

**THE INFLUENCE OF INTEGRATED MARKETING COMMUNICATION IN SEA-
SON COMPANY ON MOM'S WILLINGNESS TO BUY**

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Abstract. The largest portion of monthly food expenditure in Indonesia is packaged food and soft drinks that can be found in modern markets. Through the development of this modern market, the demand for processed packaged foods continues to grow which is able to offer time-saving and convenient ways to eat. One of the food packaging companies that produce the packaged food is Sea-Season Company. This paper will relate one of the business discipline, "Marketing" in Sea-Season Company. Marketing is the main focus of corporate development with the goal of building brand equity and making sales. Since today is the internet area, online digitalization becomes solution for food startup company to support their sales and marketing activity by running Integrated Marketing Communication (IMC) program to achieve company goals. This paper try to research the role of Integrated Marketing Communication (IMC) in attracting target customer and measuring the its effect to customer's willingness to buy in order to find out the most effective way in attracting households to buy packaged food through online. This research take an descriptive study to measure the IMC of Sea-Season Company which consist of: Ad Facebook promotion; discount coupon; Exhibition; and public relation by social media; and how it affect the mom's willingness to buy. Data was collected through online questionnaire which distributed to 100 female in Bandung and Jakarta who born between 1970s-1987s who are active internet users and have experience buying instant food through online. The data were analyzed by multi linear regression method to identify the corellation. Empirical results show that, From 4 marketing activities which become the object of the research that are facebook advertisement; discount coupon; trade show; and social media, each has different level of correlation on mom's willingness to buy. This study is important to the marketers to determine which channel that can influence mom's willingness to buy. Marketers could also make improvement and strengthen their business based on selected variable to be more competitive.

Keywords: IMC, willingness to buy, packaged food business

Introduction

Nowadays consumers are already very concerned about the content of the food products they buy, the label on the packaging becomes a very important feature to

educate consumers because consumers read labels to find natural alternatives. Packaged and processed foods are more trusted by urban residents than fresh products in the wet market, as they are able to display nutritional facts, ingredients, expiration dates, producers, and other features. According to Euromonitor data, the three most popular foods packaged among Indonesian people in 2010-2012 are dried up processed foods, bakery products, and dairy products. (EIBN, 2014)

One of the food packaging companies that saw the opportunity was Sea-Son Company. The company that has been established since 31 September 2015 is developing an instant food product that offers the Japanese sensation with Indonesian taste which is healthy and tasty, named Furikake. The company targeting a mothers who had behavior eat instant food but still aware about healthiness. The market area is in Bandung and Jakarta. The company has a strategy to distribute the product through a retail store in Indonesia such as Hypermart, Griya Supermarket, Carrefour, Yogya Supermarket, Indomaret, Alfamart, Giant Store, etc. The high level of consumer habits of packaged food shopping through retail, It can be the main channel for food packaged company to distribute the product. The number of packaged food purchase transactions in retail stores continues to increase each year (EIBN, 2014).

To supply the packaged food to retail store, company needs legal requirement such as P-IRT (Pangan Industri Rumah Tangga), Halal from MUI and also the company must have sufficient production capacity that require a very high capital investment. Season company has obstacle which the product can not sell in a retail store because still did not have a legal requirement. The company currently focus on selling the product through online. The company wants the product brand well known as the newcomer in a food industry.

Marketing is the primary focus of corporate development with the goal of building brand equity and making sales. One of the things that can be utilized is the application of integrated marketing communication program which is one way to build brand equity of food companies in the era of highly competitive business. Since today is the internet area, online digitalization becomes solution for food startup company to support their sales and marketing activity by running IMC program to achieve company goals. The emergence of an online marketplace in Indonesia is able to change the habits of consumers in Indonesia to shop online. This poses challenges and opportunities for new entrepreneurs in Indonesia.

IMC is a communications process that entails the planning, creation, integration, and implementation of diverse forms of marketing communication (advertisements, sales promotions, publicity releases, events, etc.) that are delivered over time to a brand's targeted customers and prospects (Shimp, 2007). The benefit of IMC techniques is to create a better connection and understanding of Sea-season company and its product. The ultimate goal by using IMC is to

influence or affect consumer behavior directly through various media channel from traditional to digital marketing. Sea-Son Company tries to convey the customer that Sea-Son is the company that offers the good quality processed fish instant food. The message in the marketing campaign includes product introduction and education, the benefit of the product, and loyalty program. Realizing the importance of IMC in business to build brand awareness and business sustainability, this research will analyze the IMC program from the media channel, messages delivered, marketing mix strategy, to the sustainability marketing of Sea-season company. This writing will also conduct a research about the customer willingness to buy as the effect of the IMC in Sea-Son Company.

