AMERICAN RESEARCH JOURNALS
An Academic Publishing House

A Study of Integrated Marketing Communication for Fast Moving Consumer Goods in Rajasthan

Dinesh Kumar Mishra[1], Dr. Pramod Gupta[2]

[1]Research Scholar, SunRise University-Alwar
[2]Research Supervisor, SunRise University-Alwar

ABSTRACT

The Indian companies are identifying the target niches on social and attitudinal behaviour, and offering common product across different demographics and also formulating the message accordingly. Internet marketing is picking up pace in India with fast technological advancement. Consumption and shopping patterns are changing. Online shopping, credit card usages are being accepted. Professionalism is increasing. Recent liberalization policies have increased competition and enforced new marketing practices in India, the local environment and local markets dictate the need for specialized and integrated approaches.

KEYWORDS: *IMC, FMCG, SEO.*

INTRODUCTION

According to Duncan's definition, it is a concept that directs and coordinates the process of planning, implementing and supervising brand messages by which brand- customer relationship is built. To apply this concept, various tools are used such as:

Advertising is a paid, non-personal communication of products by a company via various types of print, outdoor, broadcasting and interactive media in order to create brand awareness and brand image and persuade customer to respond.

Sales promotion is a value added short term suggestion to motivate customer to immediate response and product trial. Overusing this tool can damage brand image and decrease the profit in long term period.

Direct marketing is a database driven, direct and interactive communication process that uses wide range of media to stimulate a customer response. Because of the amount of intrusiveness, it can be seen as an annoying tool by customer. To avoid this, decreasing customer defection should be considered as well as trying to increase profit.

Public relations attempt to create and control the brand news, announcements and reminders that publish by public media without spending. Marketing managers take advantages of this MC to build and reinforce their brand.

Personal selling is an interpersonal relationship by which sales representative fulfil the customer needs to gain mutual benefits. Personal selling is the most effective and expensive MC tool. Therefore, sales force management is a very challenging matter for organizations. Specially for fast moving consumer goods (FMCG), packaging play a critical role in brand identity like a miniature billboard, while delivering the last brand message to the customer. It is estimated that almost 60- 70% of purchase decision of FMCGs is not taken before arrival to the shop. Companies utilize events for their MC objectives in three ways. They create events, participate in them or sponsor them. Companies sponsor a person, an organization or event to announce their brand publicity and associate with that subject in order to reinforce the brand.

Customer service as another MC tool is the process of managing interactive and two-way brand-customer experience. The purpose of customer service before, during and particularly after purchase is customer retention and his satisfaction.

Scope of The Study

Integrated Marketing Communication has continued to make positive waves as the way ahead for marketing through its synergy of having a common and unified voice in the market place. With IMC on its role, marketers can combine the approaches and allow a brand to speak with a common voice across all media formats. This research will be highly significant to retail marketers of the rural area towards FMCG products in many respects. It will assist them on how to share highly impactful messages to their esteemed target audience. It will also assist them on how to save cost of marketing communications in the long run.

This will pave way to minimization of cost of marketing communication. The outcome of the research will also benefit these producers on how to use marketing communications to build long-term retailer-customer relationships. The research will benefit the rural consumers of FMCG products, as the use of IMC will afford consumers with clear, credible and consistent messages. When consumers hear the same messages through advertising, sales promotion, and personal selling (sales force), they will have strong faith in such messages and they are likely to do more certain buying decisions towards choosing of brands and products under FMCG.

Proposed Research Model

The research takes the socio demographic factors of the customers in the selected area of the study are considered for the study. Customer awareness, Integrated marketing communication tools adopted by rural-Urban marketers and Consumer Purchase Behaviour are taken as the major independent variables and Effectiveness of the IMC strategies in FMCG and Satisfaction of rural-Urban customer are taken as the dependent variable. It is studied how and to what extent the independent variables make changes in the dependent variable.

