



2nd GLOBAL CONFERENCE on BUSINESS, ECONOMICS, MANAGEMENT and
TOURISM, 30-31 October 2014, Prague, Czech Republic

The Influence of The Integrated Marketing Communication on The Consumer Buying Behaviour

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Abstract

The purpose of this paper is to highlight, using documenting studies on the specialty literature, the influence that one has the integrated marketing communication on consumer buying behaviour. The research methodology involves the following steps: 1) Establish the main objectives of the research, namely: a) analyze the relationship between integrated marketing communication and consumer behaviour; b) determining those factors that may influence buying behaviour of consumers through the integrated marketing communication. 2) Identify tools used for the collection, processing and analysis of the findings obtained from research, as follows: a) were selected and analyzed a number of scientific articles published in the most known international databases; b) were consulted titles of books published in the domain of research theme; c) were identified items of interest that contributed to achieving the research objectives above-mentioned. 3) Interpretation of obtained theoretical results that contribute to the fulfilment of the main research objectives. Today, consumers use many sources of information, and the value of the integrated marketing communication has grown considerably. Highly targeted, the integrated marketing communication campaigns are based on the strengths of existing communication tools, for to a favourably influence the behaviour of the target audience. Improving the demarches of communicational nature can be achieved by changing the mode of thinking the organizations involving increasingly more the final consumer in the communicational process. Integrated marketing communication is a circular process (not one linear) that starts with the potential consumer and returns to identify the most effective ways by which should be developed the communications programs. The principle after which operates this process is based on the fact that any communication approach must start from the consumer. The method of informational management used for the implementation of this principle is "outside-in", which means that the communication process starts from outside the company to the inside of her, with order to determine the tools that best serve to the communication needs of the consumers potential and actual. Through the information obtained from the outside seeks to determine those weaknesses that need to be redressed, and the best ways to formulate the messages so that their impact to be maxim. The specialists in the integrated marketing communication must consider when designing a communicational message a number of factors that play an important role in consumers' decision of choosing a product, because in this way can be influenced in a favourable sense the attitude

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towards product, leading to the determination of an effective buying behaviour.

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Selection and/ peer-review under responsibility of Academic World Research and Education Center

Keywords: integrated marketing communication, consumer behaviour, attitude, message.

1. Introduction

Today it is necessary that organizations to understand why the integrated marketing communication programs have become so important in their activity, especially after 1990. Traditional components of the marketing mix - the product, price, placement (distribution) - are not longer as efficiently as they were in the past. When the market passed through a slow period of development, these proved to be particularly useful in the work of any organization. But today, the elements of the traditional marketing mix have lost of their value as "weapons" competitive. Thus that many ways to obtaining a product can be copied by competitors in a very short period of time. The experience the organizations in provide value of the products, in a traditional way, is replaced today with the design and manufacture their assisted of computer or robotics. Also, any form of distribution can be easily reproduced competition. Efficiency of organizations was supported price to the point in which and this became an advantage in decline. In a parity market, the only way by which organizations may be differentiated is communication. The marketing communication can provide a real sustainable competitive advantage to any organization that leverages its potential. In an economy with a highly competitive, organizations must capitalize the integrated marketing communication in the most effective way, to ensure the creation and maintenance of long-term relationships with current and potential customers. Through integrated approach to marketing communication, companies "talk to with one voice" and the impact of messages sent is one maximum.

2. Research Methodology

2.1. The purpose of this paper is to highlight, using documenting studies on the specialty literature, the influence that one has the integrated marketing communication on consumer buying behaviour.

2.2. The main objectives of the research:

2.2.1. Analyze the relationship between integrated marketing communication and consumer behaviour.

2.2.2. Determining those factors that may influence buying behaviour of consumers through the integrated marketing communication.

2.3. Identify tools used for the collection, processing and analysis of the findings obtained from research, as follows: a) were selected and analyzed a number of scientific articles published in the most known international databases; b) were consulted titles of books published in the domain of research theme; c) were identified items of interest that contributed to achieving the research objectives above-mentioned.

2.4. Interpretation of obtained theoretical results that contribute to the fulfilment of the main research objectives are presented further.

Consumer behaviour present a big interest for marketing and communication specialists. Andreassen (1965) proposed a model that captures the relationship between the main factors influencing consumer behaviour, among they the most important being informing and the attitude.

Nicosia (1976) proposed a model of the consumer behaviour that focuses on the company's efforts to communicate with current and potential customers through communicational messages as well as their predisposition to act in a certain way at these. The Nicosia model (1976) is based on the relationship between a company and its customers actual or potential. The organization communicates with them through by the communicational messages, and consumers reacts by buying the product and / or service. This model shows the fact that the company and consumer are connected to each other, respectively the company is trying to influence

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