

The Influence Of Marketing Communication Tools On Consumer's Buying Decisions

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Abstract:

Background: Marketing is the key supportive function of sales intended to deliver messages to the customer and consumers to help formulate their purchase decisions. Marketing is the act of communication by using different tools and channels to interact with their customers. The growth of intense competition, globalization, and technological advancement define marketing communication tools as the adopted methods and tactics to convey the interactions that persuade consumers to buying decisions. The increase of channels and platforms, diversification of customer groups, the demand for creative content, and complex buying behavior of consumers are enhancing the importance of the effective use of marketing communication tools.

Materials and Methods: The influence of marketing communication tools on consumer buying decisions is the main theme of this paper. To measure the degree of influence and effectiveness of marketing communications tools, primary data collection through survey questionnaires is completed. The accumulated consumer responses will produce numerical evidence of the necessity of each communication tool in buying decisions. The papers deliver a graphical representation of observation for an easy and smooth understanding of consumer thoughts regarding the communication tools. Descriptive analysis enriches the knowledge about the dynamics of respondents. One sample test and correlation were used to define the degree of influence of marketing communication tools on buying decisions.

Results: The paper concludes that the essentiality of marketing communication tools is significant in influencing the consumer buying decision. The analysis delivers numerical justification to deny the null hypothesis and to accept the alternative hypothesis which expresses that there is an impact of marketing communication tools on consumer buying decisions. The organization should use communication tools in an integrated way that produces the purchase as well as customer loyalty.

Key Word: Marketing; Communication; Consumer; Loyalty; Buying decision.

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I. Introduction

Any business organization wants to set up priority in making the sales higher as much as possible. To boost sales, the organization uses several policies and techniques. Emphasizing marketing mix and marketing communication elements is mandatory work for any business organization (Smith & Zook, 2011). In the digital era, communication is getting cheaper and business uses communication in a diversified way (Cizmeci, 2015). The organization produces marketing communication and designs them in a dynamic way which may influence the purchase decision of a buyer (Panitapu, 2013). So, an investigation into consumer buying behavior will certainly help to influence customer loyalty. Marketing communication tools are the major elements that will be analyzed and shown their importance in influencing customer loyalty. The issue is crucial as the communication and information are getting a matter of clicks. So, implementing communications will certainly identify a new customer base and hold the loyalty of existing customers (Kitchen, 2008).

In recent times, communication is getting faster and cheaper, people don't invest so much time in viewing or reading something. They invest a blink of an eye to see the communication material of a product. An importance arises to make the communication effective in the blink of an eye. The placement and messages of the communication will need to be modified (Ball, 1996). This study will certainly help the business to increase sales and customer loyalty. The sales and marketing team will know the effective way of communication to influence the customer's thoughts regarding the purchase. Finally, the consumer will benefit from getting their desired information as their comfortable tools which creates a positive vibe regarding the business organization (Smith & Zook, 2011).

This research has two dimensions. The organization will get the benefit first. The organization gets the guidelines about the message, duration, placement, and timing of the communication to influence the customer

buying behavior successfully. Even the research will reflect the customer opinion and their demands regarding the information they need and the way they prefer in making their choices of product. Moreover, the research has the potential to improve a better communication model that certainly reduces marketing costs and enhances the effectiveness of growing customer loyalty.

This research aims to find out the considerable impact of marketing communication tools on consumer buying behavior. The relationship between marketing communication tools and consumer buying behavior will be defined and the degree of the extent they are related to each other will be identified.

To reach the objectives, the researcher will cover the following things as their objectives.