Review of Literature

Malik Garima (2011), In her book titled, "Introduction to rural marketing" remarked that, the Indian rural market is witnessing a boom of late, all very thanks to the saturation being witnessed by the urban counterparts and with the advent of economic slowdown in the economy, the corporates are now on a hunch to look out for greener pastures where it can sell their offerings at reasonable profits. There is an intense competition in the market and none of the corporate wants to lose the golden opportunity offered by the great Indian rural market.

Sharma and Rao (1972) in their study divide the national market into rural and urban markets. Rural markets having low population density, unintegrated in terms of communication and physical distribution facilities. They further define the dimensions of rural marketing in terms of "Population, income and Consumption levels".

Stine (1982) observed in his article that periodic markets will result into a permanent retail outlet whenever the firm's limit exceeds the range of goods produced (or) whenever the minimum number of potential consumers living within the distance, travel to purchase the goods.

Mangal Singh (1985) in his study pointed out that rural periodic markets frequently operate along with urban daily markets. The co-existence of rural periodic and urban daily market indicates a potential transition towards permanent commercial activities in modern urban areas. The logical end to the transition was the birth of daily markets with permanent shops.

Afonina (1999). This focus on this condition, as the impact of the IMC on the various types of buyer behavior. Improving the efficiency of the IMC provides a unified concept of scheduled and unscheduled communications that take place within a trading company and then transferred to the target consumer.

Hartley (1999) Integrated Marketing Communications is a term used to describe a holistic approach to marketing communication. It aims to ensure consistency of message and the complementary use of media. The concept includes online and offline marketing channels. Online marketing channels include any e-marketing campaigns or programs, from search engine optimization (SEO), pay-per-click, and affiliate, and email, banner to latest web related channels for webinar, blog, micro- blogging, RSS, podcast, and Internet TV. Offline marketing channels are traditional print (newspaper, magazine), mail order, public relations, industry relations, billboard, radio, and television. A company develops its integrated marketing communication programme using all the elements of the marketing mix (product, price, place, and promotion). This is the process that was developed by Dove.

RESEARCH METHODOLOGY

Sampling Size

Sample size refers to the number of items to be selected from the universe to constitute a sample. It has a direct bearing on how accurate the findings are relative to the true values in the population. Therefore, determining an appropriate sample size for this research was considered to be a paramount importance.

Table 1. Determination of sample respondents from selected Cities of Rajasthan

City	No. of Sample respondents	Valid sample response
Ajmer	200	175
Alwar Urban	200	132
Alwar Rural	200	160
Jaipur-Urban	200	145
Jaipur-Rural	200	138
TOTAL	800	750

Source: Researcher's Own Calculation

The table-1 shows the total population from the selected Cities of the Rajasthan and the sample considered for the study. The sampling frame of the population comprises of five Rural-Urban based taluks among the Rajasthan. Form the selected Cities, the sample size includes 1000 respondents who are consumers of FMCG products from the urban-rural retail outlets. But the valid response of the sample consumers comes to 750. Therefore the sample size is considered as 750 respondents.

QUESTIONNAIRE

A structured questionnaire is constructed to get the primary data from the respondents who are the consumers of FMCG products in the Urban-rural retail market. It includes demographic profile of the consumers and all other dimensions of the study. It was pre tested among 50 respondents and appropriate modifications were made in the questionnaire.

MEASUREMENT SCALE

The consumers awareness towards IMC, IMC tools, Consumer Purchase Behaviour and the effectiveness of IMC are measured with the help of 5 point scale such as, 'Not at all aware, Slightly aware, Somewhat aware, Moderately aware and Extremely aware' and 'strongly disagree, disagree, neither agree nor disagree, agree and strongly agree. Likewise, the demographic profile of the consumers is studied with the help of nominal scaling or the categorical type. Lastly the consumer satisfaction towards IMC in FMCG urban-rural retail market is measured by means of 5 point scale such as extremely dissatisfied, dissatisfied, neither satisfied not dissatisfied, satisfied and extremely satisfied.

DIMENSIONS OF THE STUDY

The present study takes the following dimensions for its analysis.

