



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 integrated marketing communications perspective. This study used a scientific literature review methodology with 50 existing articles completed in advertising and promotion 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, integrated marketing communication means using multiple modes of communication, including advertising, personal selling, sales promotions, direct marketing, interactive marketing, publicity, and public relations. Finally, future researchers should integrate marketing communication 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 integrated marketing communications concept change and comparing the evolution of integrated marketing communications concepts and research topics in different periods

Keywords: Integrated marketing communication; Promotion; Advertising; Communication elements

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Introduction

Integrated marketing saw 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 [1-4].

The progressive MIMC technique of information sharing across many structures enables messages to reach both contemporary and future clients in a rely of seconds [5] Evaluation and tracking of the second one stage's conversation strategies blanketed attention of the client's wishes, wishes, and comments [5]. The third stage monitors the regular information flow, and the fourth stage strategically impl ments MIMC at the organizational level and ensures that all departments work together to present an unwavering organization's brand image [6]. 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 advertising and promotion 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 advertising and promotion from an integrated perspective in existing literature.

Research methodology

Scientific reviews examine emerging studies results and identify research gaps in the existing literature while maintaining the same methodological rigor as systematic reviews [7].

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, were using data from Scopus, WoS, and Research Gate (Figures 1,2).

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).

Conceptual and theoretical background

According to Schultz and Schultz, (2003) IMC emerged inside the Nineteen Eighties has considering that changed the way communicators and entrepreneurs engage and conduct

