

Integrated Marketing Communication
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Module No # 03

Lecture No # 15

Relationship between Consumer Behaviour and IMC

Welcome all of you and going with the flow of understanding consumer behavior about communication which we desire to be in coherence with our understanding of that behavior. We were discussing the multi-attribute and attitudes model.

And to give you a recall, we focused upon four elements: evaluative criteria, importance weights, consideration set, and beliefs. And now, let us look at how does it help?

We choose these relevant evaluative criteria to ask the consumers about their competitive, comparative perspective about our competitors. Because we want to know why would they leave a particular kind of product? And why would they choose an alternative? So we take them as evaluators now and remember we do this through communication. Systematic marketing resources are often being done, and that is away from communication.

But that also ends up in communication wherein communication is structured in design to come up with a comparative thing, you know, putting up a comparison against our competitor. And this makes things interesting, knowing what customer thinks or carries as beliefs and attitudes. And this helps companies and brands focus on influencing those comparisons through, you know, some hidden kind of comparative elements projected in the messages.

Sometimes, we are straightforward in Cutthroat competition, and those are famous examples, like pampers and Huggies refer to Coke and Pepsi is very famous and so on. And you will find many advertisements specifically targeting each other or automotive is widespread housing. And even though there are several Industries where in-demand Supply, as I said, this substantial, still comparison is widespread.

It is becoming common that high price products are ubiquitous where indirect comparisons are to be done. Many times, movies are released on the same day. With a lot of infusion of messages around those movies. This comments direct competition with each other, and now let me take you towards the second perspective or the associated perspective from a sociologist's point of view of consumer association.

Now, the view of the consumer is decision-maker information; the processor takes us towards an understanding wherein how the consumer thinks. And this second element, or second perspective, focuses on the meaning. How does customer gets associated with their social surroundings? Him as a, her as a social being, now is there a difference in the approach to understand these two perspectives? Yes, it is.

There is a vast difference fed by the two different kinds of research methodologies or approaches; I should say that the psychological perspective can definitely; be addressed through experimental research. Or often objective descriptive research, design- based researches, then hypothesized you generate a sample fame and so we all know. But understanding humans, especially consumers, as social beings require reflectivity.

Because you have to associate a consumer with his influencers from within his sociological fame. And you see, because it is associated with deriving meaning, that is why longitudinal reflexive research is required. That means you have to understand consumers in due course of time. For example, how rational consumer is in terms of his investment perspective? You have to look at consumers with, you know, lots of longitudinal understanding.

And, if that consumer is not so affluent, you must consider that consumer or customer concerning many reflexive associations during your research. For example, people not earning too much or earning you know near to let us say 2 dollars, 3 dollars, 4 dollars, 10 dollars a day. Or let us say 100, 200, 500 rupees a day. I am not categorizing anyone here.

But those people are also investors. They save money. That is where the microfinance industry came in, and communication-related to the microfinance industry also came in. Ramen bank Bangladesh is a tremendous example, but there are several replicas of such kinds of models. Or let us say several similar models who advertise about themselves or send messages to those consumers?

Probably through different individualistic kinds of modes, but there we understand them with a logical social perspective. So, you see marketing companies try to understand consumers as social beings. Because not only do they want to derive meaning, they want to work upon their influencers as well as social influencers. Let us look at some components of consumers and customers as social beings.

First, which is very important is culture, what people do or lifeways of people or the social Legacy? The individual carries, acquire from his group the way we eat; we grow, we celebrate,

we travel, we replay, we get together, we express our feelings; all our part of the culture. It has a massive frame of thought associated with that, and you know, we began to go on and on discussing this element.

But for marketers, the associative elements matter a lot because you have any influence on your culture. For example, in food products, cultures play a vital role. In apparel, culture plays an important role, and cultures may have different levels also. Some have national levels; some can be seen at significantly larger levels.

This is a national culture; for example, in this subcontinent, this happens. This is the culture of this sub-continental. You must have heard of this kind of thing. This is the culture of this country; this is the culture of this region; this is the culture of this city; this is the culture of this Village; this is the culture of this Community, and so on. So that can be a different level, and you talked to the travellers about this.

And they will be able to tell you the difference you know, or otherwise, you read travel books written by travellers describing different cultures and places. And you see all those books and all those memoirs or all those, you know, videos or programs, wherein you would watch travellers talking about the difference in cultures or associations in cultures, similarities, dissimilarities, and there would be so many others.

