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INNOVATIVE INTEGRATED MARKETING COMMUNICATION AFFECTING TO PURCHASING DECISION MAKING ON PRODUCTS OF CHARINRADA FOODS COMPANY LIMITED

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ABSTRACT

These research objectives aimed to study 1) the innovative integrated marketing communication that influenced the purchasing decision on products of Charinrada Foods Company Limited 2) the innovative integrated marketing communication on products of Charinrada Foods Company Limited. This quantitative research approached on the sample size of 400 people who consumed products of Charinrada Foods Company Limited. The research variables consisted of (1) the innovative integrated marketing communication such as advertising, sales promotion, personal selling, public relations and publicity, direct marketing and merchandising and (2) product purchasing decision. The findings of this research were applied as development guidelines of integrated marketing communication on the product channels of Charinrada Foods Company Limited.

INTRODUCTION

The American Marketing Association focused on marketing promotion that represented the process of planning, promotion, marketing and distribution that facilitated an exchange and met the personal needs and organizational objectives achievement. Therefore, every business relied on marketing to achieve the business objectives that generated income, profits and credibility in the market for further business security and could not survive without adaptation in the current situation. In other words, marketing could be managed to meet the needs of individuals with the significant factors that consisted of product, price, place and promotion factors. At this time only four factors of marketing mix could not instantly create the purchasing or more prominence and distinctiveness than competitors. Therefore, communication strategy could be implemented to create marketing effectiveness and achieve key objectives of every business. Therefore, traditional marketing strategies were not adequate in current competition; the integrated marketing communication strategies were contributed to stimulate demand for business products and embrace the recipients to be prospective customers. Moreover, current communication technology and devices heavily influenced to consumers. Before someone purchased something or service, the additional step of data access by search engine or reviewing from social post topics on various websites was made before purchasing decision on the service, because devices were familiar to obtain with appropriate information exploring time. Therefore, the integrated marketing communication strategies represented the

competition and penetration on consumer awareness and recognition in information era. Many businesses and products tried presenting the publicity with novelty of products for recognition and good image in products or business that led to further purchasing decisions. The more intense competition in the marketing communication strategies, the more consumers heavily gained the information, news, service at the point of sale, after sales service and benefits after buying goods or services, feelings and experiences that marketers had to pay more attention because the brand loyal was beneficial to the business for a long time (Panutcha Panaddaporn, 2015).

Charinrada Foods Company Limited developed various products to meet the needs of customers and market and aimed to serve the domestic market with the quality of raw ingredients and almost of raw material from Nakhon Pathon Province. Charinrada and Sophon decided to relocate the production base from the initial location to Nakorn Prathom province that daily facilitated the transportation of raw materials such as fresh meat from pork, chicken and fish to enhance product quality and standard control, they installed modern technology machines to produce the standard products and that were accepted in domestic and neighboring countries with the original flavor. The company had continuously developed to meet the needs of the market but the decline of sale due to similar products in many companies affecting the buying of people in variety of products. (Charinrada Foods Company Limited, 2015)

From the above the researcher was interested in the study of innovative integrated marketing communication that affected purchasing decision of products and contributed the innovative integrated marketing communication innovation that influenced the company's purchasing decisions and engaged modern consumers with company images.

Research questions

1. How did innovative integrated marketing communication affect the company's product purchase decisions?
2. How developed innovative integrated marketing communication of the company's products of Charinrada Foods Co., Ltd.?

Research objectives

1. To study the innovative integrated marketing communication innovation that affects the company's product purchase decision.
2. To study the innovative integrated marketing communication of the company's products of Charinrada Foods Company Limited.

LITERATURE

Marketing communication heavily represented significant, even if companies provided good products, good service, reasonable price and distribution place, they were still adequate for perception of customers. The branding process without marketing communication could not succeed for perception. The marketing communication became integrated marketing communication.

Kotler & Lane, 2009 mentioned integrated marketing communications represented the planning of marketing communication that added value to the overall plan, evaluated various communication strategies one by one such as general advertising, sale promotion, public

relations and then combined these strategies to provide consistency and maximum effectiveness in order to harmonize messages. The company approached the integrated marketing communication; they should consider the 360-degree awareness of consumers from each various channel of communication to affect consumer behavior in daily life through various types of marketing communication tools for maximum efficiency and effectiveness. Integrated marketing communication represented the planning of marketing communication plan to direct directly and indirectly communicate to the consumer for understanding the brand and building good relationship with consumers.