Theoretical Foundation

The Role of Moms

Since the 1980s there has been an open opportunity for women to get a high education, career, and get high positions on women's employment. Along with the development of the times, the strength of women increasingly dominant as well as the opportunity to shift male supremacy in the coming decades (Kartajaya, 2005). MarkPlus & co (2005) conducted a survey in 14 major cities in Indonesia with the number of respondents 2000 housewives who found interesting results. Mom becomes the dominant decision maker for purchasing a variety of products such as kitchen utensils, household appliances, over-the-counter medicines, children's clothing, children's schools, as well as family vacations. Together with husbands, mothers also have a role to become decision makers for important products such as the purchase of houses, furniture, banks to save, and insurance.

Mother is the biggest decision holder to meet the needs in the household. At the beginning of marriage, husband and wife together make a decision. But over time, they begin to specialize decisions. In the traditional view, men are looking for money and women are spending. Today, woman has right to control and manage financial in household whether they are career woman or not. But, middle-class families make more decisions together than the upper and lower classes. Each family member has an influence in making purchasing decisions as well as consuming a product and service. Marketers in this regard are very interested in family decision making where family members interact and influence each other in making purchasing choices. For that further marketers need to know what role is done by each family member in making a decision.

According to Schiffman (2007) , there is a role in family decision making:

Influencer : Provide information to other family members about a product or service (a child tells his or her parents about the cereal brand for breakfast).

Gatekeeper : Controls the flow of incoming info into the family (a mother who does not tell her child about new toys).

Decider : Have a decision to determine whether a product or service will be purchased or not.

Buyer : The person who will buy the product or service.

Prepares : Family members who turn the product into a form worth consuming by the people Other family members.

Users : Consuming or using a product or service.

Mainteners : A family member who takes care of or improves the product so he or she makes a sustainable decision

Disposer : Remove a product or dismiss a service.

An increasing number of women who take higher education and career make spending patterns change. It supports women to be the most dominant decision maker in the household. Although mom is the owner of the decision, all actions of decision-making are influenced significantly by some of the roles of the surrounding people such as spouses, friends, and others (Schiffman & Kanuk, 2007).

How Moms Shop

According to SheKnows(2013), women have a habit of being sociable and interacting more than men . This habit is supported by technological developments such as smartphones, internet and social media. Current trends show that mothers have become users of social media and the internet with a high intensity of use. Facebook, BBM, WhatsApp, Twitter, and Instagram become favorite social media for millennial and X generation. Social media is able to support the needs of mothers in interacting and communicating.

Mom also utilizes other technologies like the Internet to get information. Mother's most frequently searched information about parenting tips, education & enrichment tips, health & nutrition tips. Mom also uses internet technology as a channel for shopping. The development of e-commerce in Indonesia shows that the interest of Indonesian people for online shopping is very high. Research by The Asian Parent(2015) shows that many Mothers in Indonesia are already following a certain brand on the grounds; 83% to be updated on product offerings, 20% for coupons and discounts, and 18% to endorse the brands to others.

The Concept of IMC

IMC is a communications process that entails the planning, creation, integration, and implementation of diverse forms of marketing communication (advertisements, sales promotions, publicity releases, events, etc.) that are delivered over time to a brand's targeted customers and prospects (Shimp, 2007). Another definition proposed by Duncan (2002, p. 8) Demonstrate IMC conceptual perceptions as a cross-functional process to create and nurture profitable relationships with customers and other stakeholders, strategically control or influence all messages sent to this group, encourage data-based, and purposeful dialogue with them. IMC is the integration of all the marketing tools, approaches and resources within the company that maximize impact on consumer thinking and that generate maximum profit with minimum cost.

Marketing generally starts from "Marketing Mix" and also includes internet marketing, sponsor marketing, direct marketing, database marketing and public relations. And the integration of all promotional tools along with other marketing mix components to gain competitive advantage by knowing the right touch points by using the highest level of customer satisfaction is called Integrated Marketing Communication. Using outside thinking, this is a data-driven approach that focuses on consumer insights and develops strategies with the right combination of channels (online and offline) to forge stronger brand-consumer relationships. The goal of any marketing communication process is to create brand awareness, convey information, educate the market, and advance the positive image of the product brand. In simpler terms, "IMC refers to speaking with one voice, generating a response" (Kotler & Armstrong, 2014) . Therefore, "IMC is the return of building brand loyalty by building a brand worthy of loyalty. Pickton and Broderick (2001) claim that synergy is a key advantage of bringing together the various aspects of marketing communications in a mutually supportive way. From this perspective, marketing communications decisions should focus on marketing communication channels that offer the highest returns for all stakeholders. Focusing on the right media is the right tactic to achieve the goals of this communication program.

