The Influence of the Marketing Communication on Consumer Behavior

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Abstract
Advertising represents the bridge between the company (producer) and consumer, exactly the lie which they use to communicate. More and more companies come to market with new products, compete or not with other existing and thus advertising has a duty to convinces, to remind and to inform the customer that each product is the best.

Currently there are a multitude of techniques and methods to which they resort to generate a high level of consumer persuasion current and / or potential. These techniques and methods, excess, most often the imagination of consumers, without them realize the extent to which end up being handled.

In general, consumers are different in many respects, such as the perception about the message sent by a company through numerous means of promotion can not be otherwise than different, very rare which is the same for a restraints number of consumers The challenge for a company is very difficult because they must do that through various techniques and media to convey the same message to be identical understood by anyone regardless of its psychosocial characteristics.

Therefore, the purpose and objectives of this article focuses on identifying means of communication with the highest level of efficiency. In the dedicated research methodology will discuss that research aims to show that there are preferences in terms of communication techniques used by companies and that sometimes the desire to attract consumers any price, sometimes they could be away on them.

Keywords: marketing, advertising, consumer behavior, marketing communication

JEL Classification: M31
Consumer behavior has always been a topic of general interest for specialists, in the field, and for companies. “Marketing is to do everything possible to facilitate the people to give you their money in exchange for goods and / or your services.” (Imbriale, 2007, p.17) In this direction are targeted companies’ marketing efforts. The companies studies the consumers preferences and habits of the people, identify the defining elements after creating its own strategy for attracting a larger number of consumers. But it is well known that “each of us, no matter how close his peers would not react exactly the same way again. In particular, we are more sensitive, case by case, to words or images to see them.” (Clergue, 2004, p.78)

Therefore, exist a lot of methods and techniques of marketing communications who are use to send an identical message to be understood by as many target audiences.

Factors influencing consumer behavior

Factors influencing consumer behavior “Consumer behavior is a field of applied psychology of economics. Thus, in making its decision to purchase and consumption or retaining them, the consumer is influenced by a number of internal impulses and a variety of external stimuli, which are then processed by mentally “. (Minulete, 2007, p.42)

Therefore, “Consumer behavior can be explained by studying various incidents psychological variables that define this entity, which is known as endogenous variables”. (Catoiu, Teodorescu, 1997, p. 87) Rusu (2009) explains that psychological mechanisms are those that trigger influence and generate the act of buying, which is why marketers have to identify and analyze, because the selection of those essential elements can work on them, making a change in consumer behavior in the desired company.

Consumer behavior is defined by two types of variables: endogenous and exogenous. Most often, finding various information on the variables endogenous without extraordinary results in practice, but gives researches few footholds useful behavioral approach, but, in addition, to explain consumer behavior are studied and used a different set of variables that define the individual’s social environment, namely the exogenous variables. Specialists in marketing (Catoiu, Teodorescu, 1997) believes that the endogenous variables are considered relevant following: perception, information / learning / personality, motivation and attitude, while the most important variables of this kind are: family, groups of belonging and reference groups, social class, culture and subculture. (Processing after Cătoiu, Teodorescu, 2004, pp. 57-79)

Cătoiu (2004, p.71) says that in the literature, along with other endogenous variables, personality is considered the most important variable. A defini-
tion of it is: “Personality is a collection of features that makes it unique individual subject and it controls reactions and the relationship with the external environment.” (Blythe, 1998, p.53) According to the context of marketing, Cătoiu (2004, p. 71) says that personality is represented by the traits of an individual that make it behave purchase and consumption differently from other consumers. Precisely because the individual personality is a unique combination of these factors creates every time people’s perceptions and different characteristics.

Regarding the **exogenous variables**, the most important is considered the family as they are the group with the greatest influence on consumer behavior of the individual. Many buyers attitudes and beliefs are rooted in the center of the family and most consumer habits and preferences. For example, if a child is raised with the idea that a particular food has a bad taste (only in view of his parents) when he reaches adulthood, the individual will continue with the same concept and will be hesitant in buying or trying the food.

