

The Impact of Advertising, Promotions and Public Relations on Consumer Buying Behaviour

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Abstract: Consumer Buying Behaviour is a fundamental element when it comes marketing, consumer buying behaviour is a core element that marketers will need to understand in order to successfully sell their goods and services. Integrated marketing communication is an important tool that marketer can use to affect consumer buying behaviour. Through promotion, advertising, and public relations, this research investigates how information, convincing, and reminding IMC strategies are used to inform, persuade, and remind specific audiences and how they influence consumer decision-making. The interaction between promotion, interactive marketing, advertising, public relations, and personal selling, as well as how they impact consumer decision-making, will be the focus of the research project. This will be quantitative research in which data will be collected using a questionnaire and a random sample technique. When creating the questionnaire, a 5-point Likert scale will be utilised, and it will be circulated on the internet to collect information. This study will use a Social Science statistical programme to analyse the data collected from 382 respondents in Ipoh, Malaysia.

Keywords: Consumer buying behaviour, Advertising, Promotion, Public relations, Decision making.

1. Introduction

IMC is now a business strategy (Kitchen & Tao, 2015). More people for less money with IMC tools. IMC can impact targeted customers' habits (Naeem, Bilal & Naz, 2013). IMC boosts sales, profits, and brand image. Customers can easily reach businesses or products, reducing product risks. Businesses can focus on customer service, brand reputation, and profit with IMC (Ercis, 2011).

People switch from traditional media to online media. IMC allows businesses to move beyond traditional media advertising. IMC helps businesses to make more money, save time and reduce stress by giving customers more options (Pawar, 2014). Simpler, clearer messages can cut through the daily barrage of advertising messages. Hands-on messages can reduce the impact of non-integrated messaging (Pawar, 2014).

The study focused on promotion, PR and advertising. Incentives are used in promotions to increase sales (Belch & Belch, 2003). Sales promotions increase brand awareness and customer loyalty (Belch & Belch, 2003). Negative feedback or rumours can be managed and resolved. Public relations includes identifying rules, laws, and policies. It keeps the company's image positive. Fundraising, sponsorship, and community

involvement are examples of public relations.

Advertising shows ideas, products, and services to the public (Pawar, 2014). A one-way communication with no public feedback allows mass marketing to large populations (Belch & Belch, 2003). Advertising can sway perceptions and sales. Businesses frequently use advertising to communicate with customers. IMC pushes the public to buy and IMC can reduce product or service confusion (Pawar, 2014).

2. Literature Review

A. The Theoretical Framework

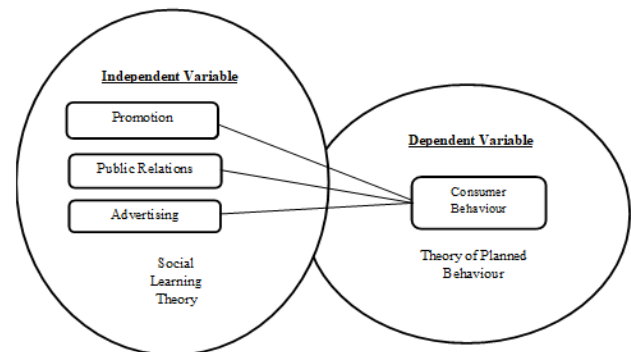


Fig. 1. Research framework for study

B. Social Learning Theory

Albert Bandura explained IMC using Social Learning Theory. Social learning theory says perception and attitude shape consumer behaviour. Overwhelming information forces consumers to make decisions based on limited awareness and limited advertising content. Advertisements target customers' wants and needs (Fill, 2015). A lot of IMC's success was based on their emotions. The three key components include *in attitudes are: cognitive (learn), affective (feel), and conative (do)*.

Cognitive (learn) - Basic product knowledge of the customer. On the attitude-learning front. Affective (feel) - Product quality, satisfaction, or disappointment. They wanted to know how they felt about the product before buying it. Conative (do) - Customer-pleasing attitude. The client must be aware of the product. In the conative, customers buy or reject a product (Fill, 2015).

