

The Advertising & Promotion an Integrated Marketing Communications Perspective Scientific Literature Review

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ABSTRACT

The key objective of this study is to assess advertising and promotion from an IMC perspective. This study used a scientific literature review methodology with 50 existing articles completed in advert and promote and integrated marketing communications based on an inclusion/exclusion criterion. The findings of this study were collected by developing a thematic method, which involved extracting previous researchers' findings from the literature, classifying similar themes and findings, and drawing conclusions. According to the findings of this review, IMC means using multiple modes of communication, including advertising, personal selling, sales promotions, direct marketing, interactive marketing, publicity, and public relations. Finally, future researchers should IMC into the regeneration of concepts and the reconstruction of models and concepts to adapt to the new round of technological revolution and the changes carried about by user experience innovation. Bearing in mind the regular pattern of IMC concept change and comparing the evolution of IMC concepts and research topics in different periods

INTRODUCTION

Integrated marketing show its crisis in the 1980s when many companies realized they needed to strategically integrate their promotional element more. These companies began using integrated marketing communications (IMC), a technique that requires synchronizing various promotional elements with other client-facing marketing initiatives (Belch, 2003). IMC has been in existence since then. Additionally, it has expanded in prominence and importance to become one of the most significant managing frameworks worldwide. In the past, IMC was basic managerial task that involved aligning and coordinating message across four different business functions: sales promotion, direct marketing communications, public relations, and advertising. Delivering a coherent, consistent message that affects customers' communication and purchasing decisions is a company's main goal (Kitchen & Burgmann 2010, Schultz, Patti, & Kitchen 2013, Percy 2008).

The progressive MIMC technique of information sharing across many structures enables messages to reach both contemporary and future clients in a rely of seconds (Kitchen et al., 2008). Evaluation and tracking of the second one stage's conversation strategies blanketed attention of the client's wishes, wishes, and comments (Owusu et al., 2021). The third stage monitors the regular information flow, and the fourth stage strategically implements MIMC at the organizational level and ensures that all departments work together to present an unwavering organization's brand image (Kushwaha, 2020).

The formal distinction between coordination and integration has mostly been omitted from e formal distinction between integration and coordination has mostly been missed by IMC research to date. Most of IMC research was related on the above mentioned. So far, no scientific review has been conducted that is aimed at establishing insight into advertisement and message as integrated marketing communications by considering elements of the promotional elements. In order to fill the gap, this paper identifies and examines the main findings on advertisement and promotional material from an integrated perspective in existing literature.

LITERATURE REVIEW

provided that conflicting result and helps to increasing framework of research result in social science (Wagner, 2006). In order to doing a meta-analysis, papers gaining knowledge of a subject of interest had been accrued in a systematic manner and important to make assumptions so as to overcome the lack of facts.

According to Schultz and Schultz, (2003) IMC emerged inside the Nineteen Eighties has considering that changed the way communicators and entrepreneurs engage and conduct enterprise. The AMS defined included advertising conversation of the organization technique this is designed to guarantee that everyone contacts received via a patron or prospect for a goods, service or business enterprise have been relevant to that character and consistent over the years. So a long way, out of all of the important communications growths, IMC has absolutely been the most great within the remaining decade of the 20th century (Kitchen et al. 2004).

Theoretical Development of IMC

Integrated advertising communications and advertising communication differ in how a business chooses to use these channels. Integrated advertising verbal exchange assists with the course and route of the current networks, while advertising communique is only a framework that allows a corporation get familiar with the advertising verbal exchange channels they have to be had (Abubaker, 2014). The following is the concept at the back of included advertising and marketing.

According to AAAA (1986) described as advertising communications making plans which is recognizes the introduced fee of a complete plan, is able to examine the strategic role of extraordinarily various verbal exchange tools like advertising in popular, direct response, sales promoting, and public family members, and combines those equipment to make sure readability unified structure.

Dunlan and Everett (1993) defined strategic management as the coordination of all messages and media utilized by an organization in order to influence the perception of the significance of a logo. Schultz (1996) described IMC as the drafting and implementation manner of destiny applications of conversation with present day and ability clients.

In order to achieve the greatest economic system, efficiency, effectiveness, and consistency of the verbal exchange, Pickton, D., and Broderick (2001) define IMC as the method that entails managing and organizing all factors inside the evaluation, making plans, implementation, and management of business communication components, specifically contacts, messages, and promotional equipment moved closer to a chosen target market.

