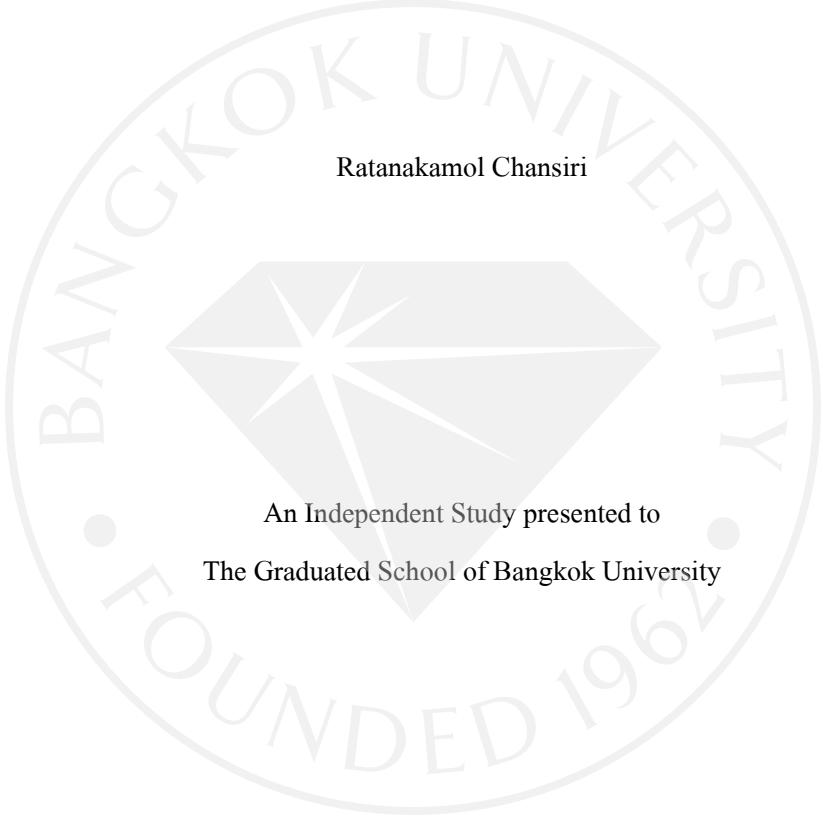


THE STUDY OF INTEGRATED MARKETING
COMMUNICATION ON HIGH AND LOW INVOLVEMENT
PRODUCT WHICH AFFECTED TOWARD CUSTOMER
BRAND ENGAGEMENT



THE STUDY OF INTEGRATED MARKETING COMMUNICATION
ON HIGH AND LOW INVOLVEMENT PRODUCT WHICH AFFECTED
TOWARD CUSTOMER BRAND ENGAGEMENT

Ratanakamol Chansiri



An Independent Study presented to
The Graduated School of Bangkok University

In Partial Fulfillment
of the Requirement for the Degree
Master of Business Administration

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**This Independent Study has been approved by
the Graduate School
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Title: THE STUDY OF INTEGRATED MARKETING COMMUNICATION ON HIGH AND
LOW INVOLVEMENT PRODUCT WHICH AFFECTED TOWARD CUSTOMER
BRAND ENGAGEMENT

Author: MISS RATANAKAMOL CHANSIRI

Independent Study Committees:

Advisor

[REDACTED]

(Dr. Wuthichai Sitthimalakorn)

Specialist

[REDACTED]

(Dr. Paul TJ James)

[REDACTED]

(Sudarat D. Chantrawatanakul, Ph.D.)

Dean of the Graduate School

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The study of Integrated Marketing Communication on High and Low Involvement Product which
Affected Toward Customer Brand Engagement (84 pp.)

Advisor of Independent Study: Dr. Wuthichai Sitthimalakorn

ABSTRACT

Market strategy is the essential part of business plan due to effort and focus by gain benefit, effectiveness and successful toward business company. Integrated Marketing Communication (IMC) is one element that made business going forward which aimed to approaching marketing communication tools such as advertising, public relations, direct marketing, sale promotion and personal selling direct to target customers and ensure that those customers will be aware of it product or service. Product or service has the level of involvement product; low and high which are the variable when the marketers chosen IMC to create and maintain a relationships among the product brand and its customers. The best IMC will be present strengthen relationships which affected toward customers brand engagement. To achieve this research purpose, I have studied on how each IMC tools are reach to make the engagement between product brand by the level of involvement product and customers. The research studied consists by literature review of study area then used methodology by questionnaire to collect of data resulted according to research questions and assumptions following by analysis of collected data and presenting of what finding out. Finally the study shows that IMC has affected toward customer brand engagement even used to present on high or low involvement product. IMC lead existing customers to be aware and engage on product or service brand.

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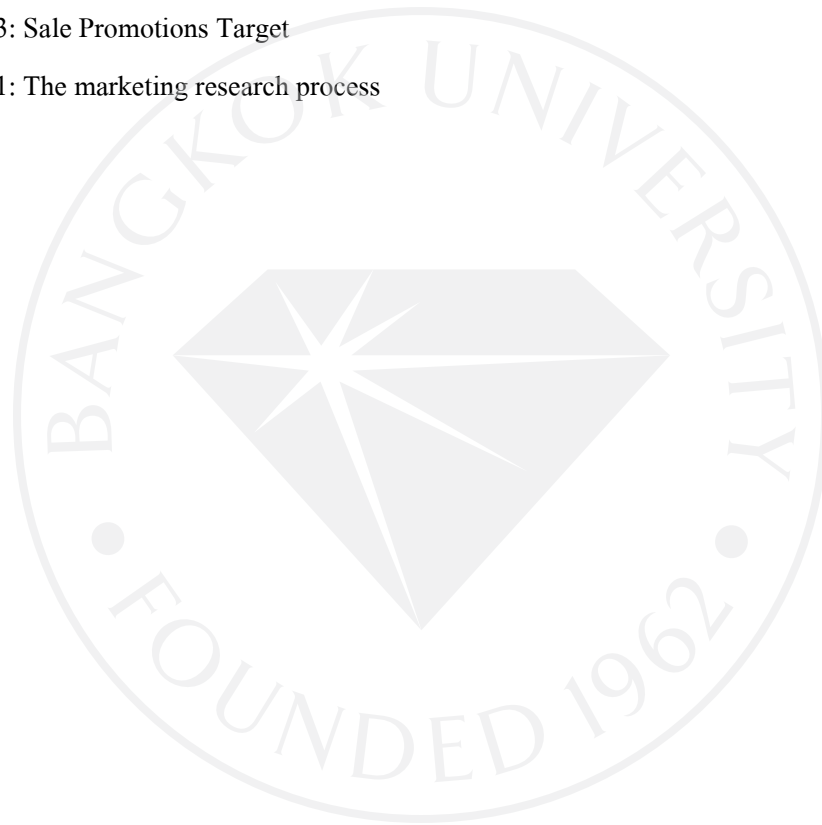
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CHAPTER 1

INTRODUCTION

In the marketing field, it is a big area which the businesses always move forward to changing and developing in the competitive way. IMC or Integrated Marketing Communication is the one biggest tool which the strategy emphasizes toward customer to create and maintain a good relationship between a company and its customer (Ejebro, 2007). Using of Integrated Marketing Communication (IMC) tool, it provides the opportunities for company as it able to make the customer gain deeper understanding on its product or service passing to Marketing Communication tool (Gabrielsson & Johansson, 2002). Axelsson and Nordberg (2005) added that marketing communication is glue to building a brand in the customer's mind which it related the idea and the concept of product and service where it is positioned in the market.

1.1 BACKGROUND OF THE STUDY

Numerous of company's business had existed in the competitive market which marketing is an important part. Due to marketing communication is two-way communication, there are some exchange of value occurs between two or more parties to gain the satisfaction of both company and customer needs and wants (Ejebro, 2007). Axelsson and Nordberg (2005, p.1) "*We live in a time where companies spend vast amounts of money on commercial spot*" including of publicity, television, radio, customer service which those are important toward companies to communicate everything related to currently brand and future customers.

The evolving the face in marketing communication today which there are some factors involving. First, marketers have to develop the marketing program to focus their potential customer with more narrowly. Second, today's customers are emphasizing on product and service information which the companies might improve the information technology to keep closer with customer need and want that the communication can reaching to group of customers (Armstrong, 2004).

The need of Integrated Marketing Communication (IMC), these companies will begin to moving forward in to the process which the tool helps coordinating the several promotion elements such as Advertising, Sale promotion, Public Relations, Personal Selling and Direct Marketing, those are the marketing activities to persuade customer approached (Belch & Belch, 2007). Semenik (2002) noted that marketing communication process is used to create a motivation of product or service's brand toward customer even by an idea or a sale person. It can be sure that the aim of integrated marketing communication (IMC) in a gather way to delivering the message toward customer intended and properly promote the brand reach to the customer market. *"IMC is a way of managing the process and activities so that they are coordinated and a synergistic effect is achieved"* (p. 9)

1.2 STATEMENT OF PROBLEM

To the competitive marketing environment, many companies are attempted to improve and adapt IMC in their marketing communication which IMC is the main objective affected the customer perception and behavior. The advantages of developing this communication are increasing the market orientation and effecting on brand outcome (Ejebro, 2007). Higgs and Polonsky mentioned because the customers always expecting to control over what, when, where, and how they are disclosed the product or service information whereas thing has changed the interface between business and its customer.

Hahn, et.al (2003), discussed about the key element in consumer's decision, is the *product performance*. The consumers are perceived the product performance or brand image from the communication tool such as advertising, hand-bill, radio and other media tool. It is influenced and stimulated in buyer decision to repurchase and more impressive the benefit to the way consumer reacts to those products or service's brand.

Customer's perception toward company or its brands are realized to seeking out of promotional activities which IMC is the way to coordinate and managing the program to assure that

their customer can receive the message (Belch & Belch, 2007). Many companies have adopted and improved this strategy over and over but some of them had failed to realize the potential customer of their brand (Stobart, 1994)

There are some barriers between low involvement product and high involvement product because each product categories not use the same IMC tool to attract the customer as it also depends on competitive market. IMC is not using to persuade customer purchase but it also affected to customer brand engagement to measure that company is successful.

1.3 INTENTION AND REASON OF STUDY

Integrated Marketing Communication (IMC) is planned to drive of company product or service to meet with customer need and want. Moreover the combination of marketing and communication can be measure the customer engagement and involvement toward the relationship between consumer and brands (Higgs & Polonsky, no date).

Consumers in the marketplace today's always consume the media and its information when they make a decision, it might from both their internal and external environment; perception, feeling, product idea/concept and marketing communication to make them believe in brand.

Low or High involvement product is in between that relationship which the management could possibly effort to focusing on consumer perceives by using appropriate IMC tool toward differentiate product or service that will effected to customer brand engagement.

1.4 RESEARCH OBJECTIVES

The objectives of research study are:

- 1.4.1 Understand how the companies are using integrated marketing communications process.
- 1.4.2 Gain an understanding of the different types of integrated marketing communications (IMC) that marketers are using to reach and build relationships with consumers.
- 1.4.3 Evaluate of integrated marketing communications (IMC) which type is useful in between Low and High involvement product.
- 1.4.4 To know how integrated marketing communications (IMC) affected on brand engagement.

1.5 RESEARCH QUESTION

Based on discussed problem and to reach research objective the following question will be answered:

- 1.5.1 How the customers are engaged with the product or service?
- 1.5.2 What are the benefits of using integrated marketing communications (IMC)?
- 1.5.3 Which is the most successful marketing communication tool to be used for low and high involvement product?
- 1.5.4 How can IMC affected toward brand engagement?

1.6 ASSUMPTIONS

- 1.6.1 Using advertising on low product involvement is strongly affected toward customer brand engagement higher than high involvement product.
- 1.6.2 Using personal selling on high involvement product is strongly affected toward customer brand engagement higher than low involvement product

- 1.6.3 Using public relations on low involvement product is strongly affected toward customer brand engagement higher than high involvement product.
- 1.6.4 Using direct marketing on high involvement product is strongly affected toward customer brand engagement higher than low involvement product
- 1.6.5 Using sale promotion on low involvement product is strongly affected toward customer brand engagement higher than high involvement product.

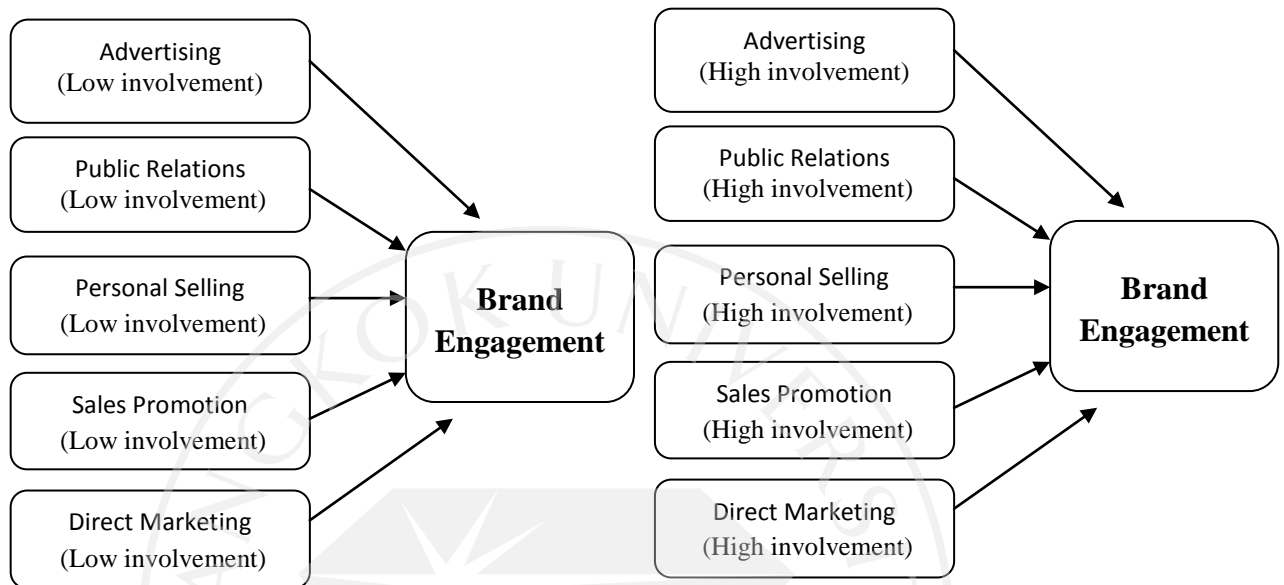
1.7 BENEFITS OF RESEARCH

Today's in marketing world, the competitiveness is so high risk to gain the benefit and a successful company or brand. Product or service in between low and high involvement are concerned of using marketing communication tools which is more complex but it benefit to those company which apply integrated marketing communications (IMC). Communication tools are the essential that can bring the brand to reach the target customers as well informing, persuading and maintaining about its brand.

