Additionally, since PR isn't considered "advertising," the target audience could not establish the necessary connection between the message and the brand or business.

Promotional and public relations

It was estimated in the middle of the 1990s that 70% of PR operations had anything to do with marketing. Thomas Harris used the phrase marketing public relations at this time to characterize PR initiatives that complement marketing goals. There is every reason to think that the percentage of PR efforts that fall under the category of MPR is considerably higher now. According to Harris, MPR is "the process of planning, implementing, and evaluating programs that encourage purchase and consumer satisfaction through credible communicators of information and impressions that identify companies and their products with the needs, wants, concerns, and interests of consumers." In a way, Harris' definition of MPR highlights how it aids in defining and communicating a brand's stance.

It will become clear that proper positioning necessitates both connecting a brand with a desired benefit and a necessity. MPR helps to establish a connection between a category need and the brand by associating a business and its goods with specific requirements. Likewise, by

identifying a firm and its products with wants, MPR establishes a connection between the brand and a desired benefit that meets those wants. For businesses that use source or endorser branding tactics, it is even more crucial to understand PR as MPR. As we have seen, such branding tactics use the business name as a component of the brand name and use it to support or guarantee the product. In a very practical sense, Nestlé is enhancing the brand's reputation and image when it puts its name to the Crunch bar. MPR's potential significance in this situation is clear. Any PR that strengthens and cultivates Nestlé's reputation and image benefits the Crunch brand. However, unless people are aware that Mars manufactures Snickers, Mars PR is unlikely to have an impact on how people perceive the candy bar. Snickers is within the category of "stand-alone" brands.

MPR must, in any case, be seen as consistent with a brand's broader marketing message and should ideally have the same aesthetic and tone. Due to this, MPR must be taken into account while developing an IMC strategic strategy. When these goals are met, the connection between the MPR messaging and the brand will be obvious, which will contribute to the development of a positive brand attitude. It's crucial to coordinate MPR with other marketing communication components for a brand. Media relations, corporate communication, sponsorships, events, and possibly its most crucial activity, publicity, are some of the ways MPR may help a business achieve its overall communication goals. However, it involves ongoing nurturing of editors and journalists. Maintaining solid media connections helps to secure a more probable acceptance for items like business press releases and feature pieces. Corporate communication encompasses much of the topics covered, and it also covers things like internal communication and business newsletters in addition to corporate advertising and targeted communication to certain stakeholder groups. Just as was previously described, if they were more actively engaged in brand marketing communication, sponsorships and events may be started as part of MPR.

DISCUSSION

The majority of the population considers publicity to be PR, and it is by far the most common PR action. In reality, most other MPR strategies are likely to use publicity in some capacity. Since PR utilizes mass media to spread its message, many people mistake it for "free advertising." It is possible to argue that MPR is an advertisement-like message, but it is definitely not free. Although there may not be a real media expense, maintaining media relations costs is necessary to guarantee the message will be disseminated and get favorable exposure. Additionally, there are management and message development expenditures. Of course, unlike advertising, there is no control over the message's content, timing, or delivery method.

As 'news' or information rather than an effort at persuading, publicity does have the benefit of being seen as more objective than advertising. It will probably reach a far smaller audience than other commercial communication methods, but among those it does reach, it will probably have a stronger impact. The Nestlé campaign for Nescafé is a great illustration of what we have been discussing. They took part in the 2002 co-founding of the Sustainable Agriculture Initiative, an organization that collaborates with nearby farmers to create environmentally friendly methods for producing coffee. They were engaged in enhancing worker housing, health care, and education as part of this initiative, in addition to giving farmers technical agricultural help. This effort is represented in a Web site called growmorethancoffee.co.uk and in the marketing of

Nescafé Partners' Blend, which is advertised as "coffee that helps farmers, their communities, and the environment."

Public Relations

Buzz marketing is the name given to a new trend in word-of-mouth brand communication that evolved in the middle of the 2000s in an attempt to better target younger customers, even if it is not strictly PR as such. Companies were established in order to deliberately encourage 'ordinary people' to speak about certain brands. One such organization in the US employs Internet recruits to spread the word about their clients' brands among friends and family. Free product samples are supplied to them, along with a suggested conversation starters list. For instance, 3000 of these "bezzants" would be requested to wear a sample of a brand-new perfume scent in order to promote it. Even if they are urged to identify themselves as a part of a marketing effort, the "buzz" still generated has more credibility than conventional advertising since it is coming from a well-known individual. A successful example of how buzz may be utilized to introduce a new product on a little media expenditure is the Henkel Got2B campaign. The company and MTV collaborated to create an ad for young people that used one of their well-known VJs as the spokesman. This gave the brand's message a strong, trustworthy source and placed them in a great position to spark interest and word-of-mouth among teenagers and young adults. Other ways that businesses use their websites to promote entertaining encounters and spread the word favorably about their brand. Even auditing services exist that monitor blog 'buzz' concerning a certain business.

Both direct and indirect marketing

Direct marketing and channels marketing are two kinds of marketing communication that are sometimes misunderstood as only means of conveying a message rather than a kind of message that merits examination on its own. The first is not brand-new; direct marketing has been practiced in some capacity for hundreds of years. However, the concept of channels marketing, which mixes tactical marketing with conventional co-op advertising, is relatively new. Each may be used with either promotional or advertising-like messaging, however their main usage has been for promotion.

Direct marketing's function in IMC

Most people think of direct mail when they consider direct marketing. In actuality, a lot of marketers believe they are the same. However, although being a very significant component of direct marketing, direct mail is simply one of its many components and isn't even the most expensive. In some ways, it probably doesn't matter what direct marketing is supposed to entail. However, as Shultz has noted, what someone means when they use the term "direct marketing" may have nothing whatever to do with what other people consider to be direct marketing. When phrases are used indiscriminately, which is always dangerous, integrated marketing communication planning is especially dangerous [4]–[6].

Customers are not likely to be aware of or care about the names or methods used by marketers to convey their messages. Managers must exercise discipline in their planning, however. Consumers really believe that almost all marketing messages they encounter are "advertising."

This includes anything from discounts to refunds to bumper stickers. However, there must be agreement on what is meant by terms like advertising and promotion, as well as what it means to incorporate direct marketing as part of an IMC program, in order for IMC planning to be successful.

An accounting method of marketing that elicits a reaction via one or more forms of communication. In this interactive process, comments from or about buyers are collected in a database to create profiles of future clients and provide useful marketing data for more effective targeting. Clearly, the Direct Marketing Association has something quite specific in mind, and we will now examine a few aspects of this description in further detail. This definition implies that direct marketing's fundamental qualities are that it solicits a response and that it may be very focused. In reality, it may be directed towards a single person or a very specific subset of people. Every part of direct marketing must also be connected to a database in order for statistical analysis to be utilized to determine the efficacy of any campaign. We'll talk about the significance of a database in more detail later, but first, let's quickly discuss the other features.

Accountability: In direct marketing, accountability is a major problem. All marketing communications should be cost-effective, but since direct marketing depends on a data base, it is strictly regulated. With the right models, direct marketing gives the management the option to not only forecast and measure reactions but also to calculate the real expenses related to certain replies. Managers may continuously update and remove files using the database to enhance the cost-effectiveness of their direct marketing initiatives. The need of addressing brand awareness and brand attitude in all marketing communications has already been stressed several times. However, the main purpose of direct marketing is to encourage the intended audience to act right away, such as place an order, utilize a service, or inquire. This highlights the main goals of communications that resemble promotions in terms of communication. All direct marketing is interactive in that the reaction to a message generates fresh data that must be logged in a database. The development of fresh messages for use in next direct marketing campaigns is then done using the newly learned information. There is a chance to change the message during interaction when telemarketing or the Internet are involved.

More effective targeting: Since a reaction of some type is the main objective of direct marketing, the effort must be carefully focused. A single person or a small group of individuals who are similar to them and are likely to react favorably to the message of the brand are sought for. An attempt should be made to target a particular audience even while using mass media for direct marketing. When he was the chairman and CEO of Ogilvy-Mather Direct, Jerome Pickholz said that direct marketing must overcome two major obstacles. The first step is creating a reliable database. The issue is that it has to be developed gradually, and as Pickholz points out, this may be a major challenge for marketers who are searching for quick fixes. The cost is the next obstacle. Despite research showing that direct marketing helps to grow businesses, the cost per response may often appear wildly excessive. No matter how much more effective the medium has been shown to be, as Pickholz again notes, "it's hard for marketers accustomed to a \$20.00 cost per thousand to acclimate themselves to a \$500 CPM." However, the nature of direct marketing does allow for close monitoring of costs and provides the needed flexibility to evolve

steadily more cost-effective programs. Direct marketing and conventional advertising have different purposes.

Direct marketing is different from conventional advertising in a number of ways. The most significant distinction between direct marketing and conventional advertising is that, as opposed to seeking to influence brand attitudes via repeated exposures to the message, direct marketing often just makes one effort to elicit a reaction. And as we've previously established, although brand purchase intents aren't often a clear target for communications that resemble advertisements, they are with direct marketing. The target audience is constantly urged to act immediately. The personalized aspect of direct marketing is another distinction. Direct marketing seldom targets a large audience since the target demographic may be narrowly defined. One never uses the third person while discussing the demands of the audience members in target-get. Additionally, direct marketing often focuses on already-existing clients.

Additionally, distribution is seen from a very different perspective. Distribution itself may become a significant brand advantage in direct marketing. While distribution is utilized to define the marketplace in conventional advertising, direct marketing also leverages the delivery channel as the marketplace. For instance, many businesses and organizations truly have no other choice except to distribute their goods via direct marketing. Advertising will be more firmly directed towards brand attitude goals when it comes to communication objectives, but direct marketing plainly implies to drive instant brand purchase intention, similar to promotion. Brand awareness and brand attitude must both be objectives. However, just as we've shown that promotion can and should support brand equity, direct marketing can as well.

The problem of accountability in direct marketing and databases is a final distinction. Direct marketing may be seen as 'interactive' in a very genuine sense. A customized message is personalized to the target audience based on information about it, and in return the marketer receives additional information about the target market in the form of a purchase reaction or a request for information. All of this is monitored and assessed, giving evidence of a program's efficacy. Of course, one monitors and assesses the results of advertising, but accountability is not nearly as strict. Direct marketing resembles personal selling in many ways. One acquires as much data as they can on the client before to the "sales call." This is in the database when it comes to direct marketing. Direct marketing engages with people directly and may adapt the message to them, much like personal selling.

Use of direct marketing when

IMC planning may include direct marketing as a key component. However, one must keep in mind that it is just one method of distributing marketing message. Despite being a more popular method, direct marketing is not required to be a component of any specific IMC campaign; rather, it should be taken into account as necessary. Not every product or service can benefit from direct marketing. In reality, most rapid moving consumer items are nearly never successfully marketed this manner. Direct marketing is most often used with high-involvement items, while it may be useful for certain low-involvement products as well.

This is not to say that marketers of consumer-packaged products do not utilize marketing communications methods that could resemble those used in direct marketing campaigns. The

definition becomes crucial in this situation. Does using an 800-number in marketing qualify as direct marketing? Generally speaking, probably not. What about coupons sent by mail? Once again, probably not. As we've seen, direct marketing is a strategy for sending messages that are highly targeted, demand a quick response, and, most crucially, are built on a database. An 800-number in an advertisement is often provided as a convenience for inquiries rather than as the main goal of the marketing message, and bulk mailings of coupons are typically not very targeted. It should be within the parameters of its definition when evaluating the use of direct marketing in IMC planning.

Again, this does not imply that direct marketing is never sui for items with limited engagement. However, it does imply that when promoting low-involvement items, one should use the definition and check more closely. Of course, we also assume that the conventional mass-merchandising chains of distribution can provide these low-effort items. Direct marketing is the sole method of distribution for many low-involvement products sold by catalogues and other marketers. If these marketers simply use direct marketing to deliver their products, they are not affiliated with IMC.

If direct marketing does make sense, the next thing to determine is whether or not the target market's database is reliable. A list is likely accessible if direct marketing was used in earlier marketing campaigns. Many companies save their prospect and client lists. If not, you can often rent databases of companies and customers that span practically any product area or particular demography. If no sui options are available, developing bespoke lists could be taken into consideration. Of course, this would only be effective if there was enough time to create the list. A database is necessary for direct marketing, as the term suggests, and we shall discuss this topic in more depth later. It has been suggested that the quality of the list used accounts for 40% of the effectiveness of a direct marketing effort, compared to the headline or primary thrust of the message which account for another 40% of the effectiveness, and the rest of the message which accounts for only 20%. Direct marketing is unlikely to be successful without a strong list. The last consideration is how to convey the message. Direct mail, telemarketing, mass media, and interactive media are the main four mediums available. As a general rule, when direct marketing is a component of an IMC campaign, only one kind of media will be used. Although messages in other media may serve a secondary purpose in an IMC program by alerting the target market to the direct marketing activities, the nature and expense of direct marketing often need a single, main channel for message delivery. One exception would be if distinct market groups could be reached more readily via one media than another [7]–[10].

Postal service

We've previously mentioned how direct marketing and direct mail are sometimes seen as just two different methods of stating the same thing. Direct marketing, however, is a sort of marketing communication and not only a means of message delivery. But one important channel in direct marketing is direct mail. It offers the broadest range of creative possibilities and the highest degree of targeted audience flexibility

CONCLUSION

The report offers suggestions for businesses looking to get the most out of their IMC strategy's use of public relations. These suggestions include creating a thorough PR strategy that complements overall marketing goals, utilizing PR know-how to manage relationships and reputation, incorporating PR activities with other communication disciplines, and routinely assessing and measuring the effect of PR efforts on organizational objectives. In general, this study advances knowledge of the function of public relations within the IMC framework. Organizations may increase the efficacy of their overall communication, establish solid connections with stakeholders, and ultimately accomplish their marketing and commercial goals by recognizing the strategic importance of PR and successfully integrating it with other communication disciplines. Direct marketing is the sole method of distribution for many low-involvement products sold by catalogues and other marketers. If these marketers simply use direct marketing to deliver their products, they are not affiliated with IMC.

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A BRIEF DISCUSSION ON TELEMARKETING IN IMC

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ABSTRACT:

Telemarketing is a communication tool that organizations utilize within the framework of Integrated Marketing Communication (IMC) to engage with customers, promote products or services, and drive sales. This study explores the role of telemarketing in IMC and examines its effectiveness, benefits, and challenges within the contemporary marketing landscape. Through an extensive review of literature, this research examines the theoretical foundations of telemarketing and its integration within IMC. It explores the characteristics of telemarketing, including direct customer interaction, personalized communication, and immediate response mechanisms, and how these elements contribute to the overall marketing strategy. The method of purchasing and using the media is the key distinction. The usage of space will be determined by a new creative approach since direct marketers are seeking for media that will generate the most instant reactions possible for the least amount of money.

KEYWORDS: Database Management, Direct Marketing, Lead Generation, Outbound Calling, Phone Sales, Sales Scripts, Telemarketing Campaigns.

INTRODUCTION

Today, direct marketing is most often conducted over the phone, but not all of that activity would be classified as telemarketing. The telephone provides a practical approach to get the quick reaction that direct marketing demands. However, telemarketing also refers to telephone contact with the target audience for the purpose of conveying a message. According to a more thorough definition provided by Stone and Wyman, telemarketing is the integrated and systematic application of communications and information processing technologies with management systems to enhance the marketing communications mix that a business uses to reach its target market. It aims to better match consumer demands and increase cost efficiency while maintaining individualized client engagement.

You can see how well this description reflects the definition of direct marketing given by the Direct Marketing Association: it allows for immediate answers, may be highly targeted, and makes use of the greatest database systems. It also emphasizes telemarketing's key competitive edge over other direct marketing strategies: quick feedback. Because it enables the message to be tailored to a prospect's worries and inquiries as they occur, this is particularly beneficial for selling high-involvement items. There is one potentially serious disadvantage to telemarketing. It is non-visual by definition. This implies that telemarketing cannot be employed if your product

needs visual perception or comprehension. Additionally, starting in the early 2000s, customers in the US may 'opt-out' of getting telemarketing calls by providing their phone numbers to a central database [1]–[3].

Social media

Any mass medium, including those used for conventional advertising and promotion, may be utilized for direct marketing. The use of the four primary mass media in direct marketing is described next. Direct marketing on television used to typically only air in the early morning hours, but it is increasingly making its way into prime time. It is still not a major element in free-to-air television, in part because it does not provide accurate enough targeting, but it is a bigger part of satellite and cable television. This may be attributed, in part, to cable channels' considerably improved targeting capabilities and their capacity to air longer ads (60-second, 90-second, and even 2-minute spots are relatively commonplace). Naturally, lengthier advertisements allow for more text, which is a crucial component when using television to promote high-involvement goods. The longest kind of advertising is called an "infomercial," which may last up to 30 minutes or more. They seem to be standard programming, and their use is expanding. Commercials on television, particularly lengthier ones and infomercials, are an effective approach to promote complex items if a demonstration is required or desired.

Radio

As one can reasonably infer, radio is not often taken into account for direct marketing. The inability to respond to the communication immediately is the apparent cause. Since radio is often listened to while driving or doing something else, it might be difficult to switch gears and locate a pen and paper to jot down a phone number or address to react to the message. However, radio does have the benefit of being very inexpensive and able to target very narrow populations. Additionally, a message may be accessed practically immediately. Radio advertisements may be created and broadcast fast, even in a single day or two. These are very genuine benefits, but one has to be aware of the inventive difficulty in inspiring a reaction.

Newspaper

The delivery of different pre-printed inserts, mostly free-standing inserts, is the main usage of newspapers in direct marketing. The benefit of utilizing newspapers for direct marketing is that almost any length written message may be included, and it is not necessary to print it on newsprint material; practically any paper stock may be used. Another benefit is promptness. A message may be arranged for delivery on any given day since newspapers are delivered every day. The disadvantage is that circulation is not targeted, and publications only reach a rapidly declining market. This indicates that a newspaper should only be taken into account when a large target audience, within certain geographic limits, is accept.

Magazines

Unlike newspapers, magazines provide the opportunity for more targeted advertising. Every kind of audience imaginable is catered for by periodicals and trade publications. Direct marketing with magazines often uses on-page messaging in the magazine itself, sometimes with a bound-in postal reply card, when newsprint users use FSIs. There may also be standalone cards that

convey the message on their own. In IMC planning, include magazines to send direct marketing lies midway between newspapers, which offer a broad-based, geographically targeted audience, and highly focused direct mail, which is aimed to reach particular populations. Which of the three is more effective for a printed message will depend on the target audience's requirement for specificity and the cost. You may be asking why we are discussing mass media since it was said before that direct marketing requires the use of databases. In this instance, the target audience is located using a database, and the reaction to the offer is monitored by the medium, with this new data being uploaded to the database.

DISCUSSION

Interactive media

Despite having a relatively little overall impact on today's marketing communication strategies, interactive media is expanding and is most likely to keep doing so, as was stated in the previous. Technological developments nearly assure it. However, there are significant doubts as to whether it will ever play a really significant role in direct marketing.

Television shopping shows like the US's Home Shopping Network are perhaps the first examples of interactive direct marketing. While not strictly "interactive," it did prepare many homes to purchase on television, and as more televisions equipped with CD-ROMs become more widespread, shopping networks will become really interactive. The use of interactive CD-ROM catalogues for home computers with CD-ROM drives is now possible. Of course, the Internet and other new media are interactive media's true stars. There is no denying that marketers are using the Internet more and more. The issue, as Sundance Catalogue President Harry Rosenthal points out, isn't getting people to peruse the catalog; it's getting them to actually make a purchase since they may not be direct response consumers. This is a crucial idea. Internet purchases do not guarantee that a person will react to direct marketing messages.

The direct marketing database

A database is the core of a direct marketing operation, as implied by the definition of the term. But first, something should be said about the database in direct marketing. Direct marketing does not apply to all database marketing applications. In truth, "data- base marketing" is a common term for the use of databases in marketing in its broadest sense. Database marketing is being used more and more in the retail sector. Two-thirds of merchants surveyed (almost 300) were employing database marketing programs, and another 40% were considering doing so. They were used for a variety of purposes, including general advertising, information mailings, keeping customers loyal, and supporting special campaigns. Database marketing is another tool mall marketers are utilizing to help their smaller, less skilled shops.

Database marketing, however, is not always direct marketing. Additionally, a mailing list is not the same thing as a database. Although a mailing list is necessary for a database, a database is much more than that. A database is described as "a shared collection of interrelated data designed to meet the varied information needs of an organization" in one definition of the term. Typically, this information will include the names of clients and prospects as well as specifics about their purchasing or use habits. Clearly, this may be a powerful tool for focusing

on a narrow range of target audiences. As the CEO of a large direct marketing organization, Robert Kestinbaum said that a closed-loop approach is the best way to utilize a database. According to him, one may assess the outcomes by looking at the expenses and knowing "who has been contacted at what time, and at what cost." This makes responsibility certain. It also enables the database to be revised and updated [4]–[6].

Constructing a database

Creating a list is the first step. Numerous methods exist for doing this. If there isn't one already, creating one is the first step. Regardless, managers should thoroughly examine any marketing data that is accessible; you could be surprised by what is currently available. There may be warranty cards, charging records, and other paperwork kept by sales personnel. One might examine the market if they have the time. Simply renting or purchasing a list that matches to the target market will allow for a speedy start.

A list alone, however, does not enough; it must be studied. What details does it include? Can I use every item on the list? What does the list suggest on the nature of the offer or the method of response? Who are the prospects and the customers? It's time to employ a database to develop a direct marketing campaign after the content of the database has been grasped. The output of the program must be examined once it has executed. Using a database as a source for contacting clients or potential clients is insufficient. The list's effectiveness must be examined. Does the database include any details that would explain why certain recipients of the letter may or may not have responded?

The creation and use of a list does not constitute a database. It is necessary to continuously update all of the data. Keep track of who responds and who does not to certain communications, as well as the trends and purchase rates. Retain and monitor the specifics of each direct marketing campaign, as well as the reaction. One is really constantly creating a database.

Effective database usage

Since utilizing a database is part of the concept of direct marketing, there are times when using a database makes sense in the same ways that considering using direct marketing does. This subject has previously been covered. Here, we'll quickly discuss how a management may utilize a database to inform their direct marketing choices. 7.6 provides four circumstances in which data from a database may assist influence strategic choices on whether to include direct marketing into a certain IMC program or not. The first instance is when it is recognized that list members often or repeatedly buy a product or service, particularly when the gross margins are substantial. Additionally, it is advantageous if the purchasing cycle occurs in the middle. Even if a client is a regular one, if the purchase cycle is too short, the margins usually won't allow for customized direct marketing. If the buy cycle is too lengthy, too much direct marketing effort may be lost on customers who aren't in the market at the time of the campaign unless it is known that it is time for the consumer to repeat.

Specialized specialty marketing or segmentation makes sense in a second scenario. The goal of direct marketing is to be highly targeted, and a database may show key demographics. Naturally, this is based on the brand's database already having the necessary dependent segmentation

characteristics. The database gives special potential for boosting business among its clients and prospects since there is so much information on them available. Utilizing the database for cross-selling would be a clear example in this situation. Additionally, by getting to know clients well, messaging may be tailored to decrease switching behavior, improve current use, or encourage brand purchases. Finally, a strong database enables one to anticipate consumer behavior and prevent defections caused by rivals' efforts to win them over. Due to this, "quick-lube" businesses send out reminder cards every three months, and banks notify consumers when their savings accounts are approaching maturity. These considerations will aid in identifying possible direct marketing applications while analyzing a database. Consider what it could take to add data that might help target certain segments if it is not already in the database.

Channel marketing's function in IMC

The phrase "channels marketing" describes marketing communications designed to support the marketer at all levels of business. The significance of business-focused promotions gave rise to the phrase "channels marketing." Cooperative advertising and tactical marketing are the two main pillars of multichannel marketing. Tactical marketing, in contrast to cooperative or co-op advertising, is a more recent development. In essence, co-op advertising is an agreement between a marketer and a retailer to work together to promote the marketer's product or service. It comprises of advertising initiatives that are essentially just extensions of the advertiser's fundamental marketing communication strategy, supported entirely or in part by the advertiser, and created to help the retailer sell the product or brand.

The goal of tactical marketing, on the other hand, is to leverage incremental support from the trade by offering them targeted advertising and promotion that is paid for by the advertiser on an earned basis. It is a channel-oriented marketing communication system. The idea, to put it simply, is to provide the retailer with complete, specifically tailored advertising and promotional assistance in return for extra features of sales, distribution, and/or store space.

Cooperative marketing

Since tactical marketing is an extension of fundamental co-op concepts, co-op advertising and tactical marketing may first seem relatively similar, but the distinction resides in how these strategies are used. Typically, co-op programs have a wide scope and are passive in character. A brand's whole retailer network is often eligible to join in co-ops, with shops receiving a certain budget for advertising or marketing depending on sales volume. The marketer gives the retailer with predetermined content for usage, and the retailer is periodically reimbursed for its use up to the limitations of a predetermined budget [7]–[10].

Typically, the store uses the funds and marketing communications anyway they see fit. By altering allowances or ways of awarding monies, marketers should take extra care to promote higher retailer engagement or a specific strategic change in store activity in order to combat this. However, conventional cooperative programs are often rather simple.

Strategic marketing

A proactive approach is always part of tactical marketing. When considering tactical marketing, a business is searching for specialized and ongoing assistance from a certain store. In exchange

for this assistance, the marketer will design, develop, and execute a unique program specifically catered to the requirements of that shop. With tactical marketing, the marketer has complete control over the whole procedure. The necessity for brands to provide a more personalised execution than was achievable with the majority of cooperative programs gave rise to the notion of tactical marketing. In conventional cooperative advertising, the marketer pays the store all or a portion of the cost of the promotion or advertisement. As merchants became more powerful via mergers, consolidation, the creation of purchasing groups, and the growth of national chains, they started to use cooperative advertising as a profit center to reduce their operational expenses. Increasing shop margins and other non-advertising activities were often funded. Retailers started coercing marketers to take part in retailer-initiated initiatives as their power advantage grew, whether or whether these programs were advantageous to the marketer or its brands. In actuality, the store had taken over management of the co-op programs from the marketer.

The tactical marketing concept was created as a result of this circumstance as an alternative retailer marketing system that could give the marketer a way to extend brand support at the retail level with control flexibility, while providing the retailer with full coordination and production services. This indicates that a shop might benefit from the marketing materials offered by the advertiser, but also in a more collaborative manner. By giving the shop access to choices like direct marketing, sponsorships, outdoor advertising, and other IMC, tactical marketing expands on the more conventional print-oriented co-op programs. The use of a specialized marketing communication plan that is tailored to certain merchants and is compatible with the overall IMC strategy is likely most crucial in terms of IMC. Overall, tactical marketing is focused, proactive, personalised, and highly participative, in contrast to co-op advertising programs that are often generic, passive, and formulaic.

Message IMC

The basic framework of IMC, its place within corporate and brand strategy, and its numerous component pieces have all been covered in the first two chapters of this book. Here, we focus on the message itself, the significance of understanding how it is digested, and the strategies required to make sure that it occurs. As we've seen, IMC consists of communications that resemble advertisements and promotions and may be sent in a number of methods. Until they are effectively digested, these messages are nothing more than a collection of letters and images that have no significance for a business. We'll talk about message processing in Chapter 8 and discover how challenging it is to get a target audience to effectively process marketing material. To start, it is the responsibility of the medium that is disseminating the message to make it accessible to the intended audience. Once exposed, it is up to the execution to grab attention, keep it, and promote learning the brand name and major advantage. For high involvement decisions, it is also up to the execution to urge accepting the message. Emotion will be present at each of these stages, influencing how the message is absorbed.

The role of creative executions in IMC is to increase the possibility of message processing and fulfill a brand's communication purpose. Although commercial communication, particularly advertising, is brought to life by creative instinct and brilliance, successful implementations need much more than a brilliant creative concept. A fantastic creative concept could be enjoyable, but it might not meet the brand's communication objective. A concept cannot succeed if it does not

adhere to the executional guidelines outlined in a brand's communication purpose and strategy. Some of these needs will be covered, along with creative approaches that are known to aid in message processing and particular creative strategies related to brand awareness and brand attitude communication goals. They provide the creative mind the foundation upon which to work its magic, ensuring not only a distinctive and original execution but also one that is likely to meet the brand communication goals and have a favorable impact on brand choice.

CONCLUSION

The report ends by making suggestions for businesses looking to use telemarketing as part of their IMC strategy. These suggestions include creating a clear telemarketing strategy that is in line with general marketing goals, equipping telemarketing representatives with effective communication and persuasion skills, abiding by ethical standards and laws, and continuously assessing the success of telemarketing initiatives. In general, this study advances knowledge about telemarketing's function in IMC. Businesses may communicate with consumers, increase sales, and accomplish their marketing objectives by carefully using telemarketing into their total marketing mix while taking into account moral issues and client preferences. The use of words and images to convey a message in a manner that results in successful processing is the subject of a vast and important body of study in psychology. Everyone participating in the conception, implementation, and assessment of IMC should be aware of these key creative methods.

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COMMUNICATION RESPONSE SEQUENCE FOR COMMUNICATION MESSAGES

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ABSTRACT:

The Communication Response Sequence (CRS) is a theoretical framework that explains the sequential stages individuals go through when receiving and processing communication messages. This study explores the concept of the Communication Response Sequence and its implications for understanding how individuals respond to various forms of communication, such as advertising, public relations, and interpersonal communication. Through a comprehensive review of literature, this research examines the theoretical foundations of the Communication Response Sequence. It explores the sequential stages of attention, comprehension, yielding, retention, and action, which individuals typically progress through when exposed to communication messages. The study delves into the cognitive, affective, and behavioral processes involved at each stage and the factors that influence the movement from one stage to another.

KEYWORDS: Attention, Cognition, Comprehension, Decision-Making, Encoding, Engagement, Evaluation.

INTRODUCTION

The overall word for the immediate focus given to marketing message and what follows is processing. It happens every time a message is executed, regardless of how it is conveyed: via conventional advertising or promotion, the packaging, even the product itself, or even simply hearing the brand name. In fact, any mention of the name. The target audience's processing of a message in an integrated marketing communication campaign indicates how they respond to it. It is obviously reliant on the message being heard, and if carried out correctly, will result in the intended reaction. This procedure adheres to a paradigm for information processing, according to McGuire. One of the pioneers of attitude change theory, William J. McGuire, identified six processing processes necessary for the effectiveness of any communication. Advertising would fall within the category of persuasive communication, to which he was alluding. The six stages were to give the message to the intended audience, have them pay attention, understand what was offered, accept the argument, hold onto that acceptance, and finally take action [1]–[3].

The fact that McGuire's information processing paradigm incorporates compounding probabilities may be the most crucial thing to comprehend. This explains why effective persuasion is so challenging. The nature of compound probabilities dictates that even if one is

50% effective at every step of the process, fewer than 2% of the target audience will really act on the positive intention they develop as a consequence of digesting the message. If the message is presented to 50% of the target audience and 50% of them pay attention, this equates to 25% of the target audience; another 50% understand what the message is saying, which equals 12.5% of the target audience as a whole; 50% then yield, or 6.25% of the target; 50% then form a positive intention, which is just over 3% of the target; and 50% then follow through on this intention, which is only 1.5% of the target audience. This should serve as a stark reminder of how challenging it is for IMC to reach its intended audience.

Sequence of communication and reaction

These six phases of the information processing paradigm may be seen as a communication response sequence from an IMC perspective, where exposure triggers processing, which results in a communication effect, which prompts the intended target audience action: Exposure, Processing, Communication Impact, and Object Audience Response. IMC's responsibility is to make sure that each of a campaign's many executions aids in this procedure.

Exposure will be ensured through careful planning. The manager is in charge of planning the media so that the target audience has plenty of chances to see and hear the communications. How many chances will be required, at the very least, to guarantee that sufficient message processing takes place to provide the intended communication impact, is a crucial factor to take into account at this first stage of IMC design. Before the brand's main advantage is understood, it may take numerous exposures. Even if a good intention is developed, further messages may need to be digested in order to maintain that intention until a real purchase is completed. Even among existing customers of a brand, this may be true. Even users may need to be reminded repeatedly if a brand is not usually and frequently purchased.

Message processing responses

Exposure to any aspect of an IMC campaign as well as to the brand itself during use initiates the communicative response process. In fact, as Rossiter and Bellman have shown, even exposure to the marketing messages of rival brands has the potential to affect a brand's decision-making process. Before any of the other processing reactions may happen, attention is required. It will be difficult to thoroughly digest the message if conscious attention is not given to it. With the exception of emotional reactions, it is exceedingly unlikely and with solely unconscious attention, impossible that low or even subconscious attention to marketing message may be helpful. The new information that has been paid attention to is deliberately integrated with prior knowledge and presumptions about the brand during full processing in working memory. With low attention or subconscious attention, some very low-level learning is conceivable, but it won't have an impact on attitudes or preferences, which is what full processing is all about. But we'll talk more about it later.

Learning follows attention, during which some information is gleaned from the execution and is retained in memory. This will at the very least contain the brand name and the main advantage if the message is processed well. With low-complexity items, education may be all that is required to pique a prospective customer's interest in the brand and encourage a cautiously positive attitude toward it. Relearning the brand and reaping the rewards of effective IMC execution

helps maintain favorable brand attitudes and brand awareness among current users. When we use the term "relearning," we don't necessarily suggest that consumers have forgotten the brand; rather, we mean that when they digest the message, it is consistent with their current brand memory and makes the brand prominent.

The target audience for high-involvement goods must not only understand the content being sent, but also accept it. When interpreting the message, people must combine what they have learnt with all of their prior information and presumptions about the product category and rival brands, and they must accept that what the message says makes sense in light of these. If it works, this will assist maintain or grow brand attitude among current users as well as start the construction of a favorable brand attitude among possible new users.

Emotion is the fourth reaction in the processing chain. Every experience in life elicits an emotional reaction on some level, and marketing communication is no exception. It's crucial to realize that emotion will play a role in attention, learning, and acceptance; in certain circumstances, emotion may even constitute the whole of processing, along with attention. When someone pays attention to the message, they could experience bad emotions and never learn anything—including the business name. Someone may just detest the packaging, advertisement, etc. On the other hand, if it is a low-involvement product, someone may merely have a pleasant emotional reaction and link it with the brand, which by itself might be enough to generate preference. Later on in this discussion, we'll look at emotion in more detail. Processing of communications has the potential to start, strengthen, or amplify communication impacts for a brand after it gets beyond attention. Those who are not acquainted with a brand will at the very least become aware of it. Users of the brand will probably have their attitudes and buy intentions toward the brand enhanced, and brand-aware prospective users may have their attitudes and purchase intentions toward the brand strengthened. Additionally, if marketing communication for a rival brand is being processed, there is a chance that those communication impacts may conflict with those for the leading brand. In the aforementioned scenario, this would apply to the casual brand user whose interest in a different brand was sparked by advertising. The other brand's advertising interfered with their already good brand attitude for the brand they use, which was developed and maintained by digesting the brand's IMC.