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1) *Mediational processes*

It assumes people are active information processors who weigh the consequences of their actions. The four processes are attention, retention, reproduction and motivation. Meditation uses attention to notice client behaviour and interest. A consumer's retention was noticing but not remembering a product. Reproduction was the ability to execute the actions just demonstrated by the model. Performance is motivated by rewards and punishments. Public relations may help to draw consumer interest to something newsworthy that advertisers want to share with customers. PR practitioners develop a strong relationship with reporters and writers who cover company, product, and business news to inform them of breaking news. Promotion can motivate consumers. Advertisers always use promotion to persuade customers to buy (Shamout, 2016). Promotional tools like sampling, discounts, vouchers, sales, and rebates will easily help the customer make a decision (Shamout, 2016).

2) *Theory of planned behaviour*

Planned Behavior Theory was an extension of Reasoned Action Theory that predicts consumer behaviour in the decision-making process. Perceived power, social norms, subjective norms and behavioural control are all elements of the theory of planned behaviour.

Attitude - Used to assess whether a product or service is beneficial or harmful to the consumer. Behavioural beliefs - The customer's attitude towards a product or service. It also applies to how customers perceive products when making purchases. Subjective norms - Used to assess whether a consumer's decision was influenced by culture or environment. Social norms - Whether or not groups or large cultural backgrounds will influence consumers' decisions. Clients can now consider behavioural control over each of these factors. Perceived behavioural control - The consumer's perception of the ease or difficulty of carrying out desired actions.

3) *Promotion and relations to consumer behaviour*

Promotion is a marketing strategy used to temporarily increase sales or build desirable goods or services by offering additional benefits to customers. These will attract buyers of branded products and increase customer interest (Solomon, Dahl, White, Zaichkowsky & Polegato, 2014). A sample was a promotional product that gave customers a small amount to try and would raise awareness and encourage customers to buy a product. This encouraged them to test or try the item rather than just knowing about it. This may influence consumer purchasing decisions.

Organisations use coupons to attract customers by offering them a discount if they decide to buy a product in the future. The coupon strategy was easy to persuade because it was a powerful method for trial buying and can be a perfect way to push consumer decision-making. It can boost sales quickly and encourage customers to try new brands or products. Studies show that a reduced price encourages consumers to try new products (Fill, 2002).

H1: Promotion has a significant relationship with the consumer behaviour

4) *Public relations and relations to consumer behaviour*

Public relations is a powerful tool in consumer behaviour. Journalists and reporters claim that public relations increase goodwill between organisations and the public (Clarissa, 2014). A company's public relations can manage different types of customers by understanding their lifestyle and actions. After better understanding the consumer situation, an organisation can better meet their needs and adjust their decision-making to their brand. Public relations can help an organisation maintain and grow a successful customer relationship (Kehinde, 2011).

Public relations will inform the customer about the brand and its interests. Informed customers will trust the product to meet their needs far better than the current brand, allowing them to shift their decisions to the more relevant brand and meet their needs.

H2: Public relations has a significant relationship with the consumer decision-making process

5) *Advertising and relations to consumer decision making process*

Advertising was also used to influence customer behaviour. Advertising was the link between organisations and the public (BrandBerry, 2016). The patio advertises the newest product. If an advertising is appealing to clients, it can influence their purchasing decisions. Advertising's sole purpose is to persuade consumers to buy. Customers will remember the product specifics (BrandBerry, 2016). The main goal was to influence customer awareness and behaviour. Good and powerful advertising may enhance consumer interest in a product.

Endorsement on the commercials will also influence customer behaviour. A well-known celebrity can impact the purchase habits of the public (Essays, 2018). This is because the celebrity has a good reputation and is liked by their admirers. Customers didn't want advertising, yet it's a terrific method to learn about products and brands (Mike, 2017). Advertisements may readily influence customer behaviour.

H3: Advertising has a significant relationship with the consumer decision-making process

C. *Consumers' Behaviour*

Consumer behaviour is the attitude of the consumers involved in the buying process. This process explains how consumers choose, buy, and use products and services (Simonson and et al, 2001 as cited in Ong, 2016). The buying process involves five stages: needs identification, information gathering, alternative evaluation, purchase decision, and post-purchase behaviour (Kotler & Armstrong, 2005 as cited in Hussain, 2017).

The first step in consumer decision-making is recognition. As the customer realises the problem or need, internal and external stimuli occur (Kotler & Armstrong, 2010 as cited in Lautiainen, 2015). External stimuli included advertisements or conversations that prompted purchase consideration. Firms must now generate interest in their products or services (Kotler & Armstrong, 2011 as cited in Hussain, 2017). Next, consumers seek information on products and services (Ong, 2016).