This independent study is research on how integrated marketing communications (IMC) useful to create brand engagement, why low involvement product and high involvement are using the different IMC tool on customer awareness and which IMC tool is the best approached to target consumer due to comparing between low and high involvement product.

A good view of this study, to look at the efficiency of integrated marketing communications (IMC) which is the best tool that suit of low or high product involvement based on customers' perceive then the most important resulted is to create brand engagement into customers mind.

Figure 1.1: Conceptual Framework

1.8 CONCEPTUAL FRAMEWORK**Modell**

1. Advertising on Low involvement product which affected toward customer brand engagement.
2. Public Relation on Low involvement product which affected toward customer brand engagement.
3. Personal selling on Low involvement product which affected toward customer brand engagement.
4. Sales Promotion on Low involvement product which affected toward customer brand engagement.
5. Direct marketing on Low involvement product which affected customer toward brand engagement.

Model 2

1. Advertising on High involvement product which affected toward customer brand engagement.
2. Public Relation on High involvement product which affected toward customer brand engagement.
3. Personal selling on High involvement product which affected toward customer brand engagement.
4. Sales Promotion on High involvement product which affected toward customer brand engagement.
5. Direct marketing on High involvement product which affected toward customer brand engagement.

1.9 DEFINITIONS OF TERMS

Advertising: Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor (Kotler & Armstrong, 2004, p.467).

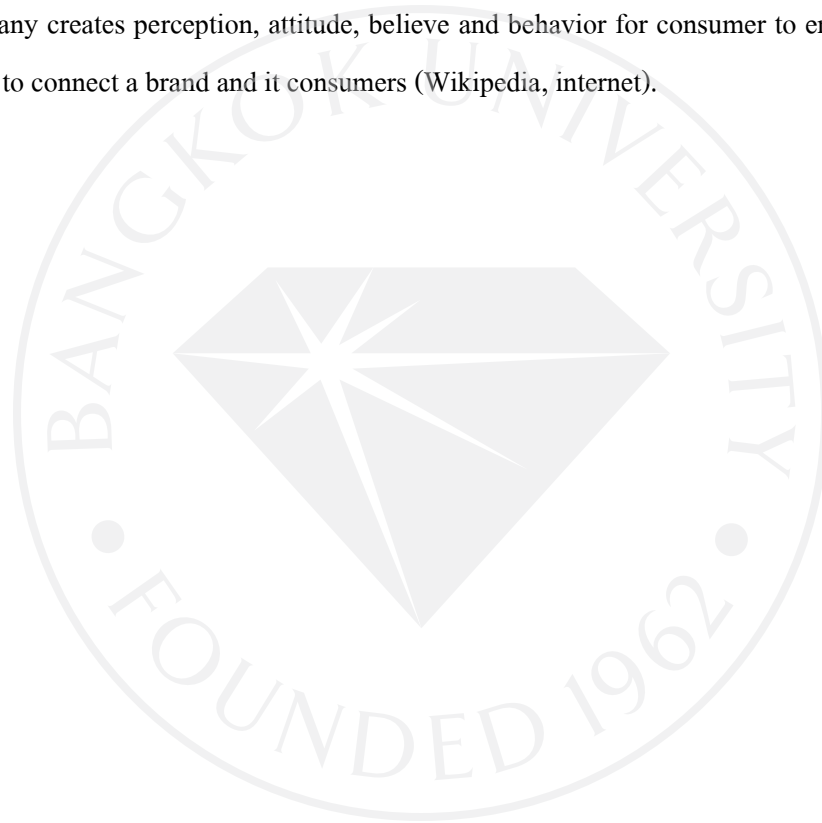
Sales Promotion: Short-term incentives to encourage the purchase or sale of a product or service (Kotler & Armstrong, 2004, p.467).

Public Relation: Building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events (Kotler & Armstrong, 2004, p.467).

Personal Selling: Personal presentation by the firm's sales forces the purpose of making sales and building customer relationships (Kotler & Armstrong, 2004, p.467).

Direct Marketing: Direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships- the use of telephone, mail, fax, e-mail, Internet and other tools to communicate directly with specific consumer (Kotler & Armstrong, 2004, p.467).

Brand Engagement: A strategic to forming the relationship between consumer and brand due to how the company creates perception, attitude, believe and behavior for consumer to engage. It is the key objective to connect a brand and it consumers (Wikipedia, internet).



CHAPTER 2

LITERATURE REVIEWS

From chapter earlier, it presented of study background, problem area and the specified research questions. This chapter will continue to explain literature regarding on integrated marketing communication (IMC). The concept of IMC will be presented to how it connected customers with brand. Since communication tool; advertising, public relations, direct marketing, sale promotions and personal selling played a significant role in both relations.

2.1 INTEGRATED MARKETING COMMUNICATION (IMC)

“Marketing facilitates the exchange process and the development of relationships by carefully examining the need and want of customers, developing a product or service that satisfied these needs, offering it at a certain price, making it available through a particular place or channel of distributing and developing a program of promotion or communication to create awareness and interest” (Belch & Belch, 2007, p. 9).

It has no doubt with marketing communication and promotional activities are important factors of any companies' strategies due on product or service. This is necessary to communicate and inform the product information of feature and it benefits to the target customers (Ferrell & Hartline, 2008).

Integrated Marketing Communications can describe to approach marketing communication which it targets to ensure the conveying and sharing the message between customers and its company. Most companies are developed its integrated marketing communication (IMC) which it coordinate all communication way to reach with customers (Wikipedia, internet). Mcdonald, (2005) IMC has become an essential part of brand strategy which marketing is developing

the activity to enhancing a relationship and keeping continue with customers because it is two-way communication.

Semenik (2002) said a combination of promotion, the promotion mix and integrated marketing communication is a process to communicate the product or service promotion to target customers.

Figure 2.1: The relationship between promotion, the promotional mix and IMC



Source: Semenik, R.J. (2002), Introduction to promotion and Integrated Marketing Communication, Page 9.

2.2 THE OBJECTIVES AND BENEFITS OF IMC

IMC goal is persuaded the customers perception and stimulate their behavior by using communication tools to communication its messages. It also builds a relationship between buyer and seller which it make more efficient to increasing brand awareness (Ejebro, 2007). To follow the goal, objectives are intended to approach and convince target customers for purchasing of product or service that they perceived of information to make a company achieved the goal which gets the customers in contact (Wikipedia, internet).

Ferrell & Hartline (2008) has listed the following AIDA model outline which change customers' attention to action:

- **Attention** Product, service or brand could not be reach to market if the target customers do not know it existed. Then, the first thing is to making an attraction to those customers.

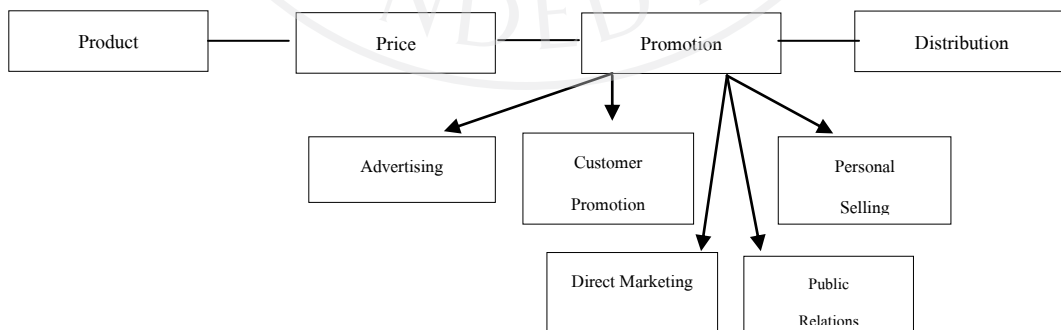
- **Interest** After, the customers attracted the attention then the company must present the product or service attribute: features, uses and benefits
- **Desire** The successful company must stimulate and persuade the customers to interested product or service and desire to satisfy the need.
- **Action** Pushing the actual purchase toward potential customers.

Using IMC is a highly benefit that provide the company has a good image and move forward to run the product or service to the market because of the fast produced of product or service in nowadays. IMC can use in simply product or complex product which the main process to involving with customer needs (Gabrielsson & Johansson, 2002).

2.3 THE TOOLS OF IMC

From that research mentioned before, *integrated marketing communication is integration of all marketing tools; promotional mix is the starting point* which impacted direct on customers mind to make a decision which most company had used this basic process to increase customer awareness and business benefit

Figure 2.2: Traditional Marketing Mix



Source: Clow, K.E. & Baack, D. (2001), *Integrated Advertising, Promotion & Marketing Communications*.

The tools of IMC can be defined as the coordination techniques or strategies of the company business that use of communication channels to persuade customers to perceive and involve with their product or service (Belch & Belch, 2007). Ferrell & Hartline (2008) supported that promotional is focus and effort to stimulate the customer's demand to ensure that the targeted customer can receive the message and make a decision to purchase due to have a relationship toward the brand.

IMC tools used to pursue are Advertising, Public Relations, Direct Marketing, Sale promotion and Personal Selling as following;

Advertising

Advertising is a key element to attract customer or awareness, "*Advertising is paid, non-personal communication transmitted through media such as television, radio, magazines, newspaper, direct mail, outdoor displays, internet and mobile phone*" (Ferrell & Hartline, 2008, p.287). Using advertising is a broad tool which reaches a large group of people via these media. Semenik (2002) argued advertising is not only the communication tool that persuaded customer awareness of product or service but it how the companies create the idea, feature, knowledge and benefit effected what customer will perceive.

This is the example of spending advertising to target the customers of some company industries which compared between high and low involvement product where most of spending was in low involvement product such as food product and personal care, and in contrast, high involvement product has spending less (Semenik, 2002).

Table 2.1: Advertising-to-sales ratios in selected industries

| Industry | Advertiser | U.S. Ad Spending | U.S. Sales | Advertising Spending as % of Sales |
|----------------------|------------------|------------------|------------|------------------------------------|
| Apparel | | | | 5.30 |
| | Levi Strauss | \$ 244.6 | \$4,600.0 | 5.30 |
| | Nike | 501.7 | 5,055.0 | 9.10 |
| Automobiles | | | | 2.70 |
| | General Motor | 3,087.4 | 127,128.0 | 2.42 |
| | Ford | 1281.8 | 120,474.0 | 1.06 |
| | Volkswagen | 204.9 | 6,791.0 | 3.00 |
| | Honda | 578.1 | 21,190.7 | 2.72 |
| Computers | | | | 2.30 |
| | IBM | 924.9 | 32,663.0 | 2.82 |
| | Intel | 630.5 | 11,053.0 | 5.69 |
| | Microsoft | 407.4 | 4,356.0 | 9.35 |
| Food | | | | 10.5 |
| | Nestle SA | 460.9 | 4,850.0 | 2.99 |
| | Kellogg | 558.2 | 3,961.8 | 14.08 |
| | Campbell Soup | 342.5 | 4,850.0 | 7.05 |
| Personal care | | | | 12.0 |
| | Proctor & Gamble | 2,743.2 | 18,460.0 | 14.8 |
| | Gillette | 578.4 | 3,682.8 | 15.6 |
| | Estee Lauder | 519.2 | 2,200.0 | 23.5 |

(Continued)

Table 2.1 (Continued): Advertising-to-sales ratios in selected industries

| Industry | Advertiser | U.S. Ad Spending | U.S. Sales | Advertising Spending as % of Sales |
|---------------|---------------------|------------------|------------|------------------------------------|
| Retail | | | | 3.30 |
| | JCPenney | 906.2 | 30,546.0 | 3.96 |
| | Circuit City Stores | 450.2 | 8,870.8 | 5.07 |
| | Wal-Mart | 290.2 | 112,005.0 | 0.25 |

Source: Semenik, R.J. (2002), Introduction to promotion and Integrated Marketing Communication, Page 11.

Public Relations (PR)

Public Relations role is to promote the company product and service in form of news/press release which the responsibility to create the image of its brand in positive perception. Some business might ignore this component but Stone (2001) argued do not underestimate the power of PR because it can lead potential consumer attention to what we are doing. To this perception, PR aim's is to establish and maintain good relationship and keep the reputation between company and its public (Belch & Belch, 2007). PR efforts to communicate with those customers by introduce product or service, new policy, and procedures. There are the useful tool to reach the target; Press release, Press conferences, Interview, and Event (Axelsson & Nordberg, 2005).

Direct Marketing

Direct Marketing is the communication tool to effort the relationship close with target customer which gain the greater profit ;“ *developing and maintain direct contacts with customers for the purposes of selling items, enhancing brand royalty and meeting service need*” (Clow & Baack,

2001, p.540). However, direct marketing is seeking for a direct response in attempt to lead the customer to response by purchasing or keep in contact with the brand. Marketer has to decide which message can be suiting to the target those who are the potential customer in form of direct mail, catalog, telemarketing, direct-response broadcast and TV post (Belch & Belch 2007).

The successful of direct marketing is to prompt consumer to take an action after persuaded consumer and created product awareness. It is more effectiveness when keep the relationships on existing consumer and help the brand to connect with new one. The growth of direct marketing has moving forward (Kurtz, 2009).

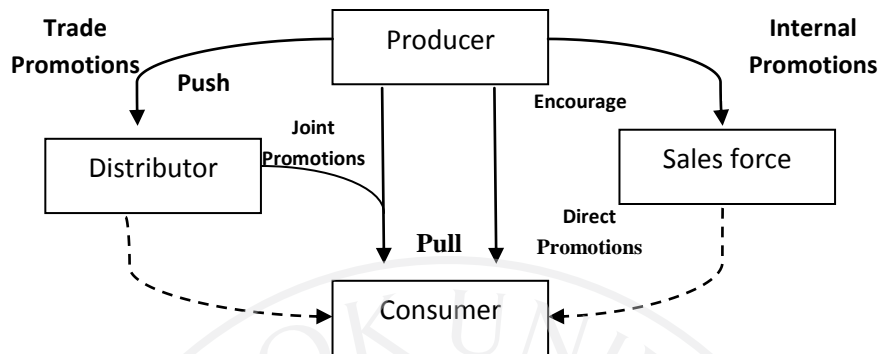
Sale Promotion

Belch & Belch (2007) and Clow & Baack (2001), defined sale promotion as an incentive which the aim to offer an extra value to the end consumer those who are willing to engage with the product or service. To encourage consumers by adding more value or special offer to these product or service in sale if consumer might need to purchase and it is a short-term promotion but more successful to use this strategy such as coupon, price reduction, premium, bonus packs, and rebates (Ejebro, 2007). Mullin & Cummins (2008) sale promotion can found everywhere whenever the supermarket or department store offers; it will stop consumers for a while, *“cause them to think about brand and product and, if it has a right impact, move them to make a decision”* (p.2). Good promotion is not to be a hard think but just build a deep relation.