DISCUSSION

Although a relatively simple illustration, this is what occurs often in the market. The target audience is processing messages from a broad range of sources for many brands in a category, with the following communication effects: they are aware of numerous brands, they have at least some somewhat favorable brand attitudes, and for some of those brands, they have made buy intentions. A brand has a better probability of 'inoculating' its target audience against competing messages the stronger its marketing communication is. McGuire discussed how digesting powerfully positive messages over time might create attitudes that are more resistant to other people's arguments. Processing is kind of where the marketing manager gives way to the target market. The manager creates the possibility for exposure, but nothing will happen until the target audience processes the marketing communication. It's true that the manager may increase the possibility of processing with strong creative executions; we'll examine how this can be done in the following. However, we want to focus primarily on how the target audience interprets

communications in the next s of this article. Managers are considerably more equipped to create strategic IMC strategies that are more successful when they are aware of how messages are digested.

Attention

Our main issue is the initial focus placed on marketing communication. Once initial focus has been attained, it is up to the execution to maintain focus and guarantee further processing. Even if the concept of "attention" may seem simple, there is still a lot of disagreement on what exactly "attention" is in the sciences of neuropsychology and neurology. Over a dozen distinct theories of attention have been put up in the last 50 years. Despite the fact that no one explanation has developed, Broadbent and his filter theory may have had the most impact on what attention means. The underlying idea behind this hypothesis is that humans have the capacity to reduce or suppress the signals that sensory organs provide to the brain. Although it is not quite apparent how this is accomplished, there is plenty of proof that it works. As a consequence, after being filtered by attention, the content of awareness in working memory is highly constrained. Today, paying attention is no longer thought of as a straightforward procedure that improves perception, but rather as a complicated process that helps us comprehend what is happening around us and offers control over how information is processed. We do not need to worry about the brain arguments when it comes to marketing communication, but we do need to be aware of the distinction between conscious and unconscious attention and the fact that most unconscious attention will not result in a complete processing of a message.

Automatic and reflecting what psychologists refer to as "bottom-up" processing, unconscious processing interacts subconsciously with inputs from our senses. 'Top-down' processing, in contrast, uses associations that are already present in explicit or declarative memory to interpret data from our senses. But just because someone isn't cognizant of something doesn't imply, they haven't thought about it. They probably aren't aware that they are paying attention to the content when they leaf through a magazine or skim a television ad. Do you ever consciously think, "That is an advertisement, and I'm not interested"? Although it's unlikely, your actions—such as changing the pages or leaving the room to find something to eat—may show that you did pay attention. A choice was taken not to continue processing the information once an advertisement or commercial was detected as a visual input into working memory. However, a lot of what is happening around them is being seen by individuals subconsciously; they simply choose to ignore it. For instance, research suggests that even while some information is kept neurologically at an unconscious level, our visual system is filtering it out. If one is paying attention to anything else, this is very likely to happen. Simply put, the frontal-parietal network filters out certain data. In a famous illustration of this, Simons and Chabris asked a group to count the passes in a video of individuals passing a basketball back and forth. Unbelievably, 70% of participants in the research failed to detect the gorilla that unexpectedly stepped in front of the screen after around a minute of the exercise! The participants had no issue seeing the gorilla when the practice was repeated and they were instructed to search for it [4]–[6]. With one exception, marketing communication requires intentional attention in order to be successful. Emotional reactions are often processed subconsciously. However, as we'll see in a moment, they communicate with conscious, declarative memory in working memory.

Acculturation and acceptance

The target audience must "learn" something while digesting marketing communication messages after grabbing their attention. The marketer must, at the absolute least, convey the name of the brand and its main selling point. That is basically all that is required for selections regarding simple products. However, as we will see in more detail, just understanding the brand and the value will not be sufficient for judgments with a high level of complexity. The message must be believed to be truthful by the target audience as well. Learning, as used in a neurological or psychological context, refers to the stimulation of the brain's pre-existing synapses. It is uncommon for learning to include the development of a completely new synapses. Learning includes combining new knowledge with preexisting concepts and beliefs. If a person pays attention and keeps digesting marketing messages, they are at least "learning" something. However, what they are 'learning' may not be brand-new knowledge. It's possible that they're just realizing what they already knew about the brand. People who are acquainted with a brand, for instance, will identify it and understand that the message is about it. They will also bring other associations they have with that brand into working memory and integrate them with what they are processing from the message. If they haven't previously connected the advantage to the brand in their minds, they will bring what they do connect the benefit to the brand into working memory and incorporate it with what they already know about it. The message will then either be "forgotten," rejected as a connection with the brand, or build a new memory between the benefit and the brand. All of this is 'learning' psychologically speaking. It is important to comprehend this because it is important to be aware that when creating marketing communication executions, the benefits presented and the images used will be understood in the context of preexisting knowledge and presumptions.

Both education and brand awareness

When we use the word "learning," we're talking about rote learning. Rote learning is essentially a passive process that happens whether we're conscious of it or not. A certain amount of repetition is often necessary before fresh memories for the learnt response are kept because of the nature of rote learning. IMC's commitment to message and practice consistency contributes to some of the repetition. It goes without saying that those who are unfamiliar with a brand must "learn" its name, but this serves little use if the brand is not properly connected to the necessary category demand. Whether brand knowledge is needed for recognition or recall, as was covered in prior s, will determine the reaction that must be learnt. With brand recognition methods, it is important to understand that the brand will be connected to the demand in such a manner that when it is seen at the point of purchase, it is immediately connected to the need. With brand awareness, the question "Do I need any of that right now?" should constantly come to the target audience's mind when seeing the product or hearing the brand name. However, brand recall learning necessitates that the brand be the solution to the problem. When a need arises, the brand should be recognized by the target market as meeting that need.

Encoding specificity, as Tulving put it, is the key to learning the proper brand awareness connection. In terms of marketing communication, this means that the execution must present the brand in the manner in which it is most likely to be presented when a brand choice is made. According to him, "successful retrieval depends on achieving a match between the information

encoded at the time of learning and the information that is available at the time of retrieval." The target market must be able to identify the brand at the moment of purchase in order for brand recognition learning to take place. As was said before, this necessitates that the execution depicts the package in its actual location and relative to other products in the same category. In order for brand recall learning to take place, there must be a clear need followed by the brand as the appropriate answer, and in that sequence. This will enable the brand name to be remembered when a need arises. In the next chapter, we'll go into further depth about innovative strategies. Learning the company's main selling point and associating it with the brand in your memory are the keys to developing a good brand attitude. Keep in mind that this advantage will likely already have some associations with other things in your memory, if not all of them. A brand's marketing message should emphasize how closely the benefit and the brand are related, and particular executions should link additional positive connections to the benefit to help people remember it as having a good connotation.

If a brand of soluble coffee's main selling point is its "great coffee taste," employing visuals in executions that are likely to evoke this advantage will help people make the link, and it will strengthen it as fresh memories are developed. Imagine, for instance, if the company utilized a background image of an espresso machine with a box next to it and a hot cup of coffee in the foreground. The target audience is likely to have pleasant recollections of the scent of coffee when they see a steaming cup of coffee, and this will be strengthened even more favorably by the association with espresso-made coffee. Additionally, utilizing a cup rather than a mug ought to stimulate more positive associations in the mind. The brand is then connected to everything, creating a new memory. People are aware that freshly made espresso tastes far better than soluble coffee. But because this is a simple choice, all that is required is to generate the hope that the coffee may really taste nice. They'll get that nice sensation again when they see it in the shop and question if it actually tastes so delicious. I'll probably give it a shot and see. This kind of rote learning, however, will not be sufficient to promote a good brand attitude for high-involvement judgments. In the beginning, more than one advantage will often need to be taught due to the risk involved. What will keep the target audience's attention and pique their curiosity in reading the remainder of the advertisement is learning about the main advantage. They will seek out additional information after determining that the main advantage is significant to them before starting to develop a favorable brand attitude and potential brand purchase intention.

Understanding the target audience's preconceptions and understanding of the brand and product category is crucial to facilitating learning when dealing with complex choices. They must be pitched in the execution at a high level, but not one that is so high that it is written off as unreal, in order to digest and understand the brand's value. Understanding where to draw this boundary is essential since the messaging shouldn't oversell either. This concept is in line with what Sherif and Hovland discussed in their assimilation-contrast hypothesis a long time ago. People have strong opinions on many topics, and depending on these opinions, they will either accept or reject a claim made in a high-involvement commercial advertisement. The target market is likely to disregard a new hybrid car's boast that it is more powerful than a BMW out of hand. Such a claim would fall inside the 'latitude of rejection' Sherif and Hovland described. How is it possible for a hybrid to outperform a BMW?

What if this new hybrid was really more potent, though? If that were the case, marketing messaging would have to progressively move toward that stated advantage, potentially using a refutational method. This may be done by positioning the assertion inside what Sherif and Hovland refer to as the "latitude of indifference," or the space between what is unmistakably understood to be true and unquestionably false. It may be argued that this new hybrid has much greater power as a result of modern technologies. This assertion could fall within the latitude of indifference for the intended audience, who may not definitely agree with it but also may not certainly reject it either, unless they think a hybrid can never have significant influence. They would be receptive to hearing the message, particularly if prospective hybrid customers were really worried about running out of electricity. This illustration demonstrates how crucial it is to understand the target audience's current sentiments while dealing with complex issues. It is crucial to understand where their latitude of rejection sits in order to avoid overclaiming if you want them to comprehend the information and gain the intended benefit [7]–[9].

Much like brand awareness, low-involvement persuasion just needs rote memorization of the brand advantage to start a favorable brand attitude. The brand name has already been ingrained in memory; all that is left to do is link that brand to its advantages. The advantage of the brand will really be revealed as the reaction. The advantage is only momentarily retained in memory until the product is actually bought since it is a low-involvement choice. The advantage of the brand must be accepted rather than merely explained when making choices with a high level of engagement. The benefit claims being made for the brand must be ones that the target audience truly believes in. This way of thinking directly results from decision-making models that require minimal or high levels of engagement. In psychology, choices with low participation adhere to the cognitive-conative-affect model, whereas those with high involvement adhere to the cognitive-affect-conative model. This has been translated into a variety of low-involvement decision models including the conventional hierarchy-of-effect model in the marketing and communication literature.

In low-involvement methods like Ehrenberg's Awareness-Trial-Reinforcement model, a brand is first made known to the consumer, who then tries it based on a shakily established favorable opinion. More enduring views develop after testing. A brand's trial will either confirm the original favorable attitude or result in its rejection. Because there is little to no risk involved, one is not need to believe that the message is really accurate. Following a trial period, if the user does not enjoy the product, they will not repurchase it. On the other hand, a hierarchy-of-effects model is valid when dealing with choices that need high levels of engagement. One learns about the brand, but in order to try it, one must first develop a distinct favorable attitude due to the danger of choosing poorly.

An excellent illustration of the necessity to take into account every facet of marketing communication in terms of how the message is likely to be digested is the experience of Wine Enthusiast magazine in the United States. At the moment of purchase for wines on sale, wine merchants often employ ratings and reviews. The perceived reliability of the reviewer or publication is what gives these evaluations their value in the eyes of the customer. The Wine Enthusiast tasting panel's evaluations were employed by thousands of wine stores as 'shelf-talkers'.

There was an issue, however. The magazine was alerted by retailers that there was an issue with its logo. In the logo, the word "Wine" was written in huge letters and layered above the term "Enthusiast." The word "Wine" was easily discernible when the logo was combined with a rating on a shelf-talker, but the critical term "Enthusiast," which identified the magazine and the source of the rating, was so tiny as to be almost perceptible. Consumers would only comprehend the phrase "wine" and the rating after viewing the shelf-talker.

Emotion

As we have seen, digesting marketing communication calls for awareness, education, and acceptance as well as high levels of decision-making. However, processing also includes feeling. In reality, emotion is a crucial component of all message processing, and managers must be aware of its significance. When it comes to influencing how marketing communication is absorbed, emotion works in two main ways. First off, almost everything and event in a person's life has emotional connotations that are stored in their memory. The language and, in particular, the visuals utilized in an execution will arouse these emotional memories. Second, when there are witnesses to an execution, the emotions they display will cause everybody watching to experience a similar sensation. It becomes useful to first consider what exactly is meant by an "emotion" before discussing how these two emotional reactions influence the processing of marketing material. First off, it's critical to comprehend that emotions and feelings are two different things. A feeling is merely the 'conscious' manifestation of an emotion; an emotion is the unconscious underlying process that includes all of its constituent parts. This distinction is well-expressed by Damasio: "The entire human effect of emotions is realized only when they are detected, when they become feelings, and when those feelings are felt. With the help of awareness, that is when things become recognized [10]."

The majority of researchers who have studied emotion have divided it into three distinct parts known as the "reaction triad": physiological arousal, motor expression, and subjective sensation. To demonstrate this, imagine coming across a snake coiling on a trail while exploring the woods. Your limbic system is at work signaling the body to generate adrenaline and the heart to beat faster, causing you to "freeze" before you are even aware of the snake. It is only after this that you become cognizant of the sensation of danger and terror. Emotion includes each of these reactions. Subjective feeling, on the other hand, has a lot of practical value for marketing communication. We are worried about these 'feelings'.

The cognitive process that results in logical reasoning incorporates our conscious emotional reaction and sensations. When in line with the pertinent underlying motive influencing behavior and decision in the brand's product category, it aids in enhancing attention and learning. According to Damasio, cognition is impacted by both conscious and unconscious inputs from the brain networks connected to emotions. This implies that a person's brand preference will be influenced by their emotional connections to these memories coupled with their knowledge about and experience with the brand. The impact emotion plays in brand choice decisions has been proven in recent research in neuropsychology employing neuroimaging using positron emission tomography scans and functional magnetic resonance images that detect brain activity as information is being processed. In one research, fMRI was used to track brain activity while participants chose between two colas. The only regions of the brain that were engaged when they

did not know what they were drinking were those related to taste perception. However, among individuals whose favorite brand was Coke, those parts of the brain connected to emotional memory were activated when they were asked to pick between Coke and Pepsi, knowing what they were tasting. Clearly, managers will have a significant tool for creating more successful messages that are more likely to be favorably and thoroughly absorbed if they can assess and understand the emotional associations with brands and with their marketing communication executions. It's not as hard to grasp this as one may believe. Simply inquiring about the emotions connected to anything is enough to measure emotional linkages. Bradley and Lang claim that when prompted, individuals become aware of their sentiments and are fairly capable of expressing them when given time to reflect.

CONCLUSION

In order to help communication practitioners, improve their communication techniques based on the Communication Response Sequence, the research offers suggestions at its conclusion. These suggestions include personalizing messages to draw attention, condensing message content for easier comprehension, appealing to values and emotions to increase yield, using repetition and reinforcement to help people remember the message, and including clear and actionable calls to action to encourage desired behaviors. In general, this study advances knowledge of the Communication Response Sequence and highlights its importance in creating efficient communication plans. Practitioners may design focused and effective communication campaigns that engage, convince, and encourage people to do desired activities by taking into account the sequential phases and circumstances that affect people's reactions to communication messages.

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AN OVERVIEW OF EMOTIONAL ASSOCIATIONS IN MEMORY**Ms. Leena George***

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ABSTRACT:

Emotional associations in memory play a crucial role in shaping individuals' perceptions, attitudes, and behaviors. This study explores the concept of emotional associations in memory and examines their impact on various cognitive processes, such as attention, encoding, storage, and retrieval. Through a comprehensive review of literature, this research examines the theoretical foundations of emotional associations in memory. It explores the mechanisms by which emotional experiences are encoded and stored in memory, and how these associations are later retrieved and integrated into individuals' cognitive processes. Emotionally neutral things or experiences are very rare. Every event that one has and retains in their long-term memory will have an emotional component. Advertisements, packaging, and other marketing communications for a brand will trigger both unconscious emotional connections with the brand as well as cognitive, conscious memories from memory. The limbic system's amygdala, which is a portion of the paleomammalian of the brain, is where these memories are kept.

KEYWORDS: Affective Response, Emotional Salience, Explicit Memory, Implicit Memory, Long-Term Memory.

INTRODUCTION

The emotional memories connected to the execution's imagery and the brand itself will move into conscious working memory when one starts to digest marketing messages, arriving before any conscious memories that are engaged. These emotional experiences influence how the message will be first interpreted and assist 'frame' the information and assumptions triggered in conscious memory. Assuring a consistent look and feel across all of the numerous executions in multiple media is one of the most crucial tasks in IMC, which we will emphasize in the next. This makes it more likely that when the signals are processed, the same emotional memories will be triggered.

This means that when a commercial or other form of marketing communication for a brand evokes favorable emotional associations with the brand or with the imagery in an execution, those unconscious emotional memories will meld with conscious memory and enable a person to become aware of the fact that they are emotionally aroused. For instance, they could sense something positive or even joyous. New connections in memory are both probable and conceivable as a result of the processing that takes place. When exposed to fresh advertising for the brand, when the brand is seen at the point-of-purchase, or even when merely "thinking" about

the brand, any emotional learning, if tied to the brand, as well as learning associated with the benefit in the message, will be in play and ready to be triggered. This will be accomplished via effective marketing communication that makes use of standard executional components in an IMC campaign [1]–[3]. Nevertheless, it is important to keep in mind that although positive emotional connections in memory will initially provide the information in working memory a pleasant context, they do not have the power to outweigh negative conscious processing aspects. However, in all other circumstances, these positive emotional connections will support learning by promoting effective message processing and the creation of fresh, happy memories.

An interpersonal feeling

Interpersonal emotion and the idea of embodiment are the second significant area of emotion that must be understood in the processing of marketing message. By virtue of the information they provide, the emotions of others have an impact on our own. Some social and evolutionary psychologists believe that this is a normal reaction we have to our surroundings in order to survive. Sensing someone's fear or fury signals a possible threat or danger; happiness, safety, or comfort. People's perceived emotions tend to generate similar emotional reactions in the target audience whether they appear in advertisements, on goods, storefronts, or in other marketing communication. It's referred to as embodiment. In other words, individuals will imitate or start acting out the emotional behaviors of others as shown in their body language, facial expression, and posture. By definition, embodiment refers to "the bodily states that arise during the perception at an emotional stimulus, and the later use of emotional information," according to Niedenthal et al. In practice, the emotions shown by individuals in, say, an advertisement will be 'felt' by those watching it, and that emotion will become part of the processing of that information in working memory. This will be accessible later for processing other brand-related communications. The most crucial feature of determining another person's emotional state is their facial expression, which has also been the subject of the most research. People seem to have a very effective system in place for identifying and interpreting the emotional content of facial expressions. And the amygdala is at the center of how emotional expressions are processed, much as with emotional memories.

The role of memory

Due to the very nature of IMC, one must be concerned with memory in any analysis of IMC. The total efficacy of the campaign will depend on how the many messages, provided via various media, are digested and retained in memory. It is crucial that when various messages are absorbed, they create a cohesive part of the brand's memory. Although multiple messages and different features of individual communications may be processed in different ways, they must be connected to the brand in memory and accessible for further processing when the brand is being thought about.

We've made many references in this to "conscious" and "unconscious" processing; we'll go into more depth on this shortly. In many respects, when we discuss processing and its outcome, memory is what we are truly referring about. Declarative or 'explicit' memory, as it is known by psychologists, is used during conscious thinking. In general, unconscious processing represents what we have referred to as "bottom-up" processing and incorporates what is known as

nondeclarative or "implicit" memory. It is crucial to realize that brand attitudes or choices cannot be influenced by implicit memories created as a result of unconscious processing of marketing communications. Nondeclarative emotional memories are the lone exception here. Declarative and nondeclarative memories use various brain systems and employ various methods of memory storage. Declarative memory is used to store facts, presumptions, and experiences that one may consciously recall as a verbal assertion or a visual picture. Nondeclarative memories are derived from experiences as well, but they are presented as unconsciously altered behaviors rather than as conscious memories. Nondeclarative memories are often unavailable to the conscious mind, with the exception of emotion. Such memories often include information that is reflexive rather than reflective. It's crucial to note in terms of IMC and brand learning that information stored in nondeclarative memory never becomes conscious.

Unconscious action

People absorb a lot of information but are unconscious of it. Since so much of our behavior is unconscious, it is hard to pay attention to everything in our surroundings consciously. This is what allows a person to type, play the piano, or stop at a red light while driving. When a light turns red, one does not consciously consider. One does not consciously remember the location of the letter "g" on the keyboard or the note "b-flat" on their instrument whether typing or playing the piano. They play the note or type the letter mechanically. The behavior associated with procedural memory is unconscious and is a crucial component of nondeclarative or implicit memory.

There are various kinds of nondeclarative memory, or unconscious memory, and some people have attempted to claim that it may really help people understand marketing messages like advertisements. They contend that subconscious processing of communications gives advertising an additional "power" by subtly influencing brand attitudes and behaviors. As has previously mentioned, this is neurologically impossible. Implicitly processed information does not recognize the use of higher-order, conscious manipulation because the brain systems involved are distinct from those engaged in conscious processing and behavior.

These supporters of unconscious processing often cite the work of Zajonc and his associates as well as his concept of "mere exposure." There are things like priming effects, in fact. For instance, the chance of employing words or images later might be increased by merely seeing or hearing them, even unconsciously. The majority of priming effects, however, are a reaction to familiarity amid a group of otherwise new choices. Since the other brands and attitudes toward the "primed" brand will be retained from conscious memory during brand choosing, there is simply no reason to predict a priming effect, as we have shown previously. Even if there is unconscious processing of advertising [4]–[6]. Before we go on from this topic, we must be clear that we are not implying that anything that is not completely attention to will not be digested consciously. People regularly think things through critically without being aware of it or necessarily being aware of it at the time. The processing that has been discussed here is unconscious to the nervous system.

Processing in the mind

People react "consciously" to whatever they are exposed to and are neurologically actively paying attention to. When discussing this, psychologists often use the phrase "cognitive response," which is just a word for the conscious activity that occurs when people are actively processing information. Even though a person isn't consciously aware of all that is happening, they are linking the new information in working memory with all the facts and presumptions that are previously stored in declarative memory that are relevant. Declarative, explicit memoryour conscious memoryis used in this kind of top-down processing.

DISCUSSION

People approach companies and their marketing communications with attitudes, beliefs, expectations, and experiences in mind; these shapes how people perceive the brand and how they absorb information about it. Semantic memory and episodic memory are the two basic categories of conscious memory. A broad knowledge and comprehension of brands and goods are part of semantic memory, which may be described as "fact-based." The experiences a person has with companies and goods are part of episodic memory, which is 'event-based'. This would include both actual brand use as well as recollections of a brand-sponsored event. Semantic and episodic memory work together to create declarative, conscious memory, which is then merged with fresh data as it is processed in working memory to create fresh memories associated with the brand.

According to cognitive response theory, individuals will attempt to make meaning of their experiences, whether they be seeing a product display at a shop, reading an advertisement in a magazine, watching an advertisement on television, or going to an event that is sponsored by a business. They utilize the relevant declarative memories from both their semantic and episodic memories to make sense of what they are going through. IMC's responsibility is to guarantee that a reliable basis of information and experience is accessible for evaluating a brand and making decisions.

Innovative Application

We looked at the process of marketing communication last time. We will now examine the innovative strategies that need to be used in order to maximize the possibility that a message will be processed. We'll start off by talking about some overarching ideas and innovative strategies that show how we think certain elements of how a message is executed may significantly impact how effectively it will be absorbed. We'll talk about how to increase learning and attention via the use of words and images in a performance. There is a great lot of understanding about how the way something is expressed or the qualities and pictures used in visual communication may alter the chance that someone will pay attention and learn anything from the message thanks to research in psycholinguistics and visual imagery. We will go through a few of these conclusions that directly relate to marketing communication. The creative strategies required to address brand awareness and brand attitude objectives will then be examined in more detail, along with how maintaining consistency across various integrated marketing communication executions will increase the overall effectiveness of a brand's marketing communication.

Getting noticed

The manner that words and visual pictures are employed in an execution often determines how much attention someone is likely to devote to marketing communication. The size of the execution and its main point will also affect how much attention is given in print, and the duration of the advertisement will affect how much attention it receives in broadcast. Attracting attention is the first stage, however. Executions must captivate audiences in order for the message to be processed.

Unexpected factors

Myers claims that changing the spelling of words or using letters in unusual ways is one of the simplest methods to draw attention in text. The provocative French Connection UK logo is a great illustration of this. In broadcast, playing a sound repeatedly may help people remember a brand name or slogan by drawing their attention to it. People are used to experience things in specific ways, so when there is a departure from the standard, curiosity is piqued. This is why surprising things draw attention. Things that are unusual often undergo modifications that people notice. Your attention would be quickly attracted to what was stated if someone were to remark, "You placed the emphasis on the wrong syllable," emphasizing the second syllable rather than the first. By simply emphasizing a word more strongly than usual in a voice track for marketing communication, this may be accomplished with ease.

Colour

Four-color print garners more interest than two-color, which garners more interest than black and white in all print media. This is true for marketing communications aimed at both consumers and businesses and commerce. Some marketing professionals claim that since black and white advertisements "stand out" from clutter, they will draw attention. Nothing, however, backs up this notion. In reality, consumers pay around 30% less attention to black-and-white advertisements than they do to full-color ones in consumer magazines, and the difference is much more pronounced in newspapers. Color advertisements in business-to-business marketing capture around 50% more attention than black and white ones.

Image or illustration size

The image or illustration will often capture the reader's attention in print advertising. For instance, nearly 70% of the time spent seeing print advertisements is spent viewing the image. The higher the visual size in an advertisement, the more it will be digested, according to research. An ancient adage states that print advertisements will gain attention at a pace roughly equal to the square root of their size. This would imply that an advertisement should draw twice as much attention as one with an image or graphic that is four times bigger.

For low-involvement transformational advertising, where the image is often the most crucial component of the execution, picture size is very crucial. But when discussing image size, it's important to keep in mind that we're talking about a picture or illustration with a single main focus point. To put it another way, one picture, not multiple, makes up the size and the visual content, and there is only one main image in that picture.

Print location

Although not exactly a creative strategy, the placement of advertisements in a magazine may have a big impact on how much attention is given to it. The inner and back covers will get the most attention, and the cover position in business-to-business periodicals will have a very high attention value. Contrarily, journalistic material will greatly reduce attention to a close advertisement, whereas placing another advertisement on a page directly opposite will actually marginally raise interest.

Format

With regard to print advertising, neither the tendency toward smaller newspaper page sizes nor the size of magazine pages seem to have any influence on the attention given to the advertisements included within. It's interesting that attention is unaffected by the size of an online banner advertisement. Attention is closely correlated with the duration of advertising on radio and television. More people pay attention to commercials that are longer. The number of cuts in a commercial does not seem to impair attention, even if the degree of arousal does grow when the number of cuts exceeds the average of 13 per 30-second ad. Although it doesn't seem to alter attention, this has an effect on learning.

Television advertising must follow a certain pattern or structure in order to keep viewers' interest. A two-peaked pattern should be used in communication for information-driven ads, with the category need being offered initially, the brand being recognized in the middle, and the benefit being delivered in the second peak. This helps the target market identify the need, link the brand with it, and then 'stay tuned' to understand how the brand can meet the need. When creating transformation ally oriented ads, the execution should follow a rising pattern that starts with brand recognition, progresses through the development of positive emotion, and ends with a clear "kick."

promoting learning

Of course, merely paying attention to marketing communication is insufficient; one must also "learn" what it is attempting to communicate. Importantly, this entails being familiar with the brand and its main advantage. Based on how words, photos, or drawings are employed in the creative execution, there are several approaches to aid learning. In this article, we'll go through a number of ways that paying attention to the words and images utilized in a message's execution may raise the possibility that a reader will keep processing the message and discover the brand's advantages [7]–[9].

Picture-Word Progression

Learning will be impacted by the sequence in which the eye responds to the images, drawings, and words in marketing communication. According to research by Brainerd et al., learning improves when individuals see picture-word sequences rather than word-picture sequences. The fact that words are seen to be inferior than visuals when it comes to learning may be a factor in this phenomenon. Pictures have a way of instantly engaging people, and they appear to extract more detail from memory than words can. Myers provided a really strong example to illustrate his argument. You would undoubtedly be a little dubious if you heard about a new soap that would make you gorgeous. However, the claim would be more convincing and you would be

more likely to accept it if you saw a picture of a beautiful lady carrying a bar of that new soap. However, one must use caution when applying this concept of a picture-word sequence to print, which includes the Internet. It does not imply, for instance, that a photo or illustration must appear first, followed by the headline and prose, on the page. It indicates that the image or graphic should catch the viewer's attention before the headline. Since the eye is more likely to be pulled to the visual at first, this normally poses no problems. However, eye-tracking may always be used to verify this. Television also fits inside this concept. Important statements stated by characters in a commercial, voice actors, or written boards on screen should always be followed by a visual element that triggers memories that will assist the viewer understand the spoken assertions.

Time between advertisements

The best patterns in ads for capturing attention were discussed previously in our discussion on format and attention. The pace of the execution, or the number of visual cuts, is another part of this. In transformational advertising, when the emotional "feeling" is so important, the rise in arousal associated with more than the average of 13 cuts per 30 commercials may be beneficial, but it is absolutely not for informative executions. Only ancillary executional material is likely to be learnt with further cuts. This is acceptable for transformational tactics when the reward comes from the execution's emotional impact. However, with informative techniques, processing and learning the message's substance are important, and this cannot happen when there are far more visual cuts than is typical.

It's interesting to note that it's often said that modern viewers, and particularly younger ones from the so-called "MTV generation," are used to fast-cut images. That may be the case, but it does not necessarily entail that they are processing information beyond sensory input. In fact, loss of attention among people 18 to 34 years old is worse than that of older adults at an MTV-rate of 20 or more cuts each 30 commercials. The implementation of IMCs is consistent.

Assuring consistency in executions across and across the many forms of marketing communication a company is doing, as well as through time, is one of the most crucial—and sometimes most difficult—tasks for IMC. An IMC campaign should be consistent in its "look and feel" throughout. This includes all marketing materials, including advertisements, direct mail, collateral, packaging, posters, the sides of delivery vehicles, business cards, and letterheads.

Any execution inside a campaign, as well as over time, should be instantly recognizable by the target audience as being associated with the brand. This is a crucial component of a brand's identity, and the more consistently it is applied, the easier it will be to raise brand recognition and communicate the benefits of the brand. In fact, eventually it wouldn't even be required to provide the brand name. The 'look' of a brand's marketing message will get linked in the minds of consumers. However, it is astonishing how few marketers seem to get this. It happens much too often for a brand's advertising to entirely shift over a campaign, and it seldom happens for a brand's promotions to aesthetically correspond with its advertising. A consistent execution does not require that everything be same in appearance. Everything is connected by a "feeling," which changes throughout time. In order to keep people's interest and prevent boredom, execution

variety is really crucial. Everything must have a distinctive appearance or feel so that the target audience can identify a brand's marketing message even before they see the brand name [10].

One of the clearest instances of what we're talking about was the protracted advertising campaign for Silk Cuts tobacco in the UK. The brand name was never mentioned in any of the advertisements for years. There was usually some variant of scarlet silk and a "cut" in the advertisements. Of course, it took years of advertising to associate this "look" with the brand name, so the connection had time to become ingrained in people's minds before the "look" was finally deleted from the advertising. This is shown by the last Silk Cut advertisement in the UK, which is seen in 9.3. We do not suggest that one's objective should be to achieve a point where the brand name is no longer utilized; rather, one should aim to reach a position where the target audience would recognize the brand advertising even if the brand name was not used. The aesthetic feel is the secret to consistency. This is due to the fact that brand identification is actually elicited more quickly by visual memory for the images associated with the brand than by the brand name alone. This is due to the fact that visual memory is greater than verbal memory. The consistency over time will enable transmission of the brand and its benefit with even a fleeting glimpse when the visual imagery is also connected in memory with the benefit or if the associations reinforce the nature of the advantage.

Unique visual style is required.

An IMC campaign's distinctiveness is supported by the very reasons for maintaining a uniform aesthetic across all of its components. The issue is clear if there is even the slightest possibility that the target audience may mistake the brand's marketing message for one from a rival. However, there is a startling degree of overlap in the advertising of rival products. One may see how similar the appearance and feel of advertising for rival products is by picking up any magazine. Advertising in the retail, banking, automobile, fashion, and cosmetic industries is a good example of this.

What is required are distinctive executions that have the same appearance and feel and over time solidify the brand in consumers' memories. Misattribution is likely to occur if rivals replicate a brand's "look" after it has been strongly identified with that brand, and the competitor's similar-looking advertising will only serve to support the brand that "owns" the appearance. Due to the way memories work, once a brand is connected to a certain appearance or feel, every time that imagery is seen, connections with the brand are sparked. A brand's marketing communications may all have a distinctive and unified appearance and feel with the aid of careful IMC planning. specific, innovative strategies to raise brand awareness and attitude.

We provided strategies for brand attitude and brand awareness. We will now look at the innovative techniques that need to be employed while creating executions in order to increase the possibility that they will be properly handled and successfully apply the proper strategy. While we'll be referring to conventional advertising generally, it's important to keep in mind that the same creative strategies apply to promotion-like communications. It also doesn't matter if it's a standard advertisement, brochure, in-store display, or package. These are the inventive strategies required to accomplish the communication goals of brand awareness and brand attitude.

CONCLUSION

The study offers suggestions for professionals and academics who are interested in using emotional linkages in memory as its conclusion. These suggestions include creating communication messages and marketing campaigns that elicit pleasurable emotional experiences, taking into account the long-term effects of emotional associations in memory for brand loyalty and consumer behavior, and utilizing strategies like storytelling and emotional appeals to improve memory encoding and retrieval. In general, this study advances our knowledge of emotional connections in memory and how they affect cognition and behavior. Practitioners and researchers may use this understanding to create memorable experiences, promote favorable brand connections, and ultimately influence people's attitudes, choices, and behaviors by acknowledging the importance of emotional events in memory formation and retrieval.

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BRAND AWARENESS CREATIVE TACTICS: AN ANALYSIS**Dr. Kadambat Kumar***

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ABSTRACT:

Brand awareness is a fundamental objective of marketing campaigns, as it establishes a foundation for consumer recognition and consideration. This study explores creative tactics employed to enhance brand awareness and examines their effectiveness in capturing consumer attention and fostering brand recognition. Through an extensive review of literature, this research examines the theoretical foundations of brand awareness and the role of creative tactics in its development. It explores various creative approaches, such as unique visual elements, memorable slogans, engaging storytelling, humor, celebrity endorsements, experiential activations, and social media campaigns, and their ability to generate brand awareness and leave a lasting impression on consumers. Brand awareness aim relies on the part awareness plays when a decision to make a purchase is made. In terms of recognition brand awareness vs recall brand awareness, the brand will either be recognized at the point-of-purchase, reminding the customer of the need, or a need will arise and the brand will need to be remembered from memory. Depending on the specific brand awareness target, the creative approaches used will vary.

KEYWORDS: *Brand Ambassadors, Branded Content, Celebrity Endorsements, Contests Giveaways, Experiential Marketing, Influencer Collaborations.*

INTRODUCTION

You may remember from our previous discussion of brand awareness techniques that the proper. In order to establish visual iconic learning with recognizing brand awareness, the package must be properly displayed in the implementation. Unless the product is supplied without a box, just displaying the product is insufficient. When working with transformative items, this may turn into a challenging creative challenge since the packaging can easily obstruct the emotional presentation of the benefit. However, it is crucial because the visual representation of how the object will be identified at the point of purchase has to be retained in memory and connected to the relevant need in order for it to activate that need when it is viewed in the shop [1]–[3]

There is a good risk that your marketing message won't be connected with the brand, or it may even be wrongly attributed to another brand, if the packaging is not appropriately exposed. This is particularly true when introducing new products or attempting to attract new customers. Generally speaking, if the package is to be "learned" and recognized later, it has to be attention to for two seconds. In print, this is being able to keep readers' attention, and in television spots or

online advertisements, it implies being exposed for at least two seconds sometimes aural recognition may be required in addition to visual recognition. The same strategies must be used, but the name must be repeated to guarantee exposure time and heard as it will be throughout the sales process.