Tom Duncan (2002) IMC is the procedure of handling consumer relationships that cause the advent of a logo fee pass-purposeful procedure used for creating and retaining worthwhile relationships with customers and stakeholders via strategic control these groups have sent messages and the encouragement primarily based on actual information, of a dialogue . IMC is taken into consideration because the idea which organisation participates and coordinates multiple channels of verbal exchange to deliver a clean, constant and persuasive communication about the enterprise and its merchandise (Kotler, 2003).

Kenneth and Baack, (2007)IMC is affiliation and combination of all communications equipment in an on-going application that is to maximize their effect on customers. (Christensen et al., 2008) A company's ability to talk actually, consistently, and continuously both outside and inside of formal organizational boundaries requires the belief and exercise of aligning symbols, messages, techniques, and behaviours. An speaking and systemic planning manner and move-purposeful optimization of posts, a good way to talk with consistency and to obtain synergies and encourage cash-making relationships on quick, medium and long term (Porcu et al., 2012).

An incorporated advertising communication is administered thru of public family members tools can make sure complicated degree of transparency in inner and outside organizational communications and for this reason can affirm effective advertising verbal exchange. The theoretic research is maintained with qualitative research of commercial enterprise segment through engaging in a detailed speak for the marketing conversation exercise (Naumovska & Blazeska, 2016).

Integrated advertising communications (IMC) includes coordinating numerous systems of promotional factors, inclusive of social media, public members of the family and direct advertising, to communicate the value of a employer to their purchaser (Dixit, 2018). According to Suprapto et al., (2020) IMC changed into the process of transporting together all aspects of selling communications which includes advertising, PR, and social media and the use of a factors of man or woman media, channels, and methods to supply a seamless, consumer-centric revel in. The integration of powerful and nicely-prepared and appropriate Integrated advertising and marketing communications accomplishments was affect many aspects of the employer and the goods being advertised (Pahlevi et al., 2022).

RESEARCH METHODOLOGY

Scientific reviews examine emerging studies results and identify research gaps in the existing literature while maintaining the same methodological rigour as systematic reviews. (Martn et al. 2018)

Identification and Selection of Articles

Search databases (primarily based on articles published in databases in English from 2000 to 2023) encompass the Web of Science, Scopus, and Google Scholar. Advertisement, income promoting, personal promoting, direct advertising, and public members of the family had been all examples of integrated advertising communications, or the integration of the promotional elements. Inclusion criteria encompass all forms of records, including evaluations, reports, and studies (each qualitative and quantitative) posted inside the English language, to be had as complete texts, and carried out amongst included marketing communications. Exclusion criteria also consist of search phrases in a special context than the studies query information that has been not applicable to the purpose of the clinical evaluation.

Data analysis: In analysing the terms for analysis of countries, journals, authors, and findings, using data from Scopus, WoS, and Research Gate