According to Baker (2003) there are three key elements in sale promotion; Non-standard, response oriented and benefit oriented.

- **Non-standard** as the promotion is limited in consumer group or distribution channel and just temporary promotion.
- **Response oriented** look forward to the direct response from consumers but sending out promotion brochure to encourage them and not necessary to sale just keep them aware.

Figure 2.3: Sale Promotions Target



Source: Baker, M.J. (2003). The marketing book

- **Benefit Oriented** offering the benefit to their target. Coupon and discount are widely promotion to be used.

Personal Selling

This component is the professional known which personal selling is help to providing of product or service brand explanation direct to target consumer (Cant & Heerden, 2008). Personal selling involves with two-way communication between salesperson and consumer by face-to-face communication or telephone.

“Strategies for achieving long-term customer loyalty underscore how attracting, cultivating, and retaining satisfied customers leads to higher profitability” (Anderson & Dubinsky, 2003, abstract). Usually, personal selling will be used widely in product or service are higher priced, more instruction, need demonstration, follow up service and supported information due on persuasive the decision making (Semenik, 2002).

It is highly advantage and effectiveness in long run approach to the IMC because the customer will believe of the product or service credibility from salesperson and has the chance to compete with other brand.

2.4 MARKETING IMPLICATIONS OF INVOLVEMENT PRODUCT

“Marketing strategy varies according to the level of involvement associated with the product” (Lamp, et.al 2009, p.148). Involvement product will be classified into *high involvement product* and *low involvement product*.

High involvement product which buyer is *highly involved with the purchase and when there are significant differences between brands* (britannica.com, internet). Whereby high involvement product is high level potential of decision because customers needs information to specifying its product benefit and well prepared to spending time to effort in searching in example computer, car, apartment (Kurtz, et.al, 2009).

For **low involvement product**, those are smaller product items, low value and purchasing frequency is more often than high involvement such as shampoo, soft drink and snacks (Sutherland & Sylvester, 2008).

High and low involvement product is an essential variable in marketing because it represented brand valued and in these value it will influenced toward perception, attitude and behavior. Meanwhile, marketer has to push in marketing strategy and planned to succeed. IMC will play the big role in between product and customers by create and maintain the relationship among consumer (Kurtz, et.al, 2009).

2.5 IMC TOWARD BRAND ENGAGEMENT

Brand represents exchanging value between brand owner and customers; therefore brand is defined to the name or symbol to identify those products or service. Even appear in the better way to suit the customers' awareness and attract those needs (Stobart, 1994).

The role of IMC has played in each company marketing strategy and makes strategy leading the consumer decide about its brand. The aspects of strategy, *“it affects with respect to brand:*

creating the marketing mix; achieving effective market segmentation, product differentiation, and positioning; and enhancing revenue and profits” (Semenik, 2002, p.17). Once brand should effort to supported passing through communication tools; advertising, sale promotion, PR or other forms, the aim to distributing its brand and get customers awareness (Stobart, 1994).

Mica (2003), the process of building relationship is to create the perception of a brand. IMC will provide the promotion channel with affected to the market, informing of information, persuasion, new brand introduction and brand loyalty. This is the opportunities those of customers who really want to consume the product or service can access to brand. People cannot avoid this relation because IMC will lead you to engage brand activities, fulfill their order need and ensuring of share valued (Brand channel, internet).

“Consumer engaged in routine response behavior normally does not experience recognition until they are exposed to advertising or see the product displayed” Lamp, et.al, 2009, p.146). Emphasizing on brand engagement is the company practiced on marketing strategy, to create the connection with customers which it is an important element as an assessment tool such as brand positioning; identify and clarify of product by enhancing the impact of marketing communication, and IMC and brand promotion; planning, evaluation its message of brand performance, it overall affects of its brand. (Gallup, internet).

CHAPTER 3

METHODOLOGY

This chapter will present of the method to be used. The method will be described step by step; research design, sample selection, data collection and data analysis. The collection data from this research will be follow, is directly connected to the problem statement and goal of research. Research is a purposeful, precise and systematic search for new knowledge, skills, attitudes and values.

3.1 RESEARCH METHODOLOGY

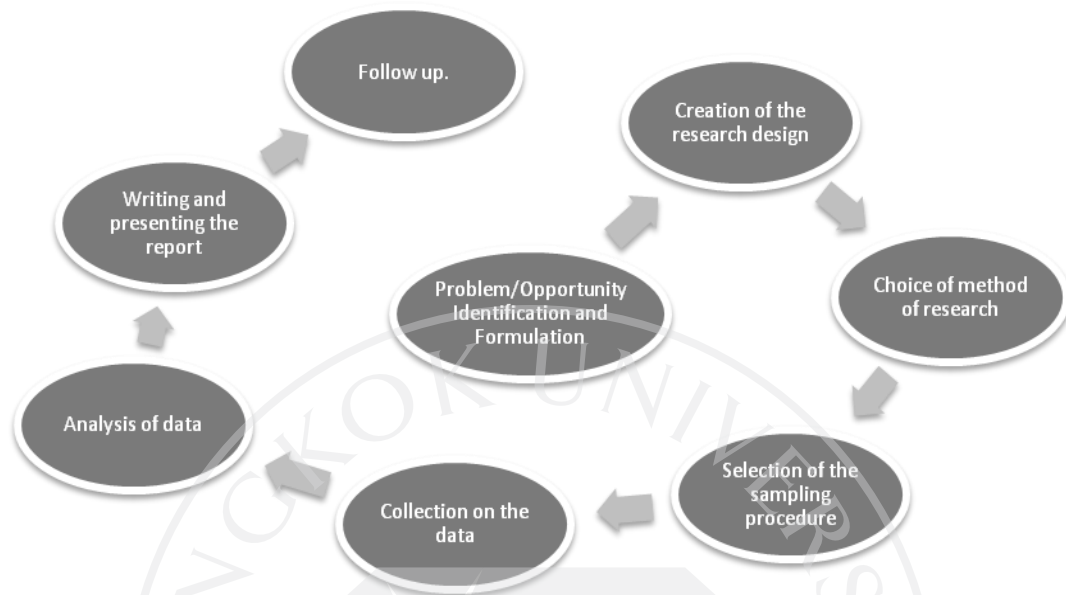
The methodology is described to the process to be used in any form of inquiry. The methods used in the study of previously printed materials; interview-based research; textual and contextual analysis of any arguments; case studies, qualitative research and quantitative research, often based on conducting one's own surveys or analyzing other people's (answer.com, internet). All of these methods give rise to questions; it attempts to find out the truth and guarantee of this correct method.

3.2 RESEARCH DESIGN

Hague, et.al (2004) this is the important part to the researcher to work out the thing which is specified all of information to make the research completed. This is an opportunity to describe of product or service in which their making a market changed.

The significance of research methodology is to be classify and shown in figure 3.1 the marketing research process. It begins with problem/opportunity identification and formulation, creation of the research design, choice of method of research, selection of the sampling procedure, collection on the data, analysis of data, writing and presenting the report, and follow up.

Figure 3.1: The marketing research process



Source: MacDaniel & Gates (1998) Marketing Research Essentials, P.25

3.2.1 Research purpose

According to Kumar (2005) research study from perspective can be classified as descriptive, correlation and exploratory or explanatory which it is broadly research. The *descriptive research* is to describe the situational, problem, service or provides information by systematic which the main purpose of study to analyze of those problem/issue (Kumar, 2005).

Correlation research is determined of two or more variable together, measuring of relationship between those variables to indicate and predict how it affected to one another (Kumar, 2005). *Exploratory research* is a research purpose to provide information and to understand the problem area, and gain the basic knowledge which the problem is not clear defined while the studying of *explanatory research*, to finding the causes and results of what under study (Maxwell, 2005).

The research purpose of the study is mainly *descriptive* the stated of problem. The study is to emphasizing of integrated *marketing communication (IMC) on high and low involvement product which effected toward brand engagement*. Due to the fact, an *exploratory research* of customers perceptive on how they engaged with the brand; the factors are high and low involvement product, in which using integrated marketing communication for target intention. The satisfaction of both customers and brand due on the achieving through exchange in which two-way communication in forms of value, not only just physical product or service. This study attempt to determine on the area of relations between consumer and its brand, *explanatory* which communication tool or IMC is the best used on this connection. The research created the test by using the method to generate the collected data and research resulted. However, to answer this study, it will be considerate of five research questions.

3.2.2 Research approach

Qualitative and quantitative approach methods are not be different in basic conceptual. But it different in strength which how it best used in different kind of question and goal (Maxwell, 2005).

Qualitative research is in term to not searching in quantification data. It is searching to deeply understand of consumer motivation and their feeling (McDaniel & Gates, 1998). **Quantitative research** approach is measured of the market in the way of calculation toward market size, brand awareness, purchasing order, and so on (Hague, et.al, 2004). *“The strengths of the quantitative paradigm are that its methods produce quantifiable, reliable data that are usually generalized to some larger population. Quantitative measures are often most appropriate for conducting needs assessments or for evaluations comparing outcomes with baseline data”* (Weinreich, 1996)

The research purpose will study on how integrated marketing communication (IMC) on High and Low Involvement Product which affected toward Brand Engagement. Using quantitative approach is suit to test the hypothesis and identify the problem by collecting the data (www.psy.dmu.ac.uk, internet).

According to Huberman & Miles (2002) applying quantitative research is to interpret and analyze the information data the support claims that are validity. *“In quantitative research, the aim is to determine the relationship between one thing (an independent variable) and another (a dependent or outcome variable) in a population”* (Hopkins, 2000, para 1).

3.2.3 Research questions

The study of research question is to explore the aspects of the problem area which it can test the methodology in appropriated way (Andrews, 2003). Questions would be explained what the study will attempt to learn; *to help you to focus the study (questions' relationship to your goal and conceptual framework) and to give you guidance for how to conduct it (their relationship to methods and validity)* (Maxwell, 2005, p.67).

The development of research in this study what we claim regarding the problem statement. The effective on marketing communication is tending to access consumer with the product or service referring to brand. IMC is the best suitable tool but sometime too difficult of measuring on involvement product; high and low because some tool might not implement to some product and not sufficient enough to gathering the consumer.

Research Question 1: How the customers are engaged with the product or service?

Research Question 2: What are the benefits of using integrated marketing communications (IMC)?

Research Question 3: Which is the most successful marketing communication tool to be used for low and high involvement product?

Research Question 4: How can IMC affected toward brand engagement?

3.3 POPULATION AND SAMPLE SELECTION

To be able to answer the research study, research sample will be conducted the samplings to implement those customers who are engaging with integrated marketing communication and leading them toward brand engagement. Sample study will research in broad population and order to answer the question, related from research questions among collective data (Maxwell, 2005).

Sample design is to determined of the method to be used in select the sampling and there are two alternative; Probability sampling and Non-probability sampling (Boyd, et al, 1998). **Probability sampling** is the subsets of population which represent nonzero probability and can be measured selected sampling on how it reliable data (McDaniel & Gates, 1998). **Non-Probability sampling** is the method which the data result does not generate in larger population and the sample *has a lower attempt to ensure a representative cross-section* (Boyd, et al, 1998).

The study needs to describe effectiveness of IMC on high and low involvement product because believe that level of involvement is concerned of suitable tool in each involvement product. Whereby, two products in survey-questionnaire will be draw from the major products in market share from each level and executed by five dimensions of marketing communication tool. Quantitative methods research of data generating process, this study focusing on 400 samples and using qualitative to analyze or explain the relations of research area (Flick, 2009) and *sample size of 400 gives a statistical accuracy of $\pm 5\%$ and is often thought of as the most "cost effective" sample size* (see appendix III). One respondent will give the answer regarding the benefit of IMC strategy of both products. It is important to get to right information and sufficient knowledge from the respondents. All of this made to get the consumer perceptions of IMC and how it differed when each involvement product used to communicate with the public.

3.4 DATA COLLECTION METHOD

The process to collecting data in research information where is two basic ways by questioning and observation (Boyd, et al, 1998). **Questioning** is the most common way as any problem can be attacked using it and problem involving attitudes, knowledge and buying intentions (Boyd, et al, 1998, p.152). Another method is **Observation**, the process to observe and recognize the people by noting rather than asking (Boyd, et al, 1998). Data collection is probably contributed of all information data and questionnaire is used to make up in this study point.

Table 3.1: The three different types of questionnaire

| Questionnaire type | Ares of use | Method of administration |
|--------------------|--|--|
| Structured | Large, quantitative studies | Telephone/face-to-face/self-completion |
| Semi-Structured | Qualitative consumer studies, business to business value | Telephone/face-to-face |
| Unstructured | Qualitative studies | Depth telephone/ face-to-face/group discussion |

Source: Hague, P., Hague N. & Morgan (2004) Market research in Practice, A guide to the basic, p.99.

From table 3.1, it has shown of different from on questionnaire. **Structured questionnaire**, it is closed question to require the respondent make a selection from the list. **Semi-Structured questionnaire**, the combination of closed and opened question. **Unstructured questionnaire**, it is an opened question which the respondent will answer the question by their own way (Hague, et al., 2004).

On collecting information data, *structured questionnaires* are usually used tool mainly closed questions - questions with set the target responses. To examining the use of integrated marketing information, well performing to presented the brand of product or service and gain an interactive relations dealing with brand engagement. The method concerned of testing hypothesis that the participant and situational forms in order to statistically control for their influence on the dependent, variable and result. However the intent is to summarize from the research target to a larger population (people.uwec.edu). A survey will be used to capture of attitude, perspective and belief to measuring the study area.

3.5 CODING STRUCTURE

Questionnaire will be used to this study and the main source of data collecting is focused on five research questions. The set of questions will be gathering the information from individual survey. It conducted on limited source when needed the data from many people, gathered information for those people perception, knowledge and belief (Dillon, et al., 1993). The focused questionnaire is filled in form by the respondents who answer given questions; general information, area of knowledge and perception.

Coding is referring to the process in assign code of the various responses to particular questions. All code will be defined on questionnaire as it proceeds of closed ended question (McDaniel & Gates, 2004). Dillon, et al. (1993) assigning numerical values will be represented that data collected and analyzed the possible outcome by computer software which in this research used: SPSS Window version 17. From the research questionnaire, the code can be described in table 3.2 in each category.