The various characteristics for purchase decisions of customers were both of good and terrible purchasing decisions at the same time. The loyal consumers carefully considered to purchase in products with good decisions but the opposite consumers who did not consider in purchase products with unfortunate purchasing decisions. That meant products could not fully fulfill their needs, however, it was sympathetic for the unfortunate decisions of consumers to purchase products because of many products in the market. For these reasons caused consumers to get inaccuracies, misunderstanding or confusion about the information that were ordinary cases to consumers and critical issues for understanding to marketers. Five important steps in the consumers' buying decision making process represented the study of the behavior of consumers to purchase products such as problem recognition, searching, alternative evaluation, choosing and outcome.

Factors influencing the purchasing decision consisted of.

1 Perception in decision

Perception influenced to determine the differentiation on the behavioral decisions of a person, especially uncertain situation, insufficient decision-making information and also fulfilled an important role when deciding on not too much difference. Perception represented a psychological process, the stimulus occurred through sensory organs such as eyes, ears, nose, tongue, skin and into the brain, which consisted of memory in the past experience, attitudes and feelings. Each person differently recognized things differently. Factors determined cognitive ability such as familiarity with the stimulus, which was the experience in various subjects including personality cultural background and visible characteristics of each individual. Therefore, an individual chose to perceive what she wanted to know that depended on the individual's background, psychologists studied the behavioral of the individual in business, etc. The nature of perception influenced to the decision making on the basis of differentiation of experience, problems identification and analysis, information seeking, interpretation, alternatives evaluation and decision making.

2. Value and decision making

The value of the individual affected to behavioral in term of decision making, value meant things we believed what they should be whatever they were good or not and these things were accepted. The value emerged from the social learning and caused the differentiation in experience of the individual.

3. Personality and decision making

The personality meant the pattern of characteristics of the individual that combined traits, emotion, social, habits and behavior to others and surrounding environment.

4. Working goals

Many people might perform the work with pleasure, remuneration, needs supporting, therefore the decision making depended on the individual's background.

5. The changing in working condition influenced the changing in the decision making, procedures, staff and authoritarian person.

The research proposed the conceptual framework as following.

Conceptual framework

The documents and research finding that related to innovative integrated marketing communication influenced to the purchasing decision making in products of Charinrada Foods Company Limited by through the concept of Kotler (Kotler, 2004) and the concept of purchasing decision making of Somjit Luanjumrean (Somjit, 2015). The researcher concluded these concepts to represent the conceptual framework as following.