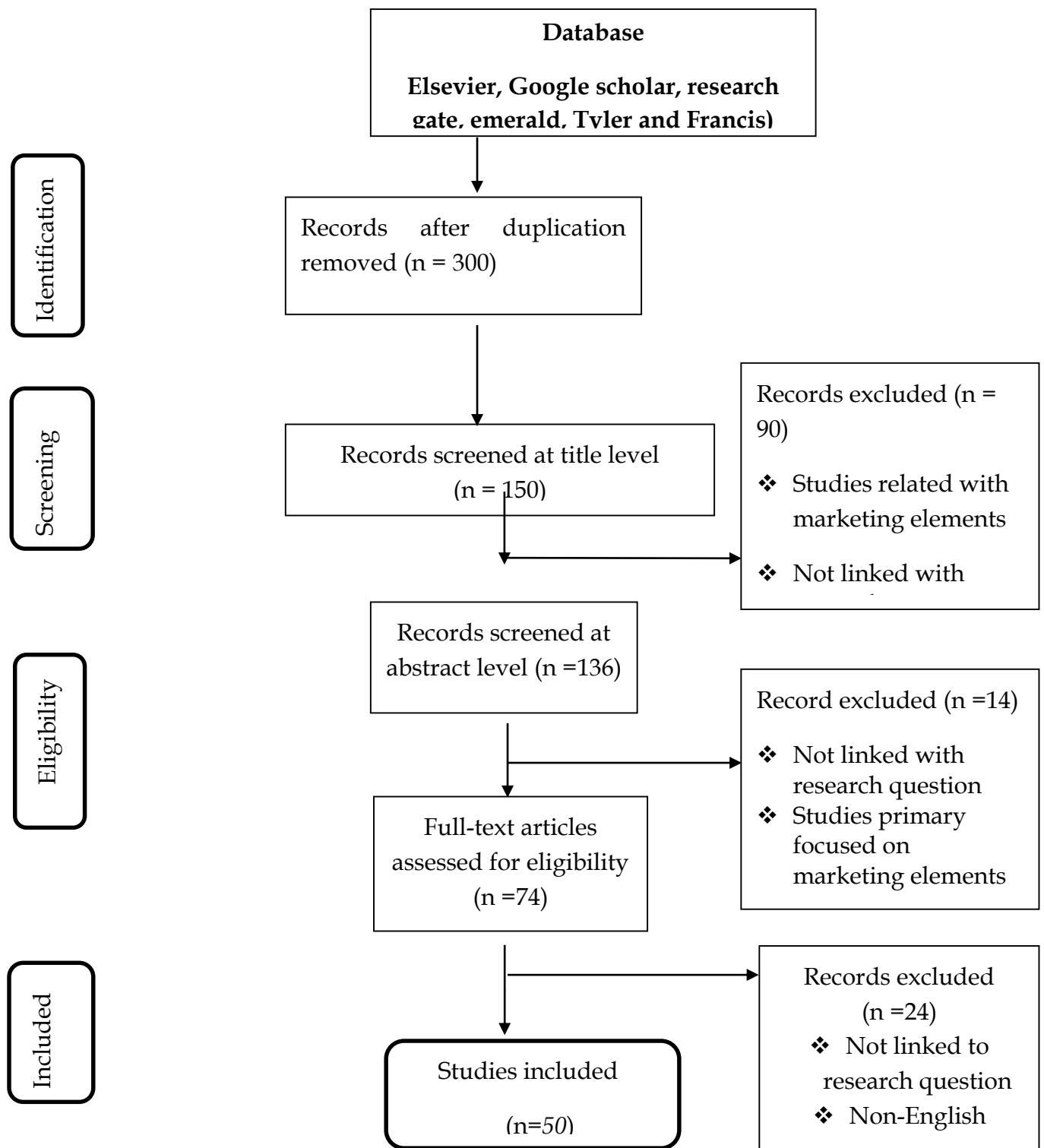


Figure 1. PRISMA-SCR Flow Diagram Indicating the Selection Process of Publication

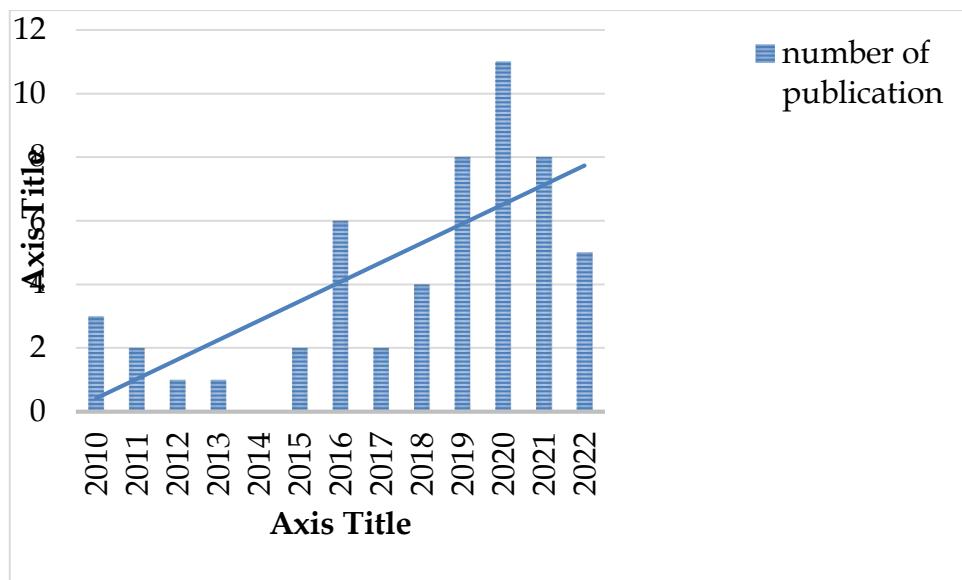


Figure 2. Year of Selected Article Publication

Source: Own Survey 2023

The Number of journals, marketing and advertising, incorporated angle and Publications published after 2010 and 2022 had been proven inside the graph. Further, the distribution of the recognized 50 courses stratified via international locations and the number of citations acquired according to article in each united states were obtained. The effects indicated that IMC, with a lower quantity of publications, is liable for many cited articles.

