

## **Configurations for Ramification of Integrated Marketing Communication (IMC) On Consumer Behavioral Intention- A Manifestation of Online Cosmetic Industry**

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### **Abstract**

It is impossible to overestimate the value of integrated marketing communication (IMC) in the online cosmetics business. IMC is a crucial tool for businesses in the sector to connect with their target markets and foster brand loyalty, which may boost sales and profitability. IMC is crucial for online cosmetic retailers since it helps them comprehend their clients. Companies may gather information and analyze consumer behavior by leveraging a variety of channels and platforms, which allows them to better target their marketing campaigns.

Consumer behavior intention may have an impact on the development or demise of the online cosmetics sector. Consumer behaviour and intention have a significant impact on the development and demise of the online cosmetics market. Positive intentions have the potential to promote sales, customer loyalty, and positive marketing, whilst negative intentions have the potential to reduce these things. Thus, the present research has been focused to provide a framework for establishing relationship between IMC and consumer behavioral intention in Cosmetic industry in India.

The questionnaire used to collect the primary data was adopted from a previous research. Herein exploratory factor analysis (EFA) has been conducted using AMOS 23.0. Using the final framework obtained, Visual identity, word of mouth, media relations and social media relations were found to be the factors of IMC that contribute to consumer behavioural intention in the online cosmetic industry in India.

**Keywords:** Integrated marketing communication, Visual identity, word of mouth, media relations and social media relations

### **Introduction**

It is impossible to overestimate the value of integrated marketing communication (IMC) in the online cosmetics business. IMC is a crucial tool for businesses in the sector to connect with their target markets and foster brand loyalty, which may boost sales and profitability. IMC enables businesses to convey a consistent message across many media, such as digital, television, radio, and print (Seyyed Amiri et al., 2017). Customers will be able to identify the company and its goods thanks to this consistent messaging, which may help develop a coherent brand image.

IMC is crucial for online cosmetic retailers since it helps them comprehend their clients. Companies may gather information and analyze consumer behavior by leveraging a variety of channels and platforms, which allows them to better target their marketing campaigns (Fard et al., 2013). They may construct campaigns that appeal to their target audiences, more successfully target consumers, and provide more desired goods as a result.

IMC is crucial for online cosmetic businesses because it helps them to create lasting relationships with clients. Social media, emails, and other platforms may be used by businesses to interact with consumers and build enduring connections that may enhance sales (Racolta-Paina & Luncaşu, 2014). IMC may assist businesses in developing connections with influencers and subject matter experts, which may result in more visibility and a bigger clientele.

In order for online cosmetic businesses to effectively reach their target audiences and boost sales, comprehensive marketing communication is crucial. Companies may develop a unified brand identity, comprehend their target market, and forge connections with influencers and consumers by adopting IMC.

Intentional consumer behavior has a significant impact on the development and demise of the online cosmetics market. Customers are more likely to make purchases from a website when they are shopping online with good intentions, such as wanting to test a new product or seeking for a certain item (Pairoa & Arunrangsiwed, 2016). Customers are less likely to make a purchase when they have bad intentions, such as feeling angry with the website or overwhelmed by the variety of options.

Additionally, the aim of consumers' conduct might have an impact on the development or demise of the online cosmetics market in terms of client loyalty. Customers are more likely to return to a website in the future and stick around if they are purchasing online with good intentions (Dimitrova et al., 2009). On the other hand, buyers are less likely to return and develop a devoted following when they have bad intentions when purchasing online.

Last but not least, consumer behavior intention may have an impact on the development or demise of the online cosmetics sector. Customers are more open to marketing efforts and more inclined to share positive evaluations and experiences when they are purchasing online with good intentions (Nabila & Wibowo, 2022). Customers are less likely to respond constructively to marketing efforts and are more inclined to share unfavourable opinions and experiences when they have negative intents when purchasing online.

