EVOLUTION OF THE MAIN MODELS OF INTEGRATED MARKETING COMMUNICATIONS WHO HAVE THE ROLE TO INFLUENCE CONSUMER BUYING BEHAVIOR

OANCEA OLIMPIA ELENA MIHAELA
LECTOR UNIVERSITAR DOCTOR
UNIVERSITY OF PITESTI
POSTDOCTORAL RESEARCHER AT THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
e-mail: olimpiaoancea@yahoo.com

BRÎNZEA VICTORIA MIHAELA
ASISTENT UNIVERSITAR DOCTOR
UNIVERSITY OF PITESTI
e-mail: mihaelabranzea@yahoo.com

Abstract
The models of integrated marketing communication have become today a very useful tool, that can provide companies a sustainable competitive advantage. The integrated marketing communication identifies with today's market dynamics and learn organizations how easy it can be to prosper in an environment where there are produced changes in an alarming way. In an economy with a strong competition character, organizations must capitalize integrated marketing communication in a way more efficiently, for to ensure the creation and maintenance of long-term relationships with current and potential customers. A product or a brand exist in the consumer's mind there not only because of experience with it, but also due to the medium and long term effects on that a message built on base the wishes, expectations or consumer preferences is transmitted simultaneously through as many tools of communication. Building and managing relationships with consumers can have a direct and positive effect on efficiency of the results of communication of a company. Changes in the business environment, along with technological innovation, increasing consumer sophistication and changes in marketing communications practices, have led organizations to seek to improve relationships with their consumers, and to strive to deliver consistent messages to all stakeholders - consumers, employees, company partners, the state, local governments, suppliers - across a wide range of integrated marketing communications channels. Therefore, the purpose of this article is to identify and analyze the main models of integrated marketing communication that can influence the consumer behaviour.

Key words: integrated marketing communication, consumer behavior, communication models, efficiency, message.

JEL classification: M31, M37, M39.

1. Introduction

Today, consumers appeals at many sources of information, and the value of the integrated marketing communication has increased considerably. When considering the factors that contribute to the process of integrated marketing communication is very important to take into account the context in which this process occurs. For example, falling sales determine a company to grow investments in the integrated marketing communication or modify the current communication. The perception of a brand by the target audience might be different than that desired or a new product could be launched on a market in which the positioning desired is already adopted by competitors. The contexts in which can take place the integrated marketing communication are very different, and the task the specialists in this field is to identify the key aspects that influence consumer behavior in various situations and to send the right messages to each context.

Improving of the demarches the communicational can be ensured by changing the way of thinking of the organizations by involving the final consumer increasingly more in the communication process. A product or brand exist in the consumer's mind there not only because of experience with this, but and because the medium and long term effects that a message built on the wishes, expectations or preferences the consumers is transmitted simultaneously through many communication tools. Building and managing relationships with consumers can have a direct and positive effect on results on the effectiveness of communication activity of a company.
2. Literature review

Over time, the specialists from various field developed a number of models that describe the process of communication. Harold D. Lasswell proposed, in 1948, next logical demarche that must occur in a communication process:

The model Lasswell H. of the communication process

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>- Communicator</td>
<td>- Message</td>
<td>- Channel</td>
<td>- Receiver</td>
<td>- Results</td>
</tr>
<tr>
<td>- Management</td>
<td>- Content</td>
<td>- Media</td>
<td>- Auditorium</td>
<td>- Effects</td>
</tr>
</tbody>
</table>


The formulation his H. Lasswell's is considered to be a classical one, present in all theories of communication, mass communication, sociology, psychology and political science. This model was improved by the American engineer Claude E. Shannon, becoming a benchmark for many specialists (Claude E. Shannon, 1948). The figure below shows the model known under the designation Shannon-Weaver.

The model C. Shannon's includes five elements described in a linear mode: the source of information - the transmitter - channel - receiver - recipient. This model was later modified, meaning that in addition to the above were introduced notions of "noise" (later connected with the concept of entropy and negative entropy vice versa) and redundancy (repetition). The entropy (the noise) in communication theory, corresponds to those external factors that distort the a message, are interfering with him and leads to a reception of its in a other form other than that in which it was transmitted. (Claude E. Shannon, Warren Weaver, 1949).

Later, C. Shannon's ideas were interpreted by R. Jakobson. Jakobson's model distinguishes six elements, or factors of communication, that are necessary for communication to occur: (1) context, (2) addresser (sender), (3) addressee (receiver), (4) contact, (5) common code and (6) message. Each factor is the focal point of a relation, or function, that operates between the message and the factor (Jakobson, R., 1960).

Figure 1. The Shannon-Weaver model of the communication process

Tom Duncan and Sandra E. Moriarty (1998) have developed a communication-based model of relationship marketing. Using the three key points at which the two disciplines intersect - messages, stakeholders, and interactivity - the authors develop a communication-based model of marketing. They demonstrate how interactive communication at three levels - corporate, marketing, and marketing communication - leads to the brand relationships that drive brand value (Tom Duncan, Sandra E. Moriarty, 1998). Because stakeholder relationships are influenced heavily by messages from and to a company, a brand relationship building model should consider brand messages from all internal sources. The model illustrates the corporate, marketing, and marketing communication levels. Also, this captures the interactivity between the various message sources in an organization and the various stakeholders of the organization. Because a communication-based model of relationship marketing recognizes that everything a company does (and sometimes does not do) sends a message that can strengthen or weaken relationships, it has several managerial implications. These implications apply to three areas: corporate focus, processes, and organizational infrastructure (Tom Duncan, Sandra E. Moriarty, 1998).