Promotional Mix

Consumers are being exposed to a greater variety of marketing communications from and about the company from an array of sources. Messages delivered via different promotional approaches—such as advertising, personal selling, sales promotion, public relations, or direct marketing—all become part of a single message about the Company. The company must strive to deliver a consistent and positive message at all contact points. (Kotler & Armstrong, 2014)

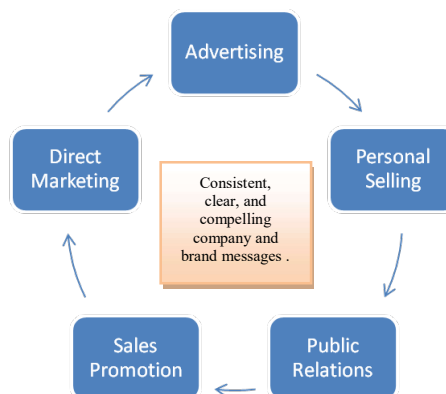


Figure 2.1 Blended promotional mix (Kotler & Armstrong, 2014)

2.3.1 Advertising

Advertising is a form of communication that is used to encourage and convince the target audience to take some action according to the content of the advertisement being presented (Shimp, 2007). Advertising generally is used for the benefit of the offer to the consumer, the campaign a movement, political campaigns, stakeholders and shareholders of the company and also for a solicitation of ideology (Kotler & Armstrong, 2014). Creative advertising which is unique, different, and relevant can support the ads to attract consumers' attention and being important things in advertisement (R.E, et al., 2004). Advertising messages can be delivered through traditional and digital media that usually paid such as advertisements on television, magazines, newspapers, radio, social media, outdoor advertising (billboards), websites, email, and text messages. Many studies have shown that advertising exposure measures are paying attention to advertising, getting a message, liking ads, then buying intentions (Smith, et al., 2008). However, an advertisement must be relevance, which is reachful, meaningful, useful, and worth to watch (S.B, et al., 2007).

2.3.2 Personal Selling

Personal selling is personal presentation by the firm's sales force for the purpose making sales and building customer relationship (Kotler & Armstrong, 2014). Tjiptono(2000: 224) also argues that personal selling is a direct (face-to-face) communication between sellers and prospects to introduce a product and establish a customer's understanding of a product so they will try to buy it. The system works more flexibly when compared with other media. The best salespeople are the ones who work closely with customer (Kotler & Armstrong, 2014). Companies in personal selling should ensure that sales force is trained to be able to explain the value of the company, listen to consumers, assess consumer needs, overcome consumer problems, and able to establish good relationships. Personal selling involves interpersonal interactions between sales people and individual customer-whether face to face, by phone, via e-mail, through video or internet conference, or by other means. Personal selling can be more effective than advertising in more complex selling situations. Salesforce is not only useful to present the company to the customer, but they can also represent customer to the company. Salespeople should practice value selling – demonstrating and delivering superior customer value and capturing a return on that value that is fair for both the customer and the company (Kotler & Armstrong, 2014).

2.3.3 Sales Promotion

Sales promotion consists of short-term incentives to encourage the purchase or sales of a product or service (Kotler & Armstrong, 2014). Grewal & levy(2008) defines Sales Promotion as a special incentive or attractive programs that encourage consumers to purchase certain products and services. Sales promotion use to increases sales and facing the competition between brand in same product category. Today, consumers are demanding lower prices and get better deals. Companies must determine who the target sales promotion that will get the offer

value or incentives. Sales promotion can be use for consumer promotions, trade promotions, or business Promotions (Kotler & Armstrong, 2014). However, although this program is only for short-term tactics, sales promotion has the potential to get short-term excitement, experimentation, product purchase and also build customer relationship. Some examples to use sales promotion for consumers include offering rebates prices, coupons, contests, samples, point-of-purchase displays, samples, and sweepstakes. Whereas advertising offers reasons to buy a product or service, sales promotion offers reason to buy now (Kotler & Armstrong, 2014).