**Marketing communication**

Today, the efforts of a company can not be limited to the production, distribution and marketing of goods and services, but must involve compulsory in a number of activities, strategies and means extremely varied communication with the market information current and potential consumers and influence purchasing behavior and consumption. (Orzan, Orzan, 2007, p.37)

Over the years, due to the numerous changes in the economic, social and political, there was a new concept, namely integrated marketing communication, concept through which a company integrates and coordinates carefully multiple channels of communication to convey a consistent and compelling message about the organization and its products. (Kotler et al, 1999, p.349)

Over the years, the concept of integrated marketing communication was developed and directed to purchase and consumption behavior. (Popescu, 2003, p.27)

Integrated marketing communication has been introduced in the 90s for reduce advertising budgets and for focus on communicating segmented, personalized and final consumer. (Hanafizadeh, Behboudi 2012, p.34).

The main objectiv of integrated marketing communication is to influence consumer behavior. Integrated Marketing Communication focuses efforts directing them to a behavioral response: buying the product. In other words, integrated marketing communication objective is to lead to action. This action must be seen as the focus of the company’s interests derived from all others.

There are also many benefits of integrated communication marketing, including: creativity, consistent messages, recommendations, marketing
objectives, better use of the media, operational efficiency, cost savings, consistency, teamwork. (Pickton, Broderick, 2005, p.27)

**Techniques and tools of marketing communication**

Communication is a very complex phenomenon, and this complexity is manifested in the forms of expression, so there are many ways to communicate with different target audiences.

Modern forms of marketing communication have an appearance relatively recent, but much of the communication techniques today have origins quite far, since antiquity, in an incipient form, of course, advertising, public relations and communication through sponsorship and patronage. (Popescu, dn, p. 12)

Depending on how it is transmitted the message, we can distinguish two categories of marketing communication techniques: promotional techniques (batch) and continuous communication techniques.

Promotional techniques are those actions who are temporarily being used for a specified period. Discontinuous communication techniques are advertising, sales promotion, public relations, statement by event, forces sale, direct marketing.

Continuous communication techniques are those elements that are stable throughout the life cycle of the product / service that ensures uninterrupted communication with your target audience concerned. The most important continuous communication techniques are brand, design and packaging, the architectonics (Popescu, 2003, p.116).

**Advertising: integral part of marketing communication**

Advertising is one of the oldest visible and important tools of mix communication. There are countless ways of looking at advertising: as a creative process, as a business, as a social phenomenon or as a component of a system in an enterprise.

Although advertising is one of the most visible phenomenon of current times, advertising is also one of the least understood “institution”.

The way how evolved advertising, population and technique, made the current people in advertising better able to evaluate the results of marketing research, but most important is that they understand much better the psychology of consumer behavior, consumer who with time has evolved and pretensions are increasingly higher.

Advertising not only “play with the consumer’s mind,” but it also determines to take certain decisions; advertising can educate, can learn or create unpleasant effects.
Advertising offers more value to both the consumer and the producer. In respect of the consumer, advertising is a guide that helps him when it wants to make a decision, so advertising highlights those arguments positive and negative aspects of a product/service and also offers the important information about it. On the other hand, advertising provides information not only about the quality of products/services but also about their costs.

Also in terms of consumer advertising offers discussion topics and open areas of interest and in this way it can transform consumers into leaders in fields that they are passionate about. (Weiss, 2007, p.14 - 15)

In respect of the manufacturer, advertising helps him to do the loyal consumers. This is of great importance because the current market temptation to try something new is very high, so every time any consumer to be regained. Advertising also offers a helping hand to the manufacturer, that it is a very good tool to optimize bids. Whatever type of producer (large, small, local, etc.) that constantly invests in quality advertising, success is guaranteed and can be quantified “by a strong brand with a value that can be measured” (Weiss, 2007, p.17), with a reputation and a high reputation, especially consumers is quantified by the loyal and full of interest. (Weiss, 2007, p.16-17)

**Traditional advertising vs Online advertising**

If until a few years ago, advertising ‘mass’ is limited to TV commercials, radio, print and outdoor, at present, a new channel of distribution of advertising messages is evolving namely Internet.

Limited traditional advertising, there is a standard number of possibilities that can communicate a message to the target audience. For TV, there are classic advertisements and logos displayed during the broadcast of certain TV shows, without that they be discontinued. Radio most common way of promotion is advertising spot, with the disadvantage that it can be played only sound. In the press meet advertising images of different sizes, but they are unable to elements of movement, sound, attractive and so on, and if outdoor, we can say that resemble print media from the viewpoint of the elements of attractiveness, provided it is free for consumers (customer pays seeing an advertisement in the newspaper), and more visible to the entire population.