Consumers need knowledge and information because related items can meet their needs in various ways (Kotler & Armstrong, 2013). It's not just the media that informs consumers (Hussain, 2017).

The data gathered was used to narrow options (Lautiainen, 2015). Others do not assess and buy immediately, believing in their interpretation. Personality data gathered to support a product or service will impact timing and costs (Hussain, 2017). Customers' recall or evoked collection is a consideration of goods or services. Client evoked collections are small and similar (Lautiainen, 2015). Then came purchase decisions. Consumers are willing to pay more or less for desired goods (Lautiainen, 2015). Other people's opinions and unpredictable environmental factors can influence purchase intention. Similar or important people can easily persuade and change customers' buying decisions. Prices and product/service benefits are unexpected situational variables.

A post-purchase stage followed. Consumers can rate their satisfaction with purchases afterward (Lautiainen, 2015). Market preferences and output are driven by consumer satisfaction (Hussain, 2017). When expectations are met or exceeded, it encourages repeat purchases (Lautiainen, 2015).

3. Research Methodology

This study was quantitative. Quantitative research is used to gather knowledge, data, and statistics (Anup, 2019). Questionnaires can be used to collect quantitative data from potential participants.

A. Type of Research

Quantitative research relied on explainable verbal and behavioural data. In quantitative research, surveys and tests (SIS International Market, 2018). For quantitative analysis, a sample or questionnaire worked best. A survey will be used to gather data from a diverse group of people. Cross-sectional and longitudinal surveys were used. This was a cross-sectional study. The target population was surveyed cross-sectionally. It can be used to measure many samples.

B. Research Design

The research design summarised a specific method (Bhat, 2019). Research design was used to analyse and explain subject actions without influencing them (Blakstad, 2008). Consumer behaviour in Ipoh was examined using Integrated Marketing Communications. Data was collected quantitatively and analysed scientifically. This study collects data via questionnaires and random sampling. This study found it.

1) Cross-sectional design

The cross-sectional design was used in observational research to find out the prevalence of phenomena, circumstances, concerns, and attitudes (Kumar, 2009). The study calculated both the result and the exposure. It has also been used for population surveys (Setia, 2016). Individual characteristics, risk factor exposure, and outcome information were collected cross-sectionally (Levin, 2006). The cross-sectional design involved multiple groups of people and systematic data collection. The researcher chose to investigate

whether three independent variables could influence one dependent variable, namely, consumer behaviour during the purchasing process. The research was conducted on residents of Ipoh using questionnaires.

C. Descriptive Research

Descriptive research analysed, observed, and explained a subject's behaviour without influencing it. Some case studies allow observation without affecting normal behaviour. A large number of samples are tested and quantified in quantitative research. (Observing a Phenomenon, 2019) The precise description can relate to facts and wishes, people and material objects, to plan and realise buildings (Theo, 2002).

The role of Integrated Marketing Communication was studied as an independent variable affecting the dependent variable – consumer behaviour. The researcher is interested in how IMC tools like advertising, promotion, and public relations can influence consumer behaviour and purchase decisions. The Social Learning Theory was used to explain how the Integrated Marketing Communication tool can influence consumer perception and attitude. The other theory is the Theory of Planned Behaviour, which predicts consumer decisions. Questionnaires are distributed to find out how independent and dependent variables relate.

D. Causal Research

Causal Research also uses correlation between variables (Research Methodology, 2019). The study's independent variables are promotion, PR, and advertising. The dependent variables were consumer behaviour. The researchers wanted to find out how IMC tools affect consumer behaviour.

E. Data Collection Method

The researchers used multiple sources to collect data (Research Methods, 2019). The data in this report came from both primary and secondary sources. It can be a survey, questionnaire, or an experiment (Ajayi, 2017). The key data can be obtained through quantitative and qualitative research methods (Hox, & Boeije, 2005).

Secondary data were obtained from other researchers, such as databases, thesis, books, journal articles, and internal records (Ajayi, 2017). Secondary research has many advantages. The secondary data would help researchers better grasp the issue. It can also help researchers save time (Huff, 2019). The researcher is looking up the previous report online.

1) Primary data

The main data was collected from personal experience. Primary data is information that the researchers work for and should not be made public. Primary data is data collected by researchers and only applicable to the study (Primary and Secondary Data in Marketing Research, Merits, and Demerits, 2019). The researchers used quantitative analysis in this study and a questionnaire to collect data. To collect specific data, the researcher uses SPSS (Statistical Package for Social Sciences). It was very useful for researchers because it provided high-reliability data on the research subject.