1. To investigate the different types of marketing communication tools
2. To examine the different levels of decision-making processes followed by a consumer in purchasing
3. To analyze the impact of marketing communication tools on consumer buying behavior
4. To measure the degree of relationship between marketing communication tools and consumer buying decision
5. To recommend the effective way of marketing communications that will influence consumer buying decision

II. Literature Review

Marketing communication is a systematic process by which an organization develops a relationship with the customer and consumer (Fill, 2011). Marketing communication is a way of attracting customers to the organization and its offerings. Marketing communication is a comprehensive system that designs the communication structure to get the response from the consumer. Marketing communication can be done in various ways (Evans, Jamal & Foxall, 2013). The importance of marketing communication in influencing buying behavior has a complex relation. Each of the communication tools is connected to the buyer's decision-making phase. So, the communication tools are overlapping with the phase of buying behavior. There is a potential research gap defined where this relationship is not measured between the communication tools used by a market and their impact on each level of buying decision. The literature on consumer buying behavior and also the communication tools of marketing are drawn here to figure out the aims and objectives of the research. A comprehensive relationship from two dimensions is illustrated with the help of related literature on this issue. There are more than 150 articles that identify the importance of marketing communication mix in influencing consumer buying. These 150 articles summarize the impact of communication mix as a whole independent variable in consumer buying. But here researcher aims to dig into more specific outcomes on how each of the communication tools delivers impact and how each phase of the decision gets affected by the application of marketing communication tools.

Marketing communication tools

Marketing communication tools are the systematic ways of connecting customers to organizational promotion and selling (Fill, 2011). In business, marketing is mainly concerned with customer engagement and customer relationship management. To make customers loyal and influence new customers, marketing design campaigns and use different tools and techniques. Marketing communication mix is the most defined way used by the organization and cited by books and articles many times on its usefulness. However, marketing communication tools are different from the communication mix as they take care of some other tools that are not cited in the communication tools.

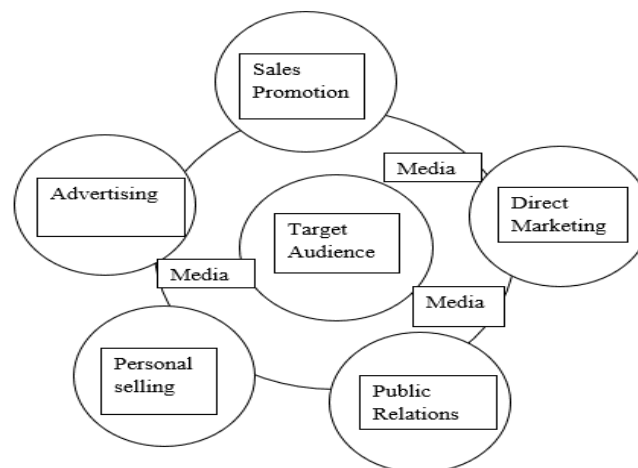


Figure no 1: Marketing Communication Mix (Fill, 2011)

The above diagram will be discussed throughout the paper to give a better understanding of the literature review. The above diagram illustrates the major communication tools used by the organization to influence the target segment of customers. Customer decision-making on the purchase is the outcome of the use of effective communication tools.

According to Mandel & Rucker, consumers buy products and receive services based on how the company reacts and enacts its communication tools and techniques rather than individual analysis and findings (Mandel, Rucker, Levav & Galinsky, 2017). Even the communication of the company is the major source of customer information rather than the customer's investigation in the case of regular grocery and services. So, it is essential to design a communication package to get the customer to understand each of the communication tools and their characteristics is necessary.

Advertising

Advertising is the major tool used in modern-day marketing. About 71% of modern businesses use different forms and media to advertise their product and services (Finne & Grönroos, 2009). The use of the internet and social media has increased a number and advertisements get a new platform to make customized ways to communicate. Advertising is an information offering that an organization wants to share with the customer. Advertising is the costliest form of marketing communication. Advertising is getting a different platform in modern business. In the early 2000s, an advertisement comes only on the radio, television, newspapers, magazines, and billboards (Aggarwal, 2012). Where the cost is higher and only the super esteemed company can make an advertisement in the media. But the revolution in technology, breakthroughs in the network system, satellite, and low-cost internet make thousands of platforms and places that a company uses for their advertisement. Also, small and individual ventures can easily advertise at a low cost. The change in the reliability of electronic media is tremendous. Several TV channels and Radio are emerging that facilitate low-cost advertisement. The online platform is now the major place for advertisement. About 37% of advertisements of growing companies use social sites and Google (Soules, 2013).