It doesn't matter whether brand awareness is visual or audible; the category requirement must be evident. The necessity is often recognized when dealing with well-established product categories. But the demand must be blatantly obvious for new products or new brands in an existing market. In either scenario, the execution should be such that the packaging prompts the demand rather than the other way around, since it is the box that will be first seen at the point-of-purchase and "remind" the customer of the need for the goods. Research by Henderson and Cote identified four visual features that considerably boost the probability that something would be recognized as a footnote to the discussion of the creative strategies required for successful recognition brand awareness. First, there should be some curvature; second, the design should be generally symmetrical but not perfectly so; third, there should be some repetition in the pattern; and lastly, it should reflect an identifiable item. These considerations should be taken while creating packaging, brand symbols, and logos, particularly when it comes to recognition and brand awareness.

Brand Memory

Recall brand awareness requires that the brand be remembered from memory after the need has already arisen. This implies that in order for the brand name to come to mind as meeting the need when the need occurs, the creative execution must create a connection in memory between the need and the brand. The important thing is that learners learn to associate need with brand in that order. Usually, this is stated in the headline and reiterated throughout the text. This connection must be reinforced in order to assure learning since this is a trickier learning process than the one associated with recognition learning. The category need might be established visually, but this is not always simple to achieve since the need has to be seen right away. When the target audience sees the visual in the advertisement, it must be instantly and accurately "labeled" in their minds since it is more probable that this verbal "label" will be employed in working memory when the need truly arises, not the picture of the need. Even if some photos may follow, it's more probable that if you chose to dine out at a Chinese restaurant, you will be thinking about Chinese cuisine rather than seeing it visually. However, the first necessity is probably going to be discussed verbally. When advertising for a Chinese restaurant, the goal is to intentionally imply that "when you think about Chinese food, think about us," or something similar. The connection that has to be established is this one. And although it is undoubtedly appropriate to employ powerful visual representations of Chinese cuisine in the advertisement, the main focus will be on brand attitude. It is important to name the necessity. Including a celebrity presenter in the implementation is one approach to increase brand recall awareness. However, it's crucial to comprehend if the target audience can quickly identify the subject and whether they have high esteem for that subject. If someone is well-known and respected in their community, exposure of the celebrity may be transferred to the business, according to studies. But it is the crucial factor. The visibility of the celebrity must be connected to the brand.

DISCUSSION

Brand attitude creative tactics

We gave a quick overview of the Rossiter-Percy Grid and discussed how it may be used to establish brand attitude strategy for marketing communications by examining the degree of consumer engagement in a purchase decision and the underlying motivations influencing behavior in the brand's category. This leads to four unique quadrants that are divided into groups based on levels of involvement low vs high and motives negative versus positive. These factors are significant because they each have a direct impact on how a message will be processed, which makes them so. And as it happens, each quadrant requires a separate set of innovative strategies to help with message processing. Each grid quadrant's unique creative strategies are intended to increase the possibility that the message will be understood by the intended audience. This entails being able to convey the value around which a brand is positioned in its marketing communication and making sure that the ideal emotional connections are generated to aid in working memory message processing. We'll examine the creative strategies that fit the brand attitude strategy quadrants first, and then we'll go through how emotion is handled in an execution to promote processing.

This quadrant is for low-involvement choices motivated by bad intentions. One straightforward advantage in the messaging is sufficient since the choice involves minimal participation. The target audience does not really need to trust the assertion; hence this advantage should be portrayed as extreme. All that is required is what Maloney has referred to as "curious disbelief." This is a wonderful summary of what low-involvement brand attitude methods, and in particular low-involvement informative marketing communication, are meant to achieve. One wants the customer to question if it can really do that. If it did, that'd be fantastic! There is no danger in attempting since it is a low-risk choice. The Aqua Sphere advertisement in 9.6 provides a fantastic illustration of what we are referring about. Here is a demonstration that emphasizes the importance of having good eyesight when swimming. Would everything truly be that obvious? Whatever the case, the point has been stated and is unforged.

In fact, the intended audience is not even required for informative messages to enjoy the implementation. One of the most well-known instances of this was a protracted Charmin toilet paper advertisement campaign that ran in the US in the 1980s. Women would try to squeeze Charmin packets because they were "squeezably soft" in this series of advertisements, but every time they did, Mr. Whipple, a shop clerk, would emerge and say, "Ladies, please don't squeeze the Charmin! Later research revealed that customers thought this to be one of the most annoying advertisements ever, yet it nonetheless propelled the company to the top of the category. How can a campaign that so many people despise nevertheless work well for the brand? It also firmly emphasized on the advantage by employing such an exaggerated presentation. Instead of thinking about the annoying Mr. Whipple while they were shopping, customers were significantly more likely to notice Charmin and question whether it truly was so soft.

Benefit emphasis

The way the benefit is emphasized in all marketing communications must be consistent with the underlying purpose. Different methods are needed to support or call attention to the primary benefit claim for informational vs transformational brand attitude initiatives. When dealing with

low-involvement informational brand attitude methods, the core benefit claim, which is represented in terms of the subjective brand feature, such as "fast acting," "the latest technology," "softer skin," etc., is the main point of attention.

Source attribute

The perceived source of the communication must be seen as *repu* and as a "expert" when dealing with low-involvement informational brand attitude techniques. Because we are employing the word "expert" in its fullest meaning here, rather than only in terms of technical competence, we have placed it between inverted commas. A mother is an "expert" at cleaning kids' clothing, for instance. When humans appear in advertisements, they are often seen as the message's source. In this quadrant, they should be viewed as an "expert" in the product area. When there are no individuals present, the business or brand is seen as the source.

Although the choices in this quadrant have minimal participation, the underlying reason guiding the behavior in the category is positive. In this situation, evoking good emotions from the audience is crucial since, in a genuine sense, the execution itself is what will benefit the brand. This calls for an emotionally sincere portrayal of the advantage. If there are individuals in the advertisement, they must seem genuine and unposed. If not, the emotional reaction to them won't look genuine.

The brand benefits from the emotional connection the target audience have with what they see right away since it makes them feel something very genuine. You want the customer to feel the same way about the brand again at the time of purchase or when the brand choice is made. That ought to be sufficient to encourage buying because it is a low-involvement choice. Because the advantage is so tightly linked to the emotional reaction, just one benefit should be provided. Two separate emotional reactions could not be processed at the same time.

While all businesses need to strive for a distinctive "look and feel" in their marketing communications, transformational brand attitude initiatives demand it. Unfortunately, advertising for various types of clothing, cosmetics, and drinks all too often creates the same impression. It just takes a quick glance through a women's fashion magazine to see the point. But regardless of how skillfully the emotional presentation is delivered, if it is comparable to another brand, both companies are really providing the same value. With any brand, one may have the same satisfying sensation.

Transformational advertising requires like, unlike low-involvement informative advertising. Consider this. Even if you don't think Häagen-Das ice cream or a Wonder Bra will make you attractive, you may still enjoy the sensation that they just could. However, you do need to react favorably to the execution. How else might you have an emotional response that is good? In essence, what happens is that the target audience identifies the brand in their memories with a good emotional sensation that was sparked by the implementation. This necessitates a wholly favorable interaction with the message [4]–[6]. When working with constructive intentions, the benefit is the appropriate mood. One may either employ a brand's subjective attribute to reinforce the "feeling" you will experience while using it or a pure, often visual, portrayal of the pleasant emotion. Either focusing on the emotional benefit is *sui* in the low-involvement transformative situation.

Source attribute

Attractiveness, and specifically its likeability component, is the fundamental source attribute for transformative brand attitude techniques in the low-involvement quadrant. This should be evident in light of what we just covered. If there is merely a photograph of the product, you must immediately "like" what you see to trigger a favorable emotional reaction; if it is a person, they must not only look "real," but also likeable.

Involvement-heavy informative

The target audience must not only pay attention and take in the message, as we already know from the previous, but also accept it when dealing with highly involved buying choices. Making ensuring the message is in line with the target audience's existing sentiments regarding the brand and the product may be the most crucial creative strategy for this quadrant. A high-involvement choice puts too much at risk, as opposed to low-involvement decisions where the customer is more inclined to put their trust in the benefit claim on hold until using the product. Before taking a chance on a purchase, the target audience must be persuaded that the benefit claim is accurate.

Understanding what the customer is or is not likely to believe is crucial for ensuring that the message does not make excessive claims. The message will not be accepted if it makes unwarranted claims or otherwise conflicts with the attitudes and beliefs of the target audience. Benefit claims that fall within what Sherif and Hovland refer to as a person's latitude of acceptance, as mentioned in the previous, should be made. For every one of us, there are some things we can believe with certainty, and there are other things we are unsure about but are willing to consider. We also dismiss the rest of the allegation. The goal of high-involvement informative marketing communication is to make sure that any secondary benefit claims utilized in support of the main benefit claim lie at the higher end, or within the latitude of indifference.

The main benefit claim should be instantly clear in terms of execution, in both the headline and the graphic. No matter where the major benefit claim is located in the implementation, it should be the first thing the target audience sees, together with any associated visuals. It will grab their attention since it will deal with a topic that is significant to them. This primary advantage, which is communicated via the headline and graphic, will encourage digesting the full message to understand what it's all about if they're in the market. The body copy's extra benefit claims should quickly 'hook' the target audience and persuade them of the brand's desirability.

It is seldom simple to find excellent instances of product promotion in the high-involvement informative brand attitude quadrant. The Amtico Floors advertisement in 9.8 is an exception, offering a truly strong illustration of the inventive strategies required for an efficient, highly engaging informative advertisement. With flooring that are water resistant as the main advantage, it draws attention and introduces the body content in both the headline and the image. Additional features, such as slip, dent, and stain resistance, a broad variety of design, and a source for further information, are included in the body text. The advertisement conveys a clear message intended to persuade someone shopping for new flooring to take Amtico Floors into consideration.

Benefit focus

The focus on the key benefit for high-involvement informational executions will, like in the low-involvement case, be to either directly draw attention to a subjective quality of the brand that the target audience sees as important, or by using the key benefit claim as the solution to a problem that the target audience is aware is important to them. In order to reinforce the subjective trait, the text should put more emphasis on the other significant advantages. For instance, "with a 5.8-litre engine you have all the power you need. The primary source feature for the viewed source is credibility. The source must be seen as an expert, much as in the low-involvement informational scenario, either as a technical expert or as a "user" expert. However, the extra credibility element of objectivity is also necessary since the message must be received.

Transformational With High Engagement

The implementation must be seen as emotionally genuine, much as with low-involvement transformational marketing communication. Contrary to high-involvement informational executions, the benefit claim for the choice should be communicated as strongly as possible. Here, you should overclaim in order to convey a strong, perceptual emotion. This is crucial. The target audience must say, "Yes, that is what I want," upon seeing the implementation.

It must be 'real' to the person, not necessarily in the sense of reality but rather in the sense of their hopes, dreams, or desires. For instance, most men who buy four-wheel-drive vehicles never use them off-road. However, they want the 'feeling' of rugged adventure that such cars' advertisements convey. Women who see glamorous visuals in advertisements for high-fashion perfume buy it to get the "feeling" that the imagery in the advertisement evokes. Although the depiction in the advertisement is unlikely to match either situation, it is still what they see as "real." Such very genuine emotional reactions must be elicited through high-involvement transformative advertising. The major benefit claim is effectively accepted by them when they identify personally with the picture. For certain transformation-ally driven buying choices, more information can be required due to the high level of engagement in the decision. This may be the case for items like a vacation trip but not for high-imagery goods like clothing or jewelry. According to IMC principles, in these situations, the powerful imagery may be communicated through television and replicated in print, coupled with certain functional support benefits to aid in message adoption. The major advantage must be observed initially, drawing attention through a sensation that "They are talking directly to me," similar to high-involvement informative implementations. They will follow it into any necessary short copy. For further information, this material should ideally refer readers to a website, toll-free number, or retail store. Additionally, wherever they may be directed, the information must be in line with the feelings sparked by the first message. An excellent illustration of transformative advertising with great engagement. French Connection UK, with permission

Benefit Emphasis

In high-involvement transformational executions, just as in low-involvement transformative, will be either a subjective quality supporting the good feeling, or just the emotion itself. Present either a direct representation of a subjective feature or utilize the particular attribute in support of a subjective characteristic if further information is required to aid in the message's acceptance. The important source quality in this case is beauty, which implies that the source

should be likeable. This is similar to low-involvement transformative tactics. However, in this instance, it must also be considered that it shares the target audience's perceived emotional state. This is what makes the message more real to the target audience. The perceived source either suggests how they want to be regarded, or the actors portray the brand users as they feel themselves to be. Again, their 'similarity' is more likely to represent the 'feeling' people want to have than reality [7]–[9].

Evoking the appropriate emotional reaction

The significance of emotion in the processing of marketing message was covered in the previous. The emotional reaction to an execution must be compatible with the underlying motive involved in order to aid in the proper emotional linkage with the main advantage. The nondeclarative emotional memory connected to the category need will vary depending on whether a good or negative feeling is motivating the behavior. Given the way we experience life, the emotions connected to achieving a behavioural drive will really follow a pattern or shift in emotional reaction, and marketing communication should take this into account.

Emotional Reaction Flow

Based on Hammond's re-conceptualization of Mower's theoretical work in the field, Rossiter and Percy initially proposed the notion that a series of emotions are engaged in the process- ing of marketing communication. Mower examined the relationship between unlearned emotional states and behavior-motivating states in terms of a straightforward pleasure-pain dichotomy. Hammond then expanded on this notion by taking into account the connection between motivation and emotion in terms of approach and avoidance behavior. People experience fear when they find themselves in a "painful" position; when the situation becomes worse, fear is suppressed, and one feels relieved. On the other side, if "pleasure" grows, hope is encouraged; nevertheless, if it declines, hope is repressed and the person feels disappointed. Since it suggests that various strategies will be required depending on whether positive or negative motives are present, this difference directly affects what creative methods should be employed in marketing communication. In addition to reflecting the sequence of emotions involved in the elicitory behavior driven by positive motivations as positive feelings are increased, and in the inhibitory behavior resulting from negative motivations as negative feelings are decreased, leading to a positive feeling, the emotional portrayal of the motivation in an execution must also be consistent with the motivation driving behavior.

In reality, everything is easier than it may appear after reading this short theoretical exposition. If we consider informative brand attitude strategies, the negative motives entail either treating or avoiding a specific need or issue. Negative feelings like dread or worry will be connected to the category need, and the brand serving as the solution will 'solve' the issue. By doing this, utilizing the brand transforms the bad sentiments linked to the issue into a good experience, like relief. For many years, Michelin tires has aired television commercials that open with a terrifying or tense scenario, such a mother traveling at night in a storm with her infant in the vehicle. After creating this terrifying scenario, it is then remedied by assuring them that they would be secure on Michelin tires[10].

The sequence of emotions parallels the emotional experience, and marketing communications should reflect this. The same holds true for initiatives that shift brand mindset. With social approval, beginning with a feeling of perhaps shame or apprehension, being motivated to buy jewelry for a wife or girlfriend, or a sports car for yourself, in order to excite within yourself feelings of pride or being flattered is another way that advertising for expensive chocolate should elicit a feeling of joy or happiness at the prospect of eating some. For informative brand attitude strategies, the emotional reaction will come indirectly from a consideration of the benefit claim in terms of creative implementation. The sequence should begin with the negative emotion connected with the category, emphasizing the sentiments related with the issue that has to be fixed or avoided. Then, lead the target market to a favorable emotional reaction associated with the advantages of the brand as the resolution.

As we've seen, with transformative brand attitude methods, the executional parts of the advertisement will immediately elicit an emotional reaction. In print, the emotional connection to the need is often presumed, and the emotional authenticity of the picture utilized elicits a strong reaction that conveys a sense of the good emotional outcomes of utilizing the brand. It will be feasible to create the previous neutral or negative sensations that are addressed by the brand and replaced with pleasant emotions with television, particularly when social acceptance is the underlying reason.

CONCLUSION

The report offers advice for marketers looking to use original strategies to raise brand recognition in its conclusion. In order to stand out in a crowded market, these recommendations include using innovative and disruptive approaches, leveraging storytelling and emotional appeals to create memorable brand narratives, and continuously evaluating and measuring the effectiveness of creative tactics. In general, this study advances knowledge about inventive strategies for raising brand recognition. Marketers may boost brand awareness, create enduring brand associations, and ultimately increase customer recognition and consideration by using appealing and purposeful creative tactics. The emotional connection to the need is often presumed, and the emotional authenticity of the picture utilized elicits a strong reaction that conveys a sense of the good emotional outcomes of utilizing the brand.

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THE IMC PLANNING CONSIDERATION

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ABSTRACT:

Integrated Marketing Communication (IMC) planning is a critical process that involves developing cohesive and synchronized communication strategies across various channels to achieve marketing objectives. This study explores the key considerations involved in IMC planning and examines their importance in designing effective and impactful communication campaigns. Through an extensive review of literature, this research examines the theoretical foundations of IMC planning and the factors that shape its implementation. It explores the various considerations that marketers must take into account when developing an IMC plan, including target audience analysis, message development, channel selection, budget allocation, timeline management, and evaluation metrics.

KEYWORDS: Audience Segmentation, Budget Allocation, Channel Selection, Competitive Analysis, Creative Messaging, Goal Setting, Integrated Strategy.

INTRODUCTION

We have dealt with several facets of IMC up to this time. Consideration has been given to IMC's function in brand development and its support to corporate communication objectives. We've spoken about the differences between conventional advertising and promotion as well as several IMC message delivery strategies. In order to better understand what is needed for an IMC message to be effective and how to execute the message to maximize the possibility that it will be digested and result in a favorable choice for the brand, it was explained how messages are processed. It's time to bring it all together at this point. Now that this is known, it's time to think about the message itself. The positioning of the brand inside the message and the choice of the advantage that will serve as the foundation for the message's benefit claim are the two most important factors to take into account. The communication goals must also be established. Although brand awareness and brand attitude are constant goals, the manager must choose whether to additionally focus on category needs and if short-term brand purchase intention may also be required. One may then put together a collection of media possibilities that are consistent with the communication goals after those objectives have been established [1]–[3].

The manager will have all the data required to develop and execute an IMC strategy after the planning phase is over. In Chapter 12, we discuss the choices that must be made in order to complete the IMC strategy as well as the actions needed to put it into practice. Coordinating

marketing communication efforts to identify various decision-making contact points is necessary to complete a strategy. This virtually usually involves a lot of communication duties because of the nature of the situation. The planning approach will have found a lot of possible possibilities to influence brand buying decisions favorably. The most crucial part of completing the IMC plan is determining what will be necessary to complete and how to effectively use the remaining funds since budgets are seldom big enough to cover all of the possibilities. The finished strategy will comprise a variety of media choices that are sui for the next communication duties.

The management must choose how to divide the available funds in terms of media choices in order to carry out the strategy. In particular, choices must be made on which medium should be utilized for each communication task—primary or secondary—and a media strategy must be created. Additionally, it is necessary to generate the marketing message itself, including the creative executions. This immediately stems from a creative brief that captures the core of the IMC strategy and acts as a manual for those responsible for developing the executions. This makes sure that the IMC strategy is reflected in the actual executions.

Planning considerations

We'll look at some of the factors a manager has to take into account before starting to create an integrated marketing communication strategy in this article. Understanding how promotional and advertising-like communications fit into the mix is essential for this. Communication objectives are crucial in this situation because they will determine whether advertising or promotion is appropriate to use in the IMC plan. Additionally, the relative importance of advertising and promotion in the mix will depend on the communication objectives involved as well as different market conditions.

Communications goals

An effective IMC strategy requires a lot of work, as we'll see in the following. However, the communication purpose may be the most crucial factor to take into account. The precise communication impacts the manager is seeking as a consequence of the brand's marketing communication inform the communication goals. The same fundamental communication effects—category need, brand awareness, brand attitude, and brand purchase intention—underlie all facets of IMC.

It should be emphasized that while we use the term "brand" to describe some of these communication impacts, we do so in the broadest meaning feasible to include all potential recipients of marketing communication, including goods, services, corporate identities, and other items. The four fundamental communication effects are each briefly described below. The debate of where and how advertising and promotion should be employed in IMC will be built upon this review. The impression of the target market that they need a product or service to fulfill a need and linking that need to a brand is known as a category need. They must, in other words, "be in the market" for the brand.

The capacity of the target audience to identify or remember the brand is known as brand awareness. As we showed in 4, when a prospective customer has recognition brand awareness, they just need to be aware of the brand at the moment of purchase; but, when a customer has

recall brand awareness, they must remember the brand name when they are in need of the good or service.

The term "brand attitude" describes how the intended market perceives the supplied product or service in relation to how well it is thought to satisfy their needs. It's crucial to keep in mind that, even for the same person, the motivations for purchases or use might change over time. Because of this, it's crucial to consider brand attitude in terms of the factors that will probably be influencing behavior when the target audience is "in the market."

The target market's instruction to use or acquire the brand is known as brand purchase intention. In other words, it is a promise to act, but it does not guarantee that the brand will really be bought or used. Even from these succinct explanations, it should be clear that there is a lot to consider when developing an IMC strategy for communication impacts. Simply stating that you want customers to appreciate the brand or use it more often is insufficient. The management must carefully consider what it will take to achieve those goals as well as the optimum kind of marketing communication. The management will choose the ideal communication goals from this group of four marketing communication impacts. However, in marketing, there are often specific issues that must be resolved that go beyond the scope of its marketing message. For instance, a business may launch a new product and discover that sales outstripped manufacturing. Any business would probably prefer to have this issue, but if one is not cautious, it might develop into a significant one. Potential buyers may develop bad views or virtually surely hunt for alternatives if they are unhappy that they can't locate the product. This might drive a lot of customers away from the market if the product is seldom bought.

A brand may sometimes need to choose a special communication aim outside of the standard range of communication impacts in order to address a situation that is distinct to the market at that moment. Rossiter and Percy referred to this as "purchase facilitation." In the aforementioned scenario, the management could believe that a message is required to inform the target market that they are having trouble fulfilling demand for the new product, but that the issue has been resolved and additional product would be available in a few weeks. However, brand awareness and brand attitude will still be communication goals since they always are in situations like these when a specific scenario has to be handled.

Comparative advantages of promotion vs advertising

In general, conventional advertising contributes most strongly to brand awareness and brand attitude. The largest impact on brand purchase intention is made through conventional marketing. However, pro-motional messaging must still add to brand attitude and awareness. The finest promotion offerings will be those that positively impact brand attitude, even if this is not a promotion's strongest suit. Prentice, a marketing professional, realized this many years ago and coined the term "consumer franchise building promotion offers" to describe them. In other words, the campaign goes well beyond its very short-term aim of an instant purchase by also promoting a favorable brand mindset and creating a solid foundation for brand equity.

DISCUSSION

Also keep in mind that advertising and promotion alone have the power to produce all communication impacts. By using point-of-purchase marketing, store brands and so-called "price brands" are effectively sold without the need of advertising. Even when store brands are only advertised at the moment of purchase, marketing must raise awareness and foster at least a cautiously favorable attitude toward the product, despite the current trend of promoting private label and store brands [4]–[6]. Promotional communications and advertising-like messages both successfully navigate message processing, and both are capable of achieving all communication goals. But as we've seen, the main point of IMC is to go into marketing communication duties with an open mind and to consider all available marketing communication possibilities in order to optimize the brand message to the target audience. Following is a discussion of the relative merits of advertising and promotion for each of the four communication impacts.

Need for category

For the majority of product categories, market changes and a person's overall or short-term circumstances are the primary sources of category need. By promoting a perceived demand, traditional advertising may have some impact on category need. However, the focus here is primarily on articulating the category's need. Selling this requirement will be very hard if there isn't an underlying motivation that can be discovered. For instance, it would not have been feasible for Chrysler to introduce the successful passenger mini-van if there had not been a sufficiently large demand for such a useful vehicle. Advertising seldom ever produces such a drive. Instead, it presents the category as a superior method of satisfying an already-existing motivation. The lack of total contentment with other options for family mobility was the driving force behind mini-van sales.

While generally only to a pretty limited extent, certain sorts of marketing may assist expedite category need and make it arise sooner. This is one of the reasons why price reductions and other price promotions are almost always included in the introduction of new consumer goods, and why the introduction of a company's innovative service or product can greatly benefit from the use of direct marketing as a tool for delivering highly targeted promotions. The key word here is accelerated. All of this only makes an effort to speed up the category requirement rather than really selling it. In general, the advertising and promotion parts of IMC have only a negligibly little impact on category need. Again, this is simply a general impact; there are undoubtedly individual examples of advertising- or promotion-like communications effectively selling products or increasing category demand.

Brand Recognition

One of the benefits of conventional advertising is brand recognition. However, practically every kind of marketing communication can—and ought to—contribute, at least in part—to brand recognition. When a new product is introduced, for instance, and brand recognition is a key goal, numerous marketing communication techniques are generally used. Promotional offers encourage potential customers to think about new brands and to revisit established ones. Promotional offers may do this by creating both reflexive and selective attention to the brand. Instead of promoting brand memory before to purchase, most direct marketing communications and various promotions work best when they help consumers recognize a brand at the point of sale or while

making a choice. As a consequence, when brand memory is involved, promotion and direct marketing are less often a choice.

Brand behavior

Advertising has always been the domain of developing brand mindset. However, as was previously said, all marketing communications need to foster a favorable opinion about the company. The execution of promotions is often subpar since their primary goal is to raise short-term sales for competitive or inventory-moving purposes, with little consideration for brand attitude. But the best kind of communication should always contribute to the development of longer-term communications effects. This is particularly true when it comes to promotions, where it is crucial to have this long-term impact in order to maximize full value purchases after the offer is terminated. Consumer Franchise Building promotions, as defined by Prentice, or as we will view them, any promotion that focuses on constantly enhancing a brand's equity, will help to encourage full price purchases by focusing, like advertising, on brand attitude. Promotion often simply focuses on brand purchase intention, which does not assist develop brand attitude. This is incorrect. Consistent with the overall brand attitude communication plan, there should always be some brand attitude reinforcement.

Longtime consultant to the Interpublic Group of Companies Chuck Mittelstadt has made an intriguing insight on the matter. He notes that image-enhancing advertising were typical in the past. The Pillsbury Bake-Off and the introduction of White Rain hair treatment products, which have been around for more than 50 years, are two examples of iconic campaigns. He cites the Pillsbury bake-off as a prime example of IMC. In-store merchandise, events, sponsorship, and advertising in several media related to the campaign were all included. Women were urged to submit their own baked items and recipes, all of which included Pillsbury flour. The bake-off built a reputation for well-constructed, high-quality goods and ongoing innovation. As a consequence, this ad significantly boosted the reputation of the Pillsbury brand.

The most prominent visual for the debut of White Rain was a young woman clutching a white umbrella while wearing a white raincoat and white boots. Free samples were distributed by models dressed similarly. White umbrellas and raincoats were utilized as point-of-purchase displays and as rewards. The language emphasized the widely recognized mythology about the gentleness of raindrops, and the spokeswoman for the advertisement wore similar attire. We have a really nice illustration of a consistent IMC program right here. By associating the brand with Britney Spears, a powerful source with whom the young ladies who make up the target group could identify, this was improved. Also take note of the fact that she exhibits the source qualities necessary for transformative executions, namely the attraction traits of likability and likeness.

In addition to the initial advertisement, "do you dare" promotions were done in Elle and Cosmopolitan, live radio singing contests were held, and free samples of the product were distributed in public locations. Here, we have an IMC campaign where the promos are in line with the overall advantage and look and feel like the advertising. Sales goals were greatly surpassed by the launch's performance [7]–[10].

Unfortunately, too many brand managers for packaged products rely too much on short-term price discounts to help them meet sales goals without paying enough attention to brand attitude,

which harms long-term brand equity. The overwhelming amount of marketing dollars supplied to the trade, of which half is pocketed by the trade and the other half is often passed on to consumers in the form of price-off "specials," is evidence of this. According to Mittelstadt, marketers adopted price promotions as a way of life at some point, and many businesses are now suffering the price.

Brand intention to buy

In the past, the promotion element of IMC's communication strength has been based on brand purchase intention. The majority of conventional advertising, with the exception of retail advertising and other direct response advertising, does not deal specifically with brand purchase intention. However, every promotion and the majority of communications sent via direct marketing and channels marketing are intended to advance sales as soon as possible, and they do so by inciting quick brand buy intents. Promotions in particular encourage consumers to purchase immediately or to buy more than usual. There are also several purchase-related intentions for household goods and industrial items, such as calling for a sales demonstration or visiting showrooms.

Market factors that affect the success of IMC

Senior marketing executives from big businesses that produce nondurable consumer items were interviewed for very interesting research. They were questioned about a variety of topics, including whether they thought certain market conditions were likely to elevate either advertising above promotion, promotion over advertising, or have no impact. Although it is important to keep in mind that they are mostly packaged goods marketers, the findings nonetheless provide important information about how marketers really use their marketing budget for communication planning.

Dean first proposed the concept of the product lifecycle many years ago. Marketers believe advertising and promotion have varying capabilities depending on a brand's place in the product lifecycle: introduction, growth, maturity, or decline, according to the Strang research, which makes this point among other things. For instance, early in a product's life cycle, advertising is more significant than promotion, while later on, promotion is more significant. Although this represents a relative usage of promotional and advertising-like messages in IMC across the product lifetime, there are also absolute cost factors to take into account.

This naturally aligns well with our knowledge of the relative strengths of promotion vs advertising. As a product develops, it is crucial to generate and maintain brand equity, and this is what brand attitude, advertising's strength, is all about. Managers frequently phase out a product that is in decline because they want the product to proceed through the pipeline but have no actual interest in investing in the brand. This demand is nicely met by the promotion's tactical power to increase brand purchase intention.

Differentiation of Products

There is a compelling case for advertising a product or service's distinction from the competition if the target audience perceives that difference to be meaningful. On the other hand, if the target market views all brands in the category as being about the same, then promotion will at least

make more sense in the near run than advertising. Why do we focus on the near future? Because the long-term goal of advertising is to at least meaningfully alter consumer perceptions of the brand, if not really change them. In reality, it is important to keep in mind that when we discuss unique brands, we are discussing perceived differences. whether the target audience thinks the difference is genuine, it doesn't matter whether it really exists. Price and quality are two broad aspects that need to be taken into account. When customers see a difference in either situation, it is important to pay attention to how advertising and promotion are used. Advertising is more significant than marketing if a brand is seen to be much more expensive than other key rivals. While at first glance this could appear counter-intuitive, a closer look reveals that it actually isn't. Yes, a price cut will momentarily increase a higher-priced brand's price competition, but it does nothing to sustainably justify the normal price. Advertising may increase brand equity and provide a justification for a higher price by promoting a brand's attitude.

Once again, perceptions must be watched out for. Customers, for instance, claim to 'know' that some brands of frozen prepared meals are much more costly than others. But how much, and is the difference really that big? Contrary to popular belief, 'premium' brands tend to be significantly more costly than cheaper counterparts, even though their real cost is often not all that much higher. If you are the manager of one of the "quality" companies that are seen as being more costly in these circumstances, it makes no sense to criticize this perception of a much higher price and to attempt to persuade consumers that a far better product can be had for just a little bit more. Already, consumers think it is better. Advertising must support this idea, saying things like "good quality costs more" or "naturally it costs more." It makes sense to market and support the notion that a brand is superior quality than its primary rival. Promotion will often assist in overcoming a target audience member's reluctance to "trade down" if a brand is in reality of lesser quality than its big rivals. In general, it can be said that in IMC planning, advertising is more significant than marketing when a brand is believed to be positioned differently from big rivals.

Market standing

Advertising has a bigger role in the IMC mix than marketing if a product or service is often used or bought. There are several explanations for this, but they all revolve on the need to consistently promote a favorable brand attitude in situations when there is a significant likelihood that consumers may transfer brands. Of course, promotions may be utilized strategically, but without a strong brand equity all they actually do is "steal" use. The ongoing "cola wars" are highlighting this issue. Coke and Pepsi both seem to be focusing more and more on price promotions. As a consequence, it is common for the brand with the greatest price offer to be the one that is currently dominating a market. If pushed too far, this might result in brand suicide as it effectively tells customers to ignore the company's promotion and base their brand decision only on price. Additionally, when a business has a clear market share advantage, it makes more sense to advertise rather than engage in significant marketing. Once again, it is the advertising's brand attitude strength that fosters brand equity and sustains a competitive market share advantage. Overall, advertising will be more crucial than promotion in IMC planning if a company has a strong market position as a result of regular purchases or a large market share advantage.

A poor effort

Promotion becomes more crucial than advertising when a business is having trouble. The more immediate sales outcomes from promotion make sense when urgent assistance is required. This simply follows from the power of promotion and brand desire to buy. Although this won't likely provide a long-term fix for the issue, it will undoubtedly speed up sales in the near term. In turn, this ought to aid in boosting cash flow and allowing a return to the marketing strategy. When a brand is in danger of losing distribution or is having difficulty gaining distribution, this has a corollary. Trade marketing is ideal at this time. Promotion will become more significant than advertising in IMC planning when brand performance, either at the store or trade level, is failing or not meeting expectations.

Competing Endeavors

Not surprise, most firms will follow suit when rivals reduce advertising and up their promotion out of concern for declining sales. And once again, most firms will follow competitors' lead if they spend more on advertising and less on marketing. Even while this could be a smart short-term tactical move, one's own marketing communication strategy shouldn't always be influenced by what rivals are doing. Each brand must carefully assess its unique circumstance and act in accordance with its own best interests.

As mentioned above, a high-priced brand may in fact boost its advertising spending to counteract competitors' aggressive pricing techniques and foster a strong favorable attitude about the brand. A "price" brand, however, may want to fight with even more aggressive short-term price discounts and should probably not boost its advertising spending. The key takeaway is that each circumstance must be analyzed in light of a brand's marketing goals and its standing in comparison to its primary rivals.

Private label products have seen a significant gain in market share in recent years, at least for consumer-packaged goods. Even if private label still makes up a modest fraction of any industry, its market share might equal that of several individual brands in a given sector. When private label is a major consideration, it makes logical to step up advertising rather than attempt to undercut prices with promotions. This will often take the form of highlighting "quality" or another element of brand equity. Unfortunately, as scanning statistics continue to demonstrate, corporations too often react to price promotion rather than making an effort to strengthen the equity value in their brand as shares for private label products rise. Here, we're referring to conventional private label products. We do not refer to private label goods that are "branded." These private label goods of higher quality must be compared to their less expensive rivals. The real price discrepancies are often not all that significant, and they are promoted similarly to any other highly known brand, especially via advertising.

How should IMC planning handle be competing activity? Regardless of what their big rivals may be doing, managers must analyze each circumstance and react with additional advertising or promotion in the best interests of their brand. When rivals raise their advertising or promotion, this often signifies a short-term tactical reaction, albeit it need not be a blind one. Additionally, when private label poses a significant threat, promotion must often be prioritized more.