2) Secondary data

Secondary data are data that the researcher did not collect

directly for their own purposes. The researchers used secondary sources to compile this report. The researchers gathered data from various journal articles. This was because the journal could search online and provide researchers with a wealth of data. The journal is also highly credible. Because researchers must cite and reference their sources when publishing their academic journal online, it has made the journal more reliable and authoritative. Then the thesis was used to collect data. The thesis was valuable to the researchers because it provided an evaluation of the research and a learning outcome. Finally, the researchers collect data from the published book and website. The book and website have more information. The book and website gave the researchers more details.

F. Sampling Frame

The study was carried out in the capital state of Perak. The citizens who stay in Perak will be the target population. The respondents from the target population were targeted randomly. They were selected as the respondents because when making a purchase, they were skilled in stimulating the decision-making process through the IMC. This will help research the role of the IMC tool in the actions of consumers. The population in capital state of Perak was 673,318 in the year 2019 ("Population of Cities in Malaysia", 2019). Based on Figure 3.6 Krejci and Morgan Sample Size, the number of respondents needed in this research was 382. Researchers need to get 382 respondents from the place that have chosen which are shopping malls in Ipoh.

1) Sampling method

This study uses probability sampling. This sampling design gives equal chance to all objects (Kothari, 2014). Equal means that the population's selection probability is equal. The sample was taken using simple random sampling (SRS). Each variable had an equal chance of being chosen, and the procedure chose a simple random sample. The method requires (1) counting the population's elementary units, (2) determining the sample size, and (3) selecting the sample size (Kumar, 2009).

This study's target population is Perak residents. The researcher distributed questionnaires to the targeted audiences to collect data. The researchers chose the subjects at random, without regard for their past. In the targeted population, data will be collected.

G. Research Instrument

The tool used to collect answers from the sampling to answer and to produce the data needed for the research questions will be shown here (Wilkinson & Birmingham, 2003). Surveys, questionnaires, interviews, and systematic observation are some of the methods used to collect data for any research. Questionnaires were the most efficient way to collect data; analysis required people's attitudes, actions, and opinions. The survey was considered one of the most successful ways of collecting data from large groups of people. This study used a survey questionnaire. This study requires a large sample. It would be simpler to give them a list of standard questions with answers. But sometimes respondents give answers carelessly, affecting the accuracy of the collected results.

H. Measurement Scale

Questionnaires are used in this research to measure the role of IMC tools on consumer behaviour. Close-ended questions were the type of survey question used in this analysis. By using a 5-point Likert scale in Section B to Section F, which is used to allow the person to express how much they agree or disagree with a specific statement. The question from Section A was asking about the demographics of the respondent. From Section B to E, all questions were measured by a 5-point Likert scale. Likert scales were usually used to measure attitude, providing a range of responses to a given question or statement. There are 5 categories of response: (i) strongly disagree, (ii) disagree, (iii) neutral, (iv) agree, (v) strongly agree (Jamieson, 2004).

From Section B to D, was the respondent's agreement or disagreement on the role of IMC tools on the consumer behaviour. In Section B, it was the part where the respondents showed their agreement or disagreement on the role of promotion relate to the consumer behaviour; For the Section C, the role of Public Relations relate to consumer behaviour; Section D, the role of Advertising relate to Consumer Decision-Making Process while Section E was collecting data for the dependent variables which is the consumers' behaviour.

Close-ended questions and the 5-Likert scale were used in this study because it was the most universal method for survey collection, therefore the respondents can easily understand and enabling respondents to answer in a short period and it was an inexpensive method for the data collection.

4. Analysis

In this study, quantitative methods were used for the information collecting, while descriptive analysis was used for the data explanation. The descriptive analysis were used to collect the data in this study is to test a large.

A. Respondents' Demographic Profile

The background of the respondents was asked in this section. The demographic profile including gender, age, ethnicity, income, like shopping, shopping frequency, and reason for shopping was asked in the questionnaire.