Table 3.2: Questionnaire Coding: Multiple-choice (Appendix 1)

| Response items | Values |
|----------------|--|
| Sex | 1 = "Male" 2 = "Female" |
| Age | 1 = "Less than 20 years old" 2 = "20-30 years old" 3 = "31-40 years old" 4 = "41-50 years old" 5 = "51 years old or more" |
| Degree | 1 = "Less than secondary / under certificate" 2 = "High School" 3 = "Bachelor Degree" 4 = "Master Degree" 5 = "Doctoral Degree" |
| Career | 1 = "Private" 2 = "Government" 3 = "Business Owner" 4 = "Non-Profit" 5 = "Student" 6 = "Unemployment" 7 = "Other" |

(Continued)

Table 3.2 (Continued): Questionnaire Coding: Multiple-choice

| Response items | Values |
|----------------------------|---|
| Income | 1 = "Under 10,000 baht" 2 = "10,001 – 20,000 baht" 3 = "20,001 – 30,000 baht" 4 = "30,001 – 40,000 baht" 5 = "40,001 – 50,000 baht" 6 = "Over 50,001 baht" |
| Question no. 6,7,8 | 1 = "Yes" 2 = "No" |
| Question no. 9,11,28,30,47 | 1= "Advertising" 2= "Personal Selling" 3= "Direct Marketing" 4= "Public Relations" 5 = "Sale Promotions" |
| Question no. 10 | 1 = "Price" 2 = "Personal Preference" 3 = " Integrated Marketing Communication (IMC)" 4 = "By Popularity/ By Trend" 5 = "Product/service quality" |
| Question no. 29,48 | 1 = "Persuasively describe a product direct to Customer." 2 = "Create credibility." 3 = "Offer a good promotion" 4 = "Can stimulate preferred in the product" 5 = "Create a good brand image" |

Table 3.3: Questionnaire Coding: Likert-scale (Appendix 1)

| Response items | Values |
|--------------------------|---|
| Question no. 12-27,31-46 | 1 = "Strongly Disagree" 2 = "Disagree" 3 = "Uncertain" 4 = "Agree" 5 = "Strongly Agree" |

3.6 DATA ANALYSIS

According to Miles & Huberman (1994) data analysis can be considered as a descriptive order to “*fact*” which is an interpretation of data collection. The respond of every question will appeared into descriptive statistic to analyze and summarize on what the study interested. There are three measures of central tendency by mean, median and mode; it is a process of numbering a specific data to represent in quantitative or qualitative (McDaniel & Gates, 2004).

From the data, those data will analyze by mean, **mean** the sum of the values for all respondent of a variable divided by the number of respondent. Using to measuring the frequency from given values, let X_i denote the values that a variable can assume n the sample size, and the mean where \sum is the summation operator (Dillion, et a, 1993, p.374)

$$\bar{X} = \frac{\sum_{i=0}^n X_i}{n}$$

After analyze mean by each variables on high and low involvement product then bring mean of product dimensions comparing by Paired sample T-Test.

Paired sample T-Test is the technique to be used for “variables being compared are identified, the Mean, N, Standard Deviation, and Standard Error of the Mean for each variable is given” (Prince, 2000). The table will look like the following table:

Table 3.4: Paired Samples Test

| | | Paired Differences | | | | | | | |
|--------|----------|--------------------|----------------|-----------------|---|-------|------|----|-----------------|
| | | Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | | t | df | Sig. (2-tailed) |
| | | | | | Lower | Upper | | | |
| Pair 1 | BI - BI2 | .023 | 1.165 | .178 | -.335 | .382 | .131 | 42 | .896 |

Source: www.statisticssolutions.com

This study we will compare of five data groups; Advertising, PR, Direct marketing, Personal selling and Sale promotion and making a calculation to answer the assumption. The answer would show of pairing sample are different or not different in the significant, if it different the significant will below 0.05 and if above 0.05 those assumption not different.

3.7 CONCLUSION

This chapter describes in step by step of the research process in particular by research methodology, research design, population and sample selection, data collection method, coding structure then data analysis method. For data presentation will present in the next chapter.

CHAPTER 4

DATA PRESENTATION

This chapter will be present on the research data collection resulted to answer what are assumes in the early chapter. This research survey had collected of 400 respondents which the respondents are Bangkok population. The 48 questions are closed-end questionnaire; multiple questions and Likert scale which the purpose to find out the resulted in form of quantitative research using IMC on high and low involvement product affected toward brand engagement. In term of the researcher has to designed and conducted of data collecting which must be reviewed and ensure on correct data.

Data presentation is the summarized data from what are collected (Rondel, et al, 2000). To statistics of data will be presented in descriptive statistics, mean calculation and paired sample T-Test, which were completed through the use of SPSS Windows Version 17.0.

4.1 CHARACTERISTICS OF DEMOGRAPHIC VARIABLES

The summary of population sample demographic from 400 respondents will be shown in Table 4.1-4.5 on descriptive statistic.

| Table 4.1: Sex | | | | | |
|-----------------------|--------|-----------|---------|---------------|-----------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Male | 188 | 47.0 | 47.0 | 47.0 |
| | Female | 212 | 53.0 | 53.0 | 100.0 |
| | Total | 400 | 100.0 | 100.0 | |

Table 4.1 Data presented from 400 respondents will divided to 188 males which is 47% of population sample and 212 females which is 53% of population sample.

Table 4.2: Ages

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------------|-----------|---------|---------------|-----------------------|
| Valid | 20-30 years old | 202 | 50.5 | 50.5 | 50.5 |
| | 31-40 years old | 100 | 25.0 | 25.0 | 75.5 |
| | 41-50 years old | 30 | 7.5 | 7.5 | 83.0 |
| | 51 years old or more | 68 | 17.0 | 17.0 | 100.0 |
| | Total | 400 | 100.0 | 100.0 | |

There are no sample group of respondent age less than 20 years old, the resulted are age between 20-30 years old is 202 which is 50.5% of population sample, age between 31-40 years old is 100 which is 25% of population sample, age between 41-50 years old is 30 which is 7.5% of population sample and age 51 years old or more is 68 which is 17% of population sample.

Table 4.3: Education

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------|-----------|---------|---------------|-----------------------|
| Valid | High School | 4 | 1.0 | 1.0 | 1.0 |
| | Bachelor Degree | 348 | 87.0 | 87.0 | 88.0 |
| | Master Degree | 48 | 12.0 | 12.0 | 100.0 |
| | Total | 400 | 100.0 | 100.0 | |

There are no sample group of respondent of secondary school and doctoral degree. The sample from High School is 4 which is 1% of population sample, Bachelor degree is 348 which is 87% of population sample, and Master degree is 48 which is 12% of population sample.

Table 4.4: Currently Career

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|-----------------------|
| Valid | Private | 244 | 61.0 | 61.0 | 61.0 |
| | Government | 4 | 1.0 | 1.0 | 62.0 |
| | Business Owner | 74 | 18.5 | 18.5 | 80.5 |
| | Non-Profit | 8 | 2.0 | 2.0 | 82.5 |
| | Student | 40 | 10.0 | 10.0 | 92.5 |
| | Unemployment | 18 | 4.5 | 4.5 | 97.0 |
| | Other | 12 | 3.0 | 3.0 | 100.0 |
| | Total | 400 | 100.0 | 100.0 | |

There currently career of the respondents are; 244 on private which is 61% of population sample, 4 on Government which is 1% of population sample, 74 on Business owner which is 18.5% of population sample, 8 on Non-profit organization which is 2% of population sample, 40 Students which is 10% of population sample, 18 unemployment which is 4.5% of population sample and 12 for Other which is 3% of population sample.

Table 4.5: Monthly Incomes

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------------|-----------|---------|---------------|-----------------------|
| Valid | Under 10,000 baht | 30 | 7.5 | 7.5 | 7.5 |
| | 20,001 – 30,000 baht | 78 | 19.5 | 19.5 | 61.0 |
| | 30,001 – 40,000 baht | 46 | 11.5 | 11.5 | 72.5 |
| | 40,001 – 50,000 baht | 24 | 6.0 | 6.0 | 78.5 |
| | Over 50,001 baht | 86 | 21.5 | 21.5 | 100.0 |
| | Total | 400 | 100.0 | 100.0 | |

Their monthly income are 30 under 10,000 baht which is 7.5% of population sample 136 between 10,001 – 20,000 baht which is 34% of population sample, 78 between 20,001 – 30,000 baht which is 19.5% of population sample, 46 between 30,001 – 40,000 baht which is 11.5% of population sample, 24 between 40,001 – 50,000 baht which is 6% of population sample, and 86 over 50,001 baht which is 21.5% of population sample.

4.2 DATA RESULTED FROM IMC PERCEPTION TOWARD IMC

The resulted from this part was customer perception toward IMC and how much the respondents related with these IMC as the resulted be presented on table 4.6 which 400 respondents (100%) are agreed of Marketing Communications affect on their purchase behavior, 358 respondents (89.5%) are agreed of Marketing Communications build relationship between them and its brand, 356 respondents (89%) are known that Marketing communications important to them.

Table 4.6: Perception toward IMC

| Items | Yes | Percent | No | Percent |
|---|-----|---------|----|---------|
| Do Marketing Communications affect on your purchase behavior? | 400 | 100.0% | 0 | 0% |
| Do Marketing Communications build relationship between you and brand? | 358 | 89.5% | 42 | 10.5% |
| Is Marketing Communications Important to you? | 356 | 89.0% | 44 | 11.0% |

As marketing communication tool is an important way in between product and its customer and to leading of brand purpose into customer mind for making any decision and to be an existing customer along with brand. From the resulted shown on table 4.7, the number one tool that leads the product into customer is advertising 290 respondents (72.5%) followed by sale promotions 54 respondents (13.5%).

Table 4.7: Marketing Communication Tool leads the product into your mind

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------|-----------|---------|---------------|--------------------|
| Valid | Advertising | 290 | 72.5 | 72.5 | 72.5 |
| | Personal Selling | 30 | 7.5 | 7.5 | 80.0 |
| | Direct Marketing | 14 | 3.5 | 3.5 | 83.5 |
| | Public Relations | 12 | 3.0 | 3.0 | 86.5 |
| | Sale Promotions | 54 | 13.5 | 13.5 | 100.0 |
| | Total | 400 | 100.0 | 100.0 | |

Table 4.8: Factor made customer decides to used and engaged of product/service brand

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------------|-----------|---------|---------------|-----------------------|
| Valid | Price | 134 | 33.5 | 33.5 | 33.5 |
| | Personal Preference | 198 | 49.5 | 49.5 | 83.0 |
| | IMC | 20 | 5.0 | 5.0 | 88.0 |
| | By Popularity/ By Trend | 18 | 4.5 | 4.5 | 92.5 |
| | Product/ service quality | 30 | 7.5 | 7.5 | 100.0 |
| | Total | 400 | 100.0 | 100.0 | |

From table 4.8, it shown the resulted of the factors made customers decides to used and engaged of product/service brand, Personal Preference 198 (49.5%), Price 134 (33.5%) which IMC is on the fourth rank 20 (5%) .

4.3 DATA RESULTED OF IMC ON HIGH INVOLVEMENT PRODUCT

Due on customer perception of IMC on high involvement product toward customer brand engagement, the data resulted from 400 respondents (*N*) will show the connection how it affected.

Table 4.9: Marketing communication tool that customer think High involvement product used the most to communicate with customer?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------|-----------|---------|------------------|-----------------------|
| Valid | Advertising | 171 | 42.8 | 42.8 | 42.8 |
| | Personal Selling | 40 | 10.0 | 10.0 | 52.8 |
| | Direct Marketing | 41 | 10.3 | 10.3 | 63.0 |
| | Public Relations | 76 | 19.0 | 19.0 | 82.0 |

(Continued)

Table 4.9 (Continued): Marketing communication tool that customer think High involvement product used the most to communicate with customer?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------|-----------|---------|------------------|-----------------------|
| Valid | Sale Promotions | 72 | 18.0 | 18.0 | 100.0 |
| | Total | 400 | 100.0 | 100.0 | |

Even there are five marketing communication tool that the marketer can use to communication with their brand customer but 171 (42.8%) respondents think advertising is the communication tool which high involvement product used the most the engage with target customers, public relations 76 (19%), Sale promotion 72(18%), Direct marketing 41(10.3%) and personal selling 40 (10%).

The table 4.9 show resulted based on customers' perception of communication tool on high involvement product then table 4.10 will present on IMC (five dimensions) of the study product toward brand engagement.

Table 4.10: Resulted of IMC on high involvement product toward brand engagement.

| <i>Items</i> | <i>Strongly Disagree</i> | <i>Disagree</i> | <i>Uncertain</i> | <i>Agree</i> | <i>Strongly Agree</i> |
|--|------------------------------|-----------------|------------------|--------------|---------------------------|
| Advertising | | | | | |
| Its brand greater effort to customize delivery of the messages in terms of culture, feature and age length | 0 0% | 15 3.8% | 98 24.5% | 216 54% | 71 17.8% |
| You can see the advertising of the product brand clearly in common area. | 0 0% | 25 6.3% | 104 26% | 216 54% | 55 13.8% |
| You already interested in product and when you see brand advertise. It will stimulated you need. | 16 4% | 22 5.5% | 164 41% | 162 40.5% | 36 9% |

Table 4.10 (Continued): Resulted of IMC on high involvement product toward brand engagement.

| <i>Question</i> | <i>Strongly Disagree</i> | <i>Disagree</i> | <i>Uncertain</i> | <i>Agree</i> | <i>Strongly Agree</i> |
|--|------------------------------|-----------------|------------------|--------------|---------------------------|
| Advertising is important by informing its brand. | 0 0% | 7 1.8% | 31 7.8% | 219 54.8% | 143 35.8% |
| Public Relation | | | | | |
| Public relations make you always aware of new brand products. | 0 0% | 6 1.5% | 31 7.8% | 287 71.8% | 76 19% |
| You are interested in tracking news release for this brand. | 3 0.8% | 29 7.3% | 194 48.5% | 152 38% | 22 5.5% |
| You often heard the news release before this brand launched. | 0 0% | 38 9.5% | 163 40.8% | 170 42.5% | 29 7.3% |
| Direct Marketing | | | | | |
| You always got mailing or handbill from this product brand. | 46 11.5% | 135 33.8% | 90 22.5% | 113 28.3% | 16 4% |
| Always pay attention when the product brand is presented by Telemarketing. | 181 45.3% | 109 27.3% | 87 20.3% | 29 7.3% | 0 0% |
| When you got a catalog from any modern trade/shop provider, this product brand will be on first page that attracted you. | 62 15.5% | 89 22.3% | 131 32.8% | 105 26.3% | 13 3.3% |
| Sale Promotion | | | | | |
| This brand offer you more an incentive to encourage your attention then action (purchase) | 0 0% | 6 1.5% | 31 7.8% | 247 61.8% | 116 29% |
| If the promotion of product is always interested, you will engage with product brand. | 10 2.5% | 21 5.3% | 144 36% | 170 42.5% | 55 13.8% |
| Brand promotion of this product better than other competitors that make consumer always engaged. | 15 3.8% | 17 4.3% | 215 53.8% | 129 32.3% | 24 6% |

(Continued)

Table 4.10 (Continued): Resulted of IMC on high involvement product toward brand engagement.

| <i>Question</i> | <i>Strongly Disagree</i> | <i>Disagree</i> | <i>Uncertain</i> | <i>Agree</i> | <i>Strongly Agree</i> |
|--|--------------------------|-----------------|------------------|--------------|-----------------------|
| Personal Selling | | | | | |
| You are engaged with product brand when have salesperson display it to you. | 28 7% | 77 19.3% | 189 47.3% | 93 23.3% | 13 3.3% |
| You are likely to get some product information before make decision and you are looking for salespersons around product shelf. | 15 3.8% | 72 18% | 162 40.5% | 129 32.3% | 22 5.5% |
| Brand Sales representatives are helpful to build more trusted brand which make you satisfied toward brand engagement | 7 1.8% | 27 6.8% | 106 26.5% | 191 47.8% | 69 17.3% |

It can summarize on advertising that 216 (54%) are agreed which brand greater effort to customize delivery of the messages in terms of culture, feature and age length. 216 (54%) are agreed which customers can see the advertising of the product brand clearly in common area. 164(41%) are uncertain that they interested in product when see brand advertise and it will stimulated needed. 219 (54.8%) are agreed that advertising is important by informing its brand.