Overall, it is clear that different market circumstances will influence how strategically and tactically advertising and promotion are used. Managers cannot afford to see promotion or advertising as stand-alone forms of commercial communication. Each has special advantages, and within each are certain forms of advertising or promotion that may be used either alone or in combination to deal with different market circumstances. When it comes to IMC planning, the issue is not "should we use advertising or promotion?" but rather "should we prioritize advertising or promotion?"

CONCLUSION

The research offers suggestions for marketers participating in IMC planning. These suggestions consist of performing extensive audience research, creating compelling and consistent messaging across channels, utilizing data and analytics to inform decision-making, maintaining a flexible approach to accommodate changing market conditions, and routinely evaluating and adjusting the IMC plan based on performance metrics. In general, this study advances knowledge of the factors involved in IMC planning. Marketers can create and implement effective IMC strategies that increase brand awareness, engagement, and ultimately business success by carefully analyzing the target audience, creating powerful messages, choosing the right channels, allocating resources effectively, managing timelines, and measuring performance. Managers cannot afford to see promotion or advertising as stand-alone forms of commercial communication. Each has special advantages, and within each are certain forms of advertising or promotion that may be used either alone or in combination to deal with different market circumstances.

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ADVERTISING VERSUS PROMOTION EMPHASIS IN IMC**Dr. Nishant Labhane***

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ABSTRACT:

Market characteristics play a crucial role in shaping the emphasis on advertising versus promotion within Integrated Marketing Communication (IMC) strategies. This study explores the impact of market characteristics on the decision to prioritize advertising or promotion in IMC and examines how factors such as market competition, consumer behavior, product attributes, and industry dynamics influence this strategic choice. Through an extensive review of literature, this research examines the theoretical foundations of IMC and the role of market characteristics in shaping communication emphasis. It explores the distinctive features of advertising and promotion and their effectiveness in different market contexts. Even though Schultz may not have gone quite as far as this, he has discussed the part that conventional advertising plays in IMC, saying that "image advertising is a critical ingredient in any marketing and communications program." The necessity to "protect or build the perceptual value of the brand" is discussed further by him. To our way of thinking, this is merely another method to discuss brand equity, the effectiveness of advertising as a kind of communication, and brand attitude. It doesn't matter how various people approach the topic or utilize language, advertising-like messaging must nearly always be a key component of IMC preparation.

KEYWORDS: Customer Segmentation, Demographics, Economic Conditions, Industry Trends, Market Demand, Market Size, Product Lifecycle Stage, Regulatory Environment.

INTRODUCTION

We have seen that spending on marketing communications outside of conventional advertising is steadily increasing. Actually, it's around three to one. However, even if they don't take the shape of conventional advertising, advertising-like messages will virtually always remain at the heart of a brand's marketing communications strategy. What, specifically, about combining promotion and advertising gives benefits above doing each one separately? We've previously spoken about how advertising and promotion have different advantages in terms of communication goals. However, advertising's preceding construction of a strong brand attitude, which is the key connection to brand equity, is the important communication aim with respect to the combined efficacy of advertising and promotion [1]–[3].

The reason this is important is that all of a company's promotional activities will be that much more successful when advertising has been successful in creating a strong brand attitude that has

resulted in a strong brand equity. This is due to two primary reasons: First of all, when a brand's target audience has strong favorable attitudes about it, that audience will see any promotions it runs as being far better value, and When a brand's target audience has strong favorable sentiments about it, they are less inclined to react to promotions from rivals. This makes logic if you stop and think about it. The more someone loves a product or service, the less probable it is that they would switch as a result of a promotion; also, when a brand does its own campaign, consumers will think that much better of it, which tends to strengthen their already favorable brand opinion. There is another factor to take into account before assuming that advertising is all that is really required to develop a positive brand mindset. It is improbable that everyone in the market purchases or utilizes a certain brand entirely, regardless of how positive brand attitudes may be. No core market will probably ever be completely controlled by brand-loyal consumers. The goal of brand attitude is to keep a significant portion of loyal brand switchers. Of course, it also has clients that are devoted to the brand, but in today's marketplaces, consumers alternate between a variety of rival options. Unfortunately, an over dependence on marketing, especially price promotion, to lure switchers is accelerating this tendency of eroding loyalty. The cola wars have already been brought up. In fact, price reductions accounted for approximately 80% of all Coke and Pepsi sales at one large grocery chain. Simply put, the brand that was on sale that day was the top brand. The crucial significance of advertising that we just described is unaffected by this. It simply serves to highlight the fact that collaboration between advertising and promotion will result in the most successful IMC projects. A brand's equity is unlikely to be sustained over time without strong advertising. But this has to be combined with a tactically sound marketing strategy. The 'ratchet effect,' as described by Moran, is one of the finest ways to comprehend how this tactic of merging advertising and promotion maximizes IMC planning.

The advertising and promotion 'ratchet effect'

The 'ratchet effect' theory holds that when advertising and promotion are utilized together, the value of a brand's promotion is increased while the impact of competition promotions is reduced. Promotions, as was already noted, often "steal" consumers' existing purchases. The offer will almost always simply serve to speed up a customer's already-planned purchase or draw a switcher to the brand only for this one transaction. Of course, the goal is to increase the quantity of switchers purchasing the brand thanks to the offer. Encourage them to 'switch-to-us' more often, in other words. Without a coupon or other price offer, it is doubtful that someone who uses coupons as the key to switching would really "switch" to a brand. A switcher will be attracted by the price reduction, but without promotional assistance, why would they still choose to pay full price? Nothing would be there to foster a favorable brand mindset. When conducting a promotion, it ought to result in larger than usual sales. When a campaign is all by itself, however, without sufficient preceding and ongoing advertising, sales will go below ordinary levels until the product acquired on offer has run out and buyers are "back" in the market. Switchers have resumed their usual switching behavior, while devoted consumers have finished the merchandise they stocked up on during a sale.

Demand elasticity's effect

The concept of demand elasticity, which is fundamental to economic theory, lies at the core of how consumers react to the interplay between advertising and promotion. This is another

argument that Moran makes. IMC planning heavily relies on knowing how a brand's demand elasticities compare to those of its rival brands. In Moran's terminology, one has to pay attention to "upside" and "downside" elasticities specifically. We particularly enjoy his theories since they direct the manager's attention to how advertising and promotion affect sales rather than just a brand's total price elasticity.

Sales gains brought on by a discount or promotion are referred to as upside elasticity, whereas sales decreases brought on by a price rise are referred to as downside elasticity. The demand elasticity of a brand will be immediately impacted by the price strategy of its competitors, both positively and negatively, despite the fact that these definitions show how a brand acts in terms of pricing strategy. Price rises made by competitors effectively lower the cost of those brands that do not raise their prices. Competitors' aggressive price lowering or marketing actually drives up the cost of companies that don't. The ongoing market dynamic, particularly during a period of intense price-oriented marketing, highlights the need of efficient advertising in the majority of IMC programs. Our consideration of brand equity and good brand attitudes demonstrates how earlier advertising that was successful cultivates a more favorable environment for long-term sales benefits from promotion. We also spoke about how strong past advertising might mitigate the effects of competitive marketing. In other words, good advertising will provide high upside elasticity and low downside elasticity in comparison to rivals.

DISCUSSION

The upside and downside elasticity of a brand will be significantly influenced by its present brand equity. Therefore, to the degree that a brand's promotional activities enhance brand equity and contribute to brand attitude, they will facilitate advertising's task. Promotions that are focused on building brand equity behave just like advertisements, raising demand elasticity on the upside and decreasing it on the downside. As a consequence, all IMC should strive towards positive demand elasticity, with the exception of short-term tactical marketing. We are not advocating that IMC planning must include a well calibrated computation of demand elasticities, but that it is crucial to consider it. For instance, we are aware that frequent or significant price changes alone may have a detrimental effect on brand perception. Managers need to consider where their brands stand in terms of target audience perceptions of the brand compared to perceptions of the brand's primary rivals, the brand's pricing strategy compared to the competition, and how one is deploying marketing resources compared to rivals. This, together with what we've been talking about, ought to make it much easier to see how important promotion and advertising are to effective IMC planning [4]–[6].

The method of IMC planning

In this article, we'll examine the precise processes that make up the process of strategic planning for integrated marketing communications. It is crucial to properly assess what is known about the market before a manager can start to consider particular marketing communications issues. This implies that identifying the pertinent market concerns that are likely to have an impact on a brand's communications is the first stage in the IMC strategic planning process. Since all marketing communication efforts should complement the marketing strategy, the marketing plan will be the most reliable source of information. It is time to start the five-step strategic planning

process that was described in Step 1 after reviewing the marketing strategy. First, it will be important to carefully analyze the action goals for the target audience. Since most markets have many target audiences, achieving them may need a variety of communication goals. In truth, the requirement for IMC arises from the fact that a brand often requires more than one level of communication. It's time to consider your complete marketing communication plan after choosing the right target market. At the second stage of the strategic planning process, this starts by thinking about how purchases are made within the category. The management must then optimize message creation to speed up processes three and four, positioning and communication goals, which are steps three and four of the process. The manager must choose the most effective way to convey the message in step five. Now, let's take a closer look at each of these three topics.

Examining the marketing strategy

Reviewing the marketing strategy is the first stage in strategic planning for IMC in order to comprehend the market as a whole and where a brand sits in relation to its competitors. What is it about the product, service, or brand that could influence the message sent to the target market? Before starting to think precisely about the IMC strategy, a manager should respond to at least six general questions. What is advertised? The brand should be described by the management in detail so that anybody can comprehend what it is and what particular demand it fulfills. A manager may often get a greater understanding of a brand by taking the time to concentrate on its subtleties in this way. This is also crucial since it is this information that will provide those in charge of developing and carrying out the marketing communications for the brands context.

What is understood about the market in which the product will compete? This information needs to be up-to-date. If it originates from a marketing strategy, one must ensure that nothing has changed that would make it out of date. Here, knowledge about the market that will affect the likelihood of the brand's success is what is sought for. The market is expanding, are there new entrants, fresh innovations, and negative press? The description should be straightforward and just include the most important details, even though it must have enough details to allow for a thorough grasp of the industry. Along with a detailed description of the marketing purpose, this should also include any precise financial or market share targets. The marketing strategy should provide these when possible. Otherwise, it's critical to project the brand's financial expectations. What will happen if the IMC program is successful? This is important because it will provide a realistic estimate of the amount of marketing funding that can be available for the marketing communication campaign.

What role will be marketing communication play in achieving the marketing goal? The solution is far more complex than just "increase sales," as we now know from the prior studies. It is probable that marketing communication will be expected to contribute in a variety of ways to achieving the marketing goals. The manager may now start to understand the degree to which many messages and various forms of marketing communication may be necessary, as well as how much would be expected of the IMC program.

Choosing a target market

Once the manager has considered the market as a whole, it is time to begin the process of strategic planning and concentrate more intently on who should be targeted with marketing communications. One must go much beyond typical demographic factors when considering the target audience. 'Thinking forward' is another vital skill. What kind of individual will be crucial to the company's future? Three questions should be answered at this level of the planning process. Although it is always hoped that business would be diverse, it is reasonable to create a main goal that focuses on either current customers or non-customers, which are known as trial versus repeat buy action goals.

One may conceive of consumers as either being brand loyalists or advantageous brand switchers after Rossiter and Percy's handy classification of buyer categories. Some consumers purchase a brand virtually exclusively, while others do so together with products from the same category. Customers and non-customers alike may have brand loyalty, move between brands, or choose not to purchase any products in the category right now, leaving room for opportunity in the future. This mirrors brand mentality; thus, it is helpful to think about the prospective target audience in these terms. The ideal target audience would be chosen based on their attitudes. Unfortunately, media purchase records do not include information on individuals' opinions. It is possible to track brand buying behavior, nevertheless. While not a perfect replacement, these buying groups do exhibit some brand attitude. The brands that BL and OBL purchase should be seen with a great sense of positivity. FBS and OBS will also have generally favorable opinions of the products they purchase. Contrary to popular belief, most customers really like two or three brands within a category, mostly for reasons of diversity or somewhat different end applications. However, it is impossible to deduce brand attitudes for NCU. They could have really disapproved of the brands in the category, or they might have just thought the items were at the moment improper for them.

Depending on which of these target groups is chosen, communication techniques will vary greatly. They may also vary within groups of consumers or non-customers. If the primary target is BL or FBS, who use the brand alongside rivals, advertising strategies would obviously vary between the two categories. While attempting to keep BL, the company wants to boost the frequency of FBS purchases. OBL would be extremely tough to draw in among non-clients. On the other hand, those who alternate between several brands are at least behaviorally open to trying the brand as they currently purchase a variety of brands, so they should be willing to check out promotions. It is crucial to consider numerous potential customer groups and choose where the focus of the main communications effort should be.

What is the profile of the target groups? Target audiences have often been stated in terms of demographics: women, 18–34 years old, with some college education. The inclusion of 'psychographic' or 'lifestyle' descriptors has sometimes been attempted. Even if all of this is significant, when it comes to IMC programs, it is insufficient. As was previously said, it's important to comprehend the target audience's behavior and attitude as well as any trends that might affect communication and media methods. This includes how people now act or are anticipated to behave in respect to the brand and the competitors, what their various information demands or motivations may be, and how they 'use' different media. This data is crucial for IMC strategy and should be gathered via study and updated often.

What role does the transaction play? It's crucial to consider the trade in the widest sense possible, taking into account all parties engaged in the distribution and sale of the brand even if they don't actually purchase, stock, or use it directly. Here, one has to consider whether or not those who are not directly involved in the purchase and usage of the brand might still be a significant portion of the target audience. For instance, it can be necessary to educate potential sources of referrals about the brand or pre-sell a new product to distribution networks. When pondering how judgments regarding purchases and brands are created, which we will explore next, one should take into account where the trade may fit. The manager is now identifying the main aim for the brand while choosing the target audience. We'll see in the following how this selection will be modified by considering the roles performed by the main target group at various stages of the decision-making process, as well as any potential secondary targets [7]–[10].

Identifying the decision-making process

Understanding how the target market makes purchases in the category is crucial for IMC to have a good impact on brand purchasing, and this is what phase two of the strategic planning process entails. Decisions in consumer behavior are often explained in terms of need arousal, deliberation, and action. While this does provide a rough picture of how choices are made, it is insufficient for IMC planning. Rossiter and Percy's "behavioural sequence model" provides a very useful lens through which to examine how consumers choose brands.

The first step in a BSM is for the management to consider the key decision phases that the target audience of a brand goes through before, during, and after the actual purchase or usage of a product or service. The general consumer behavior model, which includes need arousal, brand consideration, purchase, and use, may be the foundation for a generic decision model. Because it gives the option to communicate with the customer in anticipation of a future purchase or use, use is included as part of the decision to buy here. Additionally, it supports the choice to buy. For instance, it has been shown that consumers still pay attention to advertisements for goods they have already purchased. Additionally, as Festinger noted in his theory of cognitive dissonance, paying attention to advertising for the brand chosen lessens dissonance, particularly for high-involvement selections.

Remember that the optimal model is the one that comes closest to how choices are really made in the brand's unique category. The generic model of decision phases may be quite helpful and can typically be modified to virtually any circumstance. For instance, in many commercial situations, barriers to trade or distribution must be overcome before the target audience's needs are even considered. Other choices might be much simpler or much more difficult. Capturing the core of the decision-making process will serve as the foundation for planning. Here, qualitative research might be useful in giving specialized information pertaining to certain groups.

I'll do this with the aid of two examples. Consider a merchant first that runs a network of light shops. The following is a possible hypothetical model of the decision-making processes involved in buying a light. Choosing to redecorate is often the first step in the decision to purchase a new light. Purchasing a new lamp is among the most common methods to remodel a space. Need arousal would consist of these two phases. The next step is to choose where to buy the lamp, look around the store, and then make a decision. This change of brand consideration would

include these three processes. After selecting a lamp, a purchase is made, and the lamp is then brought home and utilized. The decision-making steps would thus be: decide to redecorate; contemplate a new lamp; search for lamp stores; browse lamp selections; buy; and replace the old lamp with the new.

How valuable this discipline may be for IMC planning should be clear. You can see how using a simple example like this indicates a variety of different communication channels with prospective light buyers. The most apparent takeaway from this is that buying a lamp is unlikely to happen outside of "redecorating." This implies that in order to pique people's interest in lights, one must first spark a desire to redecorate or alter the appearance of a space.

Consider a second producer of commercial kitchen equipment that sells to restaurants via supply firms. How does a restaurant supply business choose the goods and brands that they will sell? Keeping an eye out for better products to stock in order to preserve a competitive advantage may be the first step in a likely choice process. This can make people aware of a prospective new product or line to stock. In the general model, these two phases would correlate to need arousal. The new product will next be compared to what is already carried, which is known as the brand contemplation stage, once interest has been piqued. The item will be ordered, put to inventory, and purchased if the evaluation is favorable. Sales will be checked after being stocked, and if successful, the product or line will be bought again. The utilization stage of the generic model would fall within these latter two phases. The decision-making process for a supplier to the restaurant industry may then be: monitor new goods; identify possible things to carry; compare with existing items in stock; if favorable, add to stock; monitor sales; if favorable, restock.

Here is a nice illustration of a situation where the decision-making process implies it could be beneficial to give careful consideration to the use phases. How much end-user 'pull' would be required to ensure adequate sales for their client, the restaurant supply firm, to place reorders? is a crucial query for a maker of a new kitchen product. It would make sense to give a reorder incentive if poor first sales are expected. These are the types of inquiries that a thorough comprehension of a decision-making process provokes.

What are the participants' roles and who plays what? The roles that various members of the intended target audience are anticipated to perform at each step of the decision-making process must be assigned once the phases' specifics have been specified. The five possible roles involved in making a choice are often identified by those who research consumer behavior as initiator, influencer, decider, purchaser, and user. Let's use the four typical decision phases to illustrate the responsibilities that may be engaged in a choice for a cruise holiday.

Which character or roles are most likely to be present when a desire is aroused? Initiators will be included under need arousal in the BSM model since they are the ones who put the decision-making process in motion. This could include close relatives, close friends who have taken cruises, prospective cruisers, travel brokers, and cruise expos. Take note that travel agencies and cruise fairs are regarded to be part of the trade here. Both positions will have an impact throughout the brand consideration phase of the decision process since influencers suggest and deciders make decisions. Family members, friends who have taken cruises, and travel brokers might all be seen as influences. Either a couple or a single adult prospective cruiser makes the

decision. While the consumption stage is experienced by everyone who goes on the cruise, the real purchase is made by the purchaser, who is most usually an individual adult future cruiser.

In an IMC campaign, messages may be directed to extremely particular target groups by taking into account the roles individuals play in the decision-making process. McDonald's recognized the significance of moms as decision-makers and influencers when it comes to where the family eats fast food. In Sweden, McDonald's ran a series of inserts in magazines targeted specifically at mothers, addressing their role as influencers and decision-makers in matters of family health and eating habits, with the goal of increasing trust in McDonald's food and reducing potential negative associations with the fat content of much fast food.

This might be an excellent place to address the question of collective vs individual choices. It is unquestionably true that a lot of family choices are reached by husband-wife or family agreement, and a lot of corporate decisions are reached via a team effort. When it comes to IMC, though, we are more concerned with the person and the part they are playing in the entire decision-making process. Individuals must first be persuaded to participate in any collective decision via communication efforts. As a consequence, even if many real choices are the product of collective action, some advertising or promotion must take into account the roles that unique people play in the decision-making process.

A BSM may assist in identifying potential locations for marketing communication opportunities, which are essential for effective IMC. In fact, the first thing that comes to mind when thinking about a BSM is that different phases in the decision process take place at various times, and as a consequence, the locations of persons as they perform their roles at each step may undoubtedly change. Of course, there are exceptions. A sample of a brand-new cookie plus a coupon, for instance, might be provided to a shopper while they are out shopping. They decide to get some since they enjoy it. They pick up a box from the special end-of-isle display, crack it open, and have a couple as they complete their shopping. In this instance, the shop serves as the site for all phases. This is not likely to happen very often, however. Additionally, because prospective places might vary greatly depending on the situation, odd media may be accept.

CONCLUSION

The report offers tips for marketers that are thinking about how IMC strategies prioritize advertising vs promotion. These suggestions include performing market research to comprehend consumer behavior and preferences, examining market dynamics and rivalry, assessing product attributes and customer needs, and continuously assessing and modifying the IMC approach in light of market changes and performance metrics. Overall, this study advances our knowledge of how market factors affect how much emphasis IMC places on advertising vs promotion. Marketers may successfully interact with their target audience, develop brand equity, and accomplish marketing goals in a variety of market settings by understanding the impact of market conditions and strategically aligning advertising and promotion within IMC plans. In an IMC campaign, messages may be directed to extremely particular target groups by taking into account the roles individuals play in the decision-making process.

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TIMING DECISION STAGES FOR IMC**Ms. Swati Sharma***

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ABSTRACT:

Timing decision stages refer to the strategic consideration of the timing and sequencing of communication messages and activities within the Integrated Marketing Communication (IMC) framework. This study explores the importance of timing decision stages and examines how the timing of communication efforts can impact consumer behavior, brand perception, and campaign effectiveness. Through an extensive review of literature, this research examines the theoretical foundations of timing decision stages in IMC. It explores the different stages of the consumer decision-making process, including awareness, interest, evaluation, purchase, and post-purchase, and how communication timing can influence consumer responses at each stage. The decision-making process' timing should correspond to the category's overall buying cycle or trend. Media scheduling requires an understanding of each decision-making stage's timing as well as the connections between them. Seasonal decisions like back-to-school buying or Christmas purchasing are prime examples. But it's crucial to comprehend the time of even such common behavior as meal planning.

KEYWORDS: Awareness, Consideration, Conversion, Evaluation, Exploration, Follow-Up, Implementation.

INTRODUCTION

The selection of a dessert is a prime illustration of this. It goes without saying that choosing what to purchase and serve for dessert on a typical day is a low-stakes choice. In actuality, most dessert selections are made post-meal. This implies that whatever is to be provided must be prepared to serve and must also be in stock. For products like cookies, ice cream, and fruit, this is not an issue. But what if you were selling gelatin under the Jell-O brand? Or cake mix? If all you do is 'sell' the finished good, all you will really do is shift the good from the store shelf to the pantry shelf. It won't be transferred from the pantry to the with this. A cake or Jell-O must have been prepared before supper in order to be served as dessert. This proposes encouraging housewives to prepare the dessert in the morning so it would be ready after supper. This instance serves as a reminder that, if a decision-making process is not completely understood, even the seemingly simplest ones may include hidden pitfalls. This is another reason why, while making

decisions, we consider both consumption and purchasing [1]–[3]. The BSM is beneficial for IMC planning because it makes the manager consider what is likely to happen at different decision-making phases, which will provide them a perspective on the marketing communication solutions that are most likely to be successful in certain situations.

Message construction

Up until this stage in the strategic planning process, we have been addressing more general concerns related to the target demographic and the market in which the brand competes. This aids the manager in comprehending the brand's marketing goals and the markets it is targeting. It is now time to discuss how certain marketing communication messages might most effectively support the brand's overarching marketing goals. It must be kept in mind that IMC constantly works to support the marketing strategy. The manager must make choices in phases three and four of the strategic planning process in order to guarantee that IMC messaging will have a favorable impact on brand preference. First, where in the marketing communication should the brand be placed? This provides the framework for the creation of strong benefit claims that can be applied to the messages. The management must next establish clear communication goals.

Establishing brand positioning

Keep in mind that the positioning of the brand inside its marketing message is what is at stake in this situation. As a component of the entire marketing strategy, the brand will already have a general positioning. It might be a niche brand, "price" brand, widely popular, etc. The most effective technique to connect the brand to a category need and benefit is determined by its positioning within marketing communication. The significance of placement in IMC was presented and covered in chapter two. It will now be taken into account in the framework of the planning process and its function in the creation of the message. To begin the process of strategic planning for IMC, the manager must determine if the brand has a key but distinct position. The brand must be seen by the target market as being able to provide all of the advantages connected to its product category in order to be centrally positioned. A differentiated position must be utilized in the absence of this, which is virtually always the case.

After making this first choice, the management must decide whether the benefit claim for the brand should focus on particular advantages connected to the brand or on the brand's consumers. Once again, positioning will almost always emphasize an advantage to the product above one to the consumer. A user-oriented placement should only be taken into account in two scenarios. These situations occur when the target audience belongs to a certain market group or specialty or when social acceptance is the primary motivator for purchasing. But even in these situations, one might still adopt a posture that is focused on the product. The manager must next specifically deal with creating the benefit claims—that is, how the benefit will be handled in the creative executions—after addressing these two concerns. In order to enhance brand awareness and good brand attitude, it is important to address the connections between the brand and category need as well as the interconnections between the brand and benefit. Prior to taking into account the more inventive challenges involved in message generation, this must be decided from the standpoint of the planning process.

Effective IMC requires that a brand's awareness be rapidly and readily associated in the mind with the category demand, reflecting the process by which the brand selection decision is reached. This necessitates positioning where the need for the product corresponds with how the target market views that need. As simple as it may appear, this is not always the case. The management has to understand how the customer defines the demand that the items in the category fulfill, which depends on how they define the market. Consider the perception of a home cleaning brand: is it seen as a general cleaner or a powerful cleaner? Is a B & O television just a TV or is it seen as a component of a home entertainment system? These variations are important because they influence how the brand is remembered. The requirement to comprehend a brand's market in terms of how the customer perceives it was long ago highlighted by Levitt in his famous piece "Marketing Myopia." The genuine competitive set is established in this way.

A company's marketing materials should present it as a heavy-duty cleaner if that is how consumers perceive it, connecting the brand to demands for heavy-duty cleaning rather than routine housecleaning. If a company described itself as a home cleaner, it would be contradictory with how the target market views the company and unlikely to elicit the right connections in the mind. Naturally, this is supposing the company is not attempting to reposition itself as a more all-purpose cleaner for homes. Here, the manager must provide a response to the question, "How does the target audience view the brand?" An outstanding illustration of this is Ramlösa. They sought to compete with LOKA, who controlled the market, particularly among young women, by introducing a range of flavored waters. Unfortunately, shoppers believed the brand to be for more mature, serious individuals. It was obvious that the brand needed to be given a new place in consumers' minds. They achieved this by using unusual uses of outdoor media in a saturation campaign that mimicked a movie release or rock event announcement. In the area of perfumed waters, Ramlösa overtook LOKA in only 3 weeks.

If a brand is positioned in the center of the category, its benefits must be emphasized. A advantage is supplanted by an affiliation with brand use if a user-oriented positioning is chosen. In all other circumstances, which is again the majority of the time, the manager must decide which benefit is most likely to maximize positive brand attitude and set the brand apart from competitors in the eyes of the target audience. They must also decide how best to concentrate on that benefit with the executions. The choice of benefits will serve as the foundation for any benefit statements made about the brand in marketing materials. In essence, it will inform the customer of what the brand provides and why they need to want it.

DISCUSSION

A summary judgment of everything one knows about something, weighted by how significant those things are to them, is how most individuals who research consumer behavior believe attitudes emerge. This is often stated in terms of what referred to as the expectancy-value model of attitude, which was covered. This has implications for businesses since it implies that a person's attitude toward a brand will be determined by the combination of the things they know about it and how significant those things are to them. When choosing a benefit for positioning, the management should consider a possible benefit that is significant to the target audience, that the target audience believes the brand either does now or might credibly deliver, and, preferably, does it better than rival brands. The notion of the brand's distinctiveness is what one should be

aiming for in this situation, and it must originate from the manner the benefit claim is presented in the creative execution.

An objective quality, a subjective trait, or an emotion may all be used to describe a brand advantage. As an example, an advantage of a sports automobile may be connected to the engine. One may formulate a benefit claim that mentioned the 5.8-liter engine as being "powerful," "exhilarating," etc. However, the underlying reason guiding behavior in the category must be considered when determining how a benefit is represented in a message. The benefit claim should be based on a pleasant emotion when there is a good underlying motivation. A happy emotion connected to the brand should be the benefit for goods like food, drinks, or clothing that are motivated by a good cause. Using fashion, for instance, may be used to evoke a feeling of sensuous enjoyment for food or sexual attraction. The emphasis in the execution might be just on the emotion or it could be linked to a subjective characteristic like "our decadent flavors will leave you in ecstasy." In this instance, the brand's "decadent flavors" are what cause the feeling "ecstasy."

Positive feelings should not be considered advantages if the underlying purpose is bad. This is not to say that evoking a favorable emotional reaction to the message should be avoided; rather, the benefit claim should be based on either a brand's subjective characteristic, an attribute that supports the subjective characteristic, or a subjective feature that solves a problem. Such an emphasis is more consistent with the necessity for the benefit to provide details that will assist in balancing the underlying negative motive. For a cold remedy, for example, the benefit claim might be built around a subjective characteristic such as 'long-lasting relief', an attribute in support of the subjective characteristic such as 'our time-released capsules ensure long-lasting relief', or resolving a problem with the subjective characteristic, 'why take four capsules a day when one of ours gives you long-lasting relief?' [4]–[6]

These examples aren't designed to serve as a model for the message's real creative content, of course; rather, they're meant to provide readers an idea of the tactical options open to them when using benefit emphasis in positioning. The point is that benefit selection must not only be based upon an important, uniquely delivered benefit, but also the appropriate motivation. Before deciding on communication goals and particular brand attitude strategies, the management must take into account the benefit emphasis for informative brand attitude strategies, which will vary from transformational brand attitude strategies, as part of positioning

Setting communication objectives

Category need, brand awareness, brand attitude, and brand purchase intention are the four fundamental communication impacts that we discussed before. we showed how communication goals immediately follow from these effects. These are potential outcomes of marketing communication; thus, the management has to decide how important each is to the entire communications plan. A crucial element to keep in mind is that all types of commercial communication result in communication impacts, as has previously been underlined. In other words, every marketing communication, regardless of the kind, will be able to activate any of the main communication impacts. As we've seen, however, not all forms of marketing communication are necessarily equally successful in producing certain results. The

communication impacts one seeks are, very simply, the communication aims. The four communication impacts will then be summarized in terms of how they are likely to convert into the communication goals of the IMC strategy.

Need category

Establishing or reiterating a category becomes a communication objective if there is minimal demand for it or if people appear to be less aware of it. When Blackberries were first released, for instance, one could not really do much of a job marketing or advertising a certain brand of a new product until people knew exactly what they were. When category demand slackens, market share leaders might sometimes profit from category need advertising. In the US, Campbell Soup recently conducted the "soup is good food" ad as an example of how to remind consumers of a category requirement. Due to Campbell's lopsided market domination, by boosting the category demand for soup, they produced very high sales for Campbell's.

Knowing a brand

Any marketing communication campaign, whether it involves advertising or promotion, always has brand recognition as one of its goals. We are aware that this awareness will happen via identification or recall depending on how individuals decide what to buy. As we've seen, brand awareness occurs when a customer recognizes a product or service through advertising or marketing and notices it at a shop. Prior to purchasing or utilizing a goods, a person must first recall the brand or retailer's name. All advertising has as one of its key communication goals the development or maintenance of brand awareness.

Although brand recognition is often considered a conventional advertising strength, as mentioned in the previous campaign, it may really make a significant impact. Promotion is often most effective when used to raise brand awareness. This is accomplished via marketing campaigns that increase consumer awareness of a brand at the point of sale. OMD earned a Medallion Award at Cannes in 2003 for their work for a tiny bank, SBAB, for their superb and inventive use of advertising and marketing combined to promote awareness. An IMC campaign was started to boost loan applications and enhance awareness of SBAB as a direct challenge to bigger banks. A number of mediums were used to send messages that were both promotional and advertising-like under the general positioning of "loans in a jar."

The cornerstone to the initiative was an inventive use of outdoor advertising and the Internet for messages promoting loan applications that were backed by print and television ads that raised awareness. Specific apartment complexes received messages highlighting the financial benefits of switching to SBAB for building residents. People have the chance to estimate how much money they would personally save if they switched thanks to promotional-like communications on the Internet. During the advertising time, loan applications increased by 46%, and brand recognition increased right away.

Business Philosophy

A communication goal is always to convey a brand's attitude, as we have already stated. Brand attitude refers to the message or emotion a brand wants to convey via its marketing communication. Consistent advertising over time that conveys knowledge about a brand or

relationships with it builds brand equity. Because brand attitude is at the very core of marketing communication, we have covered it extensively in this book. A strategy for implementing the brand attitude aim is drawn from one of the Rossiter-Percy Grid's four quadrants. When reviewing, the management must take into account whether the target audience perceives a brand's purchase as low-risk or high-risk, and if the motive for using or purchasing the brand is positive or negative. The best brand attitude approach will depend on where the brand stands in regard to this:

Low Involvement Informational is the approach for goods or services with little to no risk, and when one of the three negative incentives underlies the behavior in the category. Painkillers, deterrents, and often bought industrial goods are typical examples. When the fundamental motivation for the category is good but there is little to no risk involved, low involvement transformative is the best approach. Examples of typical goods would include the majority of foods, soft drinks, and alcohol. For goods or services when the choice includes risk and the underlying behavior is unfavorable, a high-involvement informative technique is used. Typical examples are insurance, heavy-duty home items, innovative industrial equipment, and financial investments.

The technique for goods or services with high levels of involvement in decision-making and favorably motivated underlying behaviors is known as high involvement transformative. High-end apparel and cosmetics, vehicles, and corporate image are typical examples. The finest promotions will also focus on developing brand attitude, as opposed to the old notion that advertising is the only way to develop brand attitude. While a promotion's primary goal is to boost sales in the near term, it may also have longer-term communication benefits that raise full-value purchases after the campaign has ended. Free samples or trial periods, for instance, as well as coupons that are seen as a tiny gift from the manufacturer, all contribute to the good perception of a brand. Promotions may also provide helpful details to promote a persistently positive mood following a trial, for instance with things like local business training programs, recipes, on-package use recommendations, and the like [7]–[9].

Purchase Intent for a Brand

When the main goal of the message is to make the audience decide to purchase the brand or use a service right away, that goal is known as brand purchase intention. Keep in mind that this communication target also includes behaviors associated to purchases, such as dealer visits, queries through direct mail, and recommendations. The actual power of advertising lies in the stimulation of brand purchase intention in addition to brand awareness. All promotions are intended to "move sales forward" right away, and they do this by encouraging consumers to make an instant brand buy or other purchase-related intents, such as visiting a showroom or scheduling a sales demonstration. Research shows that purchase intentions may be impacted at the point-of-buy in around two out of every three grocery choices, underscoring the potential power of advertising for consumer target demographics.

Coordinating Media Choices

Finding the best media channels to convey the brand's message is the fifth phase in the strategic planning process. Finding media that appeal to the target audience or achieving certain reach and

frequency goals are not sufficient for an IMC media strategy. Even if it's crucial for media preparation, this isn't the initial action. The crucial consideration is to first determine the medium that will permit the sort of processing required to meet the communication goals when taking into account the diverse range of media possibilities available for delivering IMC messages.

The capacity to successfully communicate visual material, the time available to absorb the message, and the ability to provide high frequency are three areas where media vary that will directly affect this. As we can see below, each of these media attributes is particularly important for both brand awareness and brand attitude strategies. Managers must also take their company's size and industry into account when evaluating media possibilities. This will also help determine which IMC media alternatives, given the markets in which they compete, will make the most sense.

