

On the Psychological Function Mode of Integrated Marketing Communication

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Abstract: The ultimate battlefield of integrated marketing communication lies in the customer's mind, and the basis for customers to make purchase decisions is to judge the value of the brand. This paper establishes a purchase decision model based on customer value, and points out that customer identity value is the basis of customer purchase decision, and the size of customer identity value is determined by customer's cognitive value and emotional value. Integrated marketing communication is to establish customer loyalty by influencing customer psychology, improving brand cognitive value and brand emotional value.

1. Introduction

Professor Schultz of Northwestern University in the 20th century For the representative scholars, the theory of integrated marketing communication is put forward, and the integration idea is applied to the marketing management process of enterprises. It is pointed out that due to the fine differentiation of media and the wide application of information technology, the traditional marketing mix and communication mode can no longer meet the needs of modern marketing communication. Only by integrating various marketing communication channels, unified planning and coordinated implementation, can enterprises realize the integration of marketing communication channels, unified planning and coordinated implementation Effective communication between target customers, and that different marketing communication modes can produce “communication cooperation effect”. Over the past ten years, the theory of integrated marketing has been widely studied and applied in both theoretical and practical fields, and its content has also undergone profound changes^[1].

At present, most of the research literature on IMC is still at the level of concept cognition, application effect and organizational strategy. Schultz, no. 1993) pointed out that integrated marketing communication requires enterprises to pay attention to stakeholders (including consumers, enterprise employees, investors, competitors, mass media, government, various social organizations, etc.), reorganize enterprise behavior and market behavior with consumers as the core, use various forms of communication comprehensively and coordinately, and transmit consistent information with unified goal and unified communication image Product information, to achieve two-way communication with stakeholders, to establish a good brand image in the eyes of stakeholders, to establish a long-term close relationship between brands and stakeholders, so as to

achieve the purpose of advertising communication and product marketing more effectively. McArthur, No. 1997) conducted a questionnaire survey on 121 companies in the United States. It was found that in the integration of marketing tools, it is more effective to coordinate the marketing tools by one person or a team that often communicates with each other than by different personnel. Some scholars have studied the influence of integrated marketing communication practice from the perspective of customer agent relationship, pointing out that enterprises and advertising agents should establish alliance and partnership relationship, enterprises must trust advertising agents, in turn, advertising agents must also fulfill their duties, enterprises and advertising agents should establish smooth information channels, in the planning and implementation process of integrated marketing, enterprises should When actively participate^[2].

2. The Adjustment Stage of Communication Category

The focus of IMC has shifted from the enterprise itself to the consumer. From the perspective of customers, the key to study the communication channels between customers and enterprises is not “how we approach consumers”, but “how consumers approach us”, that is, the marketing strategy from outside to inside. At this stage, the scope of marketing communication also extends to internal communication: employees, suppliers and partners^[3].

2.1 Application Stage

Enterprises use information technology to establish customer database, which is used to monitor the impact of integrated marketing communication on target customers^[4].

2.2 Financial and Strategic Integration Stage

The focus of IMC research is not only the establishment of customer database, but also the application of target customer information and characteristics to enterprise strategic planning, and measuring the return on investment of unit customer by integrating financial system^[5].

3. Definition of Marketing Communication

Although the concept of integrated marketing has been widely recognized in the world, and scholars have put forward operational suggestions from the perspective of organizational strategy, the theoretical circle has not reached a consensus on the definition of integrated marketing communication, and the generation mechanism of synergistic effect, the combination optimization of communication channels, and the evaluation of the effect of integrated marketing have not been solved. These are exactly the key problems that need to be solved tactically when enterprises implement integrated marketing strategy. As the main purpose of IMC is to influence customers' consumption behavior through the management of communication information, and the whole process takes customers as the core. Therefore, analyzing customers' psychological behavior in marketing communication is the key to solve the communication mix optimization and collaborative effect working mechanism. Some scholars point out that what customers buy and consume is not product, but value. When customers buy products, they make decisions based on the value of the products they feel. In view of this, the author starts from the customer's cognition of value in the process of marketing communication, reveals the psychological action mode of marketing communication on customers, and lays a foundation for further solving the IMC synergy mechanism, optimizing the combination of communication channels and evaluating the effect of integrated marketing^[6].