On public relations, 287 (71.8%) are agreed which Public relations make you always aware of new brand products. 194 (48.5%) are uncertain of interested in tracking news release for this brand. 170 (42.5%) are agreed that they often heard the news release before this brand launched.

On direct marketing, 135 (33.8%) are disagreed which they got less mailing or handbill from this product brand. 181 (45.3) are strongly disagreed to pay attention when the product brand is presented by Telemarketing. 131 (32.8%) are uncertain when they got a catalog from any modern trade/shop provider, this product brand will be on first page that attracted them.

On sale promotion, 247 (61.8%) are agreed which this brand offer them more an incentive to encourage your attention then action (purchase). 170 (42.5%) are agreed if the promotion of product is always interested, they will engage with product brand. 215 (53.8%) are uncertain that brand promotion of this product better than other competitors.

On personal selling, 189 (47.3%) are uncertain to engaged with product brand when have salesperson display product to you. 162 (40.5%) are uncertain to get some product information before make decision and you are looking for salespersons around product shelf. 191 (47.8%) are agreed that Brand Sales representatives are helpful to build more trusted brand which make you satisfied toward brand engagement.

From customer's perspective on this survey, they think the best of communication tool that can bring the customer engaged with product brand on high involvement product, the highest score is advertising 254 (63.5%) shown in table 4.11. The resulted from table 4.12 as the supported reason why the respondents had think advertising is the best tool which 117 (29.3%) it can stimulate preferred in the product.

Table 4.11: The best IMC tool for engaging with this *High involvement product* brand

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------|-----------|---------|---------------|--------------------|
| Valid | Advertising | 254 | 63.5 | 63.5 | 63.5 |
| | Personal Selling | 33 | 8.3 | 8.3 | 71.8 |
| | Direct Marketing | 2 | .5 | .5 | 72.3 |
| | Public Relations | 30 | 7.5 | 7.5 | 79.8 |
| | Sale Promotions | 81 | 20.3 | 20.3 | 100.0 |
| | Total | 400 | 100.0 | 100.0 | |

Table 4.12: Reason for engaging with IMC tool

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|------------------|-----------------------|
| Valid | Persuasively describe a product direct to customer. | 71 | 17.8 | 17.8 | 17.8 |
| | Create credibility. | 53 | 13.3 | 13.3 | 31.0 |
| | Offer a good promotion | 71 | 17.8 | 17.8 | 48.8 |
| | Can stimulate preferred in the product | 117 | 29.3 | 29.3 | 78.0 |
| | Create a good brand image | 88 | 22.0 | 22.0 | 100.0 |
| | Total | 400 | 100.0 | 100.0 | |

4.4 DATA RESULTED OF IMC ON LOW INVOLVEMENT PRODUCT

On the other hand, customer perception of IMC on low involvement product toward customer brand engagement, the data resulted from 400 respondents (*N*) will show the connection how it affected.

There are five marketing communication tool that the marketer can be use to communication with their brand customer but 234 (58.5%) respondents think advertising is the communication tool which high involvement product used the most the engage with target customers, sale promotion 83 (20.8%), personal selling 39 (9.8%), public relation 26(6.5%) and Direct marketing 18(4.5%) (Table 4.13).

Table 4.13: Marketing communication tool that customer think Low involvement product used the most to communicate with customer?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------|-----------|---------|---------------|--------------------|
| Valid | Advertising | 234 | 58.5 | 58.5 | 58.5 |
| | Personal Selling | 29 | 9.8 | 9.8 | 68.3 |
| | Direct Marketing | 18 | 4.5 | 4.5 | 72.8 |
| | Public Relations | 26 | 6.5 | 6.5 | 79.3 |
| | Sale Promotions | 83 | 20.8 | 20.8 | 100.0 |
| | Total | 400 | 100.0 | 100.0 | |

The table 4.14 show resulted based on customers' perception of communication tool on low involvement product then table 4.14 will present on IMC (five dimensions) of the study product toward brand engagement.

Table 4.14 :Resulted of IMC on low involvement product toward brand engagement.

| <i>Items</i> | <i>Strongly Disagree</i> | <i>Disagree</i> | <i>Uncertain</i> | <i>Agree</i> | <i>Strongly Agree</i> |
|--|--------------------------|-----------------|------------------|--------------|-----------------------|
| Advertising | | | | | |
| Its brand greater effort to customize delivery of the messages in terms of culture, feature and age length | 0 0% | 6 1.5% | 100 25% | 233 58.3% | 61 15.3% |
| You can see the advertising of the product brand clearly in common area. | 0 0% | 11 2.8% | 63 15.8% | 246 61.5% | 80 20% |
| You already interested in product and when you see brand advertise. It will stimulated you need. | 20 5% | 31 7.8% | 177 44.3% | 127 31.8% | 45 11.3% |
| Advertising is important by informing its brand. | 0 0% | 13 3.3% | 34 8.5% | 204 51% | 149 37.3% |

Table 4.14 (Continued): Resulted of IMC on low involvement product toward brand engagement.

| <i>Question</i> | <i>Strongly Disagree</i> | <i>Disagree</i> | <i>Uncertain</i> | <i>Agree</i> | <i>Strongly Agree</i> |
|--|--------------------------|-----------------|------------------|--------------|-----------------------|
| Public Relation | | | | | |
| Public relations make you always aware of new brand products. | 0 0% | 8 2% | 26 6.5% | 280 70% | 86 21.5% |
| You are interested in tracking news release for this brand. | 0 0% | 34 8.5% | 163 40.8% | 169 42.3% | 34 8.5% |
| You often heard the news release before this brand launched. | 0 0% | 24 6% | 162 40.5% | 168 42% | 46 11.5% |
| Direct Marketing | | | | | |
| You always got mailing or handbill from this product brand. | 68 17% | 178 44.5% | 80 20% | 74 18.5% | 0 0% |
| Always pay attention when the product brand is presented by Telemarketing. | 176 44% | 118 29.5% | 64 16% | 42 10.5% | 0 0% |
| When you got a catalog from any modern trade/shop provider, this product brand will be on first page that attracted you. | 78 19.5% | 96 24% | 122 30.5% | 96 24% | 8 2% |
| Sale Promotion | | | | | |
| This brand offer you more an incentive to encourage your attention then action (purchase) | 0 0% | 12 3% | 44 11% | 224 56% | 120 30% |
| If the promotion of product is always interested, you will engage with product brand. | 12 3% | 18 4.5% | 170 42.5% | 162 40.5% | 38 9.5% |
| Brand promotion of this product better than other competitors that make consumer always engaged. | 12 3% | 0 0% | 228 57% | 146 36.5% | 14 3.5% |
| Personal Selling | | | | | |
| You are engaged with product brand when have salesperson display it to you. | 44 11% | 58 14.5% | 196 49% | 84 21% | 18 4.5% |

Table 4.14 (Continued): Resulted of IMC on low involvement product toward brand engagement.

| <i>Question</i> | <i>Strongly Disagree</i> | <i>Disagree</i> | <i>Uncertain</i> | <i>Agree</i> | <i>Strongly Agree</i> |
|--|------------------------------|-----------------|------------------|--------------|---------------------------|
| You are likely to get some product information before make decision and you are looking for salespersons around product shelf. | 20 5% | 72 18% | 146 36.5% | 124 31% | 38 9.5% |
| Brand Sales representatives are helpful to build more trusted brand which make you satisfied toward brand engagement | 14 3.5% | 34 8.5% | 102 25.5% | 178 44.5% | 72 18% |

It can summarize on advertising that 233 (58.3%) are agreed which brand greater effort to customize delivery of the messages in terms of culture, feature and age length. 246 (61.5%) are agreed which customers can see the advertising of the product brand clearly in common area. 177(44.3%) are uncertain that they interested in product when see brand advertise and it will stimulated needed. 204 (51%) are agreed that advertising is important by informing its brand.

On public relations, 280 (70%) are agreed which Public relations make you always aware of new brand products. 169 (42.3%) are agreed that they interested in tracking news release for this brand. 168 (42%) are agreed that they often heard the news release before this brand launched.

On direct marketing, 178 (44.5%) are disagreed which they got less mailing or handbill from this product brand. 176 (44%) are strongly disagreed to pay attention when the product brand is presented by Telemarketing. 122 (30.5%) are uncertain when they got a catalog from any modern trade/shop provider, this product brand will be on first page that attracted them.

On sale promotion, 225 (56%) are agreed which this brand offer them more an incentive to encourage your attention then action (purchase). 170 (42.5%) are uncertain if the promotion of product is always interested, they will engage with product brand. 228 (57%) are uncertain that brand promotion of this product better than other competitors.

On personal selling, 196 (49%) are uncertain to engaged with product brand when have salesperson display product to you. 146 (36.5%) are uncertain to get some product information before make decision and you are looking for salespersons around product shelf. 178 (44.5%) are agreed that Brand Sales representatives are helpful to build more trusted brand which make you satisfied toward brand engagement.

From customer's perspective on this survey, they think the best of communication tool that can bring the customer engaged with product brand on low involvement product, the highest score is advertising 286 (71.5%) shown in table 4.15. The resulted from table 4.16 as the supported reason why the respondents had think advertising is the best tool which 150 (37.5%) it can stimulate preferred in the product.

Table 4.15: The best IMC tool for engaging with this Low involvement product brand

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------|-----------|---------|---------------|--------------------|
| Valid | Advertising | 286 | 71.5 | 71.5 | 71.5 |
| | Personal Selling | 38 | 9.5 | 9.5 | 81 |
| | Direct Marketing | 0 | 0 | 0 | 0 |
| | Public Relations | 6 | 1.5 | 1.5 | 82.5 |
| | Sale Promotions | 70 | 17.5 | 17.5 | 100.0 |
| | Total | 400 | 100.0 | 100.0 | |

Table 4.16: Reason for engaging with IMC tool (Low)

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|------------------|-----------------------|
| Valid | Persuasively describe a product direct to customer. | 54 | 13.5 | 13.5 | 13.5 |
| | Create credibility. | 28 | 7.0 | 7.0 | 20.5 |
| | Offer a good promotion | 76 | 19.0 | 19.0 | 39.5 |
| | Can stimulate preferred in the product | 150 | 37.5 | 37.5 | 77.0 |
| | Create a good brand image | 92 | 23.0 | 23.0 | 100.0 |
| | Total | 400 | 100.0 | 100.0 | |

4.5 COMPARING OF HIGH AND LOW INVOLVEMENT PRODUCT

Analysis of consumer perception, the study area of IMC between high and low involvement product affected toward brand engagement which can be divided into 5 dimensions; Advertising, PR, Direct marketing, Sale promotion and Personal selling as following detail:

Table 4.17: The analysis on Advertising by paired-sample T-Test

| Involvement Product comparing | \bar{X} | SD | \bar{D} | $SD_{\bar{D}}$ | t | Sig |
|----------------------------------|-----------|------|-----------|----------------|-------|------|
| High | 15.31 | 2.11 | 0.1425 | 2.59 | 1.100 | .272 |
| low | 15.45 | 2.09 | | | | |

From table 4.17, it presented \bar{X} of high involvement Product is 15.31 which SD is 2.11 then \bar{X} of low involvement Product is 15.45 which SD is 2.09. To testing the hypothesis by using paired-

sample T-Test, \bar{D} is 0.1425, $SD_{\bar{D}}$ is 2.59, statistic T-Test is 1.100 which the level of significance is .272. To these comparing, there is no different in statistic test but using advertising between high and low involvement product are affected toward customer brand engagement because the level of significance is above 0.05.

Table 4.18: The analysis on Public relations by paired-sample T-Test

| Involvement Product comparing | \bar{X} | SD | \bar{D} | $SD_{\bar{D}}$ | t | Sig |
|-------------------------------|-----------|------|-----------|----------------|-------|------|
| High | 10.96 | 1.59 | 2.475 | 1.64 | 3.011 | .003 |
| low | 11.21 | 1.57 | | | | |

From table 4.18, it presented \bar{X} of high involvement Product is 10.96 which SD is 1.59 then \bar{X} of low involvement Product is 11.21 which SD is 1.57. To testing the hypothesis by using paired-sample T-Test, \bar{D} is 2.475, $SD_{\bar{D}}$ is 1.64, statistic T-Test is 3.011 which the level of significance is 0.003 that below than 0.05. To these comparing, there is different in statistic test. Using public relations in high involvement product is affected toward customer brand engagement more than low involvement product.

