

# Impact of IMC on Consumer Behaviour of Gen Y with Respect to Electronic Gadgets

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**Abstract:** *The marketing trends are continuously evolving and changing to cater to the needs of both consumers and the company. Marketing trends are correlated with consumer behavior. Among these trends, Integrated Marketing Communications (IMC) has gained prominence due to its integrated approach to channelize the communication between the company and consumers effectively. Though various promotional tools have been effective in enhancing communication, most of these are unidirectional. IMC approach can be personified according to the diversified needs of the target consumers. The present study aims to understand the impact of IMC on consumer behavior of Gen Y when it comes to the purchase of electronic gadgets. The sample of 150 respondents was chosen from the city of Lucknow through a stratified random sampling technique. The questionnaire method was adopted for collecting the data. The data were analyzed using ANOVA and were represented in tabular and graphical format. Through the analysis, it was found that IMC has a positive and significant impact on the consumer behavior of Gen Y regarding the purchase of electronic gadgets. IMC, as one of the emerging promotional tools, helps channelize the message conveyed by the company to the target consumers. Because of its integrated approach and two-way communication, it helps to increase the understanding between the company and consumers. If implemented appropriately, IMC can help the company to set and upgrade the benchmarks in accordance with consumer behavior. Various prior studies conducted have focused on the impact of IMC on consumer behavior in general. Very few studies have been conducted in context with electronic gadgets and Gen Y. Thus, the present study contributes to the existing literature of IMC.*

**Key Words:** *IMC, Gen Y, Electronic gadgets, Consumer behavior*

## 1. INTRODUCTION:

Integrated marketing communication (IMC) is an emerging marketing approach by which the organizations coordinate their communication efforts to reach the target consumers. According to the American Association of Advertising Agencies, IMC can be defined as "a concept 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."

IMC has emerged as a popular marketing concept due to various reasons. These include (a) all communication mix tools between company and customer are integrated; (b) demarcation of markets; (c) rapid growth and development of database marketing; (d) shift from manufacturer-focused marketplace to retailer-focused marketplace; (e) focus shifting from media advertising to consumer-and-trade sales promotion; (f) measuring and improving communication-based on return on investment (ROI).

IMC serves to find different communication channels with actual and potential customers so that a future communication opportunity can be created with long-term positive effects on the organization and customers (Duralia, 2018). Some of the important tools of IMC include Advertising, Direct Marketing (DM), Internet Marketing, Mobile Marketing, Personal Selling (PS), Public Relations (PR), Sales Promotion (SP), Social Media Marketing, and Sponsorships (Yamin, 2018).

The present study aims to find the impact of different IMC tools on the consumer behavior of Gen Y while purchasing electronic gadgets. The study is divided into six sections; respectively, dealing with literature review, objectives, and hypothesis of the study, research methodology adopted, data analysis conducted, and followed by a summarized conclusion.

## 2. REVIEW OF LITERATURE:

Martey (2020) studied the impact of IMC on consumer behavior in the restaurant industry in Ghana. The various determinants of IMC, including Advertising, Personal selling, Sales performance, Sales promotion, and

Sponsorship, were considered as independent variables. The moderator variable considered was the consumer's mood. A sample of 120 respondents was chosen through a convenience sampling technique, while the data was collected via a face-to-face and postal administered survey. With the help of the Structural Equation Model (SEM), it was found that Personal selling and Sponsorship had an insignificant impact on consumer mood and consumer behavior. It was further found that Advertising and Sales promotion had a significant impact on consumer mood and consumer behavior. Though Sales performance had a significant impact on consumer behavior, it had an insignificant impact on consumer mood. Thus, it was concluded that different IMC tools impacted consumer behavior differently.

Izadparast et al. (2019) examined the impact of IMC on consumer behavior in purchasing sports books in Iran. With a descriptive correlational approach and random sampling technique, a sample of 456 quarters was chosen. The data collected through the questionnaire were then analyzed using descriptive and inferential statistical methods, including the Kolmogorov-Smirnov test, Pearson correlation, Regression, and Structural Equation Model (SEM). The findings suggested that all the components of IMC had a positive and significant impact on consumer behavior in purchasing sports books.

Batranga et al. (2019, May) examined the impact of IMC as a promotional tool on consumer behavior with respect to sustainability. The sample of 1003 buyers of Latvian food retail chains was chosen randomly between 2017 and 2018. The data collected through the survey-method was analyzed with the help of SPSS. The findings suggested that IMC, when used for sustainability, as a promotional tool had a significant impact on influencing consumer behavior.