In conclusion, consumer behaviour and intention have a significant impact on the development and demise of the online cosmetics market. Positive intentions have the potential to promote sales, customer loyalty, and positive marketing, whilst negative intentions have the potential to reduce these things. Thus, the present research has been focused to provide a configuration for establishing relationship between IMC and consumer behavioural intention in Cosmetic industry in India.

## Literature Review

### **Integrated marketing communication (IMC) - The use for E-commerce Industry**

The increased usage rate of social media and the web has accelerated this increase. With every passing day, companies are joining the e-commerce industry making e-commerce industry to grow with highest growth rates worldwide (Xia & Lv, 2021). IMC is now working parallel to e-commerce covering the technology and marketing arm.

The bombarding growth of the e-commerce industry has made it challenging for businesses to keep up with the evolving environment. It has also become difficult to become a market leader let alone remain one step ahead of the competitors (Chaturvedi & Kishore Babu, 2020). In this direction the e-commerce businesses are now using the power of IMC to build effective advertisements and digital marketing strategies that include their consumers and enhance their sales.

IMC has been utilized by e-commerce businesses to create communicating, convincing campaigns that deliver useful information to consumers. Such information is then utilised by the consumers to make wise choices (Fiat et al., 2021).

As stated by Wan, (2022), E-commerce companies are now using IMC to promote their goods and services. IMC facilitates these platforms to interact with their users and potential customers through several strategies and communication channels like conventional public relations, advertising, digital and social media marketing.

Integration with the components of the IMC strategy, including as social media, email marketing, and search engine marketing all facilitate in establishing a bond with the customer and consumers (Rodrigues & Martinez, 2020) leading to increase in customer acquisition.

Owing to increase in the online presence of customers, it is imperative for the e-commerce companies to create visual identity and design for themselves. IMC steps in here by facilitating these companies in creating visual identity for companies using aspects like digitally appealing logos, colour scheme for online content for the companies like for websites and blogs or promotions, typefaces (company's values and message) and images (Falcidieno et al., 2022).

## **Components of integrated marketing communication**

### **a. Website**

One of the crucial parts of IMC is the website. It works well for businesses to promote their brands, interact with consumers, and increase sales (Melewar et al., 2017). Additionally, websites make it possible for marketers to reach bigger target audiences at a lesser cost than they could with more conventional techniques like print, radio, and television advertising.

Additionally, websites provide businesses the chance to give clients an engaging user experience. Companies may create a more engaging and educational experience that increases customer loyalty and satisfaction by giving consumers access to information about their products and services (Jayakrishnan, 2021). Websites also provide businesses the opportunity to offer clients material that is tailored to their tastes, which can be utilized to boost sales.

Websites also provide businesses the ability to monitor consumer behavior and spot possible areas for marketing and communication strategy improvement. Businesses may monitor how consumers engage with their websites, for instance, by tracking the page's users read and the amount of time they spend there, using website analytics (Fard et al., 2013). The creation of more precise and successful marketing efforts may then be done using this data.

Websites are a useful part of integrated marketing communications, to sum up. They let businesses reach bigger target audiences at reduced costs, provide consumers an engaging experience, and monitor customer behaviour to find possible areas for development. Websites are thus a crucial part of IMC for businesses in the online cosmetics sector.

### **b. Promotions**

The IMC strategy includes promotions as a key element. They may be used to increase sales and assist businesses in raising awareness of their names, goods, and services (Melewar et al., 2017). A research (Shalini, 2018) found that promotions may increase brand identification and loyalty while also increasing sales.

Promotional campaigns may be used to reach target demographics and develop messaging that persuades consumers to make purchases. To entice consumers to make a purchase, businesses might use a variety of promotional strategies, including discounts, coupons, and promotional codes. Promotional efforts may also be used to engender a feeling of urgency among consumers, encouraging them to buy goods and services.

Additionally, promotions may be utilized to develop connections with clients and strike up an emotional connection. Promotions are a great way for businesses to thank devoted consumers, interact with new clients, and foster a feeling of community (Dunes & Pras, 2013). Promotions may also be utilized to build a favorable reputation for the business and brand, which may boost client loyalty.