Table 4.19: The analysis on direct marketing by paired-sample T-Test

| Involvement Product comparing | \bar{X} | SD | \bar{D} | $SD_{\bar{D}}$ | t | Sig |
|-------------------------------|-----------|------|-----------|----------------|-------|------|
| High | 7.49 | 2.32 | 0.5050 | 2.19 | 4.607 | .000 |
| low | 6.98 | 2.32 | | | | |

From table 4.19, it presented \bar{X} of high involvement Product is 7.49 which SD is 2.32 then \bar{X} of low involvement Product is 6.98 which SD is 2.32. To testing the hypothesis by using paired-sample T-Test, \bar{D} is 0.5050, $SD_{\bar{D}}$ is 2.19, statistic T-Test is 4.607 which the level of significance is 0.000 that below than 0.05. To these comparing, there is different in statistic test. Using direct marketing in high involvement product is affected toward customer brand engagement more than low involvement product

Table 4.20: The analysis on Sale Promotion by paired-sample T-Test

| Involvement Product comparing | \bar{X} | SD | \bar{D} | $SD_{\bar{D}}$ | t | Sig |
|-------------------------------|-----------|------|-----------|----------------|-------|-------|
| High | 11.11 | 1.71 | 0.1100 | 2.05 | 1.363 | 0.174 |
| low | 10.99 | 1.71 | | | | |

From table 4.20, it presented \bar{X} of high involvement Product is 11.11 which SD is 1.71 then \bar{X} of low involvement Product is 10.99 which SD is 1.71. To testing the hypothesis by using paired-sample T-Test, \bar{D} is 0.1100, $SD_{\bar{D}}$ is 2.05, statistic T-Test is 1.363 which the level of significance is 0.174 that above than 0.05. To these comparing, there is different in statistic test but using Sale Promotion in high and low involvement product are affected toward customer brand engagement.

Table 4.21: The analysis on personal selling by paired-sample T-Test

| Involvement Product comparing | \bar{X} | SD | \bar{D} | $SD_{\bar{D}}$ | t | Sig |
|-------------------------------|-----------|------|-----------|----------------|-------|-------|
| High | 9.86 | 2.02 | 0.0575 | 5.43 | 0.561 | 0.575 |
| low | 9.81 | 2.22 | | | | |

From table 4.21, it presented \bar{X} of high involvement Product is 9.86 which SD is 2.02 then \bar{X} of low involvement Product is 9.81 which SD is 2.22. To testing the hypothesis by using paired-sample T-Test, \bar{D} is 0.0575, $SD_{\bar{D}}$ is 5.43, statistic T-Test is 0.531 which the level of significance is 0.575 that above than 0.05. To these comparing, there is no different in statistic test but using personal selling in high and low involvement product are not affected toward customer brand engagement.

4.6 CONCLUSION

This chapter analyzed and presented of sample data collection forms refer to the research study. The resulted are cover all the research area consisted of demographic, customers perception on IMC, customers perception of IMC on high and low involvement product toward brand engagement and comparing resulted from high and low involvement product.

The summary of data will be present in the final chapter (chapter 5) which included of summary of the study, summary of finding, research questions and assumption, answer of questions and assumptions, discussion, conclusion and recommendation.

CHAPTER 5

CONCLUSIONS

This is the final chapter the most important researching emphasized in analysis part which will be summarized and discussed. This researching presents the answers to the five research questions and assumptions of this independent study. For each research question are discussed separately based on the theory and the analyze data. The final part of this last chapter consists of recommendation for future research.

5.1 SUMMARY OF STUDY

This study purpose to study of integrated marketing communication between high and low involvement product affected to customer brand engagement, to find out of customer perception which is the best marketing communication tool lead them to engaged with the product brand as the different level of involvement. There are five communications tool; advertising, public relation, direct marketing, sale promotion and personal selling. The samples were collected from 400 respondents who live in Bangkok area which they are consumed and involved with the product. The sampling method to be used for selecting sample was a questionnaire; the respondents answered all questions as cover of research finding.

5.2 SUMMARY OF FINDING

Even though, there are any aspects toward customer brand engagement but belief in traditional marketing strategy which integrated marketing communication today cannot ignoring. Most of company those who are in the marketing filed try to performed themselves in the way to attract the target.

In order to test the hypotheses of the customers' view of integrated marketing communication (IMC) on high and low involvement product affected toward customer brand engagement which divided in to five variables; Advertising, Public relation, Direct Marketing, Sale promotion and Personal selling. Each variable is facing to customers relation and its brand and therefore to determine in the communication strategy. The hypotheses separated into two models because of to comparing between the each variables of high and low involvement product which one affected the most.

5.2.1 Customer perception toward IMC

The data resulted of perception part, due to the fact that 400 respondents (100%) were believed that marketing communications affect on their purchase behavior. Almost respondents, 358 (89.5%) were agreed which marketing communications building relationship between customer and brand. Then 356 respondents (89%) trusted that marketing communication important to them.

5.2.2 IMC on Low involvement product

To answer of the hypothesis based on **low involvement product** which the research study focusing on integrated marketing communication (IMC) by using of five communication tools affected toward customers brand engagement. Data resulted shown in table 4.15 which all the respondents from the sample are agreed that IMC tools have a potential to lead customer engaged with the product brand even it is low involvement product; involves less or no risk but where advertising, PR, direct marketing, sale promotion and personal selling underlying motivation are positive.

5.2.3 IMC on High involvement product

High involvement product where it is in the same position as same as low involvement product but it differed on customer perceived toward product because of high cost and high risk. Due to the fact of data resulted on table 4.10, all IMC tools still affected toward customer brand engagement of high involvement product, which in some dimension has low score but it can understand that not necessary all of tools has the same potential level.

5.3 RESEARCH QUESTIONS AND ASSUMPTIONS

According from chapter 1, the research study objectives to answer these questions;

5.3.1 Research questions;

Research question 1: How the consumers are engaged with the brand product or service?

Research question 2: What are the benefits of using integrated marketing communications (IMC)?

Research question 3: Which is the most successful marketing communication tool to be used for low and high involvement product?

Research question 4: How can IMC affected toward Brand engagement?

5.3.2 Assumptions;

Assumption 1: Using advertising on low product involvement is strongly affected toward customer brand engagement higher than high involvement product.

Assumption 2: Using personal selling on high involvement product is strongly affected toward customer brand engagement higher than low involvement product.

Assumption 3: Using public relations on low involvement product is strongly affected toward customer brand engagement higher than high involvement product.

Assumption 4: Using direct marketing on high involvement product is strongly affected toward customer brand engagement higher than low involvement product

Assumption 5: Using sale promotion on low involvement product is strongly affected toward customer brand engagement higher than high involvement product.

5.4 ANSWER RESEARCH QUESTIONS AND ASSUMPTIONS

Research question 1: How the customers are engaged with the product or service brand?

The researcher has studies the way by customer engaged with the product or service brand, mostly customer will be engaged with these product or service by purchasing order which gain the profit to the company and satisfy those customer need. Just purchasing behavior in not enough to gain more the business efficiency because sometime those customers might decide to purchased only one time. Although, marketing communication tool is used as usual in marketing strategy but the using purposes of integrated marketing communication are more than that

At first between the relations was affected to purchasing behavior but after they were an existing customer then product brand has to make the customer keeping aware on it information or news. Then integrated marketing communication (IMC) is best tools that connected the wider gaps between customer and its brand. IMC tool can divided into five tools; advertising, public relation, direct marketing, sale promotion and personal selling. Due on the fact from table 4.6, most of the respondents are agreed which marketing communication as build the relationship to make them engaged between their product or service and it was so important that cannot ignored.

Research question 2: What are the benefits of using integrated marketing communications (IMC)?

It clearly that integrated marketing communication has create the benefit because the research found that customers are engaged which all marketing communication tools but depends on involving product and reasons. Mostly of customers perspective to its benefit because of marketing communication tool like advertising can stimulate preferred in the product even it used on high or low involvement product. The support answer shown in table 4.12 and 4.16 between high and low involvement product, even the frequency by each reason not the same score but looking from the ranking; can stimulate preferred in the product, create a good brand image, persuasively describe a product direct to customer, offer a good promotion and create credibility.

From another research, Gabrielsson & Johansson (2002, p. 65) IMC has a strong position to *“creates synergies and faster marketing communication solution for the client”*. Another benefit found IMC able to provide the overview of product or service to their customers and avoid unclear communication between customers and firms.

Research question 3: Which is the most successful marketing communication tool to be used for low and high involvement product?

As the product study had divided into the level of product involvement; high and low involvement product. Furthermore, using of IMC also help the product brand got into the market and lead to customer awareness. Because the tools bring trust, consistency, accessibility and credibility of the product brand. Due to the resulted shown in table 4.9, most respondents 171 (42.8%) are answered that advertising was the best marketing communication tools which the marketer will be use for advertise high involvement product information to the target customers. On the other hand, 234 (58.5%) respondents a bit higher than high involvement, still gave the same their perspective answer that advertising is the best suitable marketing communication tool for low involvement product to communicate with customers (see in table 4.13).

Research question 4: How can IMC affected toward brand engagement?

The researcher found the overall of this research study which IMC in tools are affected toward brand engagement but it might not in the same potential level. It depends on each marketing communication tools has enough efficiency to persuade the existing customer to keeping them engaged with product brand. Moreover, brand engagement is not defined to the end of customer to purchase but make the customer aware on product brand and maintain a good relation toward brand.

The most important traditional purpose the marketing communication area which is developed by integrated marketing communication (IMC); advertising, public relations, direct marketing, sale promotion and personal selling and because of different of communication tools will positioned to encouraged and offered special benefit to their consumer and gain of involving behavior as well. The supported answer on table 4.... And 4.... shown that all the respondents are engaged to the power of IMC that even though compared their perception between high and low involvement product.

Assumption 1: Using advertising on low involvement product is strongly affected toward customer brand engagement higher than high involvement product.

H_0 = Using advertising on low and high involvement product is no significant difference between the means affected toward customer brand engagement.

H_1 = Using advertising on low and high involvement product is significant difference between the means affected toward customer brand engagement.

To answer the assumption, it illustrated from table 4.17 there was no significance different by using advertising for high involvement product (mean= 15.31, SD= 2.11) and low involvement product (mean=15.24. SD=2.09), T value = 1.100 and the significance level was 0.272 which it was greater than 0.05. Therefore what I assumed was not accepted, because using advertising on low

involvement product was not strongly affected toward customer brand engagement more than high involvement product..

Assumption 2: Using personal selling on high involvement product is strongly affected toward customer brand engagement higher than low involvement product.

H_0 = Using personal selling on low and high involvement product is no significant difference between the means affected toward customer brand engagement.

H_1 = Using personal selling on low and high involvement product is significant difference between the means affected toward customer brand engagement.

To answer the assumption, it illustrated from table 4.21 there was no significance different by using personal selling for high involvement product (mean= 9.86, SD= 2.02) and low involvement product (mean=9.81. SD=2.02), T value = 0.561 and the significance level was 0.575 which it was greater than 0.05. Therefore what I assumed was not accepted, because using personal selling on high involvement product was not strongly affected toward customer brand engagement more than low involvement product.

Assumption 3: Using public relations on low product involvement is strongly affected toward customer brand engagement higher than high involvement product.

H_0 = Using public relations on low and high involvement product is no significant difference between the means affected toward customer brand engagement.

H_1 = Using public relations on low and high involvement product is significant difference between the means affected toward customer brand engagement.

To answer the assumption, it illustrated from table 4.18 there was significance different by using personal selling for high involvement product (mean= 10.96, SD= 1.59) and low involvement

product (mean=11.21. SD=1.57), T value = 3.011 and the significance level was 0.003 which it was less than 0.05. Therefore what I assumed was accepted, using public relations on low involvement product was strongly affected toward customer brand engagement more than high involvement product.

Assumption 4: Using direct marketing on high involvement product is strongly affected toward customer brand engagement higher than low involvement product.

H_0 = Using direct marketing on low and high involvement product is no significant difference between the means affected toward customer brand engagement.

H_1 = Using direct marketing on low and high involvement product is significant difference between the means affected toward customer brand engagement.

To answer the assumption, it illustrated from table 4.19 there was significance different by using direct marketing for high involvement product (mean= 7.49, SD= 2.32) and low involvement product (mean=6.98. SD=2.32), T value = 4.607 and the significance level was 0.000 which it was less than 0.05. Therefore what I assumed was accepted, using direct marketing on high involvement product was strongly affected toward customer brand engagement more than low involvement product.

Assumption 5: Using sale promotion on low product involvement is strongly affected toward customer brand engagement higher than high involvement product.

H_0 = Using sale promotion on low and high involvement product is no significant difference between the means affected toward customer brand engagement.

H_1 = Using sale promotion on low and high involvement product is significant difference between the means affected toward customer brand engagement.

To answer the assumption, it illustrated from table 4.20 there was no significance different by using sale promotion for high involvement product (mean= 11.11, SD= 1.71) and low involvement product (mean= 10.99 SD=1.71), T value = 1.363 and the significance level was 0.174 which it was greater than 0.05. Therefore what I assumed was not accepted, using sale promotion on high involvement product was not strongly affected toward customer brand engagement more than low involvement product.

5.5 CONCLUSION

According to this independent study, the resulted of research study found that the integrated marketing communication (IMC) on high and low involvement product affected toward customer brand engagement. It stated that customer acknowledged of the benefit on IMC in which each marketing communication tools helped them to connect and engage with the product brand, even the tool might not succeed in the same effectiveness and depends on level of involvement product.

From the analysis data shown that integrated marketing communication (IMC) included by advertising, public relations, direct marketing, sales promotion and personal selling are affected toward customer brand engagement by compared between high and low involvement product. The successful marketing communication tools as most respondents consumed the most was advertising which it was strongly affected on both of high and low involvement product. Refer to the resulted of personal selling and sale promotions which there was strongly affected on both of high and low involvement product as the same efficiency level. By contrast with public relations on low involvement product which it was strongly affected toward customer brand engagement more than high involvement product because more product production and customers had more awareness on the product new releases. Next, direct marketing on high involvement product which it was strongly affected toward customer brand engagement more than low involvement product because the product brand information sent direct to customers and highly persuades to brand engagement.

Therefore, IMC is an essential to those companies and its customers; company's marketers have to use marketing communication tools to attract the new target customer, by another aimed to keeping the existing customers who have to be aware of their product brand which customers always perceived its information and feel positive in their mind then lead them toward a better relationship among each other.

5.6 RECOMMEDATION FOR FUTURE RESEARCH

Where this study focused of IMC toward customer brand engagement, it is a new relatively concept and not seen much in research area. It seems a plenty of research area to explore according to this research subject. Earlier two variables that the study focused on are high and low involvement product, it might be the general thing to getting customers perspective in how IMC lead them to engaged with product brand even the customer might not decide to purchase but aware to those it product/service.

Since the independent study only cover on IMC benefits and five dimension effected due on customers perspective, it would be interesting to future research to finding at the implementation on IMC strategy toward brand engagement to see more effect and result. Furthermore try to study advantages and disadvantages of each marketing communication tools.