And then you can find those differences in marriages between regions between countries and so on for marketers; it matters a lot. Because the market then chooses not only to address that kind of similarities and differences concerning the message, which might be appealing to almost all cultures universally. And then to customize those messages with refers to specific cultures as such.

For example, putting up specific codes or events in different; in same advertisements for different kinds of people belonging to different cultures. Values are one of the most important things to be understood, ladies and gentlemen; values are enduring expressions of cultural meaning, suggesting that these are essential to our culture. Because values are fundamentally incorrect; and may not be changed so easily also.

You must have heard people saying; you know that cultural values have been changing for the last two decades or so. So cultural values do change, but over a long time, many different influences redirect or shape the values over time. So, advertising has to because it is consistent for a long time, meaning that a significant generation can go through similar values for a very long time.

So, advertisers tend to be consistent with the values; they do not wish to change them. They get directed by the cultures, and consistent with the values and comparisons between the competitors are also associated with the same. For example, a burger chain offering a veggie burger even though they are known for their non-veg burgers or non-vegetarian food.

Have you heard of a company selling non-vegetarian food altogether becoming a vegetarian food chain in one part of the country? You must have heard of that. And it is through intelligent marketing and intelligent communication that we are here for you according to your choices. We want to be consistent with your values and culture. So even though we are known for non-vegetarian food, we are willing to offer you vegetarian food because we care for our customers, which is intelligent marketing.

Then comes which rituals often repeat formalized behaviours involving symbols. We know that consumers participate in rituals, which are culture's core elements. Ancient cultures affirm, express, and maintain their values through rituals. For example, specific rituals are associated with festivals, and occasions, like congregations, like bathing congregations.

Have you heard of Kumbh Mela? One of the largest congregations in the world wherein 15 to 30 million people bathed in a river at one time, usually the headcount. And, 100 million people around somewhere less or more visit the place within a particular time. It is magical. And so many companies and organizations take note of that.

They take note of these congregations. These events have lots of spiritual value. And all; of the world look forward to these kinds of events, which are not specific to India. There are several other events worldwide, and people look forward to them as a marketer, a communicator, or a person looking forward to generating integrated marketing communication.

Directed towards or influenced by those rituals comes from an understanding of those. Then comes in, you know, stratification for itself now it is related to logical social factors and advising response as well. But stratification refers to systemic inequalities in things. Such as wealth, income, education, power, and status. This is not desirable stratification, is not to be seen as a tool to be exploited.

But again, we are focusing on integrated marketing communication. Because it is there, marketers stratify their communication by looking at that existing stratification. I would not go into the debate of ethics of that, but I am personally not with stratification. But it definitely exists, and marketers must look at it because they are there in the place for doing business, and they have products specifically for a street office Society.

And so, communication must be incoherent in the same. Family is the most crucial element in the world, wherever you go, whomever you ask? Family is one of the most important units for the marketer. This is one of the essential elements to be understood, to be thought of, and just now, go to stop this video for a while. Go to Google search or YouTube and try to find communications at advertisements that have families on the storyboard.

You will find a number of complications associated with families; almost every product is targeted toward all kinds of customers. Families, mobile phones, caller tunes, mobile service, providers, apparel, food products, restaurants, McDonald's, milk, ayurvedic products, and automotive family. It is one of the most important units for communication to prevail and flourish in the minds of the customer.

And that is why marketers have spent so much energy understanding this element. So, consumer behaviour of families is also of great interest. And, you may have noticed the intergenerational effect also, these traverses. And marketers target that intergenerational ability or intergenerational flow of influence from one generation to the other within a family.

Life stages, life cycle stages, how a family is added: early-stage young stage, slightly elder stage older stage, so different kinds of communications. What are the family's priorities at that particular stage, and so on? So, the family structure is fundamental; this has been well understood. Celebrities, ladies, and gentlemen are among the biggest attractions for marketers, advertisers, and consumers.

So, it is a unique sociological concept that matters a lot. And that is what the advertisers target. And they should they bring in celebrities almost; any other individuals and as I told you in case of families. You will find celebrities also associated with almost every product in this world; more are more minor; I would not say all more or less. Gender, I have not thought of writing on, you know, points related to gender, but this is how the world has been made.

There are products targeted explicitly toward specific genders. There are universal products and so on and within families, so you must target the message accordingly. You have to, you know, invoke a different thought process, looking at both genders, all genders, and so on. A community is an essential element at this powerful you see the traditional sociological concept.

It is powerful and traditional, and its meaning extends well beyond the idea of specific geography; you cannot say that Community exists in one geography of the place. Today we have virtual communities, and then we have brand communities. Have you heard of Harley-Davidson Community? Yes, so there are communities. And let us come to the most exciting part of how ads transmit meanings. And here I would quote from the same book. I have been referring to.