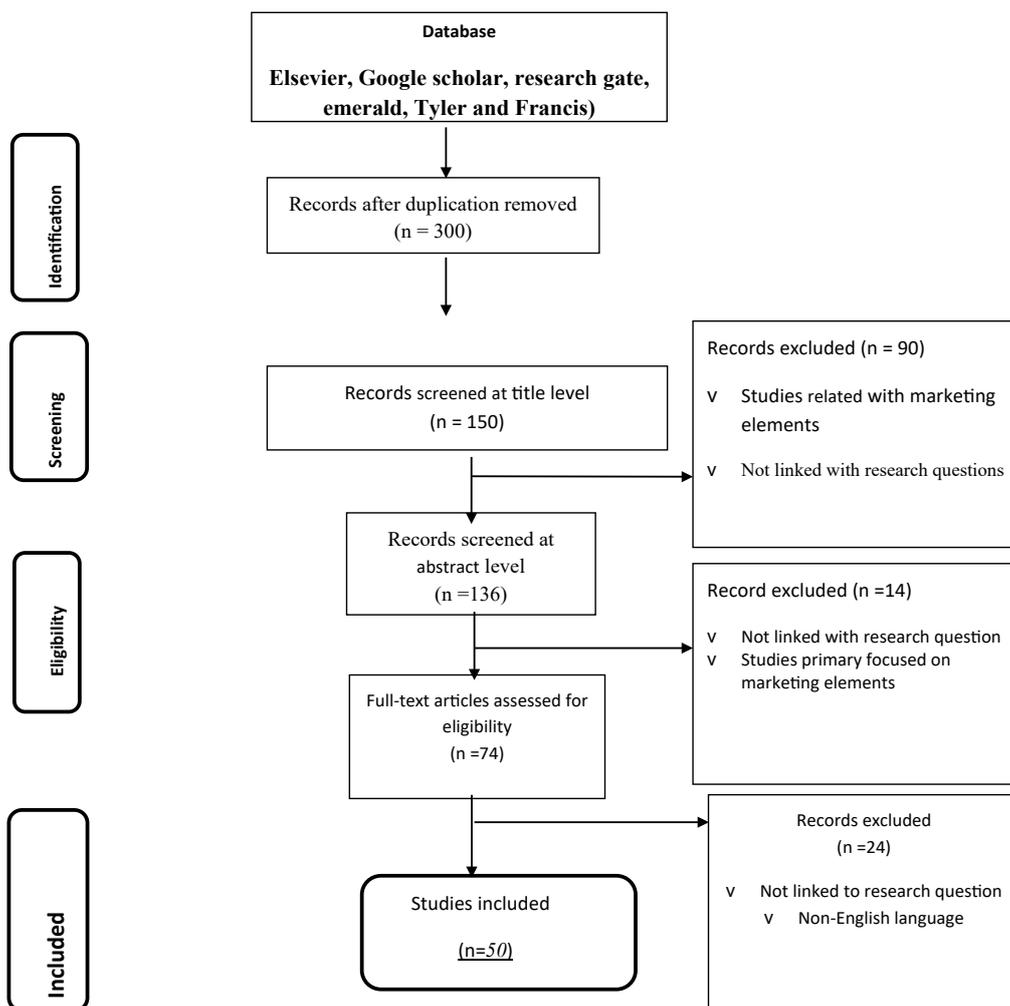


Figure 1 PRISMA–SCR flow diagram indicating the selection process of publication.

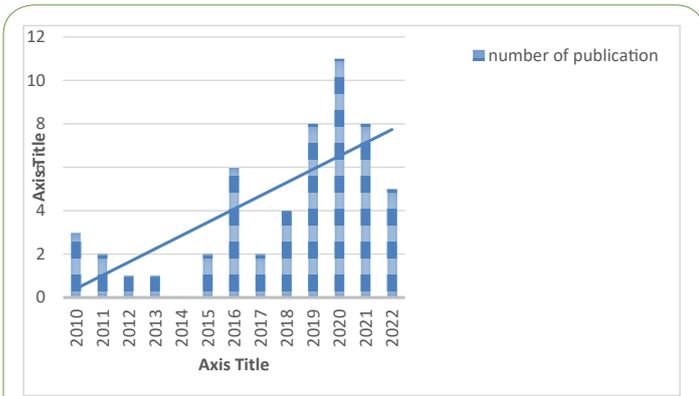


Figure 2 Year of selected article publication.



Figure 3 Country per publication selected.
Source: owner survey, 2023

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 product, 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 [8].

Theoretical development of integrated marketing communications

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 communicate is only a framework that allows a corporation get familiar with the advertising verbal exchange channels they have to be had [9]. The following is the concept at the back of included advertising and marketing.

According to A (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 process 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 considered as the concept which employer participates and coordinates multiple channels of conversation to ship a clear, consistent and compelling message about the organisation and its products [10]. Kenneth and Baack, (2007) IMC is affiliation and integration of all communications equipment in an on-going application that allows you to maximize their effect on customers

[11] 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 [12].

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 [13, 14].

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 [15].

According to Suprpto 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 [16].

Meta-analysis of IMC literature review

Meta-analysis was designed to deal with many amounts of empirical studies often provided that conflicting result and helps to increasing framework of research result in social science [17].

In order to conduct a meta-analysis, papers researching a topic of interest were collected in a systematic manner and necessary to make assumptions in order to overcome the lack of information. Meta data was presented in the appendix 2.

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 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 thru 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 [18].

According to Nadube, (2019) IMC is method in the field of marketing which saw the quantity of published theoretic work as well as the occurrence of the notion in advertising and other agencies. On the other hand, the opportunity of integrated marketing communication is still seen as a new field. This type of interpretation is addressing the question of the conceptual definition of the study of integrated marketing communications.

Investigation growth related to the in integrated marketing communications activities has been carried out by several experts, for example made a research on interactive combined marketing communication by combining the strengths of integrated marketing communications advertising; sales promotions; personal selling; public relations and direct [19-24].

[25] All modern businesses, whether or not commercial or not-for-profit, use numerous sorts of marketing communications to promote what they offer and reap financial and non-monetary goals.

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 veggies. This means that if customers have more statistics about 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 [26].

Nevertheless, to work inside the exceptional way and enhance resorts' advertising enactment, IMCs need the entire cooperation of all commercial enterprise companions and customers. This happens via enforcing effective IMCs in which customers can take part via offering opinions and comments [27].

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 result of present studies indicate that integrating marketing communications, health and medical providers were able to create synergies between and among selected conveyance mechanisms amplifying performance and increasing the likelihood of reaching communicative goals [28].

According to Wachira, (2018) Integrated advertising 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 can construct strong brand association, perceived quality, and brand loyalty. that's why using advertisers is believed to be good in helping brands build equity

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 thru included advertising communications.