Now, the company manages its website and advertises on Facebook, Instagram, YouTube, Play Store, online games, and apps. So, the amount of advertisements and variants of the same communication getting higher but the cost is getting lower. According to Todorova, advertisement is the only tool that remains from the traditional communication mix with a huge amount of adaptation and modification (Todorova, 2015).

Personal selling

Personal selling is a process that uses sales person to influence the sales decision of a buyer. Personal selling is difficult to some extent and needs a huge investment, but it is the most effective one. A study shows that personal selling is nearly 63% effective in the case of luxurious product sales rather than regular daily goods (Sadek & Tantawi, 2017). Personal selling is perfect communication for customized customer services as well as a high-value product. Personal selling has changed the definition of physical presence with the use of real-time communication through video conferencing.

Personal selling is hugely influencing the phase of information search, evaluation of alternatives, and decision-making equally than any other communication tool. But the problem is, that personal selling is not suitable for the low volume of sales and not for regular products. Peterson stated in his article that personal selling has the superiority and effectiveness in influencing purchase decisions almost double than any other communication tools but the tradeoff must be calculative in the application of personal selling. (Peterson, 2005)

Public relations

Public relations focuses on a specific group of people rather than focusing on the individual customer. Rothgeb in his study shows that public relations has greater success than personal selling (Rothgeb, 1998). Public relations uses media and other platforms to communicate with the target customer. Public relations covers a significant portion of information searches done by a customer. So, effective public relations is essential to influence customer buying behavior.

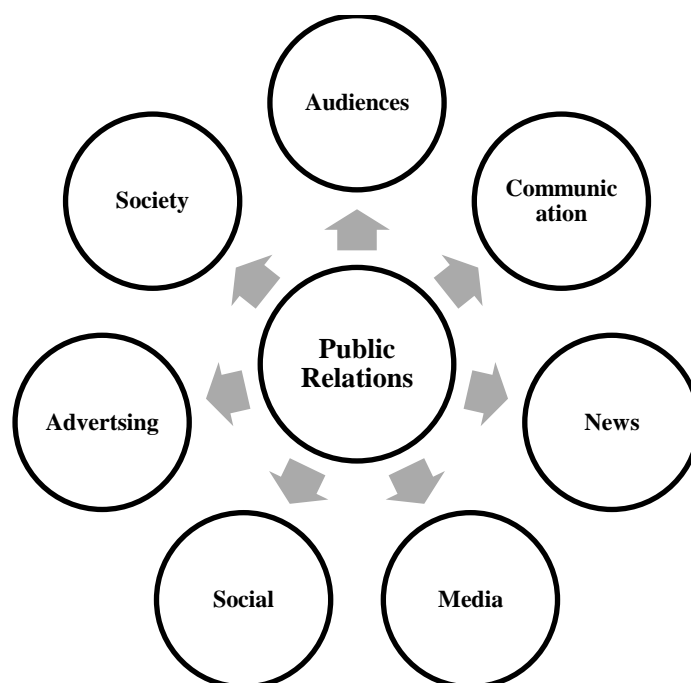


Figure no 2: Public Relations (Rajagopal, 2010)

The diagram elaborates on the public relations dimension and it is essential to implicate to influence the customer buying behavior. The overall implication of personal selling is that society uses communication, media, and advertisement to get the audience and ensures that positive news is circulated in the media to attract the concerned customer to make the purchase evaluation.

Public relations are a popular tool that is commonly used to communicate with a large group of customers. It is a way of communicating with the mass population and target community. About 79% of Tech Companies use public relations in launching their new product or model (Cizmeci, 2015). The negativity is that sometimes it may produce bad coverage and the organization has less control over the messages needed to spread or not (Shoham & Makovec Brenčič, 2003).