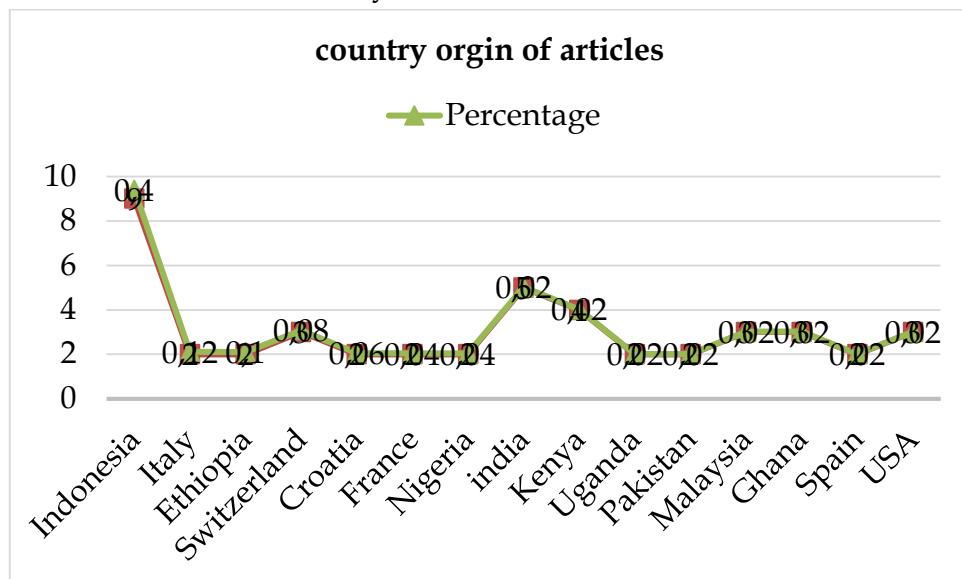


Figure 3. Country per Publication Selected

Source: Owner Survey 2023

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DISCUSSION

Empirical Finding

This paper anticipated to understand marketing and promoting integrated advertising and marketing communications attitude protected courses diagnosed 5 studies clusters: personal selling, sales promotion direct advertising, advertising and marketing, and public relation as an incorporated marketing communication effectiveness.

Integration of advertising communication sincerely become attempt to homogeneity/ homogenization of numerous various styled things into best one like or incorporated thing. In the possible of advertising, consequently, either communicators or advertising managers provide facilitation to clients via showing messages in an included manner; a number of messages written, spoken or released, however conveying the equal core subject matter. This is to reply to the exclusive want and desires of different patron through the marketing factors which includes advertising, sales merchandising, sponsorship, argument of acquisition communications, exhibitions and trade gala's, directly advertising communications, personal promoting, interactive advertising and marketing, and, unforgettable, public members of the family (Satawedin, 2010).

According to Nadube, (2019) IMC is method in the field of marketing which saw the quantity of published theoretic work and the occurrence of the notion in advertising and other agencies. Investigation growth related to the in IMC activities has been carried out by several experts, for example made a research on interactive combined marketing communication by combining the strengths of IMC like advertising; sales promotions; personal selling; public relations and direct (Ahmad et al., 2019; Kendi & Wanjira, 2018; Lubis & Sulviawati, 2017; Rahayu & Hendrayati, 2021; Srikanth & Singh, 2017).

In statement of (Porcu et al., 2019) Each modern businesses, whether or not commercial or not-for-profit, Use severa types of advertising and marketing communications to sell what they offer and attain economic and non-financial desires. According to Esa, (2019) Studies focused on examination of advertising, income promoting, private promoting, and direct advertising on acquisition intention of vegetable in retail indicated that the mixing of communicational elements turned into advertising has a positive have an impact on at the goal to buy organic veggies. This states that a patron has the intention to buy natural veggies if given data by means of the shop finished each print and digital advertisements. In addition, the end result shows that the commercial detail is the first essential issue that influences purchasers' purpose to shop for organic vegetable products by retail shops via rate lists and on-line, it affects the boom in clients' goal to buy natural veggies.