Online advertising has unlimited appearances of developing advertising spots. In addition to its website of a company through which interested persons can find almost all the information they need, “advertising based on Web can include a variety of information, such as data, graphics, tables, reports, animations, movies, photos, audio and video sequences. “ (Orzan, Orzan, 2007, p.55) We can practically say that online advertising in a
single medium comprises transmitting all the traits and characteristics of the entire advertising offline. For example, “Web banners are correspondences panels or conventional advertising inserts in newspapers and magazines.” (Orzan, Orzan, 2007, p.55)

Advertising spots within classical advertising is not able to segment the market based on the needs and preferences of the target audience. But if we talk about online advertising we can talk about contextual advertising.

This occurred in 2003, launched by Google when it had found a major decline if the forms’ already traditional “online advertising. (After processing and Orzan Orzan, 2007, p.62)

Case study:

The influence of the marketing communication on consumer behavior

Research purposes

“The purpose of the research reflects the problem to be studied and which will be collected information to enable decision-making problem solving.” (Catoiu coord., 2009, p. 97) In the present study, the aim of the research is: Identify the influence of media advertising have on behavior.

Defining objectives

“The formulation of objectives, is to state, at the operational level, the information needed for choosing the optimal decision for each dimension of the problem investigated.” (Catoiu eds., 2009, p. 98)

In this paper, the objectives which must to be achieved are:

O1: Determination of the most used sources of information available online, when the consumer want a new purchase;

O2: Determination of advertising influences above consumer behavior;

O3: Identifying consumer attitudes to advertising forms.

Questionnaire design

The first step in designing a questionnaire is specifying the information to be obtained by it. “Questionnaire is a formalized set of questions designed to generate the data necessary for the implementation of a marketing research objectives.” (Catoiu eds., 2009, p.327)

In this paper, the questionnaire respondents applied to obtain the necessary information consists of a total of 17 closed questions including: first 2 questions filter type, the identification last 7 questions. In order to structure the appropriate questionnaire, depending on the information that was intended
to be obtained, it consisted of four closed questions with multiple answers 3 questions based method for scaling differential semantics, and one that was used as a method of scaling Likert’s scale.

**The size and structure of the sample**

To determine the sample size for random sampling we have considered both the precision of the estimate (error allowed) and the confidence interval. “The fact that the sample size determination is made using statistical formulas (which suggest exactly rigor and accuracy in solving the problem) provides a solid scientific foundation.” (Catoiu coord., 2009, p.493)

We considered an error of ± 2% at 95% confidence level that statistically associated in table Student test \( t = \) theoretical coefficient is 1.96. Suppose:

\[
p = 50% \\
n = (1.96)^2 \times 0.5 (1 to 0.5) / (0.02)^2 = 3.84 \times 0.25 / 0.0004 = 2400 \text{ respondents}
\]

Their structure was defined according to the variables age, study, occupation and income, addressing mainly students or employees, aged 18-25 years.

**Analysis and interpretation of results**

Through the process of data analysis, they will be systematized and grouped in various forms, graphs and so on because their interpretation is so easy to make and easy to understand for applicant research.

For this paper will be analyzed mainly central questions, leading to conclusions on the objectives set, and in the final identification questions to be analyzed.

**Q: In the online environment, which are the sources of information when you watch purchase a good or service?**

The results indicate the following: In the online environment, the majority of respondents, 75.47% access your site when they want to learn about a new product. On the next position, as sources of information, are social networks, with a percentage of 95.12% and forums with a percentage of 56.60%. Banners, instead, are the last places in the list of sources of information. (fig. no.1)
Q: Express that the following means of transmitting your advertising influences consumer decisions:

This question use semantic differential scale and respondents were requested to indicate the extent to which certain forms of advertising influences consumer decisions. The answers indicated that (fig. no.2):

- Internet influence consumer decisions (42.14%)
- TV still ranked higher, largely influencing consumer decisions (33.96%)
- Radio, with 42.77% is the means that very little influence consumer decisions, followed by written press with 35.85%
- Out of 159 respondents, only 4 responded that radio or print media influences consumer decisions.
Conclusions

From the above it can be concluded that marketing communication has a large influence on consumer behavior. There are a number of media channels that directly influence buying behavior and consumption, which include TV, radio, Internet, print and outdoor advertising.

Companies have a very hard task to market goods and services, as they must send a message to reach all target audiences through various media channels that they prefer to.

Most often, the consumer is manipulated by the media and it reaches its decision without their acquisition can explain rationally why he reacted that way.

REFERENCES