In conclusion, for businesses in the online cosmetics sector, promotions are a crucial part of IMC. They provide businesses the ability to communicate effectively with consumers and target groups. Therefore, promotions are a crucial tool for businesses to boost sales and foster brand loyalty.

### **c. Visual Identity/ Design**

A vital part of IMC is visual branding and design. They help a business and its goods or services develop a distinctive and identifiable character (Melewar et al., 2017). Visual identity and design may be utilized to increase brand identification and loyalty as well as revenue, according to a research by Wang & Yu, (2022).

A company's visual identity and design may be utilized to give it a distinctive and identifiable appearance that will set it apart from rivals. Companies may develop a unified visual identity across all platforms by using a variety of components, including colour, typography, and iconography (Jestratijevic & Ann Rudd, 2022). Additionally, visual identity and design may be utilized to build credibility and trust with customers, which can result in more sales and client retention.

Additionally, a company's visual identity and design may be utilized to engage clients on an emotional level. Visuals may be utilized by businesses to elicit certain emotions and sensations, which can be used to provide consumers a more engaging and memorable experience (Stokinger & Ozuem, 2018). Additionally, graphics have the ability to convey ideas clearly and rapidly, which may be utilized to draw in new clients.

For businesses in the online cosmetics sector, visual identity and design are crucial IMC elements. They provide businesses the ability to develop a distinctive and identifiable design, increase brand awareness and loyalty, and create an emotional connection with consumers. Visuals are thus crucial tools for businesses to boost sales and develop a strong brand image.

#### **d. Word of Mouth**

A key element of IMC is word-of-mouth (WoM). It works well for businesses to increase sales, foster client loyalty, and increase brand awareness (Melewar et al., 2017). A 2009 research by Stokinger & Ozuem, (2018) found that word-of-mouth marketing may be utilized to reach wider target audiences and promote a business's goods and services.

An efficient route for communication between customers and the business may be established via word of mouth. Businesses may interact with consumers, develop relationships, and create a sense of community by using word of mouth. Furthermore, word-of-mouth marketing may be utilized to promote a favourable perception of the business and its goods and services, which may improve customer loyalty and revenue.

WoM may also be leveraged to provide clients unique and valuable experiences (Biegańska, 2018). Businesses may leverage word-of-mouth to provide consumers a more individualized and distinctive experience, which can boost their pleasure and loyalty. WoM advertising may also be utilized to reach broader target markets and build brand awareness, both of which can lead to sales.

In conclusion, for businesses in the online cosmetics sector, word-of-mouth is a crucial part of IMC. It allows businesses to develop a favourable reputation, establish connections with clients, and provide unique and memorable experiences. As a result, word of mouth is a powerful instrument that businesses may use to boost sales and foster client loyalty.

#### **e. Public Relations**

An essential part of IMC is public relations (PR). It is used to increase brand awareness, foster consumer connections, and drive sales (Melewar et al., 2017). A research by Diryana et al., (2017) found that PR may be utilized to reach wider target audiences and develop a favorable reputation for the business and its goods and services.

PR may be utilized to open up a productive line of contact between the business and its clients. PR is a tool that businesses may use to interact with consumers, forge connections, and create a feeling of community. Additionally, PR may be used to develop a favorable perception of the business, its goods, and services, which may enhance client loyalty and sales.

PR may also be used to expand the target demographic and build brand awareness. PR may help businesses contact new consumers and develop persuasive messaging that encourage people to make purchases (Avraham & Ketter, 2013). PR also has the ability to build connections with clients and elicit an emotional response from them, both of which may improve client loyalty.

To sum up, PR is a crucial part of IMC for businesses in the online cosmetics sector. It allows businesses to project a favourable image, develop connections with clients, and reach broader target markets. PR is thus a powerful instrument for businesses to boost sales and foster consumer loyalty.

#### **f. Media Relations**

An essential part of IMC is media relations. Target audiences are reached, brand awareness is built, and sales are produced using it (Melewar et al., 2017). Wang & Yu's, (2022) research found that media relations may be utilized to reach bigger target audiences and promote a company's goods and services.

