

Some Aspects of Integrated Marketing Communication in Building Brand Equity

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Abstract

Integrated marketing communication (IMC) has become generally accepted, has outspread various levels within the firms, and has become an impartible component of brand. In the competitive market in 21 century, archive to a systematic brand communication is the way to moving forward and increase the performance of the firms. Marketing communication has important role to building and maintaining the shareholders communications and affect them on the terms of brand equity. For the integrated marketing communication we can mention to brands as central IMC. Marketing communication recognizes as voice of the brand and it is a way for any organization to make contact with consumers to introduce their product. For developing the brand equity the best way is marketing communication, more ever marketing communication help to the firms to receive the desirable responds from consumers. However, many factors have influence on brand equity such as, product, price, promotion and sale, but in this paper we considering the effect of IMC on brand equity. In this paper we provided a discussion about the positive linkage between IMC and brand equity. In this paper according to impact of IMC on brand equity, we provide the details of the role of IMC in building and maintaining strong brand equity.

Keywords: Integrated marketing communication (IMC); brand equity; building brands

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1.0 INTRODUCTION

Over the past decades business strategies face drastic changes. Modern technologies have been influential in many fields and the field of business and marketing are not an exception. Validity of the old marketing strategies in today's world is dubious. Modern approaches have become critical for effective marketing strategies. Integrated Marketing Communications (IMC) is one of these new emerging strategies which we are going to discuss about it in the proceeding. This new approach of marketing is currently practicing at the all big multinationals, and it plays an important role in enhancing business. A process in which organizations make a beneficial and genuine relationship with their stakeholders and customers is called IMC (Duncan, 2002).

It means all messages which issued by organizations should be closely supervised and controlled to make sure from their effects, thus it urges to apply data driven technique. To state the matter differently, Duncan believed that IMC is the fundamental part of the relationships that build brands. From aforementioned facts it concludes that IMC is considered as part of marketing field which is the source of data correspondent to brands in such a way that create a mutual relationship between stakeholders and customers.

2.0 LITERATURE REVIEWS

2.1 Integrated Marketing Communications (IMC)

According to Kliatchko (2008) IMC is a strategic process in which an identical message conveyed through various channels, and eventually it is going to make one same result. As its name has been referred to, the effect of IMC is to integrate various entities into one channel. The goal can be translated into two different paths including:

- ❖ To produce and deliver a message to audiences or consumers.
- ❖ To make this message effective in generating an attitude in the audience or consumer.

Gathering all these channels into one same goal reflects the fact that a powerful and close bond among all these different entities should be formed. In this Paper, we proposed a comprehensive understanding of communication channels which means messages, signs and signals that occur among clients and company should be regarded into a specific in brand building. Based on the fact that the relationship between subject and object is possible and communication is the only way to connect them together. Madhavaram *et al.* (2005) stated that if IMC is about relationships, definition of IMC regarding

descriptive anthropology will be to realize those relationships. Regarding definition Schultz (2005) claimed that fundamentally IMC research is designed to render a better understanding of how IMC help to develop current marketing communication methods. Inside IMC settings, there are two types of relationships which include: one that works to provide and distribute a message, and one that creates a perspective in the customer. Ethnography helps to recognize the systematized culture of the different businesses involved in the manufacture and sending of a message in the first relationship.

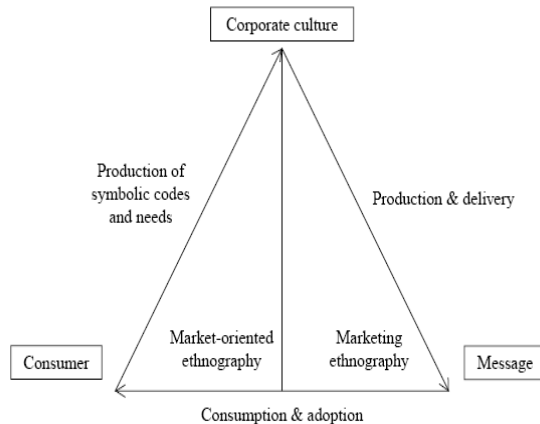


Figure 1 Arnould and Wallendorf (1994)

Arnould and Wallendorf (1994) defined this type of organization oriented ethnography as marketing ethnography. Furthermore, through applying complete information based on collected from customer ethnography, use as important instrument to make message and product nearer to the customer. Although these two relation seems different and it's considerable to see both of them join together to be success in the market. In conclusion ethnography, as it is shown in Figure 1, functions as a tool to create a bridge between the buyer and organisation culture. Bryman and bell (2007) translated above assumption to regarding the social world through the eyes of the publics who are being studied. Goetz and Barger (2008) expanded this idea and state, speaking the same language of the customers is part of corporate culture which is going to have a positive influence on prosperity of the organizations.