The study suggests that integration of real, well-prepared, and suitable included advertising communications activities became have an effect on many elements of the organization and the goods being advertised. Consequently that the training of included advertising communications sports calls for coaching and is managed with the aid of people who have high competence on this discipline (Pahlevi et al., 2022). Nevertheless, to work inside the exceptional way and enhance resorts' advertising enactment, IMC need the entire cooperation of all commercial enterprise companions and customers. This happens via enforcing effective IMC in which customers can take part via offering opinions and comments (Al, 2021).

Theodora, (2021) Pressure of any incorporated advertising communication process is to create emblem focuses, convey emblem information, and improve the positive photograph of brands and associations of brand and product. IMC additionally a drama individual in building logo loyalty and performs a major role in persuading customers to purchase products or services from unique organizations.

The end result of research indicate that IMC, health and medical vendors were capable of create synergies among and amongst decided on conveyance mechanisms amplifying overall performance and growing the chance of accomplishing communicative goals (Elrod & Jr, 2020). According to Wachira, 2018) IMC and marketing conversation is a plan in which extraordinary equipment of commercial enterprise verbal exchange work collectively to maximise the effect they turned into have at the target audience.

Studies conducted on Clow, & Baack, 2014) Advertising is constructing a brand awareness'; moreover it is able to assemble robust brand affiliation, perceived first-rate, and brand loyalty. It truly is why the use of advertisers is assumed to be exact in supporting brands construct fairness. In according to Issue et al., (2016) Marketers realize that customers acquire many kinds of communications. They know they want to compete on your interest, in order that they look for approaches to reach you in a coordinated way through included advertising communications. Studies conducted on (Wachdaniyah et al., 2019) IMC utilised by hospitals in an attempt to intercommunicate and remind consumers directly approximately the lifestyles of the medical institution and the products they gives. IMC has excellent potential in influencing enterprise overall performance, to provide hospitals a competitive benefit, to increase logo equity, and to make certain communication effectiveness and consistency by way of facilitating the fulfilment of communication and advertising and marketing objectives.

Integrated marketing conversation helps many men and women who paintings in marketing, sales promoting, direct advertising and marketing, or public relations have a tendency to method advertising communications issues from the attitude in their particular forte of the goods and services (Chaudhary et al., 2017; Rehman et al., 2022; Selvakumar, 2014).

(Rahayu & Hendrayati, 2021) Marketing and promotion is crucial to cognizance at the organization which maintains to take strategic actions associated with the Integrated Marketing Communication (IMC), in order that the corporation's Brand Equity is more and more in the minds of consumers, which could improve the organization's overall performance this is contemplated in the optimization of income, profits, and wealth to cost. According to (Murtiasih et al., 2021) The effect of advertising communication; Advertising and word of mouth have drastically superb results on brand image. However, sales promotion has no effect on brand image.

Integrated advertising conversation is being taken into consideration as commercial enterprise approach that is utilized to acquire maximum positive impact on the business. Usually it is the mixture of different advertising factors, which is utilized in same manner to supply seamless message to make most effect on the customer (Bilal et al , 2013). Jafari, (2022) IMC is effective advertising rehearsal in the era of SM. Integrated advertising communications builds clients members of the family and enhances logo value by integrating information from a couple of channels and strengthening consumer interplay. Integrated marketing communications has been a sizeable development in advertising communications for instances.

According to Mihaela, (2015) Five rudiments of incorporated marketing verbal exchange along with; advertising sales promotions; personal promoting; public relations (public relations); and direct advertising and marketing wherein. Assael, (2010) The fundamental idea of IMC is synergism, meaning the character efforts have been together reinforcing with the consequent effect being greater than if each beneficial had specified its very own targets, decided on its very own message approach, and agreed on its very own media schedule and timing. There may be effective courting among interaction in message and making plans and applying incorporated advertising. (Raja, 2020) IMC has the deliberate method of accomplishing the firm's objectives via a motivational message the use of diverse virtual and non-digital structures to influence the give up clients.