• Socio Demographic factors of the consumers

• Consumer Awareness towards IMC

• Integrated Marketing Communication tools

• Consumer Purchase Behaviour towards IMC

• Effectiveness of IMC

• Satisfaction of the customers towards IMC

The dimensions were further split into various sub dimensions.

HYPOTHESES OF THE STUDY

Based on the objectives and the dimensions of the study the following major hypotheses are framed:

• There is no significant relationship between the mean score of socio-economic values of the customer and awareness towards integrated marketing communication on FMCG.

• There is no significant difference between mean ranks of the awareness towards integrated marketing communication on FMCG.

• There is no significant relationship between the mean score of socio-economic values of the customer and integrated marketing communication tools with respect to advertisement

• There is a significant difference between mean ranks of the integrated marketing communication tools with respect to advertisement.

• There is no significant relationship between the mean score of socio-economic values of the customer and integrated marketing communication tools with respect to public relation.

MEAN AND STANDARD DEVIATION ON AWARENESS TOWARDS INTEGRATED MARKETING COMMUNICATION ON FMCG

Table 2. Mean and standard deviation for awareness towards integrated marketing communication on FMCG

Awareness towards integrated marketing communication on FMCG	Mean	Std. Deviation
MC through Television Ads	4.38	.636
MC through Radio Ads	4.38	.712
MC through Online	4.09	.926
MC through Social media	4.11	.879
MC through bill boards	4.27	.715
MC through mobile	4.27	.758
MC through sales promotion	4.03	1.070
MC through shows and exhibitions	3.96	.865
MC through personal selling	3.82	.851
MC through publicity	3.53	.909

Source: Output generated from SPSS 21

From the above table, the identified mean for all the attributes of the Integrated Marketing Communication towards FMCG products in the rural markets are considered for the study infers that the factors, 'M C through Television Ads, M C

Findings related to awareness towards integrated marketing communication on FMCG

• The identified mean for all the attributes of the Integrated Marketing Communication towards FMCG products in the rural markets are considered for the study infers that the factors, 'M C through Television Ads, M C through Radio Ads, M C through Online, M C through Social media, M C through bill boards, M C through mobile, M C through sales promotion' falls on the scale 'Agree' as the mean is less than 5 and greater than 4. The factors such as 'M C through shows and exhibitions, M C through personal selling and M C through publicity' falls on the scale 'Neither agree Nor Dis agree'. The standard deviation of the respective attributes shows that the attribute, 'M C through sales promotion' is the only factor that deviates from the scale 'Agree' to 'Strongly agree'. However, the standard deviation alone is not particularly useful without a context within which one can determine a meaningful result. The above result explores the fact that the attributes of the customers awareness factors of Integrated Marketing Communication towards FMCG products in the rural markets considered for the analysis are suitable.

- There is no significant relationship between the mean score of gender of the customer and awareness towards integrated marketing communication on FMCG.

- There is no significant relationship between the mean score of age of the customer and awareness towards integrated marketing communication on FMCG (Except "M C through Television Ads, M C through Radio Ads, M C through Social media and M C through publicity").

- There is no significant relationship between the mean score of occupation of the customer and awareness towards integrated marketing communication on FMCG (Except "M C through Television Ads, M C through bill boards, M C through mobile and M C through personal selling").

- There is no significant relationship between the mean score of income (annual) of the customer and awareness towards integrated marketing communication on FMCG (Except "M C through Social media and M C through bill boards").

- There is no significant relationship between the mean score frequency of buying of the customer and awareness towards integrated marketing communication on FMCG (Except "M C through shows and exhibitions and M C through personal selling").

- There is no significant relationship between the mean score of place of purchase of the customer and awareness towards integrated marketing communication on FMCG. (Except "M C through Social media, M C through bill boards and M C through publicity").

- There is significant difference between mean ranks towards the awareness towards integrated marketing communication on FMCG. Out of the ten the awareness towards integrated marketing communication on FMCG variables, the "M C through mobile" has the highest rank (6.06). So, that the awareness towards integrated marketing communication on FMCG is influenced by "M C through mobile" Variable.