Studies conducted on [29] Marketing communiqué utilized by hospitals in an effort to inform and remind consumers directly approximately the lifestyles of the medical institution and the products they gives. Integrated Marketing Communication (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 [30-32].

(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 [33] the effect of advertising communication; Advertising and word of mouth has 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 used to get 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 [34].

Jafari, (2022) IMC is effective advertising rehearsal in the age of social media. 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.

[35] Integrated Marketing Communication is 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) Integrated Marketing Communications (IMC) has appositive 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) internet marketing, public relations, advertising, sales promotion and direct marketing positively influence consumer buying decision.

According to [36, 37] 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 center 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.

Oofosu-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 whist dipping fee and fending off the use of sample for the reason that its preserving capability is not realized within the industry.

Faraday 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. 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 [38] 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 integrated advertising conversation, the corporations "communicate with one voice" and the effect of messages despatched is a most one

Research conducted on [39] 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, overview the majority of nominated research explored the practice-incorporated advertising from organizations attitude. Accordingly, it's far better use multi-dimensional attitude because IMC has tremendous gain.

Further researcher have to conduct on the mixing of advertising message contraptions, to degree how IMC is efficiency of every variable marketing, sales merchandising, employees promoting direct marketing and public relation to the absolutely advertising and marketing communication practices, and incorporated marketing communications.

Numerous vital managerial implications derived after this observe. Though advertisers have been increasing their efforts in several communication tools a good way to fortify their

advertising and marketing strategies, they nonetheless have many real-international doubts approximately the way to use those conversation alternatives by using an included attitude. This study offers some signal that might be supportive when growing IMC campaigns. Results confirmed in our studies suggest that integrating communication equipment with a criterion of strategic constancy is greater powerful to have useful outcomes on customer's material processing and persuasion. Definitely, the aggregate between advertising and marketing and funding appears to be a only conversation method than advertising recurrence approach.

The competence of the integrated marketing communication becomes especially applicable when integrating interactive and traditional media. As consumers, benefit more control of the float of records. In adding, agencies want to take into account the significance that a advertising and advertising -based totally integration method may additionally represent on business enterprise's logo method factors as agree with and brand image. From angle integration majority of research targeted on marketing sales merchandising, direct marketing while research on personal selling and public relation have been small in wide variety. Consequently, it is better to consist of all communication elements the verbal exchange that a communicates among different communication gear is extraordinarily critical in growing agree with as it allows to shape right potentialities regarding to create or reinforce the positioning of this product in customers' mind by using ensuring a dependable and cohesive photograph of company merchandise (Table 1).

Table 1. Summary of literature review with meta- analysis.

| Name &Year of Publication | Title publication | Key concept | Method used | Relevance vs non-relevance |
|----------------------------|---|---|-----------------------------|---|
| (Murtiasih et al., 2021) | The effect of Marketing Communication on Brand Equity with Brand Image, Brand Trust | Marketing Communication, Advertising, Sales Promotion | Quantitative method/SEM | IMC has significant positive effect on the brand equity |
| (Greg, 2021) | Combined Marketing Communication Case Study Report | Theoretical concept of IMC, | Case study | IMC increases, Automatically and develop and immigrate. |
| (Rowe., 2019) | Social Synergy: How Facebook, Twitter, and Instagram Use IMC | Social Synergy | Theoretical review | Theories and idea behind integrated marketing communications with social media particularly in mind |
| (Bruhn & Schnebelen, 2015) | Integrated marketing Communication from an instrumental to a customer-centric perspective | Integrated marketing communications, Customer-centric IMC | Theoretical review | most important new lines of thinking |
| (Seri, 2020) | Building brand equity through communication consistency in luxury hotels | Integrated marketing communications, brand equity | SEM | ICM has strong positive impact on all brand equity |
| (Faridah et al., 2022) | Introducing integrated hybrid communication: the nexus linking marketing communication | Marketing communication, Corporate brand, Corporate communication | qualitative research method | ICM Has positive impact on CCC |
| (Dixit,2018) | Role of Integrated Marketing Communication For The In notational Development | IMC, Traditional Marketing tools, Online Marketing. | Qualitative | effective and efficient to company |
| (Bilal, 2013) | Integrated Marketing Communication | ICM | Review paper | IMC has positive brand image |