The suggestion for future research, there are;

- Would an IMC give a strong potential toward brand engagement?
- What are the advantages and disadvantages of using IMC toward brand engagement?
- Uses specify product feature on comparing due on this research topic
- Do IMC toward brand engagement improve promotional efficiency?

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APPENDIX I: The Study of Integrated Marketing Communication on High and Low Involvement Product which affected toward Customer Brand Engagement

This questionnaire asks on your opinions related on High and Low involvement product how Integrated Marketing Communication (IMC) leads you to engage with the brands.

It will take 5 – 10 minutes of your time to read and answer each question. It would be appreciated for completed this questionnaire.

The study is the part of Independent Study, Master's Degree in Business Administration International Program, Bangkok University.

Part I: General Information

1. Sex: Male Female
2. Age: Less than 20 years old
 20-30 years old
 31-40 years old
 41-50 years old
 51 years old or more
3. Education: Less than secondary / under certificate
 High School
 Bachelor Degree
 Master Degree
 Doctoral Degree

4. Currently Career:

- Private
- Government
- Business Owner
- Non-Profit
- Student
- Unemployment
- Other _____

5. Monthly Income:

- Under 10,000 baht
- 10,001 – 20,000 baht
- 20,001 – 30,000 baht
- 30,001 - 40,000 baht
- 40,001 – 50,000 baht
- Over 50,001 baht

Part II: Knowledge of IMC

Integrated Marketing Communications is the exchange process and the development of relationships by carefully examining the need and want of consumers, developing a product or service that satisfied these needs, offering it at a certain price, making it available through a particular place or channel of distributing and developing a program of promotion or communication to create awareness and interest". Marketing Communications has a several tools which are Advertising, PR, Direct Marketing, Sale Promotion and Personal Selling.

6. Do Marketing Communications affect on your purchase behavior?

- Yes
- No

7. Do Marketing Communications build relationship between you and brand?

Yes

No

8. Is Marketing Communications important to you?

Yes

No

9. Which Marketing Communication Tool leads the product into your mind?

(Choose 1 answer)

Advertising

Personal Selling

Direct Marketing

Public Relations

Sale Promotions

10. What factor made you decides to used and engaged of product/service brand?

(Choose 1 answer)

Price

Personal Preference

Integrated Marketing Communication (IMC)

By Popularity/ By Trend

Product/ service quality

Part III: Perception of Integration Marketing Communication (IMC) on “Sony Camera”(high involvement product) toward Brand engagement



11. Which marketing communication tool that you think *High involvement product* used the most to communicate and establish consumer brand engagement? (Choose 1 answer)

- Advertising
- Personal Selling
- Direct Marketing
- Public Relations
- Sale Promotions

Note: **High-Involvement Products**, products for which the buyer is prepared to spend considerable time and effort in searching.

| <i>Question</i> | <i>Strongly Disagree</i> | <i>Disagree</i> | <i>Uncertain</i> | <i>Agree</i> | <i>Strongly Agree</i> |
|--|--------------------------|-----------------|------------------|--------------|-----------------------|
| Advertising | | | | | |
| 12. Its brand greater effort to customize delivery of the messages in terms of culture, feature and age length | | | | | |
| 13. You can see the advertising of the product brand clearly in common area. | | | | | |
| 14. You already interested in product and when you see brand advertise. It will stimulate you needs. | | | | | |

| <i>Question</i> | <i>Strongly Disagree</i> | <i>Disagree</i> | <i>Uncertain</i> | <i>Agree</i> | <i>Strongly Agree</i> |
|--|--------------------------|-----------------|------------------|--------------|-----------------------|
| 15. Advertising is important by informing a brand | | | | | |
| Public Relation | | | | | |
| 16. Public relations make you always aware of new brand products. | | | | | |
| 17. You are interested in tracking news release for this brand. | | | | | |
| 18. You often heard the news release before this brand launched. | | | | | |
| Direct Marketing | | | | | |
| 19. You always got mailing or handbill from this product brand. | | | | | |
| 20. Always pay attention when the product brand is presented by Telemarketing. | | | | | |
| 21. When you got a catalog from any modern trade/shop provider, this product brand will be on first page that attracted you. | | | | | |
| Sale Promotion | | | | | |
| 22. This brand offers you more an incentive to encourage your attention then action (purchase). | | | | | |
| 23. If the promotion of product is always interested, you will engage with product brand. | | | | | |
| 24. Brand promotion of this product better than other competitors that make consumer always engaged. | | | | | |

| <i>Question</i> | <i>Strongly Disagree</i> | <i>Disagree</i> | <i>Uncertain</i> | <i>Agree</i> | <i>Strongly Agree</i> |
|--|--------------------------|-----------------|------------------|--------------|-----------------------|
| Personal Selling | | | | | |
| 25. You are engaged with product brand when have salesperson display it to you. | | | | | |
| 26. You are likely to get some product information before make decision and you are looking for salespersons around product shelf. | | | | | |
| 27. Brand Sales representatives are helpful to build more trusted brand which make you satisfied toward brand engagement | | | | | |

28. Which tool do you think is the best for engaging with this *high involvement product* brand (Choose 1 answer)

- Advertising
- Personal Selling
- Direct Marketing
- Public Relations
- Sale Promotions

29. Based on question no.28, why this tool was the best? (Choose 1 answer)

- Persuasively describe a product direct to customer.
- Create credibility.
- Offer a good promotion.
- Can stimulate preferred in the product.
- Create a good brand image.

Part IV: Perception of Integration Marketing Communication (IMC) on “COKE”(low involvement product) toward Brand engagement



30. Which marketing communication tool that you think *Low involvement product* used the most to communicate and establish consumer brand engagement ?

(Choose 1 answer)

- Advertising
- Personal Selling
- Direct Marketing
- Public Relations
- Sale Promotions

Note: **Low-Involvement Products** - products which are bought frequently and with a minimum of thought and effort because they are not of vital concern nor have any great impact on the consumer's lifestyle.

| <i>Question</i> | <i>Strongly Disagree</i> | <i>Disagree</i> | <i>Uncertain</i> | <i>Agree</i> | <i>Strongly Agree</i> |
|--|--------------------------|-----------------|------------------|--------------|-----------------------|
| Advertising | | | | | |
| 31. Its brand greater effort to customize delivery of the messages in terms of culture, feature and age length | | | | | |
| 32. You can see the advertising of the product brand clearly in common area. | | | | | |
| 33. You already interested in product and when you see brand advertise. It will stimulate you needs. | | | | | |

| <i>Question</i> | <i>Strongly Disagree</i> | <i>Disagree</i> | <i>Uncertain</i> | <i>Agree</i> | <i>Strongly Agree</i> |
|--|--------------------------|-----------------|------------------|--------------|-----------------------|
| 34. Advertising is important by informing a brand | | | | | |
| Public Relation | | | | | |
| 35. Public relations make you always aware of new brand products. | | | | | |
| 36. You are interested in tracking news release for this brand. | | | | | |
| 37. You often heard the news release before this brand launched. | | | | | |
| Direct Marketing | | | | | |
| 38. You always got mailing or handbill from this product brand. | | | | | |
| 39. Always pay attention when the product brand is presented by Telemarketing. | | | | | |
| 40. When you got a catalog from any modern trade/shop provider, this product brand will be on first page that attracted you. | | | | | |
| Sale Promotion | | | | | |
| 41. This brand offers you more an incentive to encourage your attention then action (purchase). | | | | | |
| 42. If the promotion of product is always interested, you will engage with product brand. | | | | | |
| 43. Brand promotion of this product better than other competitors that make consumer always engaged. | | | | | |

| <i>Question</i> | <i>Strongly Disagree</i> | <i>Disagree</i> | <i>Uncertain</i> | <i>Agree</i> | <i>Strongly Agree</i> |
|--|--------------------------|-----------------|------------------|--------------|-----------------------|
| Personal Selling | | | | | |
| 44. You are engaged with product brand when have salesperson display it to you. | | | | | |
| 45. You are likely to get some product information before make decision and you are looking for salespersons around product shelf. | | | | | |
| 46. Brand Sales representatives are helpful to build more trusted brand which make you satisfied toward brand engagement | | | | | |
| | | | | | |

47. Which tool do you think is the best for engaging with this *low involvement product* brand (Choose 1 answer)

- Advertising
- Personal Selling
- Direct Marketing
- Public Relations
- Sale Promotions

48. Based on question no.47, why this tool was the best? (Choose 1 answer)

- Persuasively describe a product direct to customer.
- Create credibility.
- Offer a good promotion.
- Can stimulate preferred in the product.
- Create a good brand image.

“Thank You”

APPENDIX II: การศึกษากลยุทธ์การสื่อสารทางการตลาด (Integrated Marketing Communication) ของสินค้าที่มีส่วนร่วมสูงและต่ำ ซึ่งมีผลต่อการสร้างประสบการณ์ร่วมระหว่างแบรนด์กับผู้บริโภค

จุดประสงค์ของแบบสอบถามฉบับนี้ เพื่อเป็นข้อมูลประกอบรายงานการวิจัยเกี่ยวกับกลยุทธ์การสื่อสารทางการตลาด เพื่อส่งเสริมการขายของสินค้า ซึ่งมีผลต่อความสัมพันธ์ระหว่างแบรนด์และผู้บริโภค

แบบสอบถามจะใช้เวลา 5-10 นาที ในการอ่านและตอบคำถามแต่ละข้อ

แบบสอบถามฉบับนี้เป็นส่วนหนึ่งของวิชาการค้นคว้าอิสระ หลักสูตรบริหารธุรกิจมหาบัณฑิต ภาควิชาภาษาอังกฤษ มหาวิทยาลัยกรุงเทพ

ส่วนที่ 1 : ข้อมูลทั่วไป

1. เพศ เพศชาย เพศหญิง
2. อายุ ต่ำกว่า 20 ปี
 20 – 30 ปี
 31 – 40 ปี
 41 – 50 ปี
 51 ปี ขึ้นไป
3. การศึกษา ต่ำกว่ามัธยมศึกษา/ ปวช.
 มัธยมศึกษา
 ปริญญาตรี
 ปริญญาโท
 ปริญญาเอก

4. อาชีพ
- เอกชน
 - ข้าราชการ
 - ธุรกิจส่วนตัว
 - องค์กรไม่แสวงหาผลกำไร
 - นักเรียน นิสิต นักศึกษา
 - ว่างาน
 - อื่นๆ (โปรดระบุ).....
5. รายได้ต่อเดือน
- น้อยกว่า 10,000 บาท
 - 10,001 – 20,000 บาท
 - 20,001 – 30,000 บาท
 - 30,001 – 40,000 บาท
 - 40,001 – 50,000 บาท
 - 50,001 บาท ขึ้นไป

ส่วนที่ 2 : ความรู้ทั่วไปเกี่ยวกับการกลยุทธ์การสื่อสารทางการตลาด (Integrated Marketing Communication)

กลยุทธ์การสื่อสารทางการตลาด (IMC) เป็นกระบวนการแลกเปลี่ยนและพัฒนาความสัมพันธ์ระหว่างผู้ซื้อและผู้ขาย โดยต้องมีตรวจสอบอย่างรอบคอบถึงความต้องการของผู้บริโภค เพื่อพัฒนาสินค้าหรือบริการที่พึงพอใจต่อความต้องการเหล่านี้ได้ โดยการนำเสนอสินค้าต่างๆจะผ่านช่องทางการจัดจำหน่าย และพัฒนาโปรแกรมการส่งเสริมการขายหรือการสื่อสาร เพื่อสร้างความตระหนักและความสนใจแก่ผู้บริโภค โดย ใช้ร่วมกันอย่างมีประสิทธิภาพ กลยุทธ์ทางการสื่อสารได้แก่ทั้งการโฆษณาผ่านสื่อต่างๆ(Advertising) การขายโดยพนักงาน (Personal Selling) การส่งเสริมการขาย (Sales Promotion) การประชาสัมพันธ์ (Public Relations) และการขายตรงแก่ผู้บริโภค (Direct Marketing)

6. การสื่อสารทางการตลาดมีผลต่อพฤติกรรมการซื้อของคุณหรือไม่

- มี ไม่มี

7. การสื่อสารทางการตลาดช่วยสร้างความสัมพันธ์ระหว่างคุณกับแบรนด์หรือไม่

- ใช่ ไม่ใช่

8. การสื่อสารทางการตลาดมีความสำคัญสำหรับคุณหรือไม่

- มี ไม่มี

9. กลยุทธ์หรือเครื่องมือสื่อสารทางการตลาดใด ที่สามารถนำเสนอสินค้าตรงความต้องการของคุณ

(โปรดเลือก 1 ข้อ)

- โฆษณาผ่านสื่อ(Advertising)
 การขายโดยพนักงาน (Personal Selling)
 การขายตรง(Direct Marketing)
 การประชาสัมพันธ์ (Public Relations)
 การส่งเสริมการขาย (Sales Promotion)

10. ปัจจัยอะไรที่ช่วยทำให้คุณตัดสินใจเลือกซื้อหรือเลือกใช้ผลิตภัณฑ์นั้นๆ

- ราคา
 ความชอบส่วนตัว
 กลยุทธ์หรือเครื่องมือสื่อสารทางการตลาด
 ตามความนิยมหรือค่านิยมในปัจจุบัน
 คุณภาพของสินค้า

ส่วนที่ 3 : ทักษะต่อการใช้กลยุทธ์หรือเครื่องมือสื่อสารทางการตลาดต่อสินค้าที่มีส่วนร่วมสูงของกล้องถ่ายรูปชนิดนี้
ต่อการสร้างประสบการณ์ร่วมระหว่างแบรนด์กับผู้บริโภค



11. กลยุทธ์หรือเครื่องมือสื่อสารทางการตลาดที่คุณคิดว่า สินค้าที่มีส่วนร่วมสูง High involvement Product นิยมนำมาใช้มากที่สุดในการสร้างการสื่อสารทางการตลาดกับผู้บริโภค (โปรดเลือก 1 ข้อ)

- โฆษณาผ่านสื่อ (Advertising)
- การขายโดยพนักงาน (Personal Selling)
- การขายตรง (Direct Marketing)
- การประชาสัมพันธ์ (Public Relations)
- การส่งเสริมการขาย (Sales Promotion)