- The dimension "awareness towards integrated marketing communication on FMCG" comprises 10 statements. Out of ten statements, four statements contribute more towards the awareness towards integrated marketing communication on FMCG. The statements are 1. M C through bill boards, 2. M C through personal selling 3. M C through Television Ads and 4. M C through publicity. The result determines the fact that almost all the attributes under the customers awareness factors of Integrated Marketing Communication towards FMCG products in the rural markets considered for the study are important and the most influencing factors are identified as 'M C through bill boards, M C through personal selling, M C through Television Ads and M C through publicity' of the respondents.

- From tree analysis model summary, "M C through sales promotion, M C through personal selling, M C through publicity" are important independent variables. These variables are contributing more towards the awareness towards integrated marketing communication on FMCG. The result determines the fact that almost all the attributes under the customers awareness factors of Integrated Marketing Communication towards FMCG products in the rural markets considered for the study are important and the most influencing factors are identified as 'M C through sales promotion, M C through personal selling, M C through publicity' of the respondents.

- The Awareness towards integrated marketing communication on FMCG with respect to "M C through shows and exhibitions" is contribute more towards the output of Overall satisfaction towards IMC in promoting FMCG. The result determines the fact that almost all the attributes under the customers awareness factors of Integrated Marketing Communication towards FMCG products in the rural markets considered for the study are important and the most influencing factor is identified as 'M C through shows and exhibitions' of the respondents.

REFERENCES

1. Afonina, K. (1999), Research and evaluation of integrated marketing communications. Saint Petersburg: Saint Petersburg State University of Economics and Finance.

2. Anandan C, Raj MSM, Madhu S (2007) A study on brand preference of washing soaps in rural areas. Indian J Market 37: 30-37.

3. Ashish Bhasin, "Quest for the Rural Rest", Advertising and Marketing Journal, Vol. X, issue. XXIV, 31st Mar 1999, p. 103.

4. Belch, G., Belch, M., (2009). Advertising and Promotion: An Integrated Marketing Communications Perspective. McGraw-Hill/Irwin, New York, p. 775.

5. Bettman, J. R., (1979). An Information Processing Theory of Consumer Choice Reading. MA Addison-Wesley, Advances in Marketing Series, p.402.

6. Christensen, L. T., Torp, S., & Firat, A. F. (2005), "Integrated marketing communication and postmodernity: an odd couple", Corporate Communications: An International Journal, vol. 10(2): pp.156-167.

7. Clow, K. (2010). Integrated Advertising, Promotion and Marketing Communications (4th ed.), Pearson Education, Upper Saddle River, (Chapter 1, 3).

8. Dresler - Hawke, E., & Veer, E. (2006), "Making healthy eating messages more effective: combining integrated marketing communication with the behaviour ecological model" International Journal of Consumer Studies, vol. 30(4): pp.318-326.

9. Duncan, T. (2002): IMC Using Advertising and Promotion to build brand (International Edition) New York: The McGraw-Hill Companies, Inc.

10. Frimpong, F. S. (2014). The Impact of Elements of the Market Communication Mix on Customers' Service Quality Perceptions: A Financial Sector Perspective, International Journal of Sales & Marketing Management Research and Development , 4 (3): 37-58.

11. Garga P, Ghuman K, Dogra B (2009) Rural marketing of select Fast Moving Consumer Goods in Punjab. Indian J Market 39: 21-27.

12. Gilbert, D. C., (1991). An Examination of the Consumer Behaviour Process Related to Tourism. In Progress in Tourism, Recreation and Hospitality Management. Edited by C.P. Cooper. London: Belhaven, pp.78-105.

13. Gould, S., Grein, A. & Lerman, D. (1999) "The Role of Agency-Client Integration in Integrated Marketing Communications: A Complementary Agency Theory-Inter- organizational Perspective". Journal of Current Issues and Research in Advertising, 21(1), pp. 1-12.