Using media relations, a corporation may open up a productive line of contact with its clients. Companies may connect with clients, develop relationships, and create a feeling of community by using media relations. A favourable perception of the business, its goods, and services may be developed via media relations, and this can boost consumer loyalty and revenue.

Additionally, media relations may be utilized to promote brand awareness and reach wider target audiences. Utilizing media relations, businesses may reach out to prospective consumers and develop messages that inspire them to make a

purchase (Kenalemang-Palm & Eriksson, 2021). Additionally, media relations may be utilized to create connections with clients and evoke an emotional response in them, both of which can boost client loyalty.

In conclusion, for businesses in the online cosmetics sector, media relations are a crucial part of IMC. It allows businesses to project a favorable image, develop connections with clients, and reach broader target markets. As a result, media relations are a powerful instrument that businesses can use to boost sales and foster client loyalty.

#### **g. Social Media Marketing**

An essential part of IMC is social media marketing. Target audiences are reached, brand awareness is built, and sales are produced using it (Melewar et al., 2017). Indrasari et al.'s, (2019) research found that social media marketing may be utilized to reach bigger target audiences and promote a business's goods and services.

Customers and the business may effectively communicate with one another via social media marketing. Social media marketing enables businesses to interact with consumers, forge bonds with them, and create a feeling of community (Lee & Johnson, 2013). In addition, social media marketing may be utilized to promote a favourable image of the business and its goods and services, which may result in more sales and client loyalty.

Additionally, social media marketing may be utilized to promote brands and reach wider target audiences. Social media marketing allows businesses to connect with prospective consumers and develop messages that persuade them to make a purchase (Shimul et al., 2022). Additionally, social media marketing may be utilized to establish connections with clients and evoke an emotional response from them, both of which can boost client loyalty.

To sum up, social media marketing is a crucial part of IMC for businesses in the online cosmetics sector. It allows businesses to project a favourable image, develop connections with clients, and reach broader target markets. As a result, social media marketing is a powerful tool for businesses to grow their consumer base and boost sales.

#### **Customer Behaviour Intention**

The idea of customer behaviour intention is critical to the study of consumer behaviour and is an essential component in defining the level of achievement that may be attained via IMC. To be more specific, the readiness or desire of consumers to participate in certain behaviours in relation to a particular brand or product is what is meant by the term "customer behaviour intention." This encompasses behaviors such as the desire to re-purchase a product and the intention to suggest a brand (Mailasari & Wahid, 2020). In the context of the online cosmetics market, it is vital to have a solid grasp of the behavior intention of customers in order to design successful IMC strategies.

A customer's desire to make a repeat purchase of a product or service from the same brand is referred to as their re-buy intention. This pattern of behavior is driven by pleased consumers and is a sign of how satisfied those customers are with a certain product or service. A company's ability to gauge the performance of its IMC strategies and to identify areas in which those strategies may be improved can both be measured by the customer's desire to repurchase the company's product or service (Balick et al., 2016). For instance, if a consumer survey reveals that they are dissatisfied with a certain product or service; businesses may make adjustments to their IMC strategy based on this knowledge.

Customers' propensity to promote a certain brand to other people is referred to as their recommendation intention for that brand. The loyalty of consumers is what drives this sort of behaviour, and it is a measure of how committed people are to a certain brand or product. Customers' intentions to promote a brand are a useful metric for businesses to consider when evaluating the efficacy of their IMC strategies and identifying weak spots in such efforts (Biegańska, 2018). For instance, if consumers do not show loyalty to a certain brand, businesses may utilize this information to adjust their IMC strategy.

In conclusion, customer behavior intention is an essential concept in the research of consumer behavior and is a major aspect in determining the effectiveness of integrated marketing communications. In addition, customer behavior intention is a factor that plays a significant role in the study of consumer behavior. In order to devise IMC strategies that are successful, businesses operating in the online cosmetics market need to have a solid understanding of the behavior and intentions of their customers. To be more specific, businesses should determine whether or not customers want to make future purchases and whether or not they intend to promote a certain brand in order to pinpoint specific areas in need of development, as well as to boost customer loyalty and satisfaction.