This is from chapter 5, advertising consumer behaviour and integrated brand promotion of the book advertising and promotions and integrated brand approach, sixth edition, Cengage Learning, authored by Semenik, Allen O'Guinn, and Kaufmann. In this chapter is Martin Davidson's quote, which says to start working at an Ad Agency. And the first thing they teach you is the difference between a product and a brand. That is because it is advertising his job to turn one into another.

The reference is Martin Davidson's objects of desire how advertising Works in Martin Davidson, the consumerist manifesto to advertising in postmodern times, London, Routledge, 1992 page 23 to 60. So, I will leave you with this code and prompt you to think about what precisely it says in terms of product to be developed in terms of brand. And you see, this is precisely what we have focused on throughout the past several sessions.

You would have noticed that communication plays a particular role in developing the product into a brand. Preceding discussions associated with consumers being psychological, you know being specifically who takes, who goes into systematic decision making. And just a while ago, we were talking about customers as sociological beings wherein they referred to culture, values, rituals, family, etc.

And assimilating everything, we reach to this specific element of when we realize that communication supports a product to be a brand which stabilizes with equity in the minds of customers in the market itself. And then there are several examples. Let us take the reference from this code and elaborate our understanding a bit. We all know about Dant Kanti. What do you feel about Dant Kanti?

I do not know if it worked. It grew that Patanjali launched toothpaste. It grew and all the elements we have seen in due course of time. They worked there. The essential thing you would understand with the help of our preceding discussion is the post covid tourism scenario. Industry, which got a considerable beating, I am not saying that many of those products or services are to be converted into a brand.

But they somehow lost attention, scepticism came in business got lost. What are they doing now? They are trying to rejuvenate things. They are trying to attract customers once again. How again, through communication and the process we have seen. Or consumer behaviour elements of perspective play a specific role there. Why would you travel toward a tourism destination, a place with your family, post covid after much scepticism?

One to get out of what we have, all face, but still, you want to be safe? And these are two elements that all the tourism destinations and hotels are projecting now. Airlines are also doing

the same. I am referring to post covid scenario because definitely, covid-19 would receive not willing, things would change, and several businesses which have undergone stress, loss of customers.

They would again try to rejuvenate through what? They say that automotive sales are somehow backtracked through communications, but communication is playing a role.

There were several new models which were to be launched. Several new products were to be launched in the course of time. We are in covid, came in suddenly, what would they do once again? Would be banking upon their understanding of consumers to put up those advertisements.

Now, as an exercise, start focusing on recent messages in advertisements in newspapers, on television, on the internet, on YouTube or Facebook, wherever you are, or on whichever social media you prefer. And those advertisements should be for the last few weeks. Let us say between October 2021 to December 2021, and you will get to know what I am saying precisely. Have you seen I mentioned that earlier also? Have you seen this Zomato advertisement recently?

And recently, where I mean, I am talking to you or putting up this video in October here. So today is the 8th of October 2021, when I am recording this video for you and recent past two weeks Zomato advertisements wherein you know, they are aggressively projecting themselves that “har customer hai star hamare liye” something, some tagline you know.

Wherein they want to project themselves aggressively that they are serving the customers at home in the safety of their home. And that is how they want to project their further future business as well. Have you seen advertisements for immuno enablers recently? Several immuno enablers have come up. They are marketing aggressively to the customers with so much vigour, because in due course, of time in past two years, we have realized the value of immuno enablers.

So many supplements for elders, so many supplements for younger ones, and so on. Have they started advertising about masks as well? I do not think so. Mass media is not having masks as products to be advertised. But I presume in due course of time, you will also find advertisements associated with masks. Sanitizers, yes, very common and sanitizers have been advertised earlier as well soaps yes and so on, Courier services people, reaching your homes with the products definitely yes.

So, we can go on and on, wherein post, covid scenario definitely would be supported by lots of integrated marketing communication. And definitely would have the support of consumer behaviour and understanding. And these two broad perspectives would give the marketers ample support through the process, and you, as a student, would understand how it works?

Finally, let us look into the elements of how to persuade consumers? And I will come to this section when we meet next time. By that time, I will give you two elements. That which communication would have influenced you in case of some future purchase you would like to make which you would have postponed in covid times. Tourism I have named Automotives named but thought of something else.

And try and put in some last Communication in a situation with that, and you will get to know the kind of message we have here in this discussion. Thank you. Goodbye for now. I will meet you next time.