Direct mail

Direct mail includes offerings, campaign information, and classified information. Some offer direct mail to get the response from the customer and take feedback from their experience. However, 44% of direct mail contains issues like cross-selling and up-selling in regular grocery item shopping (Dorner, Gurtner & Schefczyk, 2009). But it is found by Pulido Polo, that even a necessary email from a company is classified as a promotion and makes the customer not willing to open it (Pulido Polo, 2018). Direct mail may also contain classified advertisements targeted to the individual customer. Direct mail provides a brochure, catalog, newsletter, sales letter, etc. to make an impact on the information search phase of consumer buying behavior.

Direct mail is the low-cost option for the marketing agency or the company and can be a great source of information for the customer. Direct mail has the limitation that the customer doesn't want to spend enough time opening a mail that contains ads or he is a real concern about the product. It is found that a person typically opens 10 out of three mail which contains advertisements and newsletters and 4 out of 10 times in case of personalized promotional offers (Waheed & Yang, 2017). Average spending time is less than 20 seconds in each of their opening mail which makes the market task difficult to attract through direct mail (Ridley-Siegert, 2016). However, it is useful for regular contact maintenance with existing customers and makes a solid impression on the customers who already purchased the product.

Event Sponsorship

Event sponsorship is a new trend in marketing communication. Event sponsorship is financing an event in which they can highlight their brand and product to the event participator and others. Though it is not a new concept, the trend is getting hype in this era. Event sponsorship creates massive brand recognition which is one of the fundamental elements that impact a purchase decision (Evans, Jamal & Foxall, 2013). Adidas, Coca-Cola, vivo, or VISA sponsored FIFA World Cup 2018 which makes the name familiar to the world and grows esteemed as a brand. Event sponsorship is a common tool for marketing communication to the mass level. It is said that sponsorship of a global event is the most useful marketing communication tool for an organization that wants to

step into the global business market. Sponsoring community events, and religious and cultural events easily put the business in the mind of the target customer.

Research by Tsiotsou & Lalountas found that event sponsorship has the highest ROI than putting a commercial on television (Tsiotsou & Lalountas, 2005). The misperception of event sponsorship is that it takes a huge investment, but it is found that community and local events are low-cost options than any other communication tools for engaging local consumers.

Tradeshows

The tradeshow is the process of launching a new product or starting a business in a new area. The tradeshow is a successful element in the case of the experiment of new products and offerings. The tradeshow is an effective way of passing information to the customer in the product development stage and getting immediate feedback to redesign it. The increase in trade shows in numbers in developing countries like China and India is a real example that expresses the importance of trade shows as a marketing communication element (Kurthakoti, Balasubramanian & Summey, 2016).

The tradeshow is the general event that engages in connecting and introducing the same industry line customers and businesses. It enhances the possibility of expanding the business into a new geographical location or a new customer segment. Business-to-business selling is the most prioritized part of tradeshows. Tradeshows have the highest ROI in the case of business-to-business marketing than any other communication tool (Lee & Kim, 2008). The tradeshow is a comprehensive process that delivers information and specifications about the product and services, provides hands-on experience, and also allows evaluating the alternatives under a single roof. That is why a tradeshow is referred to as a complete arrangement for influencing consumer buying behavior.

Consumer buying behavior

Communication tools have different implications for consumer buying behavior. Consumer buying behavior is a combination of attitude, belief, preference, intention, and decision-making (Volkov, 2005). Age, gender, religion, customs, income level, and socioeconomic factors determine the behavior of a customer in case of purchasing a product. There is another dimension that also affects consumer buying behavior. Product nature, types, price, and placement also determine customer buying behavior. Customer spends more than triple their time searching for information and comparisons in case of buying gadgets, electronics products, and automobiles than buying regular stuff like soap, shampoo, books, etc (Li & Huang, 2014).