| | | | | |
|-----------------------|---|---|--------------------|---|
| Esa, (2019) | analysis advertising, sales promotion, personal selling and direct selling on purchase | Advertising, Sales Promotion, Personal Selling, Direct Selling, Purchase Intentions | Quantitative | advertising and direct selling affect consumer purchase |
| (Selvakumar, 2014) | Dimensions of Integrated Marketing Communication (IMC) and Their Impact in Creating Brand Equity | Advertising, publicity, Word of Mouth, Public relations | Elemented approach | Element of IMC has positive effect on effect on Brand |
| (Porcu et al., 2012) | How Integrated Marketing Communications (IMC) works? | Integrated Marketing Communication, Drivers, Effects | Conceptual model | IMC positively influences customer attitudes. |
| (Rehman et al., 2022) | Developing the Integrated Marketing Communication (IMC) through Social Media | IMC, SM, consumer-generated media, promotion, relationship, | systematic review | Positive effect |
| (Ahmad et al., 2019) | Years of Integrated Marketing Communication | IMC | systematic review | Positive effect |
| (Widjaja, 2022) | What Experts Tell About Integrated Marketing Communication For Effective Business Promotion And Sale Strategy | Marketing, Communication, Promotion, | Systematic review | Adapt the message to suit supporting media channels. |
| (Raja, 2020) | Digital Integrated Marketing Communication And It's Logical Relationship | Digital-IMC, Brand Equity | Model development | Positive effect on brand equity |
| (Issue et al., 2016) | Integrated Marketing Communication in Building Customer Based Brand equity | Integrated marketing communication, building, | Review paper | IMC has Positive effect on brand equity |

Source: own composition selected review from, 2023.

Limitation of Study and Direction for Further Research

Future research could to just accept a longitudinal research design that have to allow investigating how interactions between IMC and advertising techniques trade through the years.

Future studies ought to investigate the mediatory characters of other extraneous elements among stimulus organism IMC and consumers between customer-responses.

Relation to variety of in Database and journal limited quantity of posted data marketing and promotion an incorporated point of view. Consequently, future researchers and scholars have to behavior an included thing of integrated advertising communication.

Future researchers should, incorporated advertising communication was associated regeneration of standards and the reform of models and concepts to conform to the brand new spherical of technological revolution and modifications carried approximately with the aid of person experience innovation. Considering the ordinary pattern of included advertising and marketing communications idea, trade and evaluating the evolution of integrated advertising and marketing communications ideas and studies at distinct intervals Future researchers could use greater statistical sources and retrieve literature from non-English-speaking international locations. In addition, future research ought to mainly target some countries where integrated advertising communication is growing quicker to obtain greater results [40].

Conclusion

This studies' intention is to behaviour a methodical evaluation of the body of research and integrate the to be had statistics to illustrate the IMC and guide promotion and advertising. The combined review of facts on IMC furnished by means of this examine adds greatly to the body of IMC literature. The papers also offer exciting directions for future IMC studies primarily based on the prevailing country of the sector. The following conclusions made and proposed in mild of the outcomes of the scientific literature review:

As a result, viewpoints on publishing marketing, promotion, and integrated advertising communication were recognized; one of the five key additives of advertising and marketing is advertising. Advertising, personal promoting, income promotions, direct marketing, interactive advertising, exposure, and public relations are all examples of included advertising verbal exchange. These advertising processes increase hobby in a business enterprise's items or offerings, educate purchasers on their capabilities and benefits, and persuade them to buy.

Print marketing, broadcast marketing, virtual or cellular advertising and marketing, outside marketing, and different sorts of marketing had been available.

Targeting unique marketplace segments, which includes intermediaries, is the intention of personal promoting. The fine salespeople have been customer-centric and bendy in how they provided their products to clients.

Direct advertising is to expand individualized, one-on-one connections with customers. The state-of-the-art databases

had been increasingly more allowing many companies to speak directly with purchasers through a adjustment of media, such as electronic newsletters, mobile messaging apps, web sites, online commercials, fliers, on line and offline 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 online 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 online 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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