Best Medium to Use for Brand Recognition

For processing brand awareness, visual content and frequency are problems. One must be able to view the product in cases where brand recognition is the chosen awareness tactic. This implies that radio should not be used, while practically any visual medium should. Newspaper may display a package, but because to possible limits in color reproduction, it should be used with care. Newspaper may not be a smart choice if the right color is crucial for brand package identification. These limitations on identification awareness would not apply in cases when brand recognition is verbal rather than visual. This may be the case for businesses that use telemarketing, since the target market has to be able to identify the brand name when they hear it. Frequency is a concern when a recall brand awareness technique is applied. The chosen media must have a high frequency capability in order to plant the category need-brand name connection in memory. Certain media have clear frequency restrictions, such as monthly publications and direct mail. Unless they are placed in a location where the intended audience is heavily trafficked, posters may have frequency restrictions [10].

A campaign produced in Sweden for IMC can be used to create a connection between category need and the brand for recall brand recognition. Using public relations and advertising strategies, a bus tour was conducted throughout Sweden to educate people about pain and distribute books on how to prevent it. Public relations and advertising in local newspapers and on the radio were used to promote the bus trip and let people know where and when it would be stopping. After the tour, Poteet became synonymous in people's minds with the remedy for pain; someone sympathetic and qualified to choose the most appropriate medical treatment.

CONCLUSION

The report offers suggestions for marketers who are participating in IMC's timing decision phases. A communication timeline aligned with consumer touchpoints should be created, technology and automation should be used for timely message delivery, and data-driven insights should be used to improve timing strategies, according to these recommendations. Consumer research should be conducted to understand decision-making patterns. Overall, this study advances our knowledge of IMC's timing choice phases and how they affect customer behavior and the success of marketing campaigns. Marketers may increase engagement, influence

purchase choices, and forge lasting connections with customers by carefully planning the timing of communication messages and activities across the consumer decision-making process.

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APPROPRIATE MEDIA FOR BRAND ATTITUDE

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ABSTRACT:

Selecting appropriate media for brand attitude is a critical decision within the realm of Integrated Marketing Communication (IMC). This study explores the importance of media selection in shaping brand attitudes and examines how different media channels can influence consumers' perceptions, attitudes, and emotional associations with a brand. Through an extensive review of literature, this research examines the theoretical foundations of media selection in IMC and its impact on brand attitude formation. It explores various media options, including traditional media (such as television, print, and radio) and digital media (such as social media, online advertising, and mobile applications), and their effectiveness in influencing brand attitudes.

KEYWORDS: *Blogs, Broadcast Media, Digital Platforms, Influencer Marketing, Magazines, Outdoor Advertising.*

INTRODUCTION

As we've seen, the four brand attitude methods that flow from the Rossiter-Percy Grid depend on the degree of decision-making participation and the motivations that underlie behavior. Almost any medium will be effective if the brand attitude is minimal participation informative. This is due to the fact that these messages are the simplest to comprehend, requiring just the communication of a single, clearly displayed advantage that can be understood without the need for repeated exposure. The selection of media, however, could be limited by creative limitations. This may be the case, for instance, if the product has to be shown off in order to express its benefits clearly. Good visual coordination skills are essential for low-involvement transformational techniques, and high frequency is required to provide the favorable impact associated with the benefit.

The most important need is enough time to digest and ponder the message since it must be accepted when the brand attitude approach is high participation informative. This indicates that because the target audience is unable to alter the speed at which they digest the material, broadcast media should not be taken into account. It's crucial to make sure that powerful visual material can be provided for transformative tactics that need high levels of engagement. A powerful visual impression can instantly elicit a strong emotional reaction and a favorable

attitude for certain things belonging under this category, notably high-priced luxury goods, therefore a higher frequency may not be required. However, depending on study, the management must carefully examine this [1]–[3].

Remembering that although one medium may be ideal for brand recognition, it may not be for the brand attitude approach is vital when developing the media strategy. This does not imply that it should not be employed, but it does indicate that the management must bear in mind the possibility that the message may increase brand recognition while having little to no impact on brand attitude. Use the right brand attitude media in this situation. Informational methods with a high level of engagement would be an excellent example. For this brand attitude approach, broadcast is ineffective, but it could be ideal for brand awareness. While giving a more extensive message in print, where readers have more time to comprehend it, the brand may utilize television to raise awareness and highlight the major advantage.

Appropriate medium for the business's size and nature

The main medium employed will vary depending on the size of a firm and its market. This crucial point has been emphasized by Rossiter and Bellman, who also outline the four categories to take into account: direct response advertisers, small-audience local retailers, small-audience business-to-business advertisers, and large-audience marketers, encompassing both business-to-business and consumer. For their brand awareness and brand attitude initiatives, the majority of marketers with significant audiences will choose from among the appropriate main mass media. Generally speaking, this will encompass radio, television, newspapers, magazines, posters, and the Internet. Keep in mind that we are not always referring to major enterprises when we speak about enormous audiences or marketplaces. Although Airbus is a very large firm, there are not many customers. Local businesses with small audiences often avoid using major media due to the cost and unused coverage. It makes no sense unless there are enough shops in a local media market. Instead, they are more likely to make use of regional print and direct mail, as well as sponsorships and event promotion. However, whatsoever media are used, they must be *sui* for the communication purpose. Business-to-business marketers targeting small audiences are likely to rely nearly entirely on print as their main medium, particularly trade periodicals and direct mail by direct-response enterprises, direct marketing largely entails direct mail and telemarketing. However, not every direct response is database-driven and is not, thus, direct marketing. These companies will probably make use of print, television, and telemarketing. Direct-response advertising, however, differs from traditional advertising in that its main communication goal is to prompt rapid action and brand purchase intention. This indicates that, with the exception of low-involvement informative tactics, there is no time to increase brand awareness and very little time to create favorable brand attitude. The message will need to last longer than 30 or 60 seconds when utilizing television, for example to explain a product. In reality, 30-minute television "programs," or "infomercials," are a common tool used by direct-response marketers. Although the material is utilized differently, the guidelines for efficient processing remain the same.

After identifying the target market, it's critical to comprehend how people approach choosing products in the category. The BSM is a useful tool for looking at this since it identifies the steps involved in the decision, as well as who is engaged at each stage and what function they play, as

well as where it is likely to happen, when it will happen, and how. It's time to start planning message development now that the target audience has been determined and their buying habits have been identified. Choosing the right positioning for the brand inside its marketing communication is the first stage in developing a message. For the majority of companies, this entails a distinct positioning as opposed to a central positioning, which is only accepted if the brand is seen to provide all of the advantages associated with the category. Additionally, it nearly invariably implies a posture that is more user-oriented than benefit-oriented, which is only true in extremely narrow market sectors or where social approbation is the driving force. After these two fundamental problems are resolved, the message's benefit must be decided upon. Depending on the underlying motivation, this might be a particular quality of the product, a personal preference for the brand, or an emotional reaction. The target market must see this advantage as significant, something the brand offers, and preferably does so better than competing brands.

Setting communication goals comes after the brand has been positioned. The four communication effects—category need, brand awareness, brand attitude, and brand purchase intention—are the ones from which these goals are chosen. Always being goals, brand awareness and brand attitude must correspond to the kind of awareness required and the proper strategic brand attitude quadrant of the Rossiter-Percy Grid. The last phase in the IMC planning process is to establish a suitable set of media alternatives that are compatible with the communication goals once the message creation of the plan is complete.

DISCUSSION

Finalizing and implementing the IMC plan

All of the information required to create the integrated marketing communication strategy is obtained via the planning process mentioned in the previous. The marketing strategy for the brand establishes the general backdrop for the plan, identifies the target market, and clarifies how they choose brands. A selection of media possibilities suitable for conveying the message are chosen, together with the creative positioning and goals. It's time to bring it all together at this point.

In this article, we'll examine how the information gleaned from the IMC strategic planning process is used to creating a finalized strategy for the actual IMC campaign and outlining how to carry it out. To complete a strategy, you must identify the points in the decision-making process when marketing communication is likely to have the most impact on a choice about a brand, the communication tasks necessary at each of these stages, and the medium suitable for achieving these jobs. Once this has been decided and the strategy has been described, it is time to put the plan into action. The criteria for message execution are set out in a creative brief, and the proper medium are chosen to maximize the message's delivery. Once in this position, the manager may execute a successful IMC campaign for the brand.

Completing the strategy

The manager may start formulating a strategy for launching an IMC campaign after the strategic planning phase is finished. The manager must determine if the brand's marketing communication goals are being met based on an awareness of how purchases are made in the category, target audience objectives, and the communication approach. Is content with a single message delivered

at a single main target demographic utilizing a single major marketing communication medium, or If a number of communication tasks aimed at one primary target but to various roles in the decision-making process, distinct messages to various targets, and/or the use of various marketing communication types aimed at various times or locations in the decision-making process should be taken into consideration.

The manager can move directly to choosing the most suitable medium and to finalizing a creative brief for the development of the message if, based on what was learned from the strategic planning process, the brand's communication objective can be satisfied by a single message and one primary medium. It's crucial to realize that this is still IMC even if all that is required is a single message sent over a single major channel. We would argue that this is still an IMC program if a brand has gone through a strategic planning process and all available possibilities have been taken into account, but the brand's communication aim is ultimately satisfied by one message conveyed to the target audience via one primary medium. It simply signifies that this is all that is required at this specific moment. Although this is an uncommon occurrence, it emphasizes how crucial it is to think about IMC as a planning process. IMC is a never-ending procedure. Market dynamics might alter, necessitating the use of different messages in alternative media. Due to the manager's involvement in the IMC planning process, the brand will be prepared to adapt to these changes.

It will be necessary to first identify the significant decision-making touch points where marketing communication can be most effective, then establish the communication tasks required at each of these touch points, and finally choose the appropriate media to convey the message when a more detailed plan is required, which is almost always.

Locating the touch spots

A behavioral sequence model was recently proposed, undermining the need of comprehending consumer brand choices as a process with numerous phases and perhaps multiple persons engaged, each playing a particular role in the process. The finalization of a consumer decision model, such as the behavioural sequence model, enables the organization of all the information on brand selection processes in a category into a form that can be used for strategically integrated communication planning. Only if an IMC strategy is built around a brand's decision-making process will it be successful [4]–[6].

This knowledge is incredibly important since the manager has to be able to pinpoint the stages of the decision-making process when marketing communication might influence brand preference favorably. These locations where marketing communication may have an impact on a consumer's brand choice might be thought of as contact points. The IMC plan's structure will be provided by these contact points. Many IMC enthusiasts have emphasized the significance of a thorough grasp of the customer in the efficient implementation of IMC initiatives. Before it is feasible to create an effective IMC strategy, it is crucial to take a close look at how customers behave and perceive the environment. The BSM is the best tool for getting this understanding. In fact, more than anything else, this understanding of the customer will assist determine the contact points for successfully executing an IMC program.

Consider the hypothetical BSM for a word-processing system to help bring everything together and show how one goes about finding the crucial touch points in a decision process. Consider a corporation that is pushing a cutting-edge new word processing system and has created this BSM of how businesses make decisions about using new technologies. What does this knowledge of the decision-making process imply about the best ways to use marketing communication to influence the choice in a favorable way? Let's consider this procedure, which is essentially what a manager would undertake to complete an IMC plan. Although it should go without saying that there are many different target audiences in the real world, we will just use the general decision phases in this example. There is no question that more than one message in one medium will be required when considering the BSM. Can anybody honestly believe that one advertising campaign, much alone one promotion of any type, would be sufficient to accomplish the task? Obviously not.

When we consider the need arousal stage, we can see that several parties may be engaged. Users of the existing system who are in the initiator position could, at the most basic level, protest to their boss about their inability to complete the growing task on time. The manager in charge, on the other hand, can be unhappy with the caliber of the job as a consequence of seeing or hearing about superior alternatives. If the job is running behind schedule, the need of the users or managers may be stimulated without the aid of marketing communication, but if a brand wants to assist stimulate need, marketing communication will be necessary in some capacity. It will be important to interact with both individuals engaged as initiators inside a corporation and those in the trade, who will be requested to carry and sell the new system, since it is a new system that is being promoted. At the very least, two target audiences will be included in the need arousal stage and they must be made aware of the new system and start to develop favorable attitudes about it.

The prospective user and the trade will start to create opinions about the different alternative systems after initial curiosity has been piqued, during the brand assessment stage. Most likely, the same people who participated as initiators will also act as influencers. Others, though, could also contribute. At some point throughout the review, top management will become engaged, and consultants may be brought in. Managers and senior management will now act in the capacity of decision-makers.

Does it make sense to communicate the same message to all parties? The message should essentially be the same for the trade, users, and managers, but the distribution method may differ. Messages sent to senior management will undoubtedly vary. The management is more concerned with 'value' concerns than it is with the technical components of the system. At this point in the decision-making process, it would seem that there are several chances for various types of marketing communication. In addition, it would be a good time to start building a database if the brand doesn't currently have one. If there is, it has to be modified at this point.

The manager or possibly a buying agency will be engaged in the actual acquisition during the purchase stage. What message, if any, may we want to convey now that varies from what we said earlier? The brand may want to send direct mail to people who the trade has indicated are interested in the new system; the trade may want to follow up with an incentive program. What should be done at the use stage, to sum it up? It would make sense to take action to support the manager's decision to use the new system, at the very least. Direct mail in some form would be

good, but so would general advertising that supports the overall company image. This stance has an impact on both the management and the actual users of the new system.

One can see that there are several possible contact points where marketing communication might assist inform brand choice, even utilizing only the four typical decision phases in this case. The manager's job is to now determine the communication tasks that will be required to meet these contact points, and to then establish priorities based on what is crucial for the development of the brand and what else may be useful. The manager then decides what will be within the budget based on this set of communication duties. In other words, a successful IMC strategy has been delayed by the foundation.

Identifying responsibilities for communication and available media

The crucial junctures in the decision-making process represent the places when marketing communications have the most chance of favorably influencing a choice. The next thing the manager must do is think about the communication duties required for each contact point. This entails determining the relevant target audience at each step of the decision-making process as well as the objectives of marketing communication at each stage. Finally, the management must decide whether relevant media sources are available to convey the message while developing the IMC strategy.

Communication Activities

Several possible target audience roles may be engaged at each stage of the decision-making process. These need to be carefully considered, and the people who are now most likely to respond to marketing communications need to be identified. The manager must simultaneously determine precisely what marketing message is needed at each interaction point to have an impact on the decision-making process. These choices together determine the necessary communications duties.

Target audience the members of the target audience, and the roles they are performing, should be addressed at each stage? It would be quite uncommon to involve every member of the prospective target audience in every one of their responsibilities. The management has to start making decisions at this point. What roles and which target audiences are most important? At that point, they become the main target demographics. If there is enough money in the budget, once the major target audiences for each stage have been addressed, one may additionally identify secondary or even tertiary audiences.

Communication goals After determining the proper communication impacts, the management must convert them into particular communication goals for each step. For instance, brand awareness is always a goal, but what sort of awareness; and is it important to increase or just keep the awareness? Is it vital to inform the target audience about brand attitude? Does the message at that moment need to pique the target audience's interest in the brand, prompt inquiry, elicit a positive reaction, or highlight a distinguishing quality? Should calling to make a reservation, place an order, or get additional information count as a brand purchase intention? Should the target market choose the brand on their next trip to the shop or request it expressly from someone, such an investment advisor or healthcare provider? [7]–[9]

What is required in this situation is a clear, succinct understanding of the appropriate communication impacts necessary to achieve the campaign's overall communication goals. Putting all of the information and understanding from the strategic planning process together may be a highly time-consuming task. Let's examine a few of the potential communication activities connected to each step of the general decision model as an example.

What impacts of communication are likely to be important for arousal of need? Raising brand awareness will be a main objective since this is the point when someone starts to consider probable purchases or use of a brand. It will also be necessary to have a positive brand mindset at first, particularly for low-involvement choices. At this early level, it is obviously insufficient for individuals to just be aware of a brand. If the brand wants to continue competing in the decision-making process, it will also need to adopt a cautiously optimistic approach. The management must thus take category need into account, however. Even if it isn't essential, it's always a good idea to find out whether the target market has experience and is actively involved in the niche.

Brand attitude and brand purchase intention impacts need to be taken into consideration throughout the brand assessment stage. For low-involvement decisions, it is necessary to strengthen the tentatively favorable brand attitude created during need arousal. This will restore what Maloney dubbed "curious disbelief," which will result in a positive intention to attempt. The target audience has to be both educated and convinced when making choices with a high level of engagement, thus it is crucial that the right amount of pertinent information be presented at this point. While dealing with good intentions, one must also be concerned with fostering the proper emotions. Genuinely expressing the feelings that go into making decisions with good intentions requires more than simply having an optimistic outlook. It is necessary to have a good desire to use or purchase the brand, which will result from a favorable appraisal brought on by the appropriate emotional connections. However, choosing a brand does not ensure that it will be used or bought in the future. Therefore, it will be important to make sure that the good brand attitude is maintained and that the brand purchase intention is really carried out at the actual purchase stage. Messages sent during use should support the brand's attitude and promote repeat purchases or continuous use of the product [10].

Media Choices

In line with the main communication goal of the assignment, the manager defines here precisely which media alternatives are available to reach the target audience. How is persistent recognition awareness possible? Should coupons, billboards, or print ads be used? Will direct mail or radio advertising be used? Should the company utilize in-store banners or unique displays to encourage purchases? How about incentives for purchases? This may be a good time to emphasize that the employment of numerous media in an IMC campaign is not motivated by any 'synergy' but rather by the unique suitability of the different media to the communication requirements.

CONCLUSION

The research offers suggestions for marketers looking to choose the best medium for brand attitude as part of its conclusion. These suggestions include conducting in-depth audience research, using data and analytics to guide media selection, taking into account the benefits and constraints of various media channels, combining traditional and digital media for maximum

impact, and routinely evaluating and modifying media strategies based on performance metrics. In general, this study advances knowledge of how media choice affects brand opinions. Marketers may successfully impact brand attitudes, develop favorable views, and build strong connections with customers by carefully choosing the right media channels that correspond with target audience preferences, campaign goals, and brand positioning. The management must choose the best medium to convey the message at each contact point after deciding on the communication duties in order to complete the mission.

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AN ANALYSIS OF IMC PLANNING WORKSHEET

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ABSTRACT:

The IMC (Integrated Marketing Communication) planning worksheet is a valuable tool used by marketers to guide the development and implementation of comprehensive communication strategies. This study explores the significance of the IMC planning worksheet and its role in facilitating strategic decision-making, coordination, and execution of communication activities across various channels. Through an extensive review of literature, this research examines the theoretical foundations of IMC planning and the purpose of the IMC planning worksheet. It explores the key components typically included in the worksheet, such as campaign objectives, target audience analysis, messaging, media selection, budget allocation, timeline management, and evaluation metrics. The touch points indicate the moments in the decision-making process when IMC may have a positive impact on the choice of a brand, the communication tasks define what marketing communication must achieve at each of those points, and the media alternatives are chosen to suit those tasks.

KEYWORDS: *Budget Allocation, Campaign Objectives, Competitive Analysis, Creative Messaging, Marketing Tactics.*

INTRODUCTION

The first column shows the contact points that were determined to be important in a BSM or other model of the category's consumer choice process. The precise target audiences, their functions, and the communication activities that each contact point entails are stated in the next two columns. The accepted media choices for the related communication tasks are listed in the last column. As a result, the manager may assess what would best match the brand's overall goal and budget while also reviewing the many communication jobs that are likely to favorably affect the decision about the brand. Let's look at the evolution of the IMC strategy for the introduction of disposable contact lenses and the example of Acuvue to show what we've been talking about. This is a particularly appropriate scenario to take into account since it includes a relatively complicated decision-making process that involves the patient as a consumer as well as their doctor or eye care provider. This model depicts what was discovered via a BSM, and it is from it that the important contact points are derived. You can see that the choice to utilize disposable

contact lenses is one that the patient and doctor jointly make, hence an IMC program will undoubtedly be necessary [1]–[3].

Carrying out the strategy

The IMC strategy must be put into action when the necessary communication tasks have been established. This entails developing the necessary advertising and marketing and choosing the most effective method of distributing it. We have already discussed what is required to produce good marketing communication. But a creative brief is necessary before any marketing communications can be developed. This makes sure that the executions produced follow the IMC strategy. After dealing with this, we'll examine how media are chosen to carry out the communication duties listed in the plan.

The artistic directive

The creative brief makes sure that everyone is on the same page and that the outcomes of the strategic planning process inspire message implementation. In reality, the creation of a creative brief should include all of the important individuals engaged in the organization and execution of an IMC campaign. Account executives, planners, and creative from the agency, brand management from the business, as well as any other people in analogous roles who are engaged if the brand is not working with a typical advertising agency, would all fall under this category. The reason it is crucial to include everyone involved in the process is because, after it has been done, the creative brief offers the consensus on how the message will be carried out and serves as the standard by which the advertising and promotion that results will be judged. All of the elements necessary for a successful creative execution are covered by the format of the creative brief that is described in this. Although many businesses and advertising agencies have their own methods for crafting creative briefs, most will in some manner address the 10 crucial aspects covered here. In general, a creative brief may be thought of in terms of three s: one that aids in task definition, one that is primarily concerned with the creative aims, and one that is concerned with executional features.

Task definition

The creative brief's first four points key market observation, source of revenue, customer barrier/insight, and target audience deal with job description. These ideas are meant to assist explain the rationale for the creation of the IMC program. What is the brand aiming to achieve? Who is the creative aimed at in the market? What do they already know, believe, or feel about the brand? What is the message seeking to achieve? All of this data need to be accessible from the strategic and marketing planning procedures. The following four criteria help characterize the particular task:

1 Key Market Observation: What one observation about the market can the brand make to assist the creatives comprehend and accept the remainder of the brief? Just provide the essentials; there's no need to be detailed.

2 Business source - From where precisely is the business anticipated to come? One should seek for particular sources rather than generic descriptions in this case.

4 Target market - What can be said about the kinds of people to whom this message will be addressed in the most vivid manner? This description must be more comprehensive than just a list of demographic details or even lifestyle traits. It is crucial to provide the creatives with adequate details so that they can visualize the audience to whom they are writing. Copywriters prefer to pretend they are speaking to a particular person who is making a choice.

Strategies and goals

The next four points discuss communication goals and tactics. One's goal in this situation is to assist in giving creatives the finest orientation possible, including the one idea that, if articulated, would accomplish the intended result. Additionally, provide the target audience the available evidence to persuade them.

Operative components

The next two bullet points in the creative brief provide instructions on how to actually carry them out, including what kind of communication to use and what details must be included. These two final ideas are:

1 Creative guidelines: What strategies are sui for the kind of brand awareness at stake and the selected strategic quadrant?

2 Requirements/mandatory content - What are the specifications that must be met in terms of creativity, legality, or business policy? For instance, the logo treatment is clearly stated here.

After going through each of these elements in depth, there is one thing to always have in mind while creating a creative brief. It's crucial to strike a balance between giving just enough information to offer clear guidance and giving so much information that the creative individuals working on the project are forced to choose their own communication priorities based on the data given. Generally speaking, the target market and the evidence supporting the benefit claim are the two areas where it is difficult to provide too much information. But for the rest, stick to the absolute necessities. It is called a creative brief for a reason. Its ought should fit on a single page. Creatives should be directed to the marketing strategy and the outcomes of the strategic planning process if more specific information is required.

Greatest media alternatives to choose from

The manager considers all the media possibilities sui for each communication job while creating the strategy. The best media alternatives must now be chosen from the available possibilities in order to create a media strategy and carry out the plan. In order to do this, the manager will need to decide on a main medium and any possible supplementary media that would be sui for each assignment. After doing this, the challenging work of dividing up the funds into the many communication duties must be handled. While discussing the specifics of media planning is beyond the purview of this book, we would like to provide one last planning worksheet to assist in visualizing what is necessary when allocating the IMC media budget.

But before addressing these difficulties in detail, we need take a broader view of how much media should be devoted to messages that are more like to advertising and less akin to promotion. In order to achieve the communication aim, the brand needed to determine who it intended to target and with what kind of marketing communication. Everything said has a big impact on IMC's media plan. An advertisement-like message, a promotion-like message, or both may be accepted depending on the communication responsibilities.

While using mass media to spread messages that resemble advertisements is often the best approach to accomplish many communication goals, it is unlikely to ever be included in the media plan. Although this is obviously not a set rule, it is a decent general guideline. The broad reach aims of advertising and promotion are to blame for this. As we've seen, advertisements are often targeted at a smaller audience or have a narrower reach. Given the wide population that mass media may reach, supporting a target audience with a more specific focus is not likely to be effective. But as we've seen, without comparable or earlier advertising backing, many campaigns are just not very effective. This may really be an issue. The important thing to remember is that conventional mass media may be tailored to more target populations and have a more limited audience with the help of things like specialist print media, local radio, and cable television. Effective IMC media planning requires the manager to start thinking more narrowly about conventional advertising media when broad-based, mass audiences are not the aim [4]–[6].

Media for messaging that resemble ads

Although practically any channel may be used to convey a marketing message, mass media including television, radio, newspapers, magazines, outdoor advertising, and increasingly the Internet are those that are generally thought of. As was previously mentioned, traditional mass media tend to be more successful in achieving brand awareness objectives than the more narrowly targeted media that are typically used for promotion when examining the effectiveness of individual media in meeting brand awareness and brand attitude communication objectives.

DISCUSSION

In actuality, television is the finest form of media overall, bar none. It is the most effective method for attaining all communication goals. Messages provided by television perform a better job of promoting sales when compared to other mass media like radio or publications, according to research after study. This is due to a number of factors. Television uses words, visuals, action, and sounds to start. Radio just provides speech and sound; it doesn't show images or move. Magazines include text and images but no motion or music. Television has a wide audience reach and a high frequency that is both effective and efficient. This is incredibly challenging for both periodicals and radio. In general, newspapers face the same issues as magazines. Does this imply that when choosing medium for advertising, television should always be taken into account? Generally speaking, yes. But there are many of reasons why watching television may not be a good idea. Nevertheless, barring highly interactive informative techniques, television should always remain the preferred medium for mass advertising.

Media for communications that resemble promotions

Are there any forms of advertising media? Of sure, but generally speaking, they are not considered in terms of media. But while creating an IMC, it's crucial to consider every possible medium within the overall media strategy that might be used to send an advertisement or promotion message. Naturally, mass media would be considered a kind of promotion, but direct mail, FSIs, and point-of-purchase are all included. Again, any of these platforms might be used to spread a message that is similar to advertising, but apart from mass media, all of the others are key channels for doing so. Both 'mass' and 'pro-motion' media are not yet widely regarded as 'new media,' which is a misconception. Nevertheless, depending on the communication goal, it can be accep.

Coupons: There are several methods to distribute coupons, but direct mail and FSIs—as well as, increasingly, the Internet—are the most efficient. Targeting options are more flexible with direct mail and the Internet, but FSIs cost around half as much. There may also be coupons available at the time of sale.

Sampling: Direct mail or at the point of sale are the two greatest methods to provide samples. The least cost and, for many items, the only viable method of sampling is in-store or at a central location. The types of samples that may be sent by direct mail are rather restricted, but it offers the benefit of better targeting delivery when combined with a quality mailing list.

Refunds and rebates: Mass media is the main channel for a refund or rebate campaign. This is necessary because refunds and rebates need to be "announced" and explained. The best way to do this is with a message that sounds like advertising. The point of sale or via an FSI would be the next most probable location to handle a refund or rebate.

Loading and loyalty devices: Depending on the particular promotion, point-of-purchase or direct mail are the most probable medium for a loading or loyalty promotion. While most promotional promotions are offered best at the point-of-purchase, loyalty programs may be better delivered through direct mail. Although advertising is not always necessary for loyalty and loading devices, it is often helpful to include announcements or explanations of the program in the mass media, particularly if they are directed at a wide target audience. Premiums: Similar to refunds or rebates, a premium offer would often need mass media advertising to raise awareness and interest in order to be effective. This is particularly true if the premium targets a large target market. Direct mail or point-of-purchase are used for premium promotions that are more precisely targeted. If done correctly, point-of-purchase materials that include certain components from the advertising might serve as effective recognition cues for a brand.

Any premium campaign will want to use in-store merchandising regardless of the main channel.

Sweepstakes, games, and contests: This is another instance when using mass media to announce and explain the promotion is necessary, unless it is intended at a more specific audience in which case using direct mail will work. Additionally, point-of-purchase displays will often be required, much as with premiums.

Media selection for elementary and secondary

In the previous, we saw that the medium chosen for an IMC program needed to be able to simplify the processing needed to achieve the communication goals. The main distinction

between primary and secondary media in an IMC campaign is that whereas secondary media are chosen to support certain tactical considerations, primary media must be able to meet all of a brand's communication goals. In other words, the main medium chosen should be the most effective alternative available, and it should be able to function well on its own without the assistance of other media. The most important factor to take into account when choosing main media is whether or not it meets the combined criteria of the brand awareness and brand attitude objectives. IMC programs use secondary media for three purposes. There may be significant niches or sectors that the dominant media is unable to properly reach. Second, it's possible that using a different medium might help achieve one or more of the communication goals more successfully. For instance, despite the fact that print should be the main medium for a high-involvement informative product due to the requirement for enough time to comprehend the material, television would be more effective at raising awareness. This would be particularly accurate when a new product was introduced. Third, there could be unique tactical justifications for using different media at certain points in a campaign. Promotion, for instance, will probably employ a secondary media in addition to the main medium containing the advertisement, as we just saw. The four fundamental categories of advertising covered: consumer-oriented brand advertising, retail advertising, business-to-business advertising, and corporate image advertising will now be briefly reviewed. These guidelines, although not set in stone, do represent the basic character of the media that is *sui* for achieving the overall IMC goals.

COBA: Television will be the main channel for the majority of commercially available consumer goods. This is due to the fact that television is often the most effective medium for spreading awareness and speeding up message processing. A broad range of secondary media are utilized to increase reach and provide assistance for certain communication goals. For instance, Grass and Wallace demonstrated in a famous research how print, when employed as a secondary medium, may improve image transfer for a brand by using important visual components from television [7]–[9].

The majority of retail advertising has two positions: It is necessary to advertise both the shop and the goods it offers. Depending on the task, the principal media may change. Brand memory and short-term brand purchase intention are also required for retail shop image promotion. This implies that any locally available high-frequency media might be taken into consideration as the main medium, which could then be supported by a *sui* secondary medium.

Advertising for the shop's own items or repurposing advertisements for other brands the company sells are the two main types of retail product advertising. Depending on the individual qualities of the shop and its market, a variety of main media will be employed. Newspapers are a *sui* main media for re-advertising since they are likely to contain a broad variety of brands. Local television and newspapers are efficient for advertising or promoting their own items. The size of the target audience and the decision-makers are crucial considerations when choosing a major channel for B2B marketers. Under 100 decision-makers make up the target audience, making mass media advertising unlikely to be effective. All that should be required is personal selling, supported by supporting documentation during the sales call. The reach of certain IMC alternatives will assist evaluate what is accept when the intended audience size grows. In general, this refers to specialist print medium. Lower-level decision-makers in the target audience will

mostly be reached via trade journals, whereas upper-level decision-makers will primarily be reached through direct mail or pertinent business periodicals. If supplementary media are required, they are usually just more focused applications of existing specialized print media.

Corporate image advertising: Depending on the size of the business, the principal media will change. Beyond the spillover from the company's product-oriented marketing communication, local public relations and sponsorships may be successful for smaller companies or those with particularly localized target markets. Larger businesses should work to increase brand awareness and foster favorable perceptions of the organization. This indicates that the major medium should be print or television, with any necessary supplemental media. Remember from that a crucial component of IMC is corporate identity in addition to corporate image. Public relations should be employed anytime there is a worthwhile narrative to share. All businesses must address their identity via IMC alternatives fit for relevant internal and external communication. It is astounding how many businesses utilize corporate image advertising while disregarding the image-transmitting features of direct-contact media, as Rossiter and Percy have noted. They compare it to a large-packaged goods company conducting a successful advertising campaign but having a subpar packaging at the point of sale.

Distribution of the media budget

Choosing how to distribute the media money is the last stage before a media plan is complete and ready to be used to conduct an IMC campaign. We may use a worksheet to assist arrange the data required to help aid maximize the allocation of the media budget, much as the IMC planning worksheet gives the manager the chance to summarize the important considerations required for building the IMC plan. The patient portion of the previously stated disposable contact lens case is shown in 12.9 as to how this would seem. It combines the numerous communication tasks that must be completed with the various media alternatives that will be required to complete the task from the various contact points. This data, which examines those media possibilities in terms of main vs secondary options, is directly taken from the IMC planning worksheet. The communication tasks that were identified are filled in across the top, and the several media sources that were determined to be sui for each job are listed down the side. Although particular media should be provided here, we're utilizing broad media types for the sake of illustration. The principal medium in this illustration is broadcast advertising, which is supported by a number of subsidiary media. It also functions as a timeline since the communication tasks represent what must be done at each step of the decision-making process. Times when a certain choice is not required are shown by the gray regions [10].

The worksheet demonstrates that Accove should primarily use television advertising to promote category and brand recognition as well as attitudes about disposable contact lenses. A few secondary media also play more specialized roles for certain communications needs. Although television would normally be an excellent choice for fulfilling all communication needs, because this is a highly involved informative choice, we are aware that more material and some more processing time would be required to persuade the patient. Newspapers and periodicals, point-of-purchase marketing materials like pamphlets and posters, direct mail, and the Internet may all be useful in this situation. Advertising and incentive programs may be delivered via any of the secondary media.

CONCLUSION

The research offers suggestions for marketers who are using the IMC planning worksheet as its conclusion. These suggestions include conducting regular reviews and updates of the worksheet, integrating data and analytics to improve strategies, involving cross-functional teams in the planning process, and utilizing technology tools for seamless collaboration and execution. Overall, this study advances our knowledge of the IMC planning worksheet as a useful instrument for directing the creation and execution of all-encompassing communication strategies. Marketers may improve strategic decision-making, expedite coordination, and maximize the efficacy of IMC initiatives by using the worksheet. Advertising to the doctor or eye care specialist will also make its way to the patient during consultation, but not here as this is the patient worksheet. It may contain flip-charts for the doctor to use in explaining disposable contact lenses, for instance, and it will influence the doctor's recommendation. This, of course, emphasizes how crucial consistency is for the whole IMC campaign.

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THE GROWTH OF ADVERTISING AND PROMOTION

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ABSTRACT:

The growth of advertising and promotion has been a significant phenomenon in the field of marketing and communication. This study explores the evolution and impact of advertising and promotion, examining the factors that have contributed to their growth and the implications for businesses and consumers. Through an extensive review of literature, this research delves into the historical development of advertising and promotion, tracing their origins from traditional forms such as print and radio to the emergence of digital platforms and social media. It explores the changing landscape of advertising and promotion and the key drivers that have fueled their growth, including technological advancements, globalization, shifting consumer behavior, and increasing competition.

KEYWORDS: Branding, Digital Marketing, E-Commerce, Experiential Marketing, Globalization, Integrated Marketing Communications (IMC).