ข้อมูลเพิ่มเติม: สินค้าที่มีส่วนร่วมสูง *High involvement Product* หมายถึง สินค้าที่มีราคาสูง ไม่คุ้นเคย ผู้บริโภคต้องพยายามในการหาข้อมูลและใช้เวลามากก่อนการตัดสินใจซื้อ อาทิเช่น รถยนต์ บ้าน เป็นต้น

| คำถาม | ไม่เห็นด้วยอย่างยิ่ง | ไม่เห็นด้วย | ไม่สนใจ | เห็นด้วย | เห็นด้วยอย่างยิ่ง |
|---|----------------------|-------------|---------|----------|-------------------|
| โฆษณาผ่านสื่อ (Advertising) | | | | | |
| 12. แบรินด์มีความพยายามที่จะปรับแต่งการส่งข้อความในแง่ของวัฒนธรรม, คุณลักษณะ และช่วงของอายุ | | | | | |
| 13. คุณสามารถเห็นโฆษณาของตราสินค้าอย่างชัดเจนในพื้นที่ทั่วไป | | | | | |

| คำถาม | ไม่เห็นด้วยอย่างยิ่ง | ไม่เห็นด้วย | ไม่แน่ใจ | เห็นด้วย | เห็นด้วยอย่างยิ่ง |
|---|----------------------|-------------|----------|----------|-------------------|
| 14. คุณมีความสนใจในสินค้าและเมื่อคุณเห็นโฆษณาแบรนด์ จะกระตุ้นให้คุณเกิดความต้องการ | | | | | |
| 15. สื่อโฆษณาเป็นสิ่งสำคัญที่จะช่วยให้แบรนด์เผยแพร่และเป็นที่รู้จัก | | | | | |
| การประชาสัมพันธ์ (Public Relations) | | | | | |
| 16. การประชาสัมพันธ์ทำให้คุณทราบถึงสินค้าของแบรนด์ที่ออกใหม่เสมอ | | | | | |
| 17. คุณสนใจติดตามข่าวประชาสัมพันธ์ของแบรนด์นี้ | | | | | |
| 18. คุณมักจะได้อินข่าวประชาสัมพันธ์การเปิดตัวสินค้าใหม่ของแบรนด์ก่อนมีการวางจำหน่าย | | | | | |
| การขายตรง(Direct Marketing) | | | | | |
| 19. คุณมักจะได้รับแผ่นพับหรือใบปลิวโฆษณาของแบรนด์สินค้านี้เสมอ | | | | | |
| 20. คุณมักจะให้ความสนใจในสินค้าเมื่อมีการนำเสนอขายและบริการผ่านทางโทรศัพท์ | | | | | |
| 21. เมื่อคุณได้รับแคตตาล็อกสินค้าจากร้านค้าหรือผู้ให้บริการ แบรนด์สินค้านี้มักจะอยู่ในหน้าแรกที่คุณสนใจ | | | | | |
| การส่งเสริมการขาย (Sales Promotion) | | | | | |
| 22. โปรโมชั่นของแบรนด์สินค้านี้กระตุ้นแรงจูงใจ เพื่อส่งเสริมให้ผู้บริโภคซื้อสินค้า | | | | | |

| คำถาม | ไม่เห็นด้วยอย่างยิ่ง | ไม่เห็นด้วย | ไม่แน่ใจ | เห็นด้วย | เห็นด้วยอย่างยิ่ง |
|---|----------------------|-------------|----------|----------|-------------------|
| 23.หากโปรโมชั่นของสินค้ามีความน่าสนใจ คุณจะมีส่วนร่วมกับแบรนด์สินค้าอย่างเสมอ | | | | | |
| 24.การจัดโปรโมชั่นของแบรนด์สินค้านี้ดีกว่า สินค้าคู่แข่งประเภทเดียวกัน | | | | | |
| การขายโดยพนักงาน (Personal Selling) | | | | | |
| 25.คุณชอบหรือต้องการสินค้าเมื่อมีพนักงาน ขายมาขายนำเสนอขายให้คุณ | | | | | |
| 26. คุณมีแนวโน้มที่ต้องการได้รับข้อมูลสินค้า ก่อนที่จะตัดสินใจและคุณจะมองหาพนักงาน ขายของสินค้านี้ที่บริเวณจุดขายนั้น | | | | | |
| 27.ตัวแทนขายสินค้าจะช่วยในการสร้างตรา สินค้าที่เชื่อถือได้ ที่ทำให้คุณพอใจต่อความ ผูกพันในแบรนด์สินค้านี้ | | | | | |

28. คุณคิดว่ากลยุทธ์หรือเครื่องมือสื่อสารทางการตลาดใด ที่ดีที่สุดและเหมาะสมสำหรับการสร้างความสัมพันธ์
ระหว่างคุณกับแบรนด์สินค้าของกล้อง โซนี่ Sony ได้ (โปรดเลือก 1 ข้อ)

- โฆษณาผ่านสื่อ(Advertising)
- การขายโดยพนักงาน (Personal Selling)
- การขายตรง(Direct Marketing)
- การประชาสัมพันธ์ (Public Relations)
- การส่งเสริมการขาย (Sales Promotion)

29. จากคำถามข้อ 28 ทำไมคุณถึงคิดว่ากลยุทธ์หรือเครื่องมือสื่อสารทางการตลาดที่คุณเลือกถึงดีที่สุดและเหมาะสมที่สุด (โปรดเลือก 1 ข้อ)

- มีการชวนเชิญและอธิบายข้อมูลของสินค้าให้แก่ผู้บริโภคโดยตรง
- สร้างความน่าเชื่อถือต่อแบรนด์สินค้า
- มีการนำเสนอโปรโมชั่นที่ดี
- สามารถกระตุ้นความต้องการที่มีต่อสินค้า
- มีการสร้างภาพลักษณ์ของแบรนด์สินค้าที่ดี

ส่วนที่ 4: ทักษะคิดต่อการใช้กลยุทธ์หรือเครื่องมือสื่อสารทางการตลาดต่อสินค้าที่มีส่วนร่วมต่ำผลิตภัณฑ์เครื่องดื่ม โคล้ก (Coke) ต่อการสร้างประสบการณ์ร่วมระหว่างแบรนด์กับผู้บริโภค



30 .กลยุทธ์หรือเครื่องมือสื่อสารทางการตลาดใดที่คุณคิดว่า**สินค้าที่มีส่วนร่วมต่ำ** *Low involvement Product* นิยมนำมาใช้มากที่สุดในการสร้างการสื่อสารทางการตลาดกับผู้บริโภค (โปรดเลือก 1 ข้อ)

- โฆษณาผ่านสื่อ(Advertising)
- การขายโดยพนักงาน (Personal Selling)
- การส่งเสริมการขาย (Sales Promotion)
- การประชาสัมพันธ์ (Public Relations)
- การขายตรง(Direct Marketing)

ข้อมูลเพิ่มเติม: สินค้าที่มีส่วนร่วมต่ำ *Low involvement Product* หมายถึง สินค้าที่ซื้อได้บ่อย ผู้บริโภคมีความคุ้นเคย ราคาไม่สูง อาทิเช่น สินค้าอุปโภค/บริโภค สบู่, แชมพู, ข้าวสาร, อาหารแห้ง เป็นต้น

| คำถาม | ไม่เห็นด้วยอย่างยิ่ง | ไม่เห็นด้วย | ไม่แน่ใจ | เห็นด้วย | เห็นด้วยอย่างยิ่ง |
|--|----------------------|-------------|----------|----------|-------------------|
| โฆษณาผ่านสื่อ(Advertising) | | | | | |
| 31. แบรินด์มีความพยายามที่จะปรับแต่งการส่งข้อความในแง่ของวัฒนธรรม,คุณลักษณะ และช่วงของอายุ | | | | | |
| 32. คุณสามารถเห็นโฆษณาของตราสินค้าอย่างชัดเจนในพื้นที่ทั่วไป | | | | | |
| 33. คุณมีความสนใจในสินค้าและเมื่อคุณเห็นโฆษณาแบรนด์ จะกระตุ้นให้คุณเกิดความ ต้องการ | | | | | |
| 34. สื่อโฆษณาเป็นสิ่งสำคัญที่จะช่วยให้แบรนด์เผยแพร่และเป็นที่รู้จัก | | | | | |
| การประชาสัมพันธ์ (Public Relations) | | | | | |
| 35. การประชาสัมพันธ์ทำให้คุณทราบถึงสินค้าของแบรนด์ที่ออกใหม่เสมอ | | | | | |
| 36. คุณสนใจติดตามข่าวประชาสัมพันธ์ของแบรนด์นี้ | | | | | |
| 37. คุณมักจะได้ยินข่าวประชาสัมพันธ์การเปิดตัวสินค้าใหม่ของแบรนด์ก่อนมีการวางจำหน่าย | | | | | |
| การขายตรง(Direct Marketing) | | | | | |
| 38. คุณมักจะได้รับแผ่นพับหรือใบปลิวโฆษณาของแบรนด์สินค้านี้เสมอ | | | | | |
| 39. คุณมักจะให้ความสนใจในสินค้าเมื่อมีการนำเสนอขายและบริการผ่านทางโทรศัพท์ | | | | | |

| คำถาม | ไม่เห็นด้วยอย่างยิ่ง | ไม่เห็นด้วย | ไม่แน่ใจ | เห็นด้วย | เห็นด้วยอย่างยิ่ง |
|---|----------------------|-------------|----------|----------|-------------------|
| 40. เมื่อคุณได้รับแคตตาล็อกสินค้าจากร้านค้าหรือผู้ให้บริการ แบนด์สินค้านี้มักจะอยู่ในหน้าแรกที่คุณสนใจ | | | | | |
| การส่งเสริมการขาย (Sales Promotion) | | | | | |
| 41. โปรโมชั่นของแบนด์สินค้านี้กระตุ้นแรงจูงใจ เพื่อส่งเสริมให้ผู้บริโภคซื้อสินค้า | | | | | |
| 42. หากโปรโมชั่นของสินค้ามีความน่าสนใจ คุณจะมีส่วนร่วมกับแบนด์สินค้าอย่างเสมอ | | | | | |
| 43. การจัดโปรโมชั่นของแบนด์สินค้านี้ ดีกว่าสินค้าคู่แข่งประเภทเดียวกัน | | | | | |
| การขายโดยพนักงาน (Personal Selling) | | | | | |
| 44. คุณชอบหรือต้องการสินค้าเมื่อมีพนักงานขายมาขายนำเสนอขายให้คุณ | | | | | |
| 45. คุณมีแนวโน้มที่ต้องการได้รับข้อมูลสินค้าก่อนที่จะตัดสินใจและคุณจะมองหาพนักงานขายของสินค้านี้ที่บริเวณจุดขายนั้น | | | | | |
| 46. ตัวแทนขายสินค้าจะช่วยในการสร้างตราสินค้าที่เชื่อถือได้ ที่ทำให้คุณพอใจต่อความผูกพันในแบนด์สินค้านี้ | | | | | |

47. คุณคิดว่ากลยุทธ์หรือเครื่องมือสื่อสารทางการตลาดใด ที่ดีที่สุดและเหมาะสมสำหรับการสร้างความสัมพันธ์ระหว่างคุณกับแบรนด์สินค้าโค้ก (Coke) ได้ (โปรดเลือก 1 ข้อ)

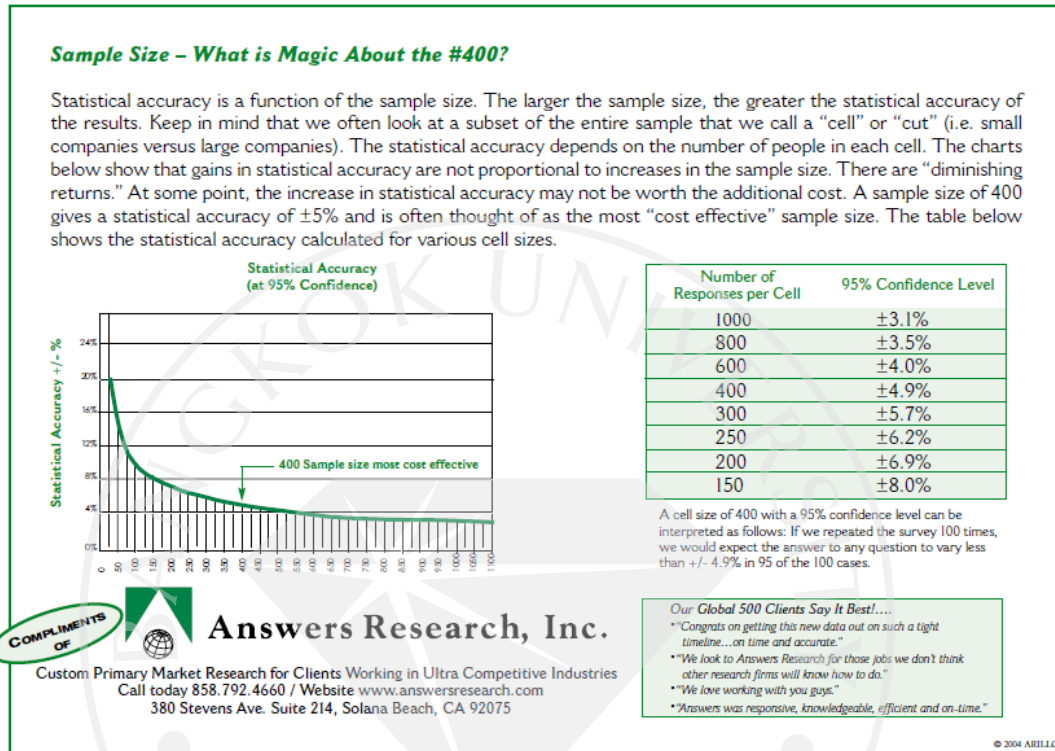
- โฆษณาผ่านสื่อ(Advertising)
- การขายโดยพนักงาน (Personal Selling)
- การขายตรง(Direct Marketing)
- การประชาสัมพันธ์ (Public Relations)
- การส่งเสริมการขาย (Sales Promotion)

48. จากคำถามข้อ 47 ทำไมคุณถึงคิดว่ากลยุทธ์หรือเครื่องมือสื่อสารทางการตลาดที่คุณเลือกถึงดีที่สุดและเหมาะสมที่สุด (โปรดเลือก 1 ข้อ)

- มีการชวนเชิญและอธิบายข้อมูลของสินค้าให้แก่ผู้บริโภคโดยตรง
- สร้างความน่าเชื่อถือต่อแบรนด์สินค้า
- มีการนำเสนอโปรโมชั่นที่ดี
- สามารถกระตุ้นความต้องการที่มีต่อสินค้า
- มีการสร้างภาพลักษณ์ของแบรนด์สินค้าที่ดี

“ขอขอบคุณค่ะ”

APPENDIX III: 400 sample size



Source: Answer Research Inc. <http://www.answersresearch.com>

BIODATA

Name: Miss Ratanakamol Chansiri

Date of Birth: August 22, 1983

Place of Birth: Bangkok, Thailand

Education: Bangkok University International College, Bachelor of Communication Arts, 2005.

Bangkok University, Graduated School, Master of Business Administration, 2010