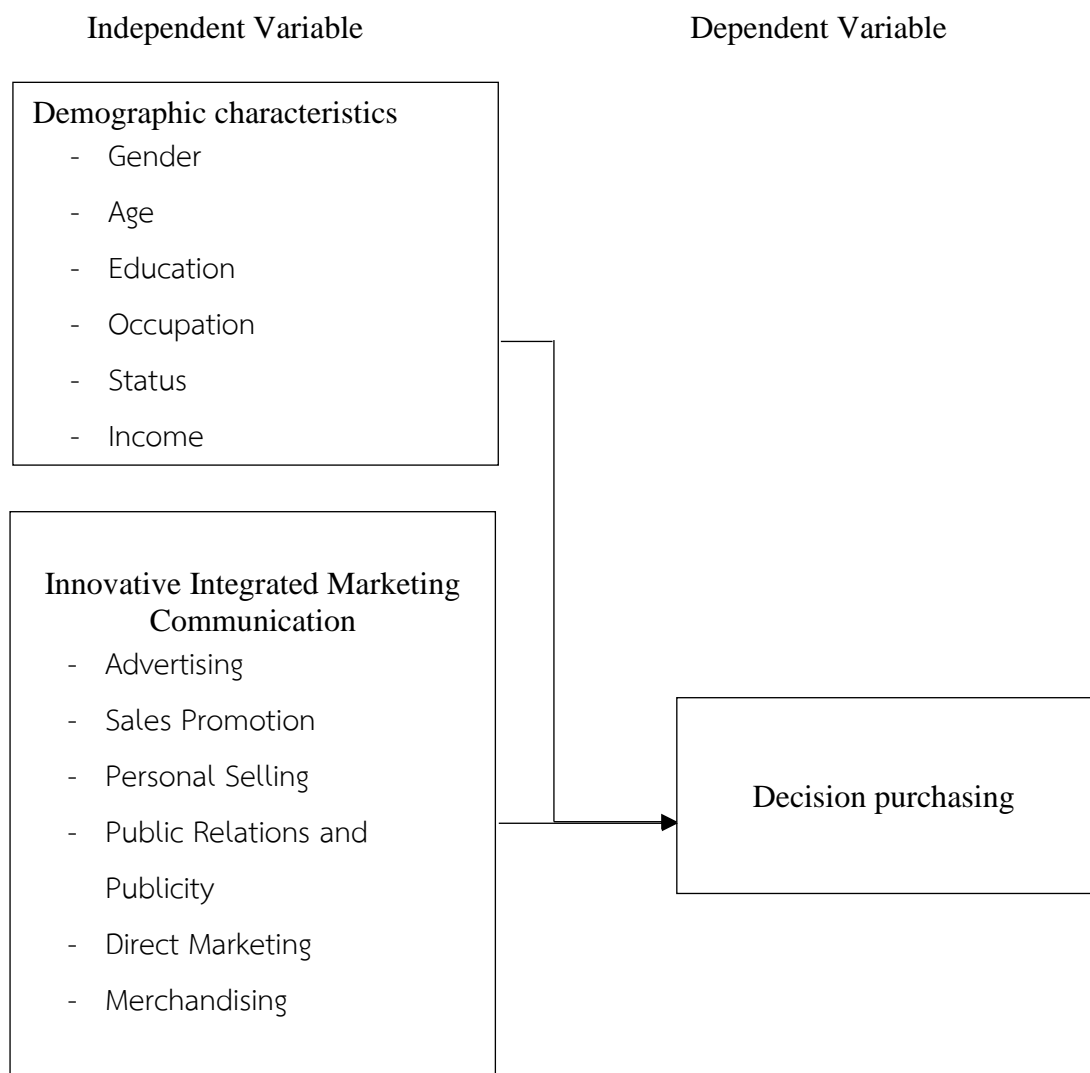


Figure 1 Conceptual framework

METHODOLOGY

The quantitative research approached on the 765,538 customers of Charinrada Foods Company Limited as research population (Charinrada Foods Company limited, 2019). The 400 customers of Charinrada Foods Company Limited represented the sample group used in this research represented the consumers of the company's products that the sample sizing was made by Taro Yamane (Yamane, 1970). The researchers required the data from 420 research sample to prevent errors in the group. Probability sampling was provided by simple random sampling.

The research variables on this study of innovative integrated marketing communication affecting to purchasing decision making on products of Charinrada Foods Co., Ltd. consisted of (1) Innovative integrated marketing communication as advertising, sales promotion, personal selling, public relations and publicity, direct marketing and merchandising and (2) product purchase decisions

The research provided the statistical approach on the descriptive statistics analysis to describe the demographic characteristics of consumers of Charinrada Foods Company Limited in term of qualitative variables on frequency and percentage; the qualitative variables were approached by the number of maxima and minimum, mean and standard deviation. The analysis of innovative integrated marketing communication and the product purchasing decision-making were approached in term of mean and standard deviation.

The inferential statistics analysis was provided to examine hypotheses, such as exploratory analysis with statistical software in term of factor analysis technique and examined the structural relationship among variables to produce a general factor that approached by the principal components factoring method. Examining the suitability of the model of innovative integrated marketing communication that affected the company's product purchase decision of Charinrada Foods Company Limited by variance inflation factor with the amount was not moreover than 5, tolerance was not rarely than 0.2 and Eigen value was not moreover than 10.0 so that all independent variables had not to be related and multicollinearity. The model analysis of innovative integrated market communication that affected the company's product purchase decisions Charinrada Foods Co., Ltd. was provided with stepwise multiple regression analysis.

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