Understanding of the processes behind doing, being and having a customer are facilitated by ethnography (Belk, 1988). To create a connection message that close to the customer, the strategic synchronization of messages would be built on earlier evidence. Through building more appropriate strategies and conveying more coherent messages, IMC could be helpful because it is about integrating channels based on in-depth information. Indeed IMC process starts with audiences of target market as straight tool in the strategic plan in marketing and branding. Relatively, Kliatchko (2008) stated that the main focus of IMC is to recognize of customer's needs, requires and behaviours in the market those are in the organisation goals process that coming up from customer experience.



Figure 2 (Dunn, 2007)

The process of IMC, as it is shown in Figure 2 is circular and uninterrupted hence; information in the Customer Relationship Management (CRM) is used to interact with target markets. In addition, components of marketing communication (MC) can be used by IMC. There are many advantages which counted for IMC. For example, the process of purchasing is facilitated by IMC thus; it helps an organization to build a good image and reputation. Also, IMC creates a long-term relationship between the customer and the organization.

Since that customer will only trust that particular organization this relationship not only secures a customer but it guarantees the profitability of the relationship. In fact, voice of a brand is represented by marketing communications (Keller, 2001a). The aim of all IMC processes is a better understanding of the relationship between customer and organization thus, discussion on IMC would remain incomplete without talking about brand because it is the same goal as brand building process. Basically, IMCs' strategies help to create and build brands. According to the published literature by Danziger (Danziger, 2006), happiness of the costumers should be on the centre of attention particularly during designing and developing of marketing messages and products.

2.2 The Importance of Branding

Brand equity and also the importance untouchable worth that brand bring to companies are became standard subjects of studies lately. There are a few agreements amongst academics, this means brand equity ought to determine at conditions of marketing influences and its distinctive registered to a brand. However, this concept may be approached by scholars in different ways. The majority of researchers believe that brand equity reflects the actual fact that brand plays a vital role in marketing of a service or product delivered by organisation. There are also, general agreements like: brand equity delivers a possessed in common denominator for explanation marketing strategies and measuring the worth of a brand, value differentiation among products and services are based on the past investments in the marketing for the brand, these values will be made for a brand through several totally different ways

and in the last, so as to profit of the organisation there are various ways as to how the worth of a brand will be appear or exploited.

Recognition a number of the marketplace that their profit produced from a potent brand shows the value of a brand to a company. According to Hoeffler and Keller (2003), there are several possible benefits in having a strong brand including: increasing the number of customers, increasing the loyalty among customers, improved perceptions of product performance, decreasing of the vulnerability in times of market crises or in competitive marketing actions, increasing the marketing communication effectiveness, other flexible consumer has reaction to price reductions and uncompromising consumer has reaction to price increases, increasing the possibility of added licensing and brand allowance chances and in the last, larger trade or intermediate collaboration and support. Depending on the obtainable resources, marketing skills, marketplace conditions or the operating context, organizations will be completely different in their capability to understand the profits.

There are some companies that face a strong competitive challenge which reduce these branding benefits for them. Similarly, many organizations have to deal with tough minded customers who equally interdict brand value creation. Nonetheless, brands and whole management can matter to a company as a result of consumers or firms always have varied selections between different products and services. Increased marketing communication effectiveness is one of the advantages of building a strong brand.