Kannan and Prakash (2019) studied the effectiveness of IMC on consumer behavior on Mirinda soft drink in the Tiruvallur district of Tamil Nadu. Using a purposive sampling technique, 200 respondents were selected. The data collected through a structured questionnaire was analyzed using mean score analysis, percentage analysis, and Chi-square test. From the findings, it was revealed that there was a significant relationship between IMC and the demographic profile of consumers. Thus, the study concluded that IMC had a positive effect on consumer behavior.

Miremadi et al. (2017) conducted a study to examine the impact of IMC on consumer behavior with respect to imported branded cars in Iran. Using a simple random sampling technique and online questionnaire method, the data from 197 customers of Datis company was collected. The dependent variables considered were IMC, while the independent variables included Advertising, Direct Marketing, Internet Marketing, Public Relations, Sales Promotion, and Word of Mouth. With the help of regression analysis, it was found that IMC plays a vital role in affecting consumer behavior.

Yusuf (2016) studied the impact of IMC on consumer purchasing decisions on Paterson Zochonis (PZ) Nigeria Plc. The sample of the study included 28 staff members and 200 consumers of PZ. The data were collected with the means of questionnaires and personal interviews. The data collected were analyzed using the Chi-square test run on IBM SPSS. The findings suggested that IMC had a significant impact on consumer behavior and the market share of PZ.

### **3. RESEARCH GAP:**

Electronic gadgets have become one of the necessities, especially among Gen Y. From online classes to games, music to movies, the young generation prefers electronic gadgets. From the reviews conducted above, it can be seen that various studies have been conducted on the impact of IMC on consumer behavior. Very few studies have been undertaken with a focus on Gen Y. Seeing the importance of electronic gadgets, it is necessary to understand how IMC impacts the consumer behavior of Gen Y when it comes to purchasing electronic gadgets.

### **4. OBJECTIVES OF THE STUDY:**

The objectives of the present study are:

- To understand the impact of IMC on consumer behavior
- To understand the impact of IMC on consumer behavior of Gen Y with context to purchasing electronic gadgets.

### **5. RESEARCH HYPOTHESIS:**

H1: There is a positive and significant impact of Advertising on Consumer Behaviour of Gen Y

H2: There is a positive and significant impact of Personal Selling on Consumer Behaviour of Gen Y

H3: There is a positive and significant impact of Direct Marketing on Consumer Behavior of Gen Y

H4: There is a positive and significant impact of Sales Promotion on Consumer Behavior of Gen Y

H5: There is a positive and significant impact of Word-of-Mouth on Consumer Behavior of Gen Y

**6. RESEARCH METHODOLOGY:**

Since the study involves the impact of IMC on consumer behavior, the research design adopted is descriptive. Among the population size of the city of Lucknow, a sample of 150 respondents belonging to Gen Y has been chosen through a stratified random sampling technique. The variables considered are Advertising, Personal Selling, Direct Marketing, Sales Promotion, and Word-of-Mouth. The data collected is analyzed through ANOVA using IBM SPSS 20. The analysis is presented in tabular and graphical format.

**7. RESULTS AND DISCUSSION:**

- Gender**

Gender	Number of respondents
Male	83
Female	67

Table 1: Gender of Respondents

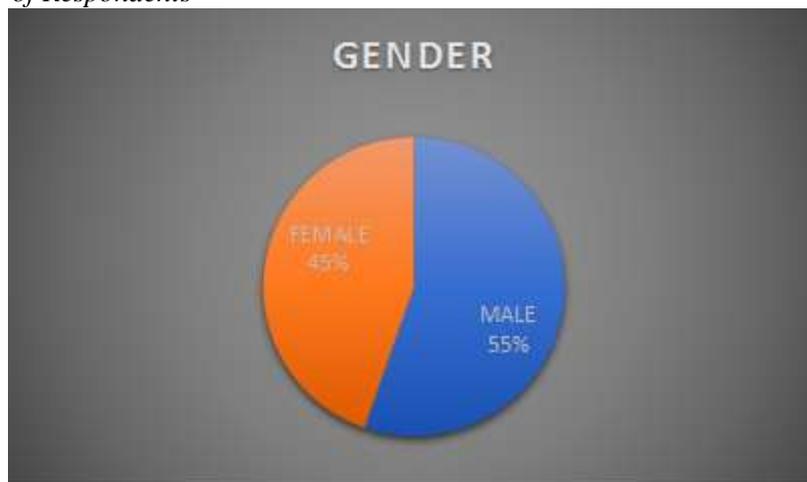


Figure 1: Gender of Respondents

According to Table 1, it was found that out of 150 respondents, 83 respondents were male (55%), and 67 were female (45%).