2.3.4 Public Relation

Public relations in marketing is the process of program planning and evaluation, that encourage customer through credible communication and concerns of customer namely customer care (Harris, 2006) . Public relations is used to promote products, people, places, ideas, activities, organization, and even nations. Companies use PR to build good relations with consumers, investors, the media, and their communities (Kotler & Armstrong, 2014). Public relations can have a strong impact on public awareness at a much lower cost than advertising can. The emphasis on public relations marketing is not in the sales process like advertising, but rather into information transfer, education, and brand awareness in the minds of customers. Public relations uses several tools including news, special events, written materials, audiovisual materials, corporate identity, and public service activities.

Web is also an important PR channel. Web sites, blogs, and social networks such as YouTube, Facebook, Pinterest, and Twitter are providing a new ways to reach and engage people. "The core strengths of public relations is the ability to tell a story and spark conversation-play well into the nature of such social media," says a PR expert (Kotler & Armstrong, 2014).

Consumer willingnes to buy

Willingness to buy or referring to Purchase intention is widely defined as the likelihood of a consumer to purchase a product or service (Dodd & Supa, 2011). According to Jahangi, Shil and Parvez, Noorjahan (2008) willingness to buy consisting of the possibilities for shopping, buy products and recommend the brands to another party. According to Miller (2005), defines that there are three components of the purchase intention theory such as attitude, subjective norm, and behavioral intention. Attitude is the number of beliefs about a particular behavior as measured by the evaluation of this belief. Subjective norms can be found by looking at the influence of people in one's social environment on the intention of behaving; people's beliefs, weighted by the importance of one attribute to each of their opinions, will affect one's behavioral intentions. Behavioral intent is a function of both attitudes toward behavior and subjective norms against that behavior, which have been found to predict actual behavior.

This research wants to measure the intention of the consumer after they know the product of sea-son company and marketing program that has been implemented. Need recognition is a consumer behaviour where the consumer realized their needs and then they find the solution to fulfill the need in the product. The possibility to buy also comes up when the consumer is attracted by the value offered from the product and have a motivation to make a purchasing. Besides their attraction of a product, intention also make the consumer is willing to share the value of what they have perceived to the other party.

Research Framework

This research aims to assess the promotional mix media that the Sea-Son company has run for the purpose of reaching the target market, building brand awareness, and also making sales. Furthermore, this research will assess the relationship between promotional mix that has been implemented with the willingness to buy products from Sea-Son Company.

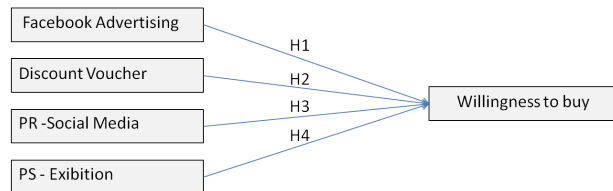


Figure 2.2 Proposed model of relationship

Methodology

Applied research was used since the study aimed to identify the relationship between IMC program that has been implemented toward the customer willingness to buy in Sea-Son Company. Questionnaire was conducted through an online survey to collect quantitative data.

Sampling and Data Collection

This research uses a judgmental sampling method. The author will use the Non-Probability sampling with convenience sampling type. Research respondents are in accordance with the company's target market of middle class-income households in the age range 30-40 years who live in Bandung and Jakarta. The questionnaires has been distributed to 100 respondent through online messenger such facebook and whatsapp that become most accessed social media by target respondent.

Variable Measurement

A total of 28 questions developed to capture the influence of facebook advertisement, voucher discount, trade show and public relation with social media on mom's willingness to buy, facebook advertisement with six questions, voucher discount with six questions, trade show with six questions, social media with six question and willingness to buy with four questions. Each question measured by

sevent-point Likert scale. There are consist of point one to seven with 1 = sangat tidak setuju or strongly disagree and 7 = sangat setuju or strongly agree dan 4 = Do not know/doubt. Questions used in this research are applying similar questions from previous research. There are some adjustment made to make the questions suits with the research context.

Data Analysis Technique

In order to answer the hypothesis, the research use multilinear regression method by f-test and t-test. The objective of the research is to investigate the influence of facebook advertisement, voucher discount, trade show and public relation with social media on consumer willingness to buy.