According to the data, 41.6% of the total respondents are male while 58.4% of respondents are female. The highest percentage of age range is between 18 to 25 years old while the lowest percentage of age range is between 26 to 30 years old. Most of the respondents are Chinese while the lowest number of respondents are Indians. Based on the table shown, respondents with RM 0 - RM 1000 income are 148 respondents, respondents with RM 1100 - RM 2000 income are 188 respondents. Respondents with RM 2100 - RM 3000 income are 37 respondents. Respondents with RM 3100 - RM 4000 income are 11 respondents. The lowest frequency of respondent is with the income of RM 4000 and above which is only 1 respondents. 96.1% of the total number of respondents likes to shop while 3.9% of the total number of respondents which does not like shopping. Most of the respondents shop weekly which is 281 respondents, 2 of the respondents shop once a year, 5 people shop daily and 97 people shop once a month. 147 respondents go shopping is because of needs and wants. 47

respondents go shopping because of advertising. 115 respondents go shopping is they just want to go while 77 respondents go shopping because of promotion.

B. Linear Regression

The analysis of relationship between the independent variables and the dependent variable will explain here which is the relationship between integrated marketing communications tools and consumer behaviour.

C. Model Summary for Independent Variables towards Dependent Variable

Based on the adjusted R square figures, the independent variables (promotion, public relations, and advertising) have a 72.5 percent influence on the dependent variables (consumer behaviour). These figures show that all independent variables chosen for this study are significant and can strongly influence the dependent variables. Thus, these independent variables are important in influencing respondents' consumer decisions.

D. Coefficients for Relationship between Independent Variables and Dependent Variable

Some of the coefficients between independent variables and consumer behaviour are statistically significant ($p < 0.05$). Promotion and advertising have significant values of 0.00, indicating that they are the most significant predictors of consumer behaviour. Promotion and advertising influenced consumer behaviour more. However, the significant value of public relations is 0.060, indicating that it does not predict consumer behaviour.

E. Correlations

Result showed the consumer behaviour and promotion have a significant relationship. The relationship is positive, with a value of 0.769, between the consumer behaviour and promotion. Consumer behaviour and public relations have a significant relationship as their P-value is 0.000 that is ≤ 0.01 with a positive relationship with a value of 0.738. Next, consumer behaviour and advertising have a significant relationship as their P-value is also 0.000 that is ≤ 0.01 with a positive relationship with a value of 0.824. There is also significant relationship between promotion and public relations as their relationship is positive with a value of 0.747. While the relationship between promotion and advertising is also significant with a value of 0.766. Public relations and advertising have a significant relationship as their P-value is 0.000 that is ≤ 0.01 with a positive relationship with a value of 0.812.

5. Discussion

In this study, IMC's role in consumer behaviour is examined. This study collects data via a survey questionnaire. The study will be cross-sectional and will focus on Perak residents. The samples were taken using simple random sampling (SRS). This study also uses TPB to predict consumer purchasing behaviour. The report used regression analysis to manipulate numerical data. In order to analyse the survey data, SPSS was used. Less than one independent variable per dependent variable was

found using regression analysis. Researchers can use regression analysis to see if promotions, PR, and advertising affect consumer behaviour.

The researchers came up with the hypothesis after studying the impact of IMC tools like promotion, PR, and advertising on consumer behaviour. 0.05 is significant. IMC tools and consumer behaviour have a positive significant relationship. The data collected shows that IMC tools influence consumer behaviour by 75%. In this case, IMC tools influenced consumer decisions Among IMC tools, advertising has generated the most consumer behaviour. Promotion, public relations, and advertising all influence consumer behaviour, according to the study's findings. Interactive marketing communication (IMC) tools can help SMEs attract and retain customers.

A. Limitation

The timing of data collection is a study limitation. The data was collected online because people are not allowed to be outside during the government's movement order control. Only online Google forms are available for data collection. Second, the data collection period is too short. The researcher had only 7 weeks to collect all data, which was not enough. In comparison to other researchers, this study takes only 7 weeks to complete. Finally, Malaysia has 31.53 million people, but the research sample size is only 385 people, and the data is not strong enough to persuade people.

B. Future Research Suggestions

Some flaws need to be addressed in future research. First, future researches should collect data outside of Perak's capital or other states. The data will be more convincing if collected from various areas of Perak. More respondents can be added in the future for better data and analysis. Finally, future researchers should take more time to research and analyse this topic.

6. Conclusion

As the conclusion, this research is to investigate the Integrated Marketing Communications (IMC) affect consumer behaviour during their purchasing process. The result showed that advertising has the most impact to affect consumer behaviour. Consumer behaviour also is easily affected by peoples' opinion and external influences.

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