Endang et al, 2019) Advertising and direct promoting affected the purchase goal of natural greens, at the same time as sales promotion and personal promoting did now not affect the intention to buy natural veggies. The implication for managers is to get better promotion through advertising and marketing both print and electronic media because of the 2 dimensions of included advertising communication. For direct selling, it should be improved so that potential customers and customers of natural vegetables have an extended purchase goal, and it is essential that advertising and marketing be more advantageous to tell clients about the blessings of natural meals.(Rahayu & Hendrayati, 2021) IMC has positive and significant effect brand equity). It is significant to focus on the company that endures to take strategic actions related to the (IMC), so that the company's Brand Equity is gradually in the minds of consumers, which can improve the company's performance that is reflected in the optimization of sales, profits, and wealth to value.

According to Chaudhary et al., (2017) Net marketing, public members of the family, advertising and marketing, income promotion and direct marketing undoubtedly have an impact on patron buying selection. According to (Rehman et al., 2022; Widjaja, 2022) Integrated Marketing communications can be used in harmony with the five fundamental conversation gear. These had been advertising, direct advertising and marketing, internet marketing, income promoting, and public relations. Experts say the centre of our findings is how advertising verbal exchange accomplished with the assist of the net or digital verbal exchange selling even as selling at a slightly tilted charge than normal. Ofosu-boateng, (2020) IMC is large courting between sales promotion and clients' retention. Based on the result of that the use of extras, sweepstake and contest as methods of income merchandising should be recommended given that its efficiency in influencing retention is excessive whilst dipping fee and fending off the use of sample for the reason that its preserving capability is not realized within the industry.

Faridah et al., (2022) IMC provide fresh insights, by means of gazing that the corporation-level communication plans, although in a few cases in their infancy, incorporated, in the sense that a aggregate of marketing and corporate advertising conversation equipment and strategies have been green. The important perception associated with our research question is the popularity that the companies investigated use a hybrid communications approach, particularly integrated hybrid message which intervals.

According to Estaswara, (2016) IMC expertise in speaking the inner characteristic of IMC and its capability to establish relationships with all shareholders in order to producing emblem fairness and Internal position of IMC continues to be restrained to dated advertising communication function and brand has not perceived as an inner depend.(Kushwaha, et al. 2020) Sales promoting has high quality effect on constructing, cutting-edge included marketing communique. IMC digital advertising and marketing issue has wonderful impact on constructing Modern Integrated Marketing Communications. Public relation has superb impact on building whereas modern-day integrated advertising conversation. Advertising has high-quality impact on constructing Modern incorporated advertising communications. Direct marketing has high quality impact on building current included advertising communications.

Study conducted on (Diaconu & Oancea, 2016) IMC measured an financial system with a strong aggressive feature; groups need to capitalize the integrated advertising and marketing conversation in a most effective manner, to protect the creation and preservation of long-term relationships with modern-day and capability clients. By approaching the IMC, the corporations "communicate with one voice" and the effect of messages despatched is a most one. Research conducted on (Bilal, 2013) Regarding to take part advertising and marketing discovered that purchaser concerned with technique in place of structural orientated that specializes in organizational needs. IMC is achieved in a way of synergy in preference to in isolation. IMC is related to a few fantastic effects like brand recognition, consumer satisfaction, emblem loyalty, effective emblem picture, specific emblem affiliation, greater profitability, stepped forward income and cost financial savings.

Implication

In relation to this, review the majority of nominated research that explored the exercise-included advertising mindset of agencies. Accordingly, it is better to use a multi-dimensional mindset because IMC has an advantage. Further research should be conducted on the mixing of advertisement message instruments to determine to what degree IMC is the performance of every variable in advertising and marketing, sales vending, personnel promoting direct advertising, and publicity in relation to marketing and marketing communication practises, including advertising communications.

Numerous crucial managerial implications are derived from this look. Though advertisers are increasing their efforts in several communication devices as a terrific way to strengthen their advertising and its strategies, they nevertheless have many actual-international doubts about the manner in which to apply those conversation alternatives by means of an included mindset. This observation gives a few signals that are probably supportive while developing IMC campaigns. Results confirmed in our research propose that integrating communication gadgets with a criterion of strategic constancy is extra powerful to have beneficial effects on consumers fabric processing and persuasion. Definitely, the aggregate between marketing and funding seems to be a more effective conversation technique than the advertising recurrence approach.