Data Analysis and Results

Multiple linear regression

Table 1 Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,727 ^a	,529	,509	,56159

a. Predictors: (Constant), SocialMedia, TradeShow, VoucherDisc, FacebookAds

Based on the output data, the value of R Square is 0,529 or 52,9% of the variation of the moms willingness to buy can be explained by four variables of Social Media, Trade Show, Voucher Discount, and Facebook Ads. Another 48,1% can be explained in other factors that exclude the factors in this research. According to Kotler and Armstrong (2011), there are a lot of factors that can influence consumer buying behaviour.

Table 2 ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	33,651	4	8,413	26,675	,000 ^b
	Residual	29,961	95	,315		
	Total	63,612	99			

a. Dependent Variable: WillingToBuy

b. Predictors: (Constant), SocialMedia, TradeShow, VoucherDisc, FacebookAds

Based on the output data, the significant value of the test is $0,00 < 0,05$ and F value is $26,675 > 2,70$ (F-table) which means the there is a simultaneously significant impact of PR with Social Media, Trade show, Voucher Discount, and Facebook Ads on moms willingness to buy.

Table 3 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	,214	,309		,692	,491
FacebookAds	-,044	,122	-,043	-,363	,718
VoucherDisc	,149	,107	,141	1,397	,166
TradeShow	,154	,095	,143	1,632	,106
SocialMedia	,603	,122	,573	4,944	,000

a. Dependent Variable: WillingToBuy

Based on the output data, the significany value and T values of each independent variables are follow :

Advertising with Facebook has no significant value $0.718 > 0.05$ and T value $-0,363 < 1,985$ (T-Table), which means this variable has no significant relation with moms willingness to buy.

Sales Promotion with voucher discount has no significant value $0.166 > 0.05$ and T value $1,397 < 1,985$ (T-table), which means this variable has no significant relation with moms willingness to buy.

Personal Selling with trade show has no significant value $0.106 > 0.05$ and T value $1,632 < 1,985$ (T-table) , which means this variable has no significant relation with consumer willingness to buy.

Public Relation with Social Media has significant value $0.00 > 0.05$ and T value $4,944 > 1,985$ (T-table), which means this variable has significant relation with consumer willingness to buy.

The multiple linear regression equation formed as described below:

$$Y = 0,214 + (-0.44\text{Facebook Ads}) + 0.149\text{VoucherDisc} + 0.154\text{Tradeshow} + 0.603\text{Socialmedia}$$

Whereas:

$$Y = \text{Willingness to buy}$$

Result

5.1 The influence of facebook advertising on mom's willingness to buy

Based on the findings Advertising with Facebook as Sea-Son Company marketing program has no significant influences on Mom's willingness to buy. Which means the company can use another advertising media such as advertisements on television, magazines, newspapers, radio, social media, outdoor advertising (billboards), websites, email, and text messages to enhance mom's willingness to buy.

5.2 The influence of voucher discount on mom's willingness to buy

The findings showed Sales promotion with voucher discount as Sea-Son Company

marketing program has no significant influences on Mom's willingness to buy. This indicates that if the company wants to increase consumer willingness to buy, the company can use other ways in sales promotion. In sales promotion there are several promotional products that can be used such as offering rebates prices, coupons, contests, samples, point-of-purchase displays, samples, and sweepstakes.

5.3 The influence of trade show on mom's willingness to buy

According to the findings, Personal selling with trade show as Sea-Season Company marketing program has no significant influences on Mom's willingness to buy. Although the exhibit has a more flexible works system compared with other media, it still can not improve mom's willingness to buy.

5.4 The influence of public relation with social media on mom's willingness to buy

Public relation with social media as Sea-Season Company marketing program has significantly influences Mom's willingness to buy. The use of social media is appropriate to establish relationships with Mother's target market and also increase consumer willingness to buy. "The core strengths of public relations is the ability to tell a story and spark conversation-play well into the nature of such social media," says a PR expert (Kotler & Armstrong, 2014).

Conclusion

From 4 marketing activities which become the object of the research that are facebook advertisement; discount coupon; trade show; and social media, each has different level of correlation. Public relation with social media has the biggest correlation for affecting customer' willingness to buy, where the customer agree that social media such as Facebook, Instagram and social chat such as Line and WhatsApp is the social media that is very close to their habits, which mean the improvement of media social optimization for attracting moms can improve the mom's willingness to buy. For 3 other variables such as facebook ads, voucher discount, and trade show has no significant influences towards mom willingness to buy. So, unwise actions if the company still maintains that 3 marketing activities as the main activity. But there are some indicators that can be achieved if the company has a another goal than to increase customer willingness to buy.

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