### Identified Gap

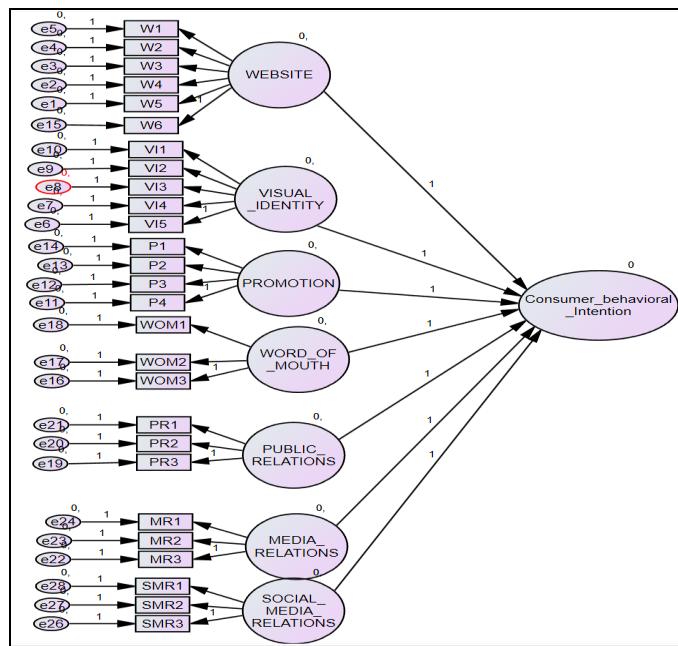
There exists a void in the existing literature on presence of a configuration establishing relationship between IMC and consumer behavioural intention in Cosmetic industry in India. The literature review found no research focused on the same. Thus, the present research is establishing the facts to overcome with such gap.

### Research Methodology

In order to build a framework for impact of IMC on consumer behavioural intention in the online cosmetic industry in India, managerial level employees working in online cosmetic companies with headcount of more than 100 employees were taken to be the population of the research. A total of 300 questionnaires were distributed out of which 203, which is 67.66% completely filled responses were received from the respondent's. The questionnaire used to collect the primary data was adopted from a research conducted by Nankali et al., (2020). Herein Exploratory Factor Analysis (EFA) has been conducted using AMOS 23.0.

### Data Analysis and Discussion

The initial model considered for testing is as below (Figure 1)-



**Figure 1: Initial model Considered as a framework for impact of IMC on consumer behavioural intention in the online cosmetic industry in India**

For the initially considered model (Figure 1), the values of model fit indices were a misfit as presented in table.

	p-value	CMIN/ df
Initial Value	0.00	18.24
Final Value	0.00	1.637

**Table 1: Chi-Square Statistic Model Fit Indices**

Firstly, a significant p-value ( $0.000 < 0.05$ ) indicates an acceptable fit of the model.

Post removal of the weak variables, the CMIN/df was found to be  $< 5$  (1.63) thereby pointing towards the fit of the model (Marsh & Hocevar, 1985).

Values input	NFI	TLI	CFI	RFI	IFI
Initial Value	0.435	0.393	0.439	0.388	0.44
Final Value	0.97	0.982	.988	0.956	0.988