The competence of the incorporated marketing communication emerges as particularly applicable when integrating interactive and traditional media. As clients, we have more control over the flow of facts. In including, companies need to don't forget the significance that an advertising and marketing-based totally integrated technique may additionally moreover constitute on a business corporation's brand approach factors as agree with and logo photo. From an integration perspective, the majority of studies centred on advertising sales, vending, direct advertising, and marketing, whereas studies on personal selling and public relations had been small and varied. Consequently, it is higher to include all conversation factors. The communication that a company communicates among distinct conversation gear is tremendously vital in growing agreement because it allows to shape proper potentialities concerning

creating or improving the site of this product in customers' minds by means of making sure a reliable and cohesive picture of company merchandise.

Limitation of Study and Direction for Further Research

Future studies could just accept a longitudinal study layout that ought to allow investigating how interactions among IMC and advertising strategies exchange over the years. Future studies ought to analyse the mediator characteristics of different extraneous factors among stimulus organisms, IMC, and purchasers between client responses. Relation to type of database and journal limited quantity of published statistics IMC, advertising an integrated factor of view. Consequently, destiny researchers and students must conduct an integrated advertising and marketing verbal exchange.

Future researchers should IMC into the regeneration of standards and the reform of models and ideas to conform to the modern spherical of the technological revolution and the changes carried about with the resources of individual innovation. Considering the regular sample of included a IMC and MC concepts, exchange, and evaluation of the evolution of integrated advertising and marketing communications thoughts and studies at wonderful intervals. Future researchers should use more statistical assets and retrieve literature from non-English-speaking locations worldwide. In addition, future studies need to specifically target some nations where integrated marketing conversations are growing faster to achieve more outcomes.

CONCLUSION

This research's purpose is to conduct a methodical assessment of the frame of research and combine the to-be-had records to illustrate the IMC and manual promotion, advertising, and marketing. The blended overview of records on IMC supplied through this look adds substantially to the frame of IMC literature. The papers additionally offer exciting directions for future IMC studies, primarily based on the prevailing trends in the sector. The following conclusions are made and proposed in light of the outcome of the scientific literature evaluation.

As a result, viewpoints on publishing advertising and marketing, promoting, and incorporating advertising communication were diagnosed. Advertising, non-public promotion, profit promotion, direct advertising, interactive advertising, exposure, and public members of the promotion mix included advertising and marketing communications. These advertising tactics boost interest in a business enterprise's items or services, teach customers about their skills and advantages, and persuade them to buy. Print advertising, broadcast advertising, digital or mobile marketing, outside marketing, and unique styles of advertising have all been available. Targeting specific market segments, which include intermediaries, is the purpose of private promotion. The high-quality salespeople have been purchaser-centric and flexible in how they supply their merchandise to customers.

Direct marketing aims to expand individualised, one-on-one connections with customers. The latest databases have been an increasing number, allowing many agencies to talk without delay with consumers through an adjustment of media, including electronic newsletters, cellular messaging application, internet web sites, on-line advertisements, fliers, on-line and off-line catalogues, promotional letters, and targeted advertisements.

Building relationships that are together beneficial and gaining, the public's expertise and recognition are key to public relations. Therefore, it's miles a totally important device that, while applied well, can also assist to enhance the company image of the enterprises, sell popularity, and generate call for. Public provider tasks, CEO speeches, and news releases are all examples of PR gear. PR makes use of unpaid channels, in evaluation to different kinds of verbal exchange. As a result, corporations could have less have an effect on at the results in their PR initiatives. Publicity also has the substantial gain of achieving out to audience contributors who might usually withstand different promotional tools. An advantage of publicity, together with on-line evaluations, is that customers regularly understand the word-of-mouth advertising (and referrals) as being extra credible than other styles of promotion. However, PR, the organizations cannot manipulate the favourable or adverse messages about products or services, especially the ones that can seem in on-line critiques.

IMC strategies that have been a success targeted on sending clients communications that were pertinent, regular, and complementing. The results, the intention of advertising - communications is to raise attention, impart understanding, and foster nice impressions in order to benefit a desired function within the eyes of the target market. Targeted as opposed to dispersed and one-way as opposed to way conversation motors should idea of as usefully being thought of alongside dimensions. Consider the degree of the buying system at which capability clients had been whilst deciding on conversation channels.

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