Customers could be a lot of eager to attend to extra communications for a brand as results of. The power and equity of brand advertising can completely influence the participation of customers in additional communication for that terribly brand. Customers can process these communications in an approval manner and thus, they will have a larger capability to recall the communications or their accompaniment cognitive or emotional reactions in the future. As a mediator or goal to achieve alternative goals brand equity has the central role in advertising. Benefits of these communications only develop under situation that company has a strong brand, thus it can be concluded that building powerful brand is a management preference (Kapferer, 2005; Aaker, 2009; 2011). The correct data structure is the prospective consumers, hence it is quite important to build a strong brand. Marketing communications have a vital role in determining that knowledge of the customers because they are going to reaction positively to marketing actions of a well-known brand.

Thus, in order to maintain a position in the market and be easily recognizable and differentiated from the competition, brand equity is necessary for a company. Brand equity can reduce search costs and the risk associated with purchasing the product by representing value and quality to the consumer (Sedaghat *et al.*, 2012).

2.3 Importance of IMC in Create Brand Equity

It is quite clear that marketers access to varied marketing communication options which have not been available in the past. In fact, a universal model of brand equity is required to perceive the role of all the various sorts of marketing communications in building brand equity. Keller (2001) and (2008) proposed a model as the customer based brand equity, based on this model, brand equity is basically specific by the brand knowledge and marketing strategy are responsible. Definition of brand equity according to this model is the

derivative effects that customer knowledge has about brand equity.

Keller implied that brand knowledge is all regarding to the emotions, awareness, images, understandings and so on that become linked to the brand within the awareness of customers, and it is not about the facts about the brand. These types of information will be considered as a collection of associations data of brand in consumers' minds. Janiszewski and Osselaer (2000) defined the essential evidence of the customer based brand equity model. They believed the strong brand equity in the minds of consumers and which means that the brand has accomplished in the widest common sense.

Brand awareness and brand image are two important components of brand knowledge. The brands' strength in consumers' awareness and their ability to recognize the brand under diverse conditions is called brand awareness, while customer understanding and priority for a brand as several types of brand name associations held in customers' memory is termed brand image. Unique and strong brand associations are vital for an organization because they can be utilized as sources of brand equity to determination the difference special effects. Keller (2008) and Hoeffler and Keller (2003) described several advantages for having a strong brand associations including: enhanced loyalty, better communication and efficiency network, advance chances via extension lead and value premiums and additional positive value elasticity reactions.

Prior studies have widely accepted IMC or integrated marketing communication. Basically, marketing is a dynamic and evolving process that develops on the basis of a vision centered on service (Dialog *et al.*, 2008). Also, they proposed that integrated marketing communication is replacing the manifold in a commercial focus and limited management tools of the trade mark must be used to initiate and maintain an on-going dialogue with customers and to improve relations. The means for the development of strong, customer oriented brand equity can be provided by marketing communications as Keller (2003) stated. In this study, the main focus is on the influence of IMC in brand equity. However, a number of factors such as the value of customer oriented brand, including products, pricing and marketing have an influence on this work. According to published literature, IMC is a simple device developed by "inside-out" the advertising tool combines a strategic process is designed to brand management (Kitchen *et al.*, 2004).

In addition, according to Naik and Raman (2003), IMC accentuates on the benefits of synergies across several number of media in order to build brand value of goods and services. Investigation in the field of IMC has become popular and it led to several academic conversations and intellectual discourse over the past decade. In fact, organizations apply IMC as a strategic tool that make them enable to become more efficient to achieve their goals and helped their brand communication. Based on the accelerating growth of new electronic media, brand communication can be reach the number and variety of communication option plus its speed, range is widely increases. Therefore, adopted a global perspective by the companies and rapidly changing advertising environment will grow the theory and practice and IMC (Bezjian-Avery A and D, 1998; Keller, 2001; Schultz, 2003; Gould, 2004).

2.4 Interactive Marketing Communications and Brand Building

As Keller (2008) stated, accomplishments of marketing communications has influence to brand equity in several ways in which. These contributing ways are included:

- ❖ Linking the correct associations to the complete image in consumers' mind.
- ❖ Creating awareness of the brand.
- ❖ Facilitating more powerful consumer brand relation.
- ❖ Producing positive brand judgements or state of awareness.