INTRODUCTION

Targeting audiences has given audiences a significant part in most organizations' marketing strategies. Advertising and promotion are becoming an increasingly important part of how businesses, from major multinational organizations to local shopkeepers, sell their goods and services. Consumers have adapted to relying on advertising and other types of promotion for information they may use to guide their purchasing choices in market-based economies. The rise in spending in these sectors is proof of the growing significance of advertising and promotion. The United States spent \$53 billion on advertising in 1980, of which \$49 billion went into sales promotion strategies such as product samples, coupons, competitions, sweepstakes, rewards, refunds, and allowances and discounts to merchants. Local and national advertising expenditures reached around \$240 billion by 2002, while more than \$250 billion was spent on consumer and retailer-focused sales promotion initiatives.¹ Businesses bombarded Americans with advertising messages and offers, collectively spending more than \$30 per week on every man, woman, and kid in the nation—nearly 50% more than in any other country.

The cost of advertising has increased in global markets as well. The amount spent on advertising outside of the US climbed from \$55 billion in 1980 to around \$214 billion in 2002.² Sales promotion, personal selling, direct marketing, event sponsorships, and public relations are all significant components of a company's marketing communications program, and both local and international businesses spend billions more on these activities [1]–[3]. The enormous increase in advertising and promotion spending is due in part to the development of the US and worldwide economies as well as the efforts of marketers who are looking to expand internationally.

Marketing is Exchange-Focused

The AMA definition acknowledges trade as a fundamental marketing idea.⁴ Two or more parties must have something of value to one another, be willing and able to give it up for the other party, and have a means of communication for trade to take place. By educating customers about a company's goods or services and persuading them that they can meet their needs or desires, advertising and marketing play a significant part in the exchange process. Not every marketing transaction involves paying money in return for a physical product or service. Every year, millions of dollars are donated to nonprofit institutions including charities, churches, the arts, and schools and universities.

Relationship Marketing

Most marketers nowadays are looking for more from their consumers than simply a one-time exchange or transaction. Market-driven businesses place a strong emphasis on creating and maintaining connections with their clients. Relationship marketing, which includes building, sustaining, and developing long-term connections with specific clients as well as other stakeholders for mutual benefit, has become more important as a result.

There are a number of reasons why relationship marketing is becoming more popular. First, businesses acknowledge that consumers have raised the bar significantly. Consumers seek for great customer value, which includes high-quality goods and services that are affordably priced, simple to order, promptly delivered, and backed by friendly customer service. They also want customized goods and services that are made to meet their unique requirements. Mass customization, which enables a business to produce a product or deliver a service in response to a specific customer's needs in a cost-effective manner, has been made possible by advancements in information technology, flexible manufacturing systems, and new marketing processes.⁶ A variety of products and services, including computers, automobiles, clothing, golf clubs, cosmetics, mortgages, and vitamins, can now be customized and personalized. Customers may visit websites like barbie.com from Mattel Inc. to create their own Barbie buddy doll or myjewelry.com from Fingerhut to create custom rings. Additionally, technological advancements may make mass customization of advertising more feasible. Relationships are important to marketers since it is often less expensive to keep existing clients than to get new ones.

The Advertising Mix

By carefully examining the needs and wants of consumers, developing a product or service that satisfies these needs, offering it at a specific price, making it available through a specific place or channel of distribution, and developing a program of promotion or communication to create

awareness and interest, marketing facilitates the exchange process and the development of relationships. The marketing mix includes these four Ps: product, pricing, location, and promotion. Combining these four components into a marketing program to provide the possibility for exchange with customers in the marketplace is the fundamental goal of marketing. The ideal marketing mix does not appear by accident. Marketers need to be aware of the choices and problems associated with each component of the mix. They also need to understand how to integrate these components to create a marketing program that works. Consumer research must be performed to study the market, and the data obtained must be used to create an overall marketing plan and mix.

This book primarily focuses on the promotional variable, one component of the marketing mix. The promotional campaign must, however, be integrated into a workable marketing plan and linked with other marketing initiatives. Even if a company spends a lot of money on advertising and sales promotion, it has little chance of success if its product is of low quality, is overpriced, or is not distributed to customers effectively. The value of integrating the components of the marketing mix into a unified marketing plan has long been understood by marketers. In order to achieve more successful marketing communications, many businesses also understand the need of integrating their numerous marketing communications initiatives, such as media advertising, direct marketing, sales promotion, and public relations. For many years, mass-media advertising predominated the promotional role in the majority of businesses. For help in practically all facets of marketing communication, businesses generally looked to their advertising firms. The majority of marketers did employ extra promotional and marketing communication tools, however organizations that specialize in package design, sales promotion, and direct marketing were often seen as auxiliary services that were frequently used on a project-by-project basis. Public relations firms were employed to continuously manage the organization's publicity, image, and relationships with pertinent publics, but they were not seen as essential players in the marketing communications process. Many marketers created impenetrable boundaries between the many marketing and promotional roles and planned and controlled them as distinct practices with different budgets, perspectives of the market, and goals and objectives. These businesses overlooked the need of coordinating a broad variety of marketing and promotional techniques in order to successfully interact with and project a consistent image to target consumers.

Development of IMC

Many businesses saw the necessity for a more strategic integration of their promotional materials throughout the 1980s. As marketers embraced the idea of integrated marketing communications, they started asking their ad agencies to coordinate the use of a variety of promotional tools rather than relying primarily on media advertising. As a result, these businesses started to move toward the process of integrated marketing communications, which involves coordinating the various promotional elements and other marketing activities that communicate with a firm's customers. Several businesses also started to explore beyond conventional advertising firms and use other categories of promotional professionals to create and carry out different parts of their promotional programs.

DISCUSSION

Many agencies claimed to be IMC agencies that provide one-stop shopping for all of their clients' promotional needs by acquiring PR, sales promotion, and direct-marketing companies. Some agencies got involved in these non-advertising areas to gain control over their clients' promotional programs and budgets and struggled to provide any real value beyond creating advertising. But it didn't take long for the advertising sector to realize that IMC was more than simply a trend. A task force from the American Association of Advertising Agencies created one of the first definitions of integrated marketing communications: 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, such as general advertising, orchestration, and seamless communication.

The practice of using all means of marketing to generate the greatest communication effect is the main emphasis of the 4As definition. The process of integrated marketing communications necessitates a "big-picture" approach to planning marketing and promotion programs and coordinating the various communication functions, according to Don Schultz of Northwestern University and others. However, proponents of the IMC concept argue for an even broader perspective that takes into account all sources of brand or company contact that a customer or prospect has with a product or service. It mandates that businesses create a comprehensive marketing communications plan that takes into account how all of a company's marketing initiatives, not simply promotion, communicate with its target audience.

Consumers' perceptions of a business and/or its different brands are the result of a synthesis of the messages they are exposed to or the contacts they have, including media advertisements, pricing, package design, direct marketing initiatives, publicity, sales promotions, websites, point-of-purchase displays, and even the type of store where a good or service is sold. The goal of the integrated marketing communications method is to provide the market a consistent, unified impression of all a company's marketing and promotional efforts. A unified messaging system is required so that every statement and action a corporation makes conveys a single message and positioning. This more comprehensive view of IMC has been embraced by many businesses. To guarantee that they convey a consistent message to consumers about the firm and/or its brands, they view it as a tool to organize and manage their marketing communications campaigns. For these businesses, the IMC strategy beats out the conventional practice of treating the different marketing and communications components as virtually independent operations. But when marketers get a deeper understanding of IMC, they see that it provides more than simply suggestions for coordinating every aspect of the marketing and communications initiatives. The IMC strategy aids businesses in determining the best and most efficient ways to interact and build bonds with their clients as well as other stakeholders including staff members, vendors, investors, interest groups, and the general public.

IMC is one of the "new-generation" marketing strategies used by businesses to better concentrate their efforts on acquiring, keeping, and building relationships with consumers and other stakeholders, according to Tom Duncan and Sandra Moriarty. Since all of a company's corporate activities, marketing-mix activities, and marketing communications efforts have a communication component, messages can originate at three levels: corporate, marketing, and marketing communications. They have developed a communication-based marketing model that

emphasizes the importance of managing all corporate or brand communications. At the corporate level, a company's mission, hiring procedures, philanthropies, corporate culture, and methods of responding to inquiries are just a few examples of the business practices and philosophies that have dimensions that communicate with customers and other stakeholders and affect relationships. For instance, Ben & Jerry's is regarded as a very good corporate citizen in its interactions with communities, employees, and the environment. Ben & Jerry's capitalizes on its reputation as a socially conscious business by supporting various causes as well as neighborhood events [4]–[6].

As was already established, businesses communicate with customers and other stakeholders at the marketing level by using all components of their marketing mixes, not simply promotion. On the basis of factors including a product's design, look, performance, cost, service support, and where and how it is disseminated, consumers draw conclusions about the product. Customers may associate excellent quality with, among other things, a product's price, form or design, packaging, brand name, or the reputation of the retailers where it is sold. Montblanc positions its watches and pens as premium, high-status items by combining a traditional style with a unique brand name and a high price. The business's practice of solely selling its goods in boutiques, jewelry stores, and other high-end retail outlets contributes to its upmarket image. Observe how the Montblanc reflects the marketing-mix components that contribute to the brand's unique image.

In order to generate cogent perceptions among consumers and other stakeholders, Duncan and Moriarty highlight that all messages should be presented and received on a foundation of executional and strategic consistency. This necessitates the integration of the messages from multiple marketing communications as well as the roles of numerous promotional facilitators, including advertising agencies, public relations companies, sales promotion experts, package design companies, direct-response professionals, and interactive agencies. The objective is to position the firm and/or brand consistently and to speak with a single voice, appearance, and image across all marketing communications tasks.

Many businesses are recognizing that using conventional marketing communications methods alone is insufficient for maintaining strong customer and stakeholder relationships. To build and maintain connections between businesses or brands and their consumers, many marketers and advertising agencies are employing comprehensive communication solutions and the IMC strategy. IMC is proving to be a lasting change that offers significant value to marketers in the rapidly changing communications environment they are facing in the new millennium.¹⁶ We will now go over some of the reasons why IMC is becoming more and more important. Some academics and practitioners have questioned whether the IMC movement is simply another management fad.

Reasons for IMC's Increasing Relevance

One of the most important marketing innovations of the 1990s was the drive toward integrated marketing communications, and this trend is still going strong as the new century gets underway. Both big and small businesses are using the IMC method to marketing communications planning and strategy. It has also gained popularity among companies that advertise business-to-business

as well as consumer goods and services. Marketers are using the IMC strategy for a variety of reasons. One key factor is that they recognize the need of strategically integrating the different communications tasks as opposed to allowing them to run independently. Companies may prevent redundancy, take advantage of the synergy between promotional media, and create marketing communications programs that are more successful and efficient by coordinating their marketing communications activities. IMC proponents contend that it is among the simplest methods for a business to increase the return on its investment in marketing and promotion.

The transition to integrated marketing communications also shows how marketers have adjusted to a dynamic environment, notably in terms of customers, technology, and media. Consumer demographics, lifestyles, media consumption, and purchasing and shopping habits have undergone significant changes. For instance, the number of channels accessible to families has significantly increased thanks to cable TV and more recently, digital satellite systems. Some of these channels provide 24-hour shopping networks, while others use infomercial-style 30- or 60-minute direct-response pitches that resemble TV programs more than traditional advertisements. The number of customers using the World Wide Web increases daily. Information, entertainment, and the ability to acquire a wide range of goods and services are all available online via sites like America Online and Microsoft Network. In response, marketers are creating home sites where they may conduct transactions as well as interactively display their goods and services. For instance, users of American Airlines' AA.com website may schedule flights, look for promotional prices, buy tickets, reserve seats, and book hotels and rental cars. The more conventional media are being impacted by new technology and formats, even as they provide advertisers new avenues to contact consumers. The audiences for television, radio, magazines, and newspapers are dwindling and growing more discerning. The segmentation of media audiences by new media technologies was identified as the most significant change in a recent study of top U.S. advertising executives on trends that would affect the industry.

Marketers must contend not just with a reduction in audience size for numerous media, but also with consumers who are less receptive to conventional advertising. They are aware that many customers dislike advertising and are sick of receiving constant sales messages. Due to these issues, many marketers are searching for more creative methods to reach their target customers, such as incorporating their marketing messaging into popular culture. To have their businesses included in TV programs and films, for instance, marketers often work with product placement agencies. In the most current James Bond film, *Die Another Day*, MGM/United Artists devised special sequences to highlight the Aston Martin V12 Vanquish sports vehicle. It is reported that the Ford Motor Company-owned British carmaker spent \$70 million to get the vehicle included in the picture. In a deal with Columbia Pictures, Daimler-Benz agreed to spend several million dollars on advertisements, private screenings, and other promotions in order to have the redesigned Mercedes-Benz E500 featured in the film *Men in Black II*.²⁰ IMC Perspective discusses how marketers are coming up with new strategies to reach consumers and hide their promotional messages by incorporating them into popular culture.

Changes in how businesses sell their goods and services are also fueling the shift toward integrated marketing communications. The continuing revolution that is altering the laws of marketing and the function of the conventional advertising agency is a significant factor in the

rising relevance of the IMC approach. This marketing revolution has many key aspects, including: A movement in marketing funds from media advertising to other types of promotion, notably sales promotions targeted at consumers and businesses. Many marketers believe that conventional media advertising is no longer cost-effective and has gotten too pricey. Additionally, because of the intensifying price rivalry in many markets, marketers are investing more of their promotional expenditures on price promotions as opposed to media advertising.

A shift away from using advertising-focused strategies, which place an emphasis on mass media like network television and national publications, to address communication issues. As they construct their marketing communications plans, many businesses are turning to less expensive, more focused communication techniques including event marketing and sponsorships, direct mail, sales promotion, and the Internet [7]–[9]. A transfer of power in the marketplace from manufacturers to retailers. Small local merchants are being supplanted by regional, national, and multinational chains as a result of retail sector consolidation. These powerful merchants are taking use of their size to press manufacturers for higher promotional fees and allowances, a strategy that often diverts funds from advertising. In addition, emerging technologies such as checkout

Retailers may learn through scanners how well manufacturers' promotional campaigns are working. Many marketers are now focusing more on marketing strategies that may provide quick results, including sale promotion.

The database marketing industry's explosive growth and development. Databases comprising client names, regional, demographic, and psychographic profiles, buying histories, media preferences, credit scores, and other characteristics are being compiled by many businesses. Instead of depending on the mainstream media, marketers are leveraging this information to target customers using a range of direct-marketing techniques including telemarketing, direct mail, and direct-response advertising. Database marketing, according to the strategy's proponents, is essential to the creation and use of successful IMC.

Calls for more agency accountability as well as modifications to how they are paid. Many businesses are shifting to incentive-based systems where the remuneration of their advertising firms is at least partially dependent on quantifiable metrics like sales, market share, and profitability. Many agencies are being prompted by demands for accountability to take into consideration a range of communication channels and less costly alternatives to mass-media advertising.

The Internet's explosive expansion, which is altering the fundamental essence of how businesses conduct their operations and how they engage with customers. The Internet revolution is already well underway, and its user base is expanding quickly. For many businesses, the Internet is a vital component of their communication and even commercial strategies. It is an interactive medium [10]. Everyone engaged in the marketing and promotional process is being impacted by this marketing revolution. Companies are becoming aware of the need to alter the methods through which they sell and advertise their goods and services. They should employ whatever contact techniques give the greatest means of conveying the message to their target audiences instead of becoming bound to a particular communication technology. The majority of agencies

are aware that their capacity to comprehend all facets of promotion and assist their customers in creating and implementing integrated marketing communications plans will determine their future success.

CONCLUSION

The research offers suggestions for marketers and companies engaged in the dynamic industry of advertising and promotion. Adopting digital technology, utilizing data and analytics to guide tactics, putting a priority on customer relevance and customization, integrating advertising and promotion with larger marketing initiatives, and abiding by ethical norms and rules are some of these ideas. In general, this study helps us understand how advertising and promotion are evolving, as well as how it affects both companies and consumers. Marketers may use the power of advertising and promotion to accomplish their marketing goals and provide value to customers in an increasingly competitive and dynamic marketplace by understanding the factors behind their development and implementing successful methods. Ad agencies are working to persuade their customers that they can handle all or a portion of their integrated communications demands by repositioning themselves as providing more than simply advertising expertise.

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THE ROLE OF IMC IN PRODUCT BRANDING

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ABSTRACT:

Integrated Marketing Communication (IMC) plays a crucial role in branding by aligning and coordinating various communication efforts to create a consistent and impactful brand identity. This study explores the significance of IMC in branding and examines how IMC strategies contribute to brand building, differentiation, and customer engagement. The theoretical foundations of IMC and its relationship with branding. It explores the key elements of IMC, including advertising, public relations, sales promotion, direct marketing, and digital marketing, and their integration to establish a unified brand message and image. It covers the whole range of customer awareness, knowledge, and perceptions about the brand and the organization that created it. It encompasses all of the consumer's interactions with the brand, going beyond just the experience or results of utilizing it.

KEYWORDS: *Brand Positioning, Brand Recognition, Consumer Perception, Creative Storytelling, Customer Engagement, Integrated Brand Communication, Market Segmentation.*

INTRODUCTION

Since it plays a significant part in creating and maintaining brand identity and equity, integrated marketing communications has become more important over the past ten years. According to branding specialist Kevin Keller, "Building and properly managing brand equity has become a priority for companies of all sizes, in all types of industries, in all types of markets."²³ Well-known brands have a significant competitive edge in today's market since there are an increasing number of items and services vying for the attention of consumers who have an increasing amount of time to make decisions. The development of well-known brands with positive, powerful, and distinctive connections in the minds of consumers is necessary for establishing and preserving brand identification and equity

The name, logo, symbolism, design, packaging, performance of a product or service, as well as the mental picture or associations that spring to mind when people think of a brand, are all

components of brand identity. It covers the whole range of customer awareness, knowledge, and perceptions about the brand and the organization that created it. It encompasses all of the consumer's interactions with the brand, going beyond just the experience or results of utilizing it. These connections may come about as a consequence of several integrated marketing strategies. mass media advertising, sales promotion offers, sponsoring activities at athletic or entertainment events, websites on the Internet, and direct mail items like letters, brochures, catalogs, or videos are just a few of the communications methods a corporation may utilize. Consumers may also engage with a brand or learn more about it at the point of sale at retail establishments, via articles or news items they see, hear, or read in the media, or through conversations with a business representative like a salesperson [1]–[3].

Marketers are aware that there are several chances and channels for connecting with existing and potential consumers to share information about a business and/or brands with them. Understanding how to successfully and efficiently build such relationships and communicate the branding message using the numerous IMC tools is the difficult part. Finding the correct mix of communication tools and strategies, defining their purpose and the amount to which they may or should be utilized, and coordinating their usage are all necessary for a successful IMC program. To do this, the individuals in charge of the company's communication activities must be aware of the IMC tools available and how to utilize them.

DISCUSSION

The Power of Brands

If the Nike brand or "swoosh" were removed off a pair of running or basketball shoes, or if the Coke or Pepsi name were removed from a bottle of cola, how would customers react? Would a Godiva chocolate taste as delicious under any other name? Do unbranded blue jeans have the same cachet as Calvin Klein or Diesel ones? Consumers used to embrace the more useful generics and private labels, proudly proclaiming their independence from the allure of name-brand names. However, brand recognition is more appealing than ever in the modern marketplace, and marketers are aware that strengthening and developing their brands' reputations is essential to their success and expansion. Because powerful brands have the ability to fetch a premium price from customers as well as investors, many businesses today understand that brand equity is as vital an asset as factories, inventories, and cash. the top brands in the world according to Interbrand Corp., a renowned brand advisory firm.

Brands are more significant than ever for a variety of reasons. Although consumers have a staggering array of options in almost every product and service area, they are also running out of time to browse and make decisions. Consumers use well-known and repo brand names as a benchmark and to facilitate decision-making. The secret to all great brands, according to branding expert Larry Light, is that they stand for something and are far more than just logos or trademarks. A brand is an assurance made to the consumer. Consumers don't go shopping for a 24-valve, 6-cylinder, 200-horsepower fuel-injected engine, according to one executive. They look around for a Taurus, Lexus, BMW, Jeep Cherokee, Hummer, and other vehicles. They shop for reup, well-known brands.

Companies participating in the global economy need a strong brand name and identity in order to attract clients who are located far from their home base. For the sale of their mobile phones and other electronic items, companies like Samsung, which has its headquarters in South Korea, and Nokia, which is located in Finland, significantly depend on markets outside of their home nations. Companies offering new goods or entering new markets should have a strong brand identity. For instance, as part of its general goal to enter new markets and sectors, such as military aircraft, rockets, satellites, and broadband communications, Boeing just launched its first-ever corporate branding campaign. The Boeing brand has been taken into consideration in every design decision, from the company's emblem to its choice to move its corporate headquarters from Seattle to Chicago. While brand creation is important, many marketers are finding it challenging to dedicate themselves to the endeavor as the global economy slows and budgets become more constrained. Media sales representatives, ad agencies, and other marketing communications experts have been attempting to persuade businesses to continue to invest in their brands rather than cut down on their expenditure. They cite the last economic slump in the early 1990s, when many packaged goods corporations cut their advertising costs and private-label products shot to popularity. While many businesses today resist the temptation to reduce spending on advertising and promotion in order to reach profit projections, others are less eager to support their brands. According to experts, these businesses face the danger of losing their ability to set prices and, more importantly, their relationship with consumers. Additionally, they face the danger of losing market share to well-funded rivals who are ready to wrest it from less-capable competitors. Kevin Keller, a marketing expert, says those that starve their brands today will suffer for it later.

The Tools for IMC: The Promotional Mix

While implicit communication occurs through the various elements of the marketing mix, the majority of an organization's communications with the marketplace take place as part of a carefully planned and controlled promotional program. Promotion has been defined as the coordination of all seller-initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea. The fundamental resources used to meet a company's communication goals are sometimes referred to as the promotional mix. Advertising, sales promotion, publicity/public relations, and personal selling have historically been the four components of the promotional mix. Direct marketing and interactive media, on the other hand, are seen in this article as important promotional-mix components that contemporary marketers utilize to connect with their target audiences. Every component of the promotional mix is thought of as a tool for integrated marketing communications with a specific function in an IMC campaign. Each may take in different shapes. And each has certain benefits.

Advertising

Any paid type of nonpersonal communication about an organization, product, service, or concept by an identified sponsor is referred to as advertising. The paid part of this definition refers to the fact that the time or space for an advertisement message must typically be purchased. The public service announcement, for which the media donates advertising time or space, is an occasional exception to this rule.

The nonpersonal aspect of advertising refers to the use of mass media, which may communicate a message to several people at once. There is often little possibility for rapid reply from the message receiver due to the impersonal character of advertising. Therefore, the marketer must take into account how the audience will understand and react to the message before it is conveyed. Because it is so prevalent, advertising is the most well-known and often debated kind of promotion. In especially for businesses whose goods and services are geared toward mass consumer markets, it is a crucial promotional strategy. Each year, over 200 businesses in the US spend over \$100 million on advertising.

The importance of advertising in many marketers' promotional strategies may be attributed to a number of factors. First off, it may be a relatively affordable strategy for reaching huge audiences. For instance, a 30-second commercial that airs on the four main networks in prime time reaches approximately 10 million homes. The price per 1,000 families reached is around \$14.27.

Advertising has the power to build brand identities and symbolic attractions for a company or brand, which is crucial for businesses offering goods and services that are hard to distinguish on the basis of functional features. For instance, Absolut has distinguished its vodka from other brands since 1980 by positioning it as an expensive, stylish, and sophisticated beverage. The Absolut moniker and the unusual bottle shape have been the center of the advertising campaign's attention-grabbing efforts. The majority of the print advertisements utilized in this ongoing campaign are customized for the magazine or area in which they appear. The campaign has helped to establish the Absolut brand as one of the most well-known and successful in advertising history. Sales of Absolut have surged ten-fold over the previous 15 years, and the numerous Absolut brands together have a market share of 70%, while sales of all other spirits have decreased by more than 40%.

Advertising also has the benefit of being able to connect with consumers when differentiation across other components of the marketing mix is challenging. Consumers are drawn to popular advertising efforts, which may also generate purchases. These well-known campaigns may sometimes be used as a resource for effective integrated marketing communications strategies. In order to get assistance from retailers in the form of shelf space, advertising displays, and other merchandising activities, Eveready, for instance, utilized the popularity of its Energizer Bunny campaign. The pink bunny is included in consumer promotions such in-store displays, special offers, and sweepstakes. To enhance brand recognition and increase the campaign's effect at the time of purchase, images of the Energizer Bunny are included on Energizer packaging. Eveready's integrated marketing initiatives have been expanded to include ties with sports marketing and sponsorships.

Advertising takes on many forms and has different purposes depending on the sector or the circumstance. The goals of an organization's advertising activities might vary, as can the place of advertising in a marketing strategy. One marketer would want to elicit a quick reaction or action from the audience, while another might prefer to build awareness or a good reputation for its good or service over time. With local, national, and retail advertising, marketers target the consumer market, which may lead to the stimulation of general or niche demand. They use business-to-business, professional, and trade advertising for business and professional markets.

Direct Selling

Direct marketing, in which businesses engage with target consumers directly to elicit a reaction and/or a transaction, is one of the fastest-growing segments of the American economy. Historically, national or regional direct marketing advertising was carried out by major corporations. National advertising includes the majority of commercials for well-known businesses and brands that are aired during prime time on TV or in other important national or regional media. The objectives of national advertising are to establish or reinforce the company's or brand's image in order to make customers more likely to make a purchase by informing or reminding them of the company's or brand's features, benefits, advantages, or uses [4]–[6].

Local and Retail Advertising

Advertisement produced by shops or neighborhood businesses to persuade customers to visit a certain shop, utilize a particular service, or spend money there. Local or retail advertising often highlights certain purchasing considerations like cost, opening hours, services, ambiance, appearance, or product selection. Because retailers care about increasing foot traffic to their stores, many of their promotions take the form of direct-action marketing meant to boost foot traffic and sales right away.

Selective vs primary demand advertising

Primary-demand advertising aims to increase demand across an entire industry or product class. The goal of selective demand advertising is to increase demand for a certain company's brands. The majority of product and service advertising focuses on the benefits of choosing a certain brand and aims to increase selective demand. When, for instance, a brand controls a market and stands to gain the most from market expansion, a marketer may focus on boosting primary demand. Since the objective is to sell people on the product idea as much as to promote a specific brand, primary-demand advertising is often utilized as part of a promotional plan to help a new product obtain market acceptability. Industry trade groups work to increase demand for a variety of goods produced by its members, including cotton, milk, orange juice, pig, and cattle.

Advertising from Business to Business

Publicity aimed towards people who purchase or have influence over the procurement of commercial products or services for their organizations. Industrial goods are items that either become a tangible component of another product, are utilized in the production of other items, or are used to support a company's operations. This category also includes business services including health care, travel, and insurance.

Licensed Advertising

advertising intended to persuade professionals like physicians, attorneys, dentists, engineers, or professors to utilize a brand's product in their professional endeavors. It could also be used to persuade experts to suggest or outline the end-user application of a company's product.

Trade Promotion

advertising aimed to wholesalers, distributors, and retailers—members of the marketing channel. The aim is to motivate channel participants to store, advertise, and resell manufacturer-branded

goods to their clients. Direct marketing encompasses much more than just mail-order catalogs and direct mail. It covers a range of tasks, including as database administration, direct selling, telemarketing, and the use of direct mail, the Internet, and different broadcast and print media to provide direct response advertisements. Certain businesses, like Tupperware, Discovery Toys, and Amway, don't utilize any other distribution channels and instead rely on independent contractors to market their goods to customers directly. Businesses like L.L. Lands' End, J. Bean, and J. Crew has had great success selling its apparel items via direct marketing. By offering a comprehensive range of personal computers via direct marketing, Dell Computer and Gateway have seen great development in the computer sector.

Direct-response advertising, in which a product is marketed via an advertisement that entices the customer to buy directly from the producer, is one of the main methods of direct marketing. Direct mail has often been the primary method of. Despite the fact that magazines and television have grown to be more significant media, direct-response advertising still favors print media. An illustration. Over the last two decades, direct-response marketing and other types of direct advertising have grown in popularity, partly as a result of changing lifestyles, notably the rise in two-income homes. While there is now more disposable cash, there is less time for in-store shopping as a result. The ability to use credit cards and toll-free phone lines has made it easier to buy items via direct response advertisements. Direct marketing is expanding thanks to the Internet's explosive recent expansion. Direct marketing has grown tremendously due to how convenient it is to place orders by phone, mail, or online, browse via catalogs, or visit a company's website.

Companies who distribute their goods via conventional distribution channels or have their own sales team also employ direct-marketing tools and tactics. Consumer goods firms and business-to-business marketers use integrated marketing communications strategies that heavily rely on direct marketing. Each year, these businesses invest significant sums of money in creating and maintaining data bases with the addresses and/or phone numbers of both current and potential customers. Direct sales calls are made to consumers via telemarketing in an effort to offer them goods and services or qualify them as leads for future sales. In order to tell prospective consumers about their goods or services, marketers also send out direct-mail materials, which may range from simple letters and flyers to comprehensive brochures, catalogs, and videotapes. Additionally, product samples are given out or customers of a rival brand are targeted via direct marketing strategies.

Internet and interactive marketing

We may be in the midst of the most revolutionary and rapid shifts in marketing, advertising, and promotion history as the new century gets underway. The Internet in particular has seen a huge increase in communication via interactive media, which is what is driving these advancements in technology and development. Users of interactive media may engage in the information flow and alter the format and content of the information they receive in real time. The new media, in contrast to conventional, one-way forms of commercial communication like advertising, enable users to carry out a number of tasks including receiving and altering information and pictures, making enquiries, answering inquiries, and, of course, making purchases. Other interactive media platforms outside the Internet include CD-ROMs, kiosks, and interactive television.

However, the Internet, particularly its World Wide Web component, is the interactive media that is having the most influence on marketing.

The Internet is altering how businesses plan and carry out their overall marketing and business strategies, and it is also having an impact on their marketing communications initiatives. Numerous businesses, from major global organizations to tiny local businesses, have created websites to advertise their goods and services, enlighten current and new customers, and to amuse and engage consumers. As many marketers promote their goods and services on the websites of other businesses, this is perhaps the most common perception of the Internet organizations or businesses. Actually, all of the components of the promotional mix may be implemented using the Internet as a media. Along with online advertising, marketers also utilize the Internet to more successfully and efficiently carry out direct marketing, personal selling, and public relations operations. These activities include discounts, competitions, and sweepstakes[7]–[9].

Although it is a promotional tool, the Internet may also be seen as a stand-alone marketing communication tool. It is an extremely successful means of interacting with clients because to its interactive character. Recognizing the benefits of interacting online, many businesses are creating Web strategies and working with interactive firms to create their websites and include them into integrated marketing communications programs. However, businesses who are leveraging the web successfully combine their web tactics with other IMC program elements. The successful "Whatever" campaign created by Nike and its advertising firm, Weiden & Kennedy, to promote the Air Cross Trainer II sneakers is a great illustration of this. The commercials showed famous athletes, such sprinter Marion Jones, in compelling scenarios, and at the conclusion of each one, the words "Continue at Whatever.Nike.com" flashed on the screen. When viewers went to the website, they could learn about the sports and players portrayed in the advertisements, make a purchase of the shoes, or choose one of six or seven potential commercial endings. Both Nike's main website and the campaign-specific whatever.nike.com website saw a significant increase in traffic as a result of the integrated promotion. The Air Cross Trainer II quickly became Nike's best-selling sneaker thanks to the "Whatever" campaign, which was also incredibly successful in terms of sales.

Promotion of Sales

The second element of the promotional mix is sales promotion, which is often characterized as those marketing initiatives that provide added benefits or incentives to the sales force, distributors, or final customer and have the potential to increase sales right away. Consumer- and trade-oriented activities are the two main categories into which sales marketing is often divided.

Consumer-oriented sales promotion comprises coupons, samples, premiums, rebates, competitions, sweepstakes, and different point-of-purchase items and is directed towards the final consumer of a product or service. These advertising techniques push people to buy now, which may boost short-term sales. Target audiences for trade-oriented sales promotion include marketing intermediaries including wholesalers, distributors, and retailers. Some of the promotional tactics used to get the trade to stock and advertise a company's goods include price reductions, sales competitions, and trade exhibitions.

Sales promotion accounts for 60 to 70 percent of the promotional expenditure for many consumer-packaged goods companies.³⁰ In recent years, several businesses have switched the focus of their promotional strategies from advertising to sales promotion. Declining brand loyalty and rising customer sensitivity to promotional offers are two reasons for the growing focus on sales promotion. Another important factor is the growth in size and influence of retailers, who now expect more company support for trade initiatives.

In the disciplines of marketing and advertising, misunderstanding sometimes arises between the phrase's promotion and sales promotion. As said, promotion is a component of marketing that encompasses all the elements of the promotional mix that allow businesses to interact with their clients. Although many marketing and advertising professionals use the phrase more specifically to refer to trade or consumer-facing sales promotion efforts. In this book, the term "promotion" is used more broadly to refer to an organization's many marketing communications initiatives [10].

Public Relations/Publicity

Publicity is the term used to describe non-personal communications about a company, a product, a service, or an idea that are not directly funded or promoted by sponsors. It often takes the shape of an editorial, news article, or statement about a company and/or its goods and services. While PR also entails impersonal engagement with a large audience, it is not directly funded by the corporation like advertising. In an effort to influence awareness, knowledge, views, and/or behavior, the corporation or organization tries to persuade the media to publish or cover an article that is favorable to a certain product, service, cause, or event. News releases, press conferences, feature articles, feature films, pictures, and videotapes are all examples of publicity-generating strategies.

The legitimacy of publicity makes it superior to other types of advertising. Consumers are often less dubious when positive information about a product or service comes from a source, they believe to be objective. For instance, because many viewers consider film critics to be unbiased judges, the reception a new film gets from critics is often a good indicator of how successful it will be. Publicity also has the benefit of being inexpensive since the firm is not paying for time or space in a mass media like TV, radio, or newspapers. While creating marketing materials or keeping a staff to do so may involve some expenditures for an organization, these costs will be far lower than those for other promotional campaigns.

An organization cannot always control publicity, which might also be unfavorable. Negative press about a business or its goods may be quite harmful. For instance, a few years ago, unfavorable articles regarding abdominal training machines were featured on the newsmagazine TV programs "20/20" on ABC and "Dateline" on NBC. The devices were regularly selling for more than \$3 million via infomercials before these tales aired. Sales of the machines soon decreased when the unfavorable reports aired, and within a few months the product category was all but extinct.

Public Relations It's critical to understand the differences between public relations and publicity. A company is really doing a task known as public relations when it methodically develops and disseminates information in an effort to manage and control both its image and the kind of press coverage it gets. Public relations are described as "the management function which evaluates

public attitudes, identifies the policies and procedures of an individual or organization with the public interest, and executes a program of action to earn public understanding and acceptance. Public relations typically have a broader goal than publicity because its goal is to create and uphold a favorable image of the company among its various publics.