**Table 2: Baseline Comparison Model Fit Indices**

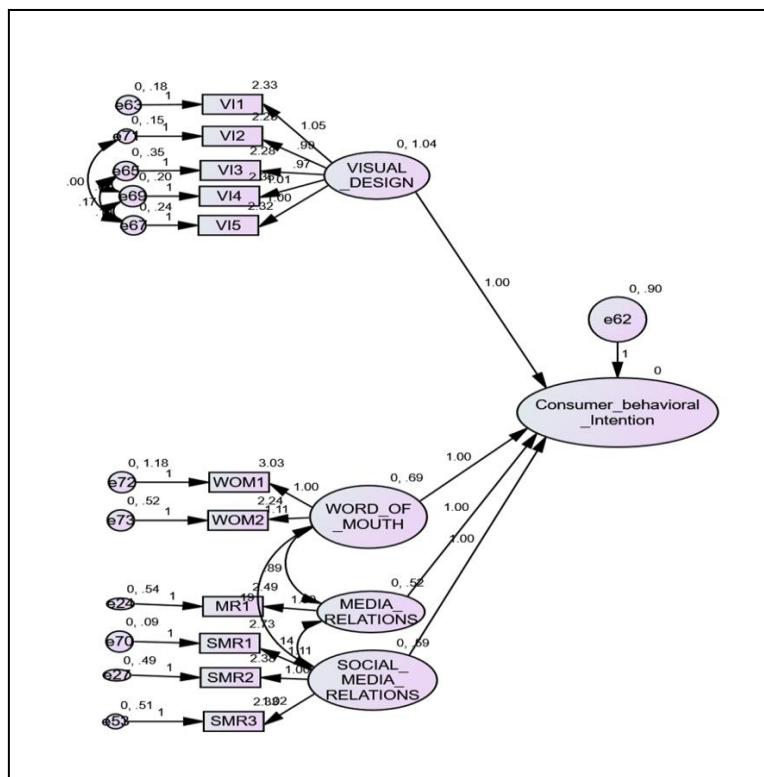
It can be observed from Table 2 that post removal of weak variables, the value for NFI, TLI, CFI, IFI and RFI is more than 0.9 thereby pointing towards a good fit (Bentler & Bonnet, 1980).

Values input	RMSEA
Initial Value	0.351
Final Value	0.056

**Table 3: RMSEA Model Fit Indices**

According to Fabrigar et al., (1999), the RMSEA value between 0.05 and 0.08 are acceptable fit. It can be observed from Table 3 that the final value of RMSEA was found to be 0.056 which is a fit.

The final acceptable model for impact of IMC on consumer behavioural intention in the online cosmetic industry in India is presented in Figure 2 below-



**Figure 2: Final model obtained as a framework for impact of IMC on consumer behavioural intention in the online cosmetic industry in India**

#### Discussion and Conclusion

The major difference in the initial and final framework of for impact of IMC on consumer behavioural intention in the online cosmetic industry in India is that the variables website, promotions and public relations were removed in the final

framework. This can be attributed to the fact that when it comes to e-commerce, customers are more active on the online market places rather than on the original websites (Maier & Wieringa, 2021) owing to the reasons like one stop shop, ease of use, multiple offers, discounts and sales to name a few. When it comes to promotions and public relations, these have been acquired by social media and other digital marketing techniques and attributes like influencer marketing, number of likes, shares, reposts, comments, followers (Kent & Li, 2020). Thus, the original public relations have taken a back seat and it has been modified and moulded in the terms and practices of social media marketing and online presence. Same is applicable on promotions as well. Its not that promotions don't take place now; it's just the mode has changed to online platforms.

Thus, the components of final framework provided are visual identity, word of mouth, media relations and social media relations. In a study conducted by Bangsawan et al., (2017) it was found that a customer's attitude toward the product, the customer's perception of the quality of the product, and the customer's perception of the value of the product were all found to be positively correlated with the intention of spreading the word about the product through word of mouth. In a similar vein, Rajput & Gahfoor, (2020) conducted a research in which he discovered that a customer's word-of-mouth was positively connected customer behaviour intention.

As far as social media is concerned, it has emerged as one of the most powerful communication and marketing platform which hugely impacts the customer decisions and intentions (Denham-Smith & Harvidsson, 2017; Hapsari et al., 2017; Jain, 2014; Kapur, 2017). Thus covers both media relations and social media relations.

The visual design in case of e-commerce is more about the packaging of the product and its viability to reach the customer doorsteps without any damage.

It can be concluded that Visual identity, word-of-mouth, media relations and social media relations are factors of IMC that contribute to consumer behavioural intention in the online cosmetic industry in India. The present research recommends application of the suggested framework in the actual real business and assesses its viability.

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