The way in which formation of brand memories are connected to, it's not essential. For example, if a male teenager has strong, favourable brand associations with Axe body spray to the perception of sex attractiveness as a result of offering to a video that shows ladies paying attention in an extravagant fashion to young men because of their use of Axe, the impact in terms of Axe's brand equity ought to be identical (Duncan, 2005; Duncan and Moriarty, 2006). In order to distribute a subsequent message and attain the strategic arranging, it means marketing communications activities must be integrated. An examination of all the possible communications that consumers in target of marketing market place could have with the organisation and each products and services are the starting point in planning marketing communications.

For instance, those who want to buy a computer would possibly appearance for information on the internet, see television ads, read articles or talk to someone about their intention before walk to the store. Marketers should be evaluating that understandings and perception can have the greatest effect at each phase of the purchasing behaviour. These sorts of information will be helpful for marketers to style and enforcement the correct communications platforms, and allocate communications dollars more efficiently. Furthermore, marketers will be able to evaluator marketing communications regarding to its capability to have an effect on understandings and impresses build brand equity and drive brand sales by having these information (Keller, 2009).

Markets should be in the right way which customers are in that, in order to communicate effectively and efficiently. According to the published statistics by On-line Publisher's Association in 2002, young, educated customers' whole online media ingesting has more than that of TV for more than a few years. In 2006 online advertise was valued at less than 6% of worldwide ad, while it is predicted that this percentage will be increase to 10% in 2009 which will transform it to a 25 billion USD business. Acohido (2004) showed the start of wealthy media advertises that mix by cartoon, video and sound via interactive features. He believed that this sort of communication will be a great choice to connect with the audience. Basically, Internet is a new tool for marketers and consumers to provide them by chances with a lot of the best collaboration and individualization (Smith and Mcfee., 2003). As the matter of fact, these days there are not any brand marketing programs that ignores some kind of distinguished on-line component for its development.

As a significant element of the first new brand operation visa utilized the internet with rich media ads over last twenty years. IBM also, launched an online campaign for two new B2B platforms to reinforce its image as a technology innovator a series of online ads were used by Amgen and Wyeth Pharmaceuticals in order to brand building (Applebaum, 2006). By reflecting customer special interests and behaviour, online businesses can send custom-made messages that can involve diverse sections of customers. The advantage of contextual placement is offered by the Internet. Other interesting features of the Internet are first it's extremely answerable and second its special effects will be simply drawn.

By concentrating on higher- performing ads reduce it is marketing cost per sale 74% (Judge, 2001; Hein, 2007). According to Roberts (2006) and Steel (2007), online advertisers can estimate their audience by observing how several distinctive visitors click on a page or advertise, how long they pay with it, where they are going thereafter. Despite all aforementioned advantages that counted for interactive marketing communications, it has its own challenges. For instance, if customers choose, they can isolate themselves because consumers determine the rules according to engagement. Customers are absolutely in charge with the info they have or varied offerings that they are inquisitive about. Regarding this situation, marketers may drop some management over what customers will do with their on-line action. Customers have the ability to ignore an undesirable video simply by closing the web page. Ancient media will offer grater management in that the message is a lot of clearly formulated and communicated.

■3.0 SUMMARY

This study tried to show the dramatic changes which have happened in integrated marketing communications in recent years, hence there are new challenges for build and manage their brands for marketers. In this complex new marketing world the brand equity model that accentuates on significance of the customer brand awareness arrangements, measured as means to assistance marketers explain the building brand special effects of marketing communications.

The brand resonance pyramid was determined means that to trace how marketing communications will make powerful, dynamic loyalty connections and positive brand equity to provide better understanding of consumer brand knowledge structures. Consumer brand knowledge can be affected in one or more ways by any marketing communication which implies effects of marketing communication on brand equity. In order to create the favourite awareness and image in understanding of customers, integrating marketing communications includes mixing and matching different communication options (Mendez, 2009).

A significant development area in marketplace is identified as online, interactive marketing communications. Any perspective of brand building will be just about addressed by collaborating marketing communications to probably influence brand equity, and that is why collaborating marketing communications offers marketers great versatility. All aspects of marketing communication model are used IMC strategic marketing to create a strong brand by a trustworthy and interactive communication between organizations and their target markets. As the movement in relations between organizations and their customers continue brand building by creating databases that continuously monitor and respond to market needs (Tufekci and Tufekci, 2012).

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