In order to improve an organization's image, public relations utilize a number of techniques, including special publications, involvement in civic initiatives, fundraising, sponsorship of special events, and numerous public affairs initiatives. Additionally, organizations employ advertising as a PR tactic. Publicity and PR have often been seen as secondary rather than key to the marketing and promotional process. However, a lot of businesses now include PR into their pre-planned marketing and promotion plans. Public relations are being promoted by PR firms as a communications technique that can replace many of the duties performed by traditional advertising and marketing.

Selling on the side

Personal selling, a kind of person-to-person communication in which a seller tries to help and/or convince potential customers to acquire the company's product or service or to act on an idea, is the last component of an organization's promotional mix. In contrast to advertising, personal selling comprises face-to-face or telephone-based direct conversation between the customer and the vendor. Due to this connection, the marketer has more flexibility in how they communicate since they can see or hear how a prospective customer is responding and adjust their message appropriately. Personal selling enables the seller to adapt their communication to the demands or circumstances of each particular consumer. Due to the fact that customers' reactions are often a reliable way to gauge the effectiveness of a sales presentation, personal selling also entails more quick and accurate feedback. The salesman may change the message if the response is negative. The company's product or service may also be sold to certain markets and consumer types by using persuasive marketing techniques.

Marketing Management

A business integrates the components of the promotional mix, balancing each one's strengths and limitations, to create a successful promotional campaign. This is known as an integrated marketing communications plan. Promotional management is coordinating the components of the promotional mix to create a managed, integrated program of successful marketing communications. To fulfill its marketing and promotional objectives, the marketer must decide which promotional instruments to utilize and how to mix them. Distributing the whole promotional money across the components of the promotional mix is another challenge faced by businesses. What portion of the budget should they set out for direct marketing, personal selling, the Internet, and online advertising?

The kind of product, the target market, the buying process, the stage of the product life cycle, and the routes of distribution are just a few of the variables that businesses take into account when building their IMC programs. Companies that offer consumer goods and services often depend on mass media advertising to connect with final customers. Personal selling is more often used by business-to-business marketers, who typically offer costly, risky, and frequently complicated goods and services. Businesses-to-business marketers, like Honeywell, employ

advertising to carry out crucial tasks including increasing public knowledge of their brand and their products, producing leads for their sales team, and comforting clients about their purchases.

On the other hand, personal selling is crucial to the marketing of consumer goods. A corporation that sells consumer products has a sales team on staff to contact marketing middlemen who then provide the product or service to the ultimate customer. The company's sales representatives may not interact directly with the final consumer, but they are still crucial to the marketing effort because they help the company's product find new distribution channels, secure shelf space and shelf space for the brand, inform retailers about user advertising and promotion efforts, and encourage dealers to merchandise and promote the brand at the local market level.

The kind of market being targeted affects the advertising and personal selling strategies used, and even businesses in the same sector may use their marketing resources differently. For instance, Avon and Mary Kay Cosmetics focus mostly on direct selling, whereas Max Factor and Revlon significantly depend on consumer advertising. The proportional importance that businesses put on advertising and sales promotion also varies. Advertising is a tool used by businesses that offer premium products to persuade consumers of their excellence, support their higher pricing, and preserve their reputation. Low-quality or difficult-to-differentiate brands often compete on price or "value for the money" grounds and may depend more on trade and/or consumer-facing sales advertising. An organization's marketing communications strategy is often created with a specific goal in mind and is the result of a thorough marketing and promotional planning process. We will now have a look at a promotional planning process model that illustrates the decision-making flow for creating and putting into practice the IMC program. The particular roles and functions of the various components of the promotional mix must be determined by promotional planners, who must then create strategies for each component and carry out the plan. Promotion is just one component of the whole marketing strategy, which must be incorporated into it.

CONCLUSION

The report offers suggestions for marketers looking to use IMC for branding as it comes to a close. Among the suggestions made are conducting in-depth brand research, ensuring message consistency across all communication channels, utilizing data and analytics for targeted and personalized communication, monitoring and evaluating the success of IMC initiatives, and consistently modifying strategies to take into account shifting consumer preferences and market dynamics. Overall, this study emphasizes how important IMC is to branding. IMC improves brand identity, distinction, consumer engagement, and loyalty by integrating and harmonizing communication initiatives. IMC methods may help marketers establish strong, lasting brands that connect with customers and provide them a competitive edge in the market. Planning is fundamental to the creation and execution of an effective promotional campaign, as it is with any company activity. Promoters create a promotional strategy that serves as the foundation for creating, executing, and managing the organization's integrated marketing communications programs and activities.

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PROMOTIONAL PROGRAM SITUATION ANALYSIS

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ABSTRACT:

The promotional program situation analysis is a crucial step in developing effective marketing communication strategies. This study explores the significance of conducting a comprehensive situation analysis for promotional programs and examines how it enables marketers to understand the internal and external factors that impact promotional efforts. Examines the theoretical foundations of situation analysis in marketing communication. It explores the key components typically included in the analysis, such as market analysis, target audience analysis, competitor analysis, internal capabilities assessment, and environmental scanning. The scenario analysis is the next phase in creating a promotional plan after the examination of the overall marketing strategy. The scenario analysis in the IMC program focuses on the variables that affect or are pertinent to the creation of a promotional plan. The promotional program scenario analysis involves both an internal and an external analysis, much as the overall marketing situation analysis.

KEYWORDS: *Consumer Behavior, Market Research, Marketing Objectives, Product Analysis, Promotional Goals, Sales Analysis.*

INTRODUCTION

Internal Evaluation

The internal analysis evaluates pertinent aspects of the product/service offering and the company as a whole. It is important to examine the firm's capacities for creating and implementing effective promotional programs, the structure of the promotional department, and the accomplishments and shortcomings of prior initiatives. The research should look at the relative benefits and drawbacks of executing internal promotional tasks vs contracting with an outside company. For instance, the internal study may show that some aspects of the promotional campaign cannot be planned, implemented, or managed by the company. If so, it might be prudent to seek aid from a marketing firm or another promotional intermediary. The effectiveness of the agency's work and the outcomes of previous and/or current campaigns will be the main points of discussion if the company already employs an advertising agency[1]–[3].

Assessing the firm's or the brand's image-related strengths and shortcomings is another component of the internal study. The way a company presents itself to the public often has a big bearing on how it can advertise and sell itself as well as its numerous goods and services. Companies or brands that are new to the market or for whom there are unfavorable impressions may need to focus on their images rather than simply the advantages or features of the particular product or service. But when it comes to selling its goods or services, a company with a solid reputation and/or image is already one step ahead. For instance, a national poll revealed that Johnson & Johnson, Coca-Cola, Hewlett-Packard, Intel, Ben & Jerry's, and Wal-Mart had the greatest overall reputations among American customers. In terms of social responsibility, which takes into account opinions of the business as a good neighbor in its interactions with locals, workers, and the environment, Wal-Mart received extremely high ratings. By sponsoring a variety of causes on a local and national level, Wal-Mart strengthens its reputation as a socially conscious business. The internal study also evaluates the relative benefits and drawbacks of the item or service, its advantages and disadvantages, any special features or benefits, its pricing, packaging, and design, among other things. The creative team members who are responsible for creating the brand's advertising message will find this information to be of particular importance.

Process Analysis of Communication

This step in the planning process for promotions looks at the company's ability to effectively interact with customers in its target markets. The process that consumers will go through while reacting to marketing messages must be considered by the promotional planner. In contrast to low-involvement or regular purchase choices, the response process for goods or services is often different for those for which customer decision making is defined by a high degree of interest. These variations will affect the marketing plan. It's also important to think about how to leverage different sources, messages, and channels when making communication choices. The promotional planner has to be aware of the varied impacts that different sorts of advertising messages may have on customers and determine whether or not they are acceptable for the brand or product. It may also be investigated if using a famous spokesman is appropriate and at what expense. At this time, there may also be a preliminary discussion of media-mix choices and their financial consequences.

Budget Determination

Following the determination of the communication goals, focus shifts to the promotional budget. At this time, two fundamental inquiries are made: How much will the promotional program cost? How will the funds be distributed? The amount of money a business should invest in marketing should ideally be based on what is required to meet its communication goals. In fact, the amount of money available or a proportion of a company's or brand's sales income are often used to calculate promotional budgets. The budget is often a rough estimate at this point. Until certain promotional-mix techniques are created, it could not be completed.

procedure for preparing promotions. Each component of the promotional mix has benefits and limits, as was previously described. At this step of the planning process, judgments must be taken on the function, significance, and coordination of each piece. Each component of the promotional mix has its own set of goals, as well as a budget and plan for achieving them. For

the promotional initiatives to be put into action, decisions must be taken and tasks must be completed. It is vital to create procedures for assessing performance and implementing any required adjustments.

For instance, the advertising campaign will have its own set of goals, which will often include reaching out to a target population with a message or appeal. The advertising manager and the agency will establish a budget so they can obtain a rough estimate of how much money is available for creating the ad campaign and buying media to spread the message. The creation of the message and the media plan are two key components of the advertising campaign. Finding the fundamental appeal and message the marketer wants to deliver to the target audience is known as message development, also known as creative strategy. Many students find this procedure and the ensuing advertisements to be the most exciting part of marketing. Choosing the communication channels that will be utilized to reach the target audience for an advertisement is known as media strategy. The categories of media that will be utilized, as well as the precise media choices, must be decided. The pros and disadvantages, prices, and effectiveness of the media alternatives in reaching the target audience must all be carefully considered for this assignment.

It is necessary to take action to put the message and media strategy into action once they have been chosen. The majority of big businesses use advertising firms to design and produce their messaging as well as to assess and buy the media that will run their advertisements. However, since the advertiser ultimately accepts the creative work and media strategy, the majority of agencies work extremely closely with their clients as they produce the commercials and choose media.

The process of establishing goals, creating an overall strategy, deciding on message and media strategies, and moving forward with their implementation is the same for the other components of the IMC program. While some of the other IMC tasks may be handled by the marketer's advertising agency, the marketer may also work with other communication experts including direct-marketing, interactive, and/or sales promotion agencies, as well as public relations firms.

Evaluation, Monitoring, and Control

Monitoring, assessing, and regulating the promotional campaign is the last step in the promotional planning process. It's critical to assess how well the promotional campaign is achieving the company's overall marketing objectives and communications goals. The promotional planner is interested in learning why the promotional campaign is doing as well as how well it is. For instance, issues with the advertising campaign might be caused by the message's content or a media strategy that fails to successfully reach the target audience. To make the proper adjustments to the program, the management must be aware of the causes of the outcomes. This last step of the procedure is to provide management ongoing feedback on the success of the promotional campaign, which can then be utilized as input during the planning stage.

The different components of the promotional mix have traditionally been addressed as independent activities whether teaching advertising, promotional strategy, or marketing communications courses. As a consequence, many individuals in the fields of advertising, sales

promotion, direct marketing, or public relations often approach challenges relating to marketing communications from the standpoint of their own field. A marketing communications professional may argue that media advertising is the best way to achieve marketing communications goals; a promotional specialist may support a sales promotion program as a way to spur consumer action; and a public relations specialist might support a PR campaign as a way to address the issue. Since each individual has been taught to approach marketing communications difficulties largely from one standpoint, these orientations are not unexpected.

However, in today's corporate environment, those working in marketing, advertising, and other promotional fields are required to comprehend and apply a number of marketing communications tools, not just the one in which they are experts. Advertising companies no longer limit their services to the field of advertising. Many people work in marketing communications, public relations, direct marketing, event sponsorship, and sales promotion. People who work for clients or advertisers, such as brand, product, or promotional managers, are creating marketing plans that make use of a range of marketing communications techniques.

Approaches advertising and promotion from the standpoint of integrated marketing communications. We'll look at every component of the promotional mix and how it contributes to an organization's integrated marketing communications strategy. Even though media advertising may be the most prominent component of the communications strategy, understanding its function in modern marketing necessitates paying attention to other promotional fields like direct marketing, interactive marketing, public relations, sales promotion, and personal selling as well as the Internet and other technologies. The advertising or marketing communications manager does not have direct authority over every aspect of the promotional-mix. For instance, personal selling is often a specialist marketing task outside of the advertising or promotion division. Similar to how publicity and public relations are sometimes allocated to a different department. To coordinate the organization's marketing communications strategies, all of these divisions should nonetheless communicate.

DISCUSSION

Goal is to thoroughly explain the field of advertising, together with other components of a company's promotional mix, and to demonstrate how they work together to create an integrated marketing communications program. The people involved must comprehend marketing, customer behavior, and the communications process in order to design, create, and execute a successful IMC program which looks at how advertising and other types of promotion fit into the marketing process, is meant to provide the groundwork for this. We look at the positioning and market segmentation processes and how they contribute to creating an IMC strategy. We also go over how businesses arrange for IMC and choose advertising agencies and other businesses that provide marketing and promotional services [4]–[6].

IMC's Function in the Marketing Cycle

Alternative market opportunities for current product lines in existing or new markets, new goods for existing markets, or new products for new markets should result from a thorough research of the market. prospects in the market are those where there are favorable demand patterns, where the firm feels there are unmet consumer demands and prospects, and where it can successfully

compete. Since more people are exercising, for instance, the market for athletic footwear has grown to over \$13.5 billion. Companies that make athletic shoes, like Nike, Reebok, and others, see this as an opportunity to increase their domestic and global customer bases. Some businesses spend millions of dollars on advertising alone to take advantage of this development. Reebok spent \$49 million, Nike nearly \$155 million, while New Balance "only" spent \$13 million in 2001. The market for trail, running, basketball, and "lifestyle" shoes like slip-ons has changed as a result of changes in lifestyles. In all, athletic footwear makers spent over \$5.9 billion on advertising and celebrity endorsements in 2001.2.

Typically, a corporation finds market possibilities by carefully analyzing the marketplace, keeping track of demand patterns, and observing competition in different market categories. Rarely can a market be thought of as one big homogenous group of consumers; instead, it is made up of several heterogeneous groupings, or segments. Numerous businesses have recently realized how crucial it is to customize their marketing to satisfy the demands and trends of various market groups. For instance, the residential, education, scientific, and commercial sectors are only a few examples of the many market segments in the personal computer industry. These divisions are still possible. The education market may include anything from primary schools through colleges and universities, whereas the business market includes both small businesses and major enterprises. A business that markets its goods to the automotive sector must choose which specific market segment or markets it wants to compete in. This choice is based on the level and kind of competition the brand will see in a certain market. For instance, some businesses that have had success in the premium automobile market have lately unveiled SUVs. These vehicles are currently available from Lincoln, Cadillac, Lexus, BMW, and Mercedes. In 2004, Porsche, a well-known player in the sports car market, will unveil its SUV. The construction of a marketing plan includes a competitive analysis, which merits more thought.

Competitive Research

The management must thoroughly assess the marketplace competition while creating the company's marketing strategy and plans for its goods and services. This may include both direct brand rivalry and more subtly competitive forms, including product alternatives. For instance, when Lay's released Baked Lay's low-fat chips, sales of the original Lay's potato chip brand were negatively impacted. At the same time, other potato chip manufacturers attracted new customers. In addition to direct rivals in the potato chip market, Lay's is up against rivals in the pretzel and cracker markets. One may argue that Lay's is rivaled by other low-fat goods that provide consumers a choice. Since rivals began offering breakfast bars and snacks like Chex Morning Mix, the sale of bagels has decreased.

More generally, marketers need to be aware that they are vying for consumers' discretionary cash, thus they need to be aware of the many ways that prospective customers spend their money. For instance, the United States had a sharp fall in motorcycle sales in the late 1980s and early 1990s. The aging baby boomers are less likely to ride motorbikes, and there are fewer men between the ages of 18 and 34, which is reflected in this reduction. The lack of other products people might buy with their extra money, such as Jet Skis, dirt motorcycles, home gym equipment, spas, and home entertainment systems like large-screen TVs and stereos, may also be blamed for the decline in sales. As a result, motorcycle marketers like Honda and Harley-

Davidson had to persuade prospective customers that, in comparison to other purchasing alternatives, a motorbike was worth a significant amount of their available cash. The industry was successful in turning around the slump via excellent marketing methods, and by the late 1990s, sales had increased by over 25%.

Finding a competitive advantage—something unique a company does or possesses that offers it an advantage over rivals—is a crucial component of developing a marketing plan. Having high-quality items that attract a premium price, offering exceptional customer service, having the lowest manufacturing costs and pricing, or controlling distribution networks are all ways to get a competitive edge. A long-running ad campaign for Michelin tires, which placed an emphasis on both performance and security, is an example of how advertising can establish and sustain brand identity and product distinctiveness to provide businesses a competitive edge. For instance, Colgate toothpaste, Campbell's soup, Nike shoes, Kodak, and McDonald's all enjoy competitive advantages in their respective marketplaces thanks to their strong brand identities.

There has recently been worry that some marketers are not investing enough money in advertising to support the competitive edge of top companies. Advocates of advertising have urged businesses to spend more money on advertising rather than pricey trade promotions in order to safeguard their brand value and franchises. Some businesses have been increasing their investments in strong brands as a result of realizing the crucial competitive advantage they provide. Just two of many instances are Capital One and McDonald's. Capital One developed a new branding effort to highlight the safety provided by its credit cards using public relations, direct marketing, and \$96 million in media investment.

Businesses need to be worried about the dynamic competitive climate. Analysis and monitoring of competitors' marketing initiatives is necessary since they have a significant influence on a company's marketing strategy. Another crucial factor is how rivals respond to a company's marketing and promotion plan. Competitors may lower prices, spend more on promotions, create new brands, or wage comparative advertising wars against one another. The conflict between Coca-Cola and Pepsi is one of the most heated rivalries in sports. Other fierce rivalry in the market includes those between Ford and GM, Hertz and Avis, and a number of others.

The increasing number of international businesses that are entering the American market and competing with local businesses is a last facet of competitiveness. Imports are becoming a more potent kind of competition that U.S. businesses must deal with in a variety of items, from electronics to vehicles to beer. As our economy becomes increasingly globalized, U.S. businesses must learn how to successfully compete in the global market in addition to defending their own markets [7]–[9].

Selection of the target market

The business may decide to choose one or more market categories as its target markets after analyzing the potential offered by each one and doing a thorough competition study. The firm's marketing strategy is centered on this target market, and goals and objectives are established in accordance with the company's aspirations for this market. These goals and objectives are defined in terms of certain performance factors, such as sales, market share, and profitability. The choice of the target market in which the company will compete is a crucial component of its

marketing plan and directly affects its advertising and promotional initiatives. Remember that the scenario analysis is carried out at the start of the promotional planning process from our discussion of the integrated marketing communications planning program. The scenario analysis yields specific goals, including those for marketing and communications, which are then translated into promotional-mix plans. Rarely do marketers use one product, brand, or service offering to target the whole market. Instead, companies use a variety of techniques, segmenting the market and concentrating their marketing and advertising efforts on one or more of these categories. Accordingly, depending on the chosen market strategy, several goals may be set, various budgets may be used, and various promotional-mix techniques may be employed. Few, if any, items can satiate all customer wants, hence businesses often use several marketing tactics to address various consumer needs. Target marketing, the method used by marketers to do this, entails four fundamental steps: finding markets with unmet requirements, segmenting the market, focusing on specific groups, and presenting one's product or service via marketing methods.

Identifying Markets

When using a target marketing approach, the marketer determines which groups of individuals have particular requirements, chooses one or more of these segments as a target, and creates marketing campaigns tailored to each. For a variety of factors, including as market shifts, more segmentation by rivals, and the fact that more managers have received segmentation training and are aware of its benefits, this method has found greater use in marketing. The strongest justification, however, may be found in the fundamental idea that in order to create marketing initiatives that best serve customers, it is essential to have a thorough understanding of their requirements. By separating out customers with comparable demands, lifestyles, and other characteristics, target market identification helps us better understand their unique requirements. Marketers will be more successful in addressing these demands in their communications campaigns and educating and/or persuading prospective customers that the product or service offering will fulfill their needs the more they can build a common ground with consumers.

Consider the beer business as an example. Beer used to be simply beer back then, with no distinction, many of regional distributors, and few genuinely national brands. The business started to consolidate, and many brands either vanished or were taken over by the bigger brewers. Competition among the main brewers intensified as the number of rivals shrank. Brewers started examining the various preferences, lifestyles, and other characteristics of beer consumers in order to compete more successfully. They then utilized this knowledge in their marketing techniques. Numerous market segments were identified as a consequence of this approach, each of which is related to a certain customer's demands, way of life, and other traits.

Market division

It is impossible to create marketing plans for each and every customer. Instead, the marketer looks for sizable groups of consumers that have the same demands and will react similarly to marketing efforts. Market segmentation is defined as "dividing a market into distinct groups that have common needs and will respond similarly to a marketing action," according to Eric N. Berkowitz, Roger A. Kerin, and William Rudelius.⁴ There are five different phases in the segmentation process:

1. Finding strategies to classify customers based on their demands.
2. Finding methods to organize the organization's marketing initiatives—typically the items provided—into groups.
3. Creating a market-product grid to link the various market groups to the products or activities of the company.
4. Deciding which target markets the company would focus its marketing efforts on.
5. Using marketing strategies to connect with target demographics.

The more precisely marketers understand the market, the more segments there are. There are, however, fewer customers in each sector the more the market is segmented. Therefore, deciding how far to go with segmentation is crucial. Where does the action come to an end? The beer industry's approach shows how effective it can be. Managers think about whether the target group is big enough to enable personalized techniques while organizing the promotional campaign. They specifically take into account accessibility for this population. Can you communicate with it via a program? For instance, you'll notice in 10 that there are sometimes no media that may be utilized to reach certain specific target audiences. Or the promotions manager could be able to pinpoint a few segments but fail to create the necessary programs to reach them. The company could not have enough money to invest in the necessary advertising campaign, not enough salespeople to cover all regions, or other promotional shortcomings. The marketer must decide how to target the market after it has been determined that segmentation is necessary. The following examines some of the fundamentals of market segmentation and provides examples of uses for advertising and promotions.

It seems that American marketers have at last learned about the Hispanic market. It hasn't exactly been here for a while, but it has. Not that it isn't a sizable object; it is. What then has jolted Madison Avenue into seeing the possibilities of this market? many different things. First, take into account the million-person size of the Hispanic market. Second, think about the growth rate for the previous ten years, which was 58%. Third, add the anticipated \$400 billion in purchasing power, which, in the words of Marci McDonald of U.S. News & World Report, "seems impervious to the Nasdaq's swoons." The outcome is a market that is quite appealing. And unlike in the past, several major marketers have now started to pay attention to this sector [10].

CBS has taken note. The network has launched a Spanish-language simulcast of *The Bold and the Beautiful* called *Belleza y Poder* in the hopes that the Hispanic market can aid in reversing the falling trend in the size of its soap opera viewership. The American Association of Retired Persons especially targeted the over-50 Hispanic demographic with a \$3 million campaign, while Liz Claiborne Cosmetics launched their new fragrance, *Mambo*, with a \$20 million marketing aimed at Latinos. Tillamook Cheese, Reader's Digest, and MasterCard International are some of the other businesses who are now stepping up their efforts in this industry. Spanish-language and bilingual advertisements still only make up approximately 1% of the \$200 billion that marketers spend annually on broadcast media, despite the fact that expenditure on the Hispanic market has significantly increased. While some businesses have already made significant investments to

capture this market, others have just ignored it up until now. More marketers are paying attention now that young Hispanics will surpass all other ethnic youth populations in the US by 2005.

However, getting to this may not be as simple as it first seems. One of the major misunderstandings regarding Hispanic adolescents is that they are a homogenous population, according to Roberto Ramos, president of the Ruido population, a communication firm in New York with a Hispanic youth emphasis. There are differences among Cubans, Colombians, and Puerto Ricans. What appeals to one group may not appeal to another. Will Erasmo Arteaga invest the time and energy necessary to comprehend the variety of this market, or will they only try to connect with Hispanics using the same media and appeals they use to connect with other ethnic groups? There is little doubt that they won't remain in the Hispanic market for very long if they choose for the latter course of action.

Geographic division

The geographic segmentation method divides markets into several geographic units. These entities might be cities, towns, counties, or even whole countries. Consumer behavior varies a lot depending on where a person lives. For instance, a number of automakers, including General Motors, see California as having a very distinct market from the rest of the United States and have created tailored marketing campaigns for its residents. Other businesses have created initiatives targeted at certain areas.

Psychographic Grouping

Psychographic segmentation is the process of dividing a market according to personality types and/or lifestyles. Although there is considerable debate about whether personality is a good segmentation factor, lifestyle factors have been employed successfully. Many people believe that the best segmentation criteria are lifestyle.

The examination of customer behavior, interests, and views is often the foundation for determining lifestyles. Then, these lifestyles are linked to the consumers' media, brand, and/or product preferences. Lifestyles may be the best determinant of usage vs nonuse for many goods and/or services, taking into consideration variations in diet, clothing, and vehicle choices, among many other consumer habits. With the introduction of the values and lifestyles program, psychological segmentation has gained more and more acceptance. Although there are a number of alternatives, such as PRIZM, and even though marketers used lifestyle segmentation long before VALS, VALS is still one of the most often used strategies. VALS, which was created by the Stanford Research Institute, has grown to be a highly well-liked approach of implementing lifestyle segmentation. According to eight lifestyle categories identified by VALS 2, Americans display distinct attitudes, behaviors, and decision-making tendencies. The VALS 2 approach, according to SRI, is an effective predictor of consumer behaviors when combined with an assessment of the resources a customer can access. The VALS 2 software has been used by a number of businesses, including Chevron, Mercedes, and Eastman Kodak, for a variety of tasks, including advertising, positioning, and media planning.

Segmentation based on behavior Behavioristic segmentation divides customers into categories based on how they use, support, or purchase a product. For instance, to create profiles of market

groups, demographic and/or psychographic characteristics are linked with product or brand consumption, degree of use, and/or brand loyalty. When it comes to use, the marketer makes the assumption that nonusers who have the same qualities as nonusers of a brand or product have a larger potential for adoption than nonusers who have distinct characteristics. A user profile is created, which forms the foundation for marketing plans intended to draw in new users. Teenagers, for instance, have some consumption patterns in common. In comparison to those in other age groups, those who do not presently possess a Sony Discman are more likely to be prospective consumers.

Degree of usage refers to the possibility that a small number of customers may purchase an excessive number of various goods or brands. The 80-20 rule, as applied to industrial marketers, states that 20% of their customers account for 80% of their sales volume. Targeting these people again enables a lot higher focus of efforts and less wastage of time and money when the features of these users are identified. The consumer market is also open to the same heavy-half technique. A tiny percentage of the population is responsible for the vast bulk of goods purchases. Maybe you can come up with some more instances. Think about getting a wristwatch. Others may purchase a watch for a different set of benefits from your own, such as accuracy, water resistance, or style. Watches are often given as presents during Christmas, graduation, and birthdays. Undoubtedly, some of the same benefits are taken into account when buying a present, but the benefits that the buyer experiences are different from those that the recipient would experience. Advertisements for timepieces emphasize several factors to take into account while making a buying choice. Think about the watch's fundamental attraction and the advantages it provides the next time you see an advertisement or promo for one.

The market for tooth paste provides yet another illustration of benefit segmentation in action. Some customers prefer fluoride-containing toothpaste, while others like one that freshens their breath. Plaque reduction and tartar control are more recent benefit areas. For customers who wanted whiter teeth, the Den-Mat Corp. launched Rem-Brandt whitening toothpaste, and other brands soon followed with their own whitening benefits.

The Method of Market Segmentation

An essential component of the scenario analysis is the segmentation process, which evolves through time. At this point, marketers make every effort to learn as much as they can about the market: What requirements are not being met? What advantages are sought after? What traits set apart the numerous groups using these goods and services? Different segmentation techniques may be used. Additional data is obtained each time a certain segment is discovered to aid in the marketer's comprehension of this group. For instance, when a certain segment has been identified based on the benefits desired, the marketer will look at lifestyle traits and demographics to better identify this group and its grasp of this market. Criteria for behavioral segmentation will also be looked at. Depending on the sort of skiing the customer conducts, certain benefits, such as flexibility or stiffness, may be desired while purchasing ski boots. A detailed profile of the skier will be produced using all of this data.

Many businesses now provide research services to aid marketing managers in defining their audiences and creating tactics to target them. A few of the services available are the VALS and

PRIZM systems that were previously addressed. Other services group consumer homes into separate "microgeographic" divisions using demographic, socioeconomic, and geographic data. The system's user decides whether these microunits satisfy the requirements for usable segmentation. Such tiny segments may not be defined by a national corporation, but they may be valuable to businesses that operate in a particular city or region.

CONCLUSION

The research offers suggestions for marketers analyzing the condition of a promotional campaign as its conclusion. Utilizing both qualitative and quantitative research techniques, leveraging data and analytics to inform the analysis, involving cross-functional teams in the process, regularly updating and revisiting the analysis to account for changes in the market landscape, and using the analysis to inform decision-making and strategy development are some of these recommendations. Overall, this study underlines the value of a comprehensive scenario analysis of a promotional effort. Marketing professionals may build successful and focused promotional campaigns that appeal with customers, establish competitive advantages, and lead to desired results by knowing the market, target audience, rivals, and internal capabilities. Segmenting benefits in general, buyers aim to fulfill certain requirements or desires when they buy items. To meet these objectives, they search for items that provide certain advantages. Benefit segmentation is the process of categorizing customers based on the qualities they look for in a product.

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SELECTING A TARGET MARKET FOR MARKETING

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ABSTRACT:

Selecting a target market is a critical decision in marketing strategy as it directly influences the effectiveness and success of a company's products or services. This study explores the significance of selecting a target market and examines the key factors and considerations involved in the process. Through an extensive review of literature, this research examines the theoretical foundations of target market selection and its relationship to marketing strategy. It explores the concept of segmentation and the different criteria used to identify and evaluate potential target markets, including demographics, psychographics, geographic factors, and behavioral characteristics. The segmentation analysis's findings will outline the market opportunities that are open to you. Choosing how many segments to join and which ones have the most potential are the first two phases in the target marketing process's next phase.

KEYWORDS: *Consumer Segmentation, Demographics, Geographic Location, Market Research, Market Size, Niche Market, Psychographics.*

INTRODUCTION

Choosing the Number of Segments to Enter There are three options for market coverage. A single product or service is offered to the whole market while segment distinctions are ignored in undifferentiated marketing. For instance, all prospective customers were presented with the same basic product—a black Ford—when Henry Ford released the first vehicle produced on an assembly line. Coca-Cola only supplied one product variant for a long time. Although this uniform approach saves the business money, it prevents the possibility of providing various product variants to various markets.

An undifferentiated approach reduces costs by boosting output, but it does not allow for variation or customization to meet particular demands. Products—or advertising appeals—for the various segments may be generated via differentiation, enhancing the possibility of satisfying the requirements and desires of distinct groups.

The third option, focused marketing, is utilized when the business chooses one market niche and aims to dominate this market. When Volkswagen was the sole significant automaker in the

United States competing in the economy-car segment in the 1950s, it used this tactic. Volkswagen has recently adopted a more distinct approach, although other businesses have found the coordinated effort to be successful. For instance, with its JAMIS product line, Maxwell Business Systems has narrowed the scope of its operations to the provision of software for job cost accounting/MIS systems for government contractors [1]–[3].

Choosing the Sectors with the Most Potential Finding the most desirable segment is the second phase in the market selection process. The company must assess the segment's sales potential, growth prospects, rivalry, and internal competitiveness. The company must then determine whether it can advertise to this group. There are several examples of businesses that have entered new markets only to discover that they could not effectively compete due to a lack of resources or knowledge. For instance, Royal Crown Cola has often been highly effective in seeing new market possibilities, but because to its low resources, has lagged behind Coke and Pepsi in its ability to take advantage of them. RC introduced diet colas and caffeine-free colas to the market first, but it hasn't been able to become the market leader in either niche.

Market Positioning

As you can see, the position of the product, service, or even store is determined by the mental image and characteristics that consumers associate with it. Positioning has been defined as "the art and science of fitting the product or service to one or more segments of the broad market"⁷. The message itself, which outlines the advantages and the media plan used to reach the target audience, serves as the medium through which this communication takes place. Consider for a minute how certain items are presented to you and how their perspectives are communicated.

Positioning based on Product Features and Advantages

Setting the brand apart from rivals based on the unique characteristics or advantages provided is a popular positioning strategy. A product may sometimes be promoted for more than one advantage. Salient qualities are ones that marketers try to pinpoint. For instance, simplicity of use was emphasized as a significant feature when Apple initially released their computers. This was a smart move considering the complexity of the computers available at the time. Price and quality factors are often used by marketers to promote their businesses. One method they achieve this is via advertisements that portray the image of a premium brand where price is not unimportant but is seen as secondary to the superior advantages of utilizing the brand. This positioning strategy is used by premium brands at the upper end of the market.

Positioning of the Rival

The positioning strategy of a company may consider competitors just as vital as its own goods or services. Trout and Rise note that the traditional tactic of ignoring competition is no longer viable. In the current market, a good positioning strategy for a product or brand may concentrate on certain rivals. Although in this scenario the rivalry is inside the same product category, the strategy is comparable to positioning by product class. The preceding Powerade commercial is an example of putting a brand against the competition. Avis, perhaps the best-known example of this tactic, positioned itself against the car-rental leader, Hertz, by proclaiming, "We're number

two, so we try harder." A marketer must often use another positioning technique in addition to rival positioning in order to distinguish the brand.

Positioning by Cultural Symbols Another positioning tactic mentioned by Aaker and Myers is the use of cultural symbols to distinguish brands. Examples include the Mr. Peanut, the Jolly Green Giant, the Keebler elves, Speedy Alka-Seltzer, the Pillsbury Dough-boy, Buster Brown, Ronald McDonald, and Chiquita Banana. Each of these emblems has been effective in setting its own product apart from rivals' offerings.

Repositioning A final positioning tactic is shifting the position of a brand or a product. Repositioning a product often takes place in response to decreased or stagnant sales or because possibilities in other market positions are expected. Because of ingrained attitudes and ideas about the product or brand, repositioning is sometimes difficult to achieve. The efforts of several firms to alter their views have had little to no result. For instance, Kmart and Aurora have both made an effort to elevate their brand image in order to attract to younger and wealthier consumers. Both have had only little success. Originally marketed as a quick snack, Nutri-Grain Bars have been reinvented as an alternative to breakfast. Buick has changed its positioning in an effort to appeal to a younger clientele, while La-Z-Boy is trying to shed its working-class reputation and project a wealthier one. Customers may not be aware of the specific message Sears is attempting to get through since the firm has altered its posture so often in recent years.

program for marketing planning is being developed

The creation of a marketing strategy and the determination of a target market inform the marketing division of which customers to target and what needs to be attempted to fulfill. Utilizing the different components of the marketing mix to create a seamless, efficient marketing campaign is the next step in the marketing process. Each component of the marketing mix has several decision areas and is multidimensional. Each must also take into account and contribute to the overall IMC program. Next, we'll look at how the promotional campaign is impacted and interacted with by the products, prices, and distribution channels.

Product Choices

An organization exists because it offers consumers a product, service, or concept in return for money. This offering might be a tangible product, a service, a campaign, or even a person. The term "product" refers to anything that may be advertised and that, when used or promoted, satisfies the user. A product is more than simply a tangible thing; it is a collection of advantages or ideals that caters to the wants of customers. The demands might include social and psychological benefits in addition to basic practical requirements. For instance, the previous Michelin tire marketing campaign emphasized the quality that was incorporated into the tires in addition to their performance and longevity. For many products, strong symbolic features and social and psychological significance may be more important than functional utility. For instance, designer clothing like Versace, Gucci, and Bebe is frequently purchased on the basis of its symbolic meaning and image, especially by teenagers and young adults. Product symbolism is the study of what a product or brand means to consumers and what they experience when they purchase and use it. Advertising is crucial to the creation and upkeep of these businesses' identities.