The modern optics says that "the communication process is a dialogue between the company and its customers, which occurs during the stages of preparation of sales (pre-sales), consum and post consum" (Kotler, Ph., 2003). Communication model proposed by Philip Kotler highlights factors that contribute to the effectiveness of a communication process. First, emitters must encode their messages according to the target audience which they are intended and the way they should be decoded. Secondly, emitters must select the means of effective communication, by which message transmitted arrive the receiver, so that the organization receive a response from him, for the purposes of to modify, in favorable sense, purchase behavior and consumption (Kotler, Ph., 2003).
Figure 3. The Philip Kotler model of the communication process

Terence A. Shimp (2003) show in his model the following components of a communication process: a) the source - is represented by a communicator - in quality of the advertiser agent, sales staff, promoter, etc. - which convey ideas, information, etc. to an actual or potential consumer; b) communication objectives - efforts regarding establishing communication objectives relate to achievement some aspects such as: creating the image of a product / trade mark; setting some positive associations in the minds of consumers on the image created etc.; c) the message - is a symbolic expression on that the communicator intends to convey by an target audience; d) the channel - is the route that you browse the message when it is transferred from the source to the receiver: television, radio, print, internet, packaging, displays etc. are just a few examples of the channels through which can transmit a message; e) the receiver - is the person (the group of the persons / the target audience) to whom the source convey ideas, information, etc.; f) the results of the communication process - target audience's attitude is reflected in the response to the message received from the communicator, representing, in fact, the effect of effort the communication by which the communicator fulfills the general objective; g) the feedback - provide the source (the communicator), on the one hand, a modality of monitoring of the way in which the message was received, and on the other hand, the evaluation of the way in which the source has fulfilled the objectives proposed; h) the noise - a message which travels through a channel may be subject to influences from some external stimuli that may distract attention from the subject sent. These stimuli interferes or interrupt the reception of a message in its original form, the interference and distortion being known as noise.
Figure 4. The Terence A. Shimp model of the communication process
James W. Peltier, John A. Schibrowsky and Don E. Schultz (2003) proposed a model that conceptualizes the relationship between database management and the interactive programs of integrated marketing communication. Using a database program such as CRM - which offer for the companies a mechanism to create and to distribute an program of the marketing communications personalized, interactive and integrated. In this model, the databases management refers to the collection of customer data, their integration to determine market segments and then using other data can build predictive models to classify other current and potential customers. The component of integrated marketing communication of model refers to the development of specific communication programs, personalized and interactive, based on information of the data analysis stage (James W. Peltier, John A. Schibrowsky, Don E. Schultz, 2003).

According to specialists John F. Tanner Jr. and Mary Anne Raymond the communication process illustrates how messages are sent and received. Source (the sender) encoding a message so that it to be appropriate the communication tool by which following to be sent: print, TV, display in shops etc. The receiver (buyer or consumer) decodes or interprets the message. In order for that Communication is to be effective, the receiver must interpret the message sent by the sender. The interferences (the noise) can occurring during the transmission of a message and can distort it. Purchasing a product provides the sender a feedback showing that this information came from the receiver (John F. Tanner Jr., Mary Anne Raymond, 2011).

The model proposed by Camelia Mihart (2012) involves correlation of the following components:

a) The integrated marketing communication - refers to how communication is found in all four components of the marketing mix, and namely: product, price, distribution and promotion. Such influence should be based on performing the market researches, that have the role to support the proper market segmentation. The tools that support and contribute to the organization of activities by integrated marketing communication should be integrated into the strategy and into the communication plan. The strategy of integrated marketing communication is reflected in the market positioning of the company and/or the products or services and is based on the objectives followed by this, and on the communication axis. The integrated communication plan focuses on the choice of specific components, taking into account their correlation efficient in the optimization of costs.

b) Consumer behavior - consists of five dimensions by which the experts define this process in terms of conceptual, namely: the perception, information / learning, attitude, motivation and actual behavior.

c) The decision to purchase - involves a series of stages through which consumers decide to purchase products and/or services, these being accepted, generally, by experts in the field marketing: recognition, information search, evaluation of alternatives, assessment of results and post-purchase evaluation. Obviously, stages of the purchase decision are determined by the specificity of the products and/or services, target segments to whom they are intended, and the peculiarities of the five basic processes that make up the consumer behavior.

3. Conclusions

The models of integrated marketing communication allows creating and maintaining relationships with clients, providing strategic influence and controls of the message sent and finally encourage dialogue. Improving the communicational approaches may be provided by changing the thinking of organizations, involving increasingly more consumers in the communication process.

A product or brand is in the mind of the consumer not only because his experiences with this but also because the medium and long term effects of a message built following the assessment of consumers preferences which is transmitted simultaneously by as many means of communication. Building and managing relationships with customers can have a direct and positive effect on efficiency of an organization's communication efforts. The models of integrated marketing communication is identified with today’s market dynamics and learning organizations how easy it is to prosper in an environment where changes occur in an alarming way.

The models of integrated marketing communication has the role to build and strengthen profitable relationships with current and potential customers and to generate synergy by coordinating all communicational mix components in a coherent program who can have a maximum effect. Communication is one of the most important activities that can ensure long-term success of organizations. If these accept that communication is the foundation of all relationships with consumers is also necessary to accept that only an integrated approach of the marketing communication can provide their a sustainable competitive position.

Acknowledgement: This work was cofinanced from the European Social Fund through Sectoral Operational Programme Human Resources Development 2013-2020, project number POSDRU 159/1.5/S/142115 "Performance and excellence in doctoral and postdoctoral research in Romanian economics science domain".

4. Bibliography