4. The Psychological Function Mode of Integrated Marketing Communication

4.1 The Influence Mechanism of Integrated Marketing Communication on Customers' Emotion and Cognition

The impact of IMC on customers' emotion and cognition is realized through IMC value dissemination, forms of expression and emotional appeal. IMC value communication refers to the ability of products to meet customer needs through IMC, including the communication of product function, packaging, service, purchase cost, maintenance cost and social status of the product; IMC expression refers to various marketing communication means and scenes, words, images, animation, etc. that convey product information in the process of IMC Emotional appeal refers to the emotional means that enterprises want to arouse customers' resonance through different IMC forms, such as care, beauty, youth, health, etc.

Besides IMC value communication (MV), IMC manifestation (MF) and IMC emotional appeal (MA), customer value (emotion, cognition and identity) also depends on customer personality demand (PD), customer cognitive ability (PC), customer emotional characteristics (PA), third party communication value (IV) and customer personal experience (PE). The mathematical expressions are as follows:

$$CV = CV(Pd, Pc, Pa, Mv, Mf, Ma, Iv, Pe)$$

$$AV = AV(Pd, Pc, Pa, Mv, Mf, Ma, Iv, Pe)$$

$$CAV = CAV(Pd, Pc, Pa, Mv, Mf, Ma, Iv, I., Pe)$$

The specific function forms of CV, AV and CAV are complex. By analyzing the main influencing factors, their mathematical expressions can be simplified as follows:

$$AV = AV(Pa, Mf, Ma, Mv, Iv, Pe)$$

$$CV = CV(Pc, Pd, Mv, AV)$$

$$CAV = CAV(AV, CV)$$

On the one hand, customer's emotional response is mainly affected by the customer's emotional characteristics PA, IMC expression form MF, and IMC emotional appeal ma. When the IMC expression does not conform to the customer's values, when the IMC emotional appeal is not consistent with the customer's emotional characteristics, it is difficult for customers to resonate in the marketing communication, so AV is reduced; on the other hand, AV is affected by the marketing value dissemination wind and the third party communication IV When the consistency of product value MV of enterprise marketing communication is poor, and there is a negative difference compared with IV and PE, AV decreases.

On the one hand, customer's cognition of product value is mainly affected by customer's cognitive ability PC, customer's individual demand PD, and marketing value communication MV. When the product value that the customer interprets meets their own needs, the CV is larger, otherwise the CV is smaller; on the other hand, CV is smaller It is also affected by the customer's emotional reaction. For example, when the customer is agitated, disgusted or suspicious of the enterprise's marketing communication, if the customer thinks that the product value of the enterprise's communication is not credible, and they hold an exclusive attitude towards it, the CV will decrease^[7].

4.2 Integrated Marketing Process Based on Psychological Action Model

The size of customer value (emotion, cognition, identity) depends not only on the marketing communication activities of enterprises, but also on the characteristics of customers themselves, third-party communication and customers' personal experience. Therefore, if an enterprise wants to improve customer identity value and win in product competition, its integrated marketing strategy

must pay attention to the authenticity of customers, the third party and the dissemination of information.

The process of integrated marketing begins with market research, that is to subdivide the market and accurately grasp the individual needs, cognitive ability and emotional characteristics of the target customers; then, according to the results of the market research, the marketing communication planning is carried out to determine the product value to be spread, the emotion to be sought and the form of expression to be adopted. In the process of integrated marketing communication, enterprises must also monitor the state of customers' emotion and cognition, analyze the causes of changes, form feedback, and then revise the marketing communication. Therefore, the integrated marketing process is a dynamic closed-loop marketing management process.

In the process of integrated marketing communication, in addition to customer research and marketing planning, enterprises must also take a positive attitude towards other communication channels. Enterprises should actively explain the information transmitted by the third party, and maintain a long-term close relationship with customers and various stakeholders.

Although enterprises can not exert direct influence on the third-party communication and customer personal experience, fundamentally speaking, the third-party communication information and customer personal experience are based on the enterprise's behavior, communication and product characteristics. Therefore, enterprises can indirectly influence the third-party communication and customer personal experience through the management of their own integrated marketing. Among them, ensuring the authenticity of information dissemination is the basic requirement of cultivating loyal customers^[8].

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