Product planning include making choices not just about the product itself, such as design and quality, but also regarding a variety of other elements, including brand name, packaging design, service, and warranty options. Consumers consider factors other than how the product really works and what's in it. Consumer perceptions are influenced by a variety of factors, including the product's quality, branding, packaging, and even the firm that manufactures it. In a successful IMC program, advertising, branding, and packaging are all created to show the product as more than simply a collection of characteristics. All of them work together to offer a positioning or picture of the product that goes well beyond its tangible qualities. Consider Nike advertisements for a moment. Typically, the features and advantages of the product aren't even addressed, yet the brand's message is still successfully conveyed.

Branding From a promotional standpoint, choosing a brand name for a product is crucial since brand names convey characteristics and meaning. Marketers look for brand names that may convey product ideas and help buyers associate the product with a certain image. Names like I Can't Believe It's Not Butter! and Safeguard All of these names—Easy-Off, Arrid, Spic and Span—clearly convey the advantages of using these products while also evoking visuals that go beyond the terms alone. Building and maintaining brand equity, which can be thought of as an intangible asset of added value or goodwill resulting from the favorable image, impressions of differentiation, and/or the strength of consumer attachment to a company name, brand name, or trademark, is one of the key roles of advertising in relation to branding strategies. Brand equity gives a brand the ability to generate more revenue and/or profit margins than it could without the name, giving the business a competitive edge. Advertising often serves to enhance a company's or brand's strong equity position. At instance, Rado watches sell at a premium due to their excellent quality and the tremendous brand equity they have built up via advertising.

Another element of product planning that has grown in significance is packaging. Historically, the package offered practical advantages including economy, protection, and storage. The focus on self-service in many businesses and the increasing number of decisions made at the moment of purchase, however, have modified the purpose and function of the packaging. According to one research, up to two-thirds of all grocery purchases are impulsive. The box often serves as the consumer's initial point of contact with the goods; therefore, it must leave a good impression. More than 20,000 things compete for attention in a typical supermarket. A package must not only grab and retain the consumer's attention but also convey instructions for usage, reveal the product's composition and content, and adhere to any legal disclosure obligations. Many businesses also include a sales promotion message into the packaging, such as a contest, sweepstakes, or premium offer.

Many businesses see the box as a crucial tool for connecting with customers and imprinting their perceptions of the brand. In other cases, products may grow the brand by providing fresh applications. For instance, Listerine's PocketPaks have given the mouthwash additional business prospects. Design elements like size, shape, color, and text all add to the allure of a box and may be just as crucial as a commercial in deciding what makes it to the consumer's shopping basket from the store shelf. Many goods utilize packaging to provide a unique brand identity and appearance. Next time you pass a perfume counter, pause to take in the several distinctive box

designs. Additionally, packaging may be used for more practical reasons. For instance, Tylenol's Safe-Ty-Lock bottle guards against kids accidentally taking the medication.

Price judgments

The trade-off that a customer makes when buying a product or service is referred to as the price variable. The cost of a product to the consumer includes time, mental effort, and behavioral effort, even though price is typically discussed in terms of the dollar amount exchanged for an item.¹⁸ The marketing manager is typically concerned with setting a price level, creating pricing policies, and observing competitors' and customers' reactions to prices in the marketplace. Costs, demand factors, competition, and perceived value are just a few of the variables a business must take into account when setting the price, it will charge for a product or service. According to IMC, the pricing must be in line with consumers' opinions of the goods as well as the marketing approach. Naturally, greater prices will convey a better level of product quality, whereas lower prices are indicative of bar-gain or "value" notions. Consumers will only be confused by a product that is advertised as having the greatest quality while being less expensive than rival products. In other words, the positioning of the product must be communicated consistently across the pricing, the advertising, and the distribution methods.

Considering the Relationship Between Price and Advertising and Promotion Product quality, market competitiveness, and advertising all have a role in deciding the price that a company may and should charge. In one study, data on 227 consumer businesses from the Profit Impact of Marketing Strategies project of the Strategic Planning Institute were used to examine the relationship between price, product quality, and advertising. This study produced several intriguing findings regarding the interaction of these variables, including [4]–[6]:

1. Firms that spent more on advertising than their rivals were able to command premium pricing, while firms that spent less on advertising were able to do the opposite.
2. Companies that produced high-quality goods commanded high relative prices for the added quality, while companies that produced high-quality goods and engaged in extensive promotion fetched the highest prices. Conversely, the lowest costs were paid by companies with poor quality and no promotion.
3. Items near the end of their life cycles, market leaders, and affordable items all showed a larger positive correlation between high relative advertising and price levels.
4. Businesses with relatively high pricing and large advertising budgets outperformed those with relatively low prices and small advertising budgets in terms of return on investment.
5. Businesses that produce high-quality goods were most negatively impacted by uneven pricing and promotion methods in terms of return on investment.

Decisions about Distribution Channels

The function of marketing channel participants or intermediaries is often taken for granted by customers. We may get a six-pack of soda or a package of detergent in a grocery shop, a convenience store, or even a pharmacy. Manufacturers are aware of these intermediaries' worth and significance.

Making a product or service accessible for purchase is one of a marketer's most crucial marketing choices. Even if a company sells a fantastic product at a great price, it will be of little use if the consumer cannot get it when, where, or with the support and service they need. The location part of the marketing mix, marketing channels, are "sets of interdependent organizations involved in the process of making a product or service available for use or consumption. Choosing, controlling, and encouraging intermediaries that assist a company in making a product or service accessible to clients includes wholesalers, distributors, brokers, and retailers. These middlemen, often known as resellers, are vital to the accomplishment of a company's marketing strategy.

DISCUSSION

The communication goals and the effects the channel strategy will have on the IMC program should also be taken into account when developing the distribution plan. Stewart and colleagues talk about the need of "integrated channel management," which "reflects the blurring of the boundaries of the communications and distribution functions."²¹ The location of the product's distribution will convey a communications message in line with the product and price choices. Does a product's distribution at Saks Fifth Avenue or Neiman Marcus send a different message about its brand than if it were done at Kmart or Wal-Mart? Just the fact that the product is supplied via various channels, if you stop to consider it, conveys a picture of it to your mind. Stewart presents examples of how channel components, such as grocery store displays, point-of-purchase merchandising, and shelf footage, contribute to communication. A well-integrated marketing campaign uses the distribution channel as a means of reminder advertising. When a brand name is shown, the customer remembers the advertisement. A business has the option to sell directly to its clients instead of using any channel middlemen. Companies that employ direct-selling programs, such as Avon, Tupperware, and Mary Kay, or companies that use direct-response advertising or telemarketing to promote their goods, sometimes use this sort of channel arrangement in the consumer market. Manufacturers of industrial goods and services commonly offer costly, sophisticated items that need protracted discussions and sales efforts, as well as service and follow-up calls after the sale, via direct channels. The older advertisement for Titleist putters illustrates the increased price and quality associated with the name.

Creating Marketing Plans

The majority of you are familiar with advertising and various types of marketing aimed towards final consumers or business clients. We often fall into the demographic that these advertisements are aimed at reaching via media exposure. The creation of a consumer marketing mix is just one component of a business's need for a channel member motivation program. A promotional push strategy includes programs designed to encourage the trade to stock, market, and advertise a manufacturer's goods. By actively marketing and selling the goods to traders or resellers, the strategy's objective is to move the product through the channels of distribution.

All of the components of the promotional mix are included in trade promotion. Sales personnel from the company make sales calls to resellers to explain the product, go over the company's strategies for increasing demand among end users, and go over any special programs being made available to the trade, such introductory discounts, promotional allowances, and joint advertising programs. In order to get wholesalers and retailers to buy its goods to resell to their customers, the corporation may utilize trade advertising. Trade advertising often occurs in journals that cater to the specific business [7]–[10].

The goal of a push strategy is to persuade resellers that they can benefit from a manufacturer's goods and to persuade them to purchase the product and push it to their clients. Manufacturers can run into opposition from channel partners who are unwilling to take on a new brand or product line. Companies may use a promotional pull approach in these circumstances, investing money on advertising and sales promotion activities targeted at the final customer. A pull approach aims to increase customer demand and persuade them to ask the shop for the goods. Retailers will order the product from wholesalers after determining customer demand, and they will then ask the manufacturer to produce it. Therefore, increasing end-user demand pushes the product through the distribution channels. The company's relationships with the trade, its promotional budget, and the demand for the company's goods are some of the criteria that determine whether to prioritize a push or a pull approach. Companies who have good connections with their channel partners may decide to use a push approach and collaborate closely with them to persuade them to stock and advertise their items. When it comes to building distribution and demand, a company with a tight promotional budget may not have the resources for advertising and sales promotion that a pull approach necessitates and may discover that working closely with resellers is more cost-effective. A pull approach may be accepted when the demand prognosis for a product is good because it offers distinctive advantages over rival brands or is particularly well-liked by customers. Push and pull techniques are often used by businesses, with the focus shifting as the product progresses through its life cycle.

The Function of Promotion and Advertising

the industry and to the eventual clients of the business. Additionally, interactive marketers employ the several components of the promotional mix: advertising, sales promotion, direct marketing, publicity/public relations, and personal selling to tell consumers about their items, their pricing, and the locations where the products are sold. The numerous components of the marketing strategy that forms the foundation of the IMC program have been covered up to this point. A solid foundation, consisting of market analysis, target marketing and positioning, and coordination of the different marketing-mix components, forms the basis for the creation and execution of an IMC program. In the paragraphs that follow, we'll examine how advertising and promotion aid in the accomplishment of marketing goals.

CONCLUSION

The study's advice helps marketers choose a target market. These suggestions include carrying out in-depth market research and analysis, taking into account both quantitative and qualitative data, segmenting the market according to pertinent criteria, assessing the attractiveness and viability of various segments, taking into consideration long-term growth potential, and matching

the target market selection with the company's overall business goals and resources. Overall, this study emphasizes how important it is to choose a target market when developing a marketing plan. Marketers may efficiently manage resources, customize their services, and interact with consumers in a meaningful manner by carefully identifying and assessing possible target markets. This improves company performance and creates a lasting competitive edge. To accomplish an integrated marketing communications campaign, all factors in the promotional mix must cooperate. Each promotional-mix variable aids marketers in achieving their promotional goals.

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ORGANIZING FOR ADVERTISING AND PROMOTION: THE ROLE OF AD AGENCIES AND OTHER MARKETING COMMUNICATION ORGANIZATIONS

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ABSTRACT:

Organizing for advertising and promotion plays a crucial role in the successful execution of marketing communication efforts. This study explores the significance of ad agencies and other marketing communication organizations in coordinating and implementing effective advertising and promotion campaigns. Through an extensive review of literature, this research examines the theoretical foundations of organizing for advertising and promotion. It explores the roles and responsibilities of ad agencies, in-house marketing teams, public relations firms, media agencies, and other specialized communication organizations in managing and executing marketing communication strategies. An integrated marketing communications program's development and implementation are often labor-intensive processes requiring the work of several people. As consumers, we often pay little attention to the people or businesses behind the imaginative commercials that catch our eye or the competitions.

KEYWORDS: Account Management, Advertising Agencies, Brand Management, Campaign Coordination, Client Servicing, and Creative Strategy.

INTRODUCTION

It is crucial for people working in the marketing process to comprehend the nature of the sector as well as the structure and roles of the businesses involved. The introductory vignette illustrates how the advertising and promotion industry is evolving as marketers look for more effective methods to engage with consumers. These modifications are having an effect on how marketers plan their marketing communications as well as how they interact with advertising agencies and other communication experts [1]–[3]. This looks at the numerous organizations involved in the IMC process, their functions, and how they interact with one another. We talk about how businesses set up their internal structures for advertising and marketing. The majority of businesses have an outside advertising firm plan and carry out their advertising. Other IMC skills

are provided by many large firms, such as direct marketing, sales promotion, and public relations. As a result, the function of the advertising agency and the entire connection between the firm and agency will get special attention from us.

As more businesses adopt an integrated marketing communications strategy to promotion, the role of other players in the promotional process grows in importance. We also look at these specialist marketing communications companies' function in the advertising process. The article's discussion of whether marketers are better off employing the integrated services of a single, sizable agency or the individual services of several communications professionals serves as its conclusion. The main players in the process are the advertising, or clients. They own the goods, services, or causes that need to be advertised, and they also provide the money needed to cover advertising and marketing costs. Additionally, the advertisers take on a significant amount of responsibility for creating the marketing strategy and making the final choices on the advertising and promotion strategy to be used. The majority of these tasks may be carried out internally by the company, either via an internal advertising agency or through a department inside it.

The conception, production, and/or placement of the communications message is a specialty of an outside company known as an advertising agency, which is used by many businesses. The agency may also provide additional services to help with the marketing and promotion process. Particularly when marketing a variety of items, many major marketers use the services of many agencies. For its numerous brands, Kraft Foods, for instance, employs up to advertising agencies, while Procter & Gamble employs agencies and two significant media purchasing services firms. Ad agencies are becoming more and more involved in the development of marketing and promotional strategies as partners with advertisers. Another significant player in the advertising and promotion process is the media. The main purpose of the majority of media is to inform or entertain its viewers, readers, or subscribers. However, from the standpoint of the promotional planner, media's function is to provide a setting for the company's marketing communications message. In order for advertisers and their agencies to wish to purchase time or space with the media, they must offer editorial or program content that appeals to consumers. A medium's main goal is to promote itself as a means for businesses to efficiently reach their target audiences with their messages, even while it serves many other purposes that aid marketers in understanding their markets and consumers.

Organizations that provide specialist marketing communications services make up the next category of players. They consist of public relations businesses, interactive agency, direct-marketing firms, and sales promotion firms. These businesses provide services in their specialties. While sales promotion firms create and execute promotional programs like contests and sweepstakes, premium offers, or sample programs, direct-response agencies create and implement direct-marketing campaigns. In order to create websites for the Internet and support marketers as they delve farther into the world of interactive media, interactive firms are being hired. In addition to focusing on a business's connections and interactions with its relevant publics, public relations firms are employed to create and manage publicity for a company, its products, and services.

Almost every corporate organization makes use of marketing communications in some way. But how a business sets up for these initiatives relies on a number of variables, including its size, the

number of items it offers, the place of advertising and promotion in its marketing mix, the money allocated for advertising and promotion, and the marketing organization structure. The decision-making process for promotions may include several people from throughout the business. The marketing team has the closest contact to advertising and often participates in numerous decision-making processes, including agency selection, campaign planning, and program assessment. Top management is often concerned with how the advertising program portrays the company, and this may also include participating in advertising choices even if those decisions are outside of its regular duties. Although many individuals both within and outside the organization contribute in some way to the advertising and promotion process, someone inside the company must directly be responsible for running the program. Many businesses have an advertising department run by a communications or advertising manager who reports to the marketing director. A decentralized marketing system is an option that is used by several major multiproduct companies. A separate agency, or in-house agency, might be established inside the business as a third alternative. The following examines each of these options in further depth.

DISCUSSION

The Centralized System

Advertising is often grouped with other marketing operations like sales, marketing research, and product planning in businesses that split marketing activities along functional lines. With the exception of sales, the advertising manager is in charge of all promotion-related operations. In the most typical illustration of a centralized system, the advertising manager is in charge of budgeting, coordinating the creation and production of advertisements, setting media schedules, and overseeing and managing the sales promotion programs for all of the company's goods and services. The size of the company and the value it puts on promotional activities will determine the precise responsibilities of the advertising manager. The management and personnel carry out the following basic duties.

Planning and Budgeting

The advertising department is in charge of creating advertising and promotion strategies that management will accept as well as suggesting a promotion program based on the overall marketing strategy, objectives, and budget. Annually or whenever a program is being considerably updated, such as when a new campaign is launched, formal plans are provided. While the advertising department creates the promotional budget, upper management often decides how much money should be allocated.

Administration and Execution

The manager is responsible for organizing, supervising, and controlling the operations of the advertising department. The manager is also in charge of overseeing how the strategy is carried out by employees and/or the advertising firm. Working with the production, media, art, copy, and sales promotion divisions is necessary for this. The advertising department is spared of a lot of the operational duties if an outside agency is utilized, but it is still required to examine and approve the agency's plans [4]–[6].

Interdepartmental coordination

The manager is responsible for coordinating the operations of the advertising department with those of other departments, especially those involving other marketing-related duties. For instance, in order to decide which product attributes are significant to consumers and should be highlighted in the company's communications, the advertising department must consult with marketing research and/or sales. Before choosing broadcast or print media, research may provide the media department profiles of product consumers and nonusers. The advertising department may also be in charge of creating tools for sales promotion, advertising materials, and point-of-purchase displays that the sales team may utilize while calling on clients.

Bringing Together External Organizations and Services

Despite having an advertising department, many businesses still employ a lot of other services. Companies could design their advertising campaigns internally while using media buying services to place their advertisements and/or using agencies for collateral services to create brochures, point-of-purchase materials, etc. The department chooses which outside service providers to engage and acts as a liaison between the business and them. The manager will collaborate with other marketing managers to coordinate efforts and assess results after outside services have been contracted.

When businesses do not have many separate divisions, product or service lines, or brands to market, a centralized organizational structure is often employed. For instance, centralized advertising departments are present in airlines like Southwest, American, and Continental. Because planning and organizing advertising campaigns from a single place makes it simpler for senior management to participate in decision-making about the marketing program, many businesses choose to have centralized advertising departments. Because fewer individuals are engaged in the program choices and as their expertise with making such judgments grows, the process gets simpler, a centralized system may also lead to a more efficient operation.

A centralized organization has inherent drawbacks, however. The advertising staff struggles to comprehend the brand's overarching marketing plan, to start. The department could take a while to react to a product or brand's unique demands and issues. The centralized method may become unworkable when organizations become bigger and create or acquire additional products, brands, or even divisions.

System Decentralized

It may be quite challenging to run all the advertising, promotional, and other duties via a centrally organized department in huge firms with several divisions and a wide range of goods. These enterprises often feature a decentralized organizational structure with independent production, R&D, sales, and marketing departments for different divisions, product lines, or businesses. Many businesses with a decentralized structure, like Procter & Gamble, Gillette Co., and Nestlé, appoint a brand manager to each product or brand. This manager is in charge of the brand's overall management, which includes planning, budgeting, sales, and profit performance. The strategy, execution, and management of the marketing program are under the purview of the brand manager, who may have one or more assistant brand managers.

The advertising manager may study, assess, and discuss with the brand managers the many components of the program. The brand manager's judgments about advertising may be overruled by this individual. The advertising manager may coordinate the efforts of the many agencies in certain multiproduct companies with significant advertising budgets to get media reductions for the company's numerous media purchases.

Each brand gets focused management attention, which is a benefit of the decentralized structure and leads to quicker reaction to both opportunities and challenges. As an illustration, General Motors started using a brand manager system in 1996 in order to strengthen identities and positioning platforms for its 40+ models of cars, trucks, minivans, and sport utility vehicles. The brand manager system is also more adapt and makes it simpler to adjust various aspects of the advertising and promotional program, such as creative platforms and media and sales promotion schedules. The brand managers are fully in charge of the marketing of their cars, which includes determining the target audiences and creating integrated marketing communications strategies that will set the brand apart.

The decentralized method has certain disadvantages. Brand managers often lack both experience and training. A brand manager who lacks a thorough understanding of the capabilities and limitations of advertising and sales promotion may establish the promotional plan for a brand. Brand managers could put too much emphasis on day-to-day operations and administrative activities while ignoring the creation of long-term initiatives.

Another issue is that individual brand managers often find themselves in a struggle for management support, marketing budgets, and other resources. This may result in unproductive rivalries and even budget misallocation. Budgets may start to be more heavily influenced by the manager's persuasiveness than by the brands' potential for long-term profit. These kinds of issues played a major role in Procter & Gamble's choice to use a category management system. Some businesses have addressed this issue by increasing the responsibilities of advertising and sales promotion managers and their team of specialists. Individual brand managers get advice from staff experts, and decisions about advertising and/or sales promotion are made in collaboration with the brand manager, the advertising and/or sales promotion manager, and the marketing director.

Internal Agencies

Some businesses have internalized their own advertising firms in an attempt to save expenses and keep more control over agency operations. An advertising firm that is established, owned, and run by the advertiser is known as an in-house agency. While some in-house agencies are hardly more than advertising departments, in other businesses they are given a distinct identity and are in charge of spending significant amounts of money on advertising. Calvin Klein, The Gap, Avon, Revlon, and Benetton are a few well-known brands that use in-house agencies. Many businesses just utilize internal agencies; other businesses mix internal and external efforts. For instance, No Fear handles the majority of its advertising in-house, although it does sometimes contract with an outside agency for creative projects. The ability to save money on advertising and marketing is a key benefit of having an internal agency. Companies with substantial advertising expenditures fork out a sizeable sum in the form of media commissions to outside

firms. These commissions go to the in-house agency in an internal framework. For less money than outside firms, an internal agency may also handle associated tasks including package design, public relations, and sales presentations and sales force materials. Research by M. Louise Ripley discovered that although merchandising and sales promotion were more likely to be carried out internally, creative and media services were more likely to be conducted outside.

Companies utilize in-house agencies for a variety of reasons, including cost savings. Time savings, negative experiences with outside agencies, and better market knowledge and understanding that result from working on advertising and marketing for the product or service day by day are other factors. Additionally, businesses can better oversee the process and more easily synchronize promotions with their entire marketing strategy. Some businesses use an in-house agency simply because they think it can do the task more effectively than an outside agency could.

In-house advertising companies are criticized for lacking the variety of services and the impartiality and experience of an outside agency. They contend that external firms provide a corporation a more diversified view on its advertising difficulties and better flexibility since they attract the greatest creative talent and have more highly qualified professionals. While working on the same product line in-house, employees may get limited or become stale, but outside agencies may have a range of individuals with diverse experiences and ideas working on the account. Flexibility is higher since an outside agency may be fired if the business is unhappy, as opposed to changes at an inside agency that can take longer and be more disruptive. These factors must be taken into account when evaluating the cost savings of an internal agency. The main factor in deciding whether to utilize in-house services for many businesses should be the importance of high-quality advertising to their marketing success. In recent years, businesses like Rockport and Redken Laboratories have outsourced their internal labor to external firms. Redken said that this was due to the necessity for a "fresh look" and objectivity, stressing that management becomes too familiar with the product to come up with original, innovative ideas. As businesses develop and their advertising demands and budgets expand, they often use outside firms. In order to manage its advertising, Gateway, for instance, recruited a full-service outside agency in the 1990s as the personal computer business expanded quickly.

Ad agency's function

The tasks carried out by advertising agencies may be carried out by the clients themselves using one of the models covered previously in this, although the majority of big businesses use outside corporations. Here are a few explanations on why advertising work with outside firms. Reasons to Hire an Agency Probably the most important factor in hiring an outside agency is that it gives the customer access to highly qualified professionals who are experts in their industries. The workforce of an advertising agency may consist of creatives, writers, media analysts, researchers, and others with specialized training, expertise, and experience who may aid in promoting the goods or services of the client. Many organizations focus on one sort of company and help their customers by using their industry expertise. The market and its business may be seen objectively by an outside agency since it is not constrained by internal corporate prejudices, rules, or other constraints. The firm may draw on its extensive expertise working on a variety of marketing issues for different clients. For instance, a marketing firm managing a travel-related client may

employ people with experience from the airline, cruise ship, travel agency, hotel, and other relevant sectors. The agency can have prior expertise in this field or possibly have handled the advertising account for a rival of the client. As a result, the agency may provide the client industry knowledge [7]–[9].

Agencies for advertising

The services provided and tasks carried out will vary as ad agencies may range in size from a one- or two-person company to huge organizations with more than 1,000 people. This article looks at several agency kinds, the services they provide to customers, and how they are set up.

Full-Service Agencies

Many businesses use so-called full-service agencies, which provide their customers with a complete range of marketing, communications, and promotion services, including planning, developing, and producing the advertisements as well as doing research and choosing media. A full-service agency may also include non-advertising services including public relations and publicity, package design, sales promotions, direct marketing, and interactive capabilities.

Account Services

The ad agency's relationship with its customers is mediated by account services, often known as account management. One or more account executives act as liaisons, depending on the client's advertising budget and size. Understanding the advertiser's marketing and promotion requirements and communicating them to agency staff are the account executive's responsibilities. He or she manages the planning, creation, and production of advertisements by the agency. Additionally, the account executive makes agency suggestions and gets the client's consent. The account executive serves as the main point of contact between the agency and the client. As such, they are expected to know a lot about the client's business and be able to explain it to other specialists working on the account. The ideal account executive has a solid background in marketing and a comprehensive understanding of all stages of the advertising process.

Marketing Services

The usage of marketing services has significantly expanded during the last 20 years. As agencies become more aware of the need to have a thorough grasp of the target demographic in order to engage with their clients' consumers successfully, research is one service that is receiving more attention. The planning stage of advertising starts with a detailed study of the current situation that is based on data and knowledge of the target market.

The majority of full-service agencies have a research whose job it is to acquire, examine, and evaluate data in order to create ads for their customers. This may be accomplished either by primary research, in which case the research department plans, carries out, and interprets the study, or through the utilization of secondary sources of data. The research division sometimes purchases studies produced by independent syndicated research companies or consultants. After

interpreting these reports, the research team disseminates the knowledge to other agency employees working on the relevant case [10].

The research department may also plan and carry out research to gauge the effectiveness of potential advertisements for the agency. For instance, copy testing is often done to ascertain how the intended audience would likely understand the messages generated by the creative professionals. An agency's media department evaluates, chooses, and negotiates for the media time or space that will be utilized to spread the client's advertising message. The media department is tasked with creating a media strategy that will successfully reach the target audience and convey the message. Since media time and/or space make up the majority of the client's advertising budget, this department must create a strategy that communicates with the target demographic while still being economical. Media professionals need to be aware of the media's target markets, rates, and degree of fit with those markets. To create a successful media strategy, the media department analyzes data on demographics, magazine and newspaper readers, radio listeners, and consumer TV watching habits. By acquiring the real time and space, the media buyer puts the media strategy into action.

The media division is playing a more and bigger role in the operations of the agency. As vital as an agency's capacity to produce advertisements is now how well it can negotiate rates, use the wide variety of media vehicles, and engage with customers in other ways. To better serve their customers, several of the larger agencies and/or their parent corporations have established independent media services firms. As a full-service media planning and purchasing firm, for instance, Leo Burnett created Starcom, while McCann Erickson Worldwide created Universal McCann and Foote Cone and Belding Worldwide created Horizon. Although they may also provide media services on their own to other customers, these media firms mainly serve the agency's clients. To reduce costs and boost media effectiveness, a number of major marketers have consolidated their media buying with these formidable media services firms. While Universal McCann of the Interpublic Group manages over \$1 billion in global Nestlé media business, General Motors' \$3.6 billion media business was integrated with Starcom.

The majority of the tasks required for full-service agencies to create and carry out the advertising campaigns for their customers are handled by the research and media divisions. Some businesses aid their customers in other areas of promotion by providing them with extra marketing services. A company may have a department dedicated to creating competitions, rewards, promotions, point-of-sale materials, and other sales materials called a sales promotion department, or merchandising department. It could have a PR/publicity department, package designers, and direct-marketing experts. For the purpose of building websites for their customers, several firms have established interactive media divisions. Many full-function agencies have developed expertise and made services available in these additional promotional areas as a result of the rising popularity of integrated marketing communications.

Many of the biggest advertising agencies in the world realized in the late 1980s that their customers were diverting an increasing amount of their promotional budgets from traditional media advertising and toward other forms of marketing communication, including direct marketing, public relations, sales promotion, and event sponsorship. In reaction to this development, a lot of these agencies started buying businesses that were experts in these fields,

converting them into profit-driven divisions or subsidiaries that often found themselves competing for a client's promotional money. Although the agencies may use these experts to highlight their IMC capabilities, there wasn't much focus on unifying the different communication tasks.

As the new century gets underway, a lot of large advertising firms are making the transition to IMC as they realize they need to adopt a method of doing business that doesn't necessarily entail advertising. With only sporadic usage of print and TV advertising, many businesses are creating campaigns and plans employing event marketing, sponsorships, direct marketing, targeted radio, and the Internet. Because it is not well understood by many agency veterans and is ripping another chunk out of the marketing communications budget pie, the internet offers a special challenge to conventional agencies.

By enhancing its competencies in fields including direct marketing, interactive, customer relationship, management/database, event marketing, and sports marketing, Foote, Cone & Belding is reinventing itself as a New Economy advertising firm. Through its "Model of One," which guarantees that all of these services are flawlessly connected and unified, FCB boasts of being able to provide customers with a wide range of integrated marketing communications services. Every effort is coordinated by a single team and is driven by a single broad creative concept.

Chris Jones, the CEO of J. Walter Thompson, has promoted a concept dubbed Thompson Total Branding that turns JWT into the manager of a client's brand. TTB entails taking what the firm refers to as a "Branding Idea" and creating a comprehensive communications strategy that aids in determining which integrated marketing platforms can express it the most effectively. "Agencies are finally realizing that our job is creating branding solutions and, while those may involve advertising, it's not necessarily about advertising," says one of the corporate executives. That represents a significant shift in how we work. The ability to employ a variety of IMC tools has aided the company in gaining new business and fostering stronger ties with current customers.

While conventional agencies have long advocated integrated marketing, few really put it into practice. However, if these agencies want to remain competitive going forward, they must change their approach. In order to finally get their personnel to concentrate on providing complete communications solutions for their customers' companies, they are retraining them in the usage and best practices of several IMC technologies. This time, it seems that the shift toward integrated marketing communications is genuine.

Services for the Arts

The department of creative services is in charge of developing and carrying out ads. Copywriters are the people who come up with the concepts for the advertisements and create the headlines, subheads, and body content. They often create a rough first graphic layout for the print advertisement or television commercial. They may also be engaged in deciding the fundamental appeal or topic of the advertising campaign. The art department is in charge of how the advertisement appears, while copywriters are in charge of what the message is. For print advertisements, the art director and graphic designers create layouts, which are renderings of the final artwork for the advertisement. A storyboard, which is a series of frames or panels that show

the ad in still form, is the layout used for TV commercials. The creative team collaborates to create advertisements that communicate the core ideas that were chosen as the foundation of the creative strategy for the client's product or service. The creative director of the agency, who is in charge of all the organization's advertising, usually supervises writers and artists. The director establishes the department's creative concept and could even become personally engaged in making advertising for the biggest customers of the firm.

The advertisement is sent to the production department when the text, layout, graphics, and mechanical specifications have been completed and authorized. The majority of agencies outsource the creation of the completed advertising to printers, engravers, photographers, typographers, and other vendors. The accepted storyboard has to be transformed into a finished commercial for broadcast production. The production team may pick an independent production studio and oversee the casting of actors and locations for the sequences in the advertisement. To put the creative idea into an advertisement, the department could engage a freelance director. For instance, a number of businesses, such as Nike and Kmart, have hired filmmaker Spike Lee to helm their advertisements; on the other hand, Airwalk Shoes hired John Glen, who helmed a number of the James Bond films, to helm its TV pieces. When there are significant financial stakes, it's common for copywriters, art directors, account managers, members of research and planning, and clients' representatives to participate in production choices.

It often takes many months and a large team to create an advertising. Coordination of the creative and production processes may be a big issue at big firms with lots of customers. To ensure that the commercials are finished on time and that all deadlines for submitting the advertising to the media are fulfilled, a traffic department organizes every stage of production. The agency's traffic department may be housed there, or it may be distinct and part of the media, account management, or creative services divisions.

Finance and management

An advertising agency, like any other firm, has to be managed and carry out fundamental operational and administrative tasks including accounting, finance, and human resources. It must also make an effort to attract new business. To carry out these tasks, large agencies need administrative, managerial, and clerical personnel. The majority of an agency's revenue is used to pay workers' salaries and benefits. To maximize output from its staff, an agency must properly manage them.

Organization and structure of the agency

Full-service advertising firms must create an organizational structure that will satisfy both their internal demands and those of their customers. The majority of medium-sized and large agencies have a departmental or group organization. Under the departmental system, each agency function is organized as a distinct department that may be accessed as required to carry out its area of expertise and provide services to all of the agency's customers. The creative department is in charge of ad layout, writing, and production, while marketing services is in charge of any research or media choices and purchasing, and account services is in charge of client interaction. Some organizations choose the departmental structure because it allows staff members to get experience in handling a range of client accounts.

The group system is used by many major organizations, where employees from each department collaborate in groups to handle specific accounts. One or more media professionals, including media planners and buyers, a creative team made up of copywriters, art directors, artists, and production staff, one or more account executives, and one or more account supervisors are in charge of each group, which is led by an account executive or supervisor. Individuals from other divisions, such as marketing research, direct marketing, or sales promotion, may also be a member of the group. Depending on the client's billings and the account's significance to the agency, the group's size and makeup might vary. The group members could be given exclusive responsibility for a single customer for particularly critical accounts. They could take care of many minor customers in certain agencies. Because there is consistency in the account's servicing and personnel learn a great deal about the client's business, many agencies favor the group arrangement.

Alternative Organizations and Services

Not all agencies are large full-service ones. Many smaller organizations demand that their staff members do a range of tasks. For instance, account executives may do their own research, plan their own media calendar, and organize the production of advertisements that the creative department has written and developed. Many marketers, including some huge businesses, are just interested in a few of the specialized services that agencies have to offer rather than paying for a full-service agency's services. Several alternatives to full-service agencies have developed over the last couple decades, including creative boutiques and media purchasing businesses.

Unique Boutiques A company that solely offers creative services is known as a creative boutique. These specialist businesses have emerged in response to certain customers' requests to outsource solely the creative services while maintaining internal capabilities. The customer may go outside for creative talent if it feels that more creativity is needed or if it feels that its own personnel lack the necessary qualifications. Some marketers are turning to the film industry instead of conventional agencies for original ideas for their commercials.

Services for buying media

Independent businesses with a focus on purchasing media, particularly radio and television time, are known as media buying services. Typically, agencies and clients create their own media plans and use the purchasing service to carry them out. A few media purchasing businesses do aid marketers in formulating their media plans. Media purchasing services may save a small agency or client money on media purchases since they buy such enormous quantities of time and space and earn such substantial savings. For their efforts, media purchasing services are compensated with a charge or commission.

CONCLUSION

The report finishes by making suggestions on how firms can set up their advertising and marketing plans. These suggestions include choosing the best marketing communication partners based on skill, experience, and cultural fit; encouraging open and collaborative relationships with communication organizations; outlining roles and responsibilities in detail; laying out goals and expectations; and establishing regular communication and reporting mechanisms. This study

emphasizes the critical role that advertising agencies and other marketing communication companies play in planning and carrying out advertising and promotion efforts. These organizations support the efficacy and accomplishment of marketing communication initiatives by using their knowledge, resources, and connections to the industry. This aids companies in achieving their marketing goals and forging deep connections with their target consumers. As specialized media have proliferated, the process of buying advertising media has become more complicated. As a result, media buying services have carved out a niche by specializing in the research and acquisition of advertising time and space.

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