- Occupation**

Occupation	Number of respondents
Student	27
Business	14
Job	77
Unemployed	32

Table 2: Occupation of Respondents

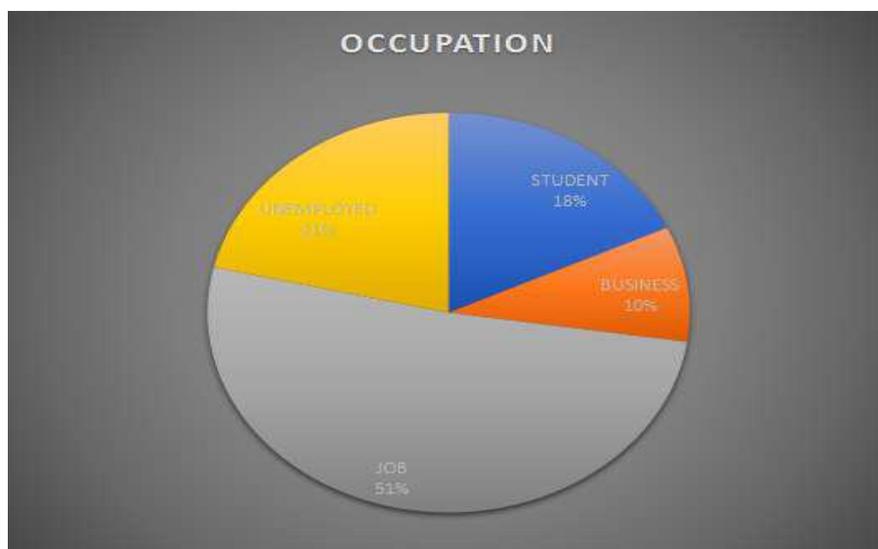


Figure 2: Occupation of Respondents

According to Table 2, it was found that the majority of the respondents were in a job (52%), followed by unemployed ones (21%), students (18%), and the least number of respondents were into business (9%).

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**ANOVA**

		Sum of Squares	Df	Mean Square	F	Sig.
ADVERTISING	Between Groups	32.898	14	2.350	1.188	.292
	Within Groups	267.102	135	1.979		
	Total	300.000	149			
PERSONAL SELLING	Between Groups	24.937	14	1.781	.874	.588
	Within Groups	275.063	135	2.038		
	Total	300.000	149			
DIRECT MARKETING	Between Groups	30.036	14	2.145	1.073	.388
	Within Groups	269.964	135	2.000		
	Total	300.000	149			
SALES PROMOTION	Between Groups	33.687	14	2.406	1.220	.268
	Within Groups	266.313	135	1.973		
	Total	300.000	149			
WORD-OF-MOUTH	Between Groups	22.388	14	1.599	.778	.692
	Within Groups	277.612	135	2.056		
	Total	300.000	149			

Table 3: Impact of IMC tools on Consumer Behaviour of Gen Y in context to electronic gadgets

According to Table 3, it was found that all the IMC tools considered for the study had a positive and significant impact on the consumer behavior of respondents. Sales promotion had the highest impact (1.220) followed by Advertising (1.188), Direct Marketing (1.073), Personal Selling (0.874), and Word-of-Mouth (0.778).

Thus, the results through data analysis can be summarized as below:

	Hypothesis	Status
H1	There is a positive and significant impact of Advertising on Consumer Behaviour of Gen Y	Accepted
H2	There is a positive and significant impact of Personal Selling on Consumer Behaviour of Gen Y	Accepted
H3	There is a positive and significant impact of Direct Marketing on Consumer Behavior of Gen Y	Accepted
H4	There is a positive and significant impact of Sales Promotion on Consumer Behavior of Gen Y	Accepted
H5	There is a positive and significant impact of Word-of-Mouth on Consumer Behavior of Gen Y	Accepted

Table 4: Findings of Hypothesis testing

**8. CONCLUSION:**

IMC, as one of the emerging promotional tools, helps channelize the message conveyed by the company to the target consumers. Because of its integrated approach and two-way communication, it helps to increase the understanding between the company and consumers. If implemented appropriately, IMC can help the company to set and upgrade the benchmarks in accordance with consumer behavior. Thus, it is suggested that since IMC significantly impacts consumer behavior, before adopting IMC tools, the companies should personify them according to the needs of the target consumers.

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