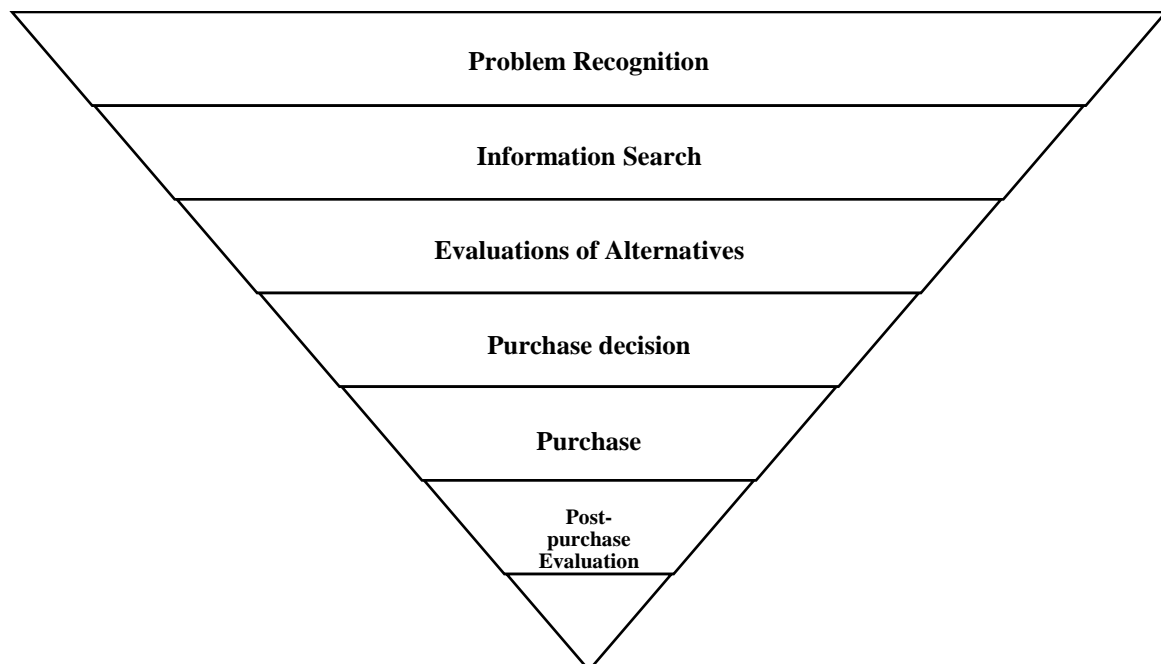


Figure no 3: Buying Behavior

The above diagram describes the stages of consumer buying behavior which will directly be linked up with the use of marketing communication tools. Agarwal cited these stages as consumer buying behavior which will precise the analysis of marketing communication tools influence. These steps are general for all kinds of buying but the significance of each step may differ based on product types, cost, and effort.

Problem recognition

Problem recognition or need identification is the preliminary stage of consumer buying behavior. It is a way of detecting customer choices, preferences, and tastes. The customer should feel the need for a product. Even in 13% of cases, marketing communication has been deployed to derive the needs of the customer (Goyal, 2011). The fundamental belief is that need identification is a general phenomenon for a consumer and it is derived by the consumer itself. However, marketing changes the concept of need identification as a company or product may derive from the needs of the customer. In modern-day business, marketing is fully responsible for deriving the needs of the customer and it is not necessary that the customer needs it. For example- each year Apple launches a new model of iPhone and people who have already the previous one eventually jump into the newer one or at least search for the specifications the new one brings. Advertisements, personal selling, direct mail, or tradeshows may generate the need or identify the problem a consumer faces in their life. So, need identification is not only the customer side behavior but also the responsibility of marketing communication to make the customer feel the need for it.

Information search

Information search is a second phase of consumer buying behavior. The customer collects data regarding product specifications and characteristics. Marketing communication like advertising or trade shows is responsible for delivering information. It is said that two-thirds of the decision is made based on the information obtained by a customer (Frąś, Scholz & Olsztyńska, 2016).

Information search is referred to in both terms- internal and external. Internal search is when customer recalls the alternatives from their memory. Internal search happens in the case of low-involvement products. External search happens in case of high-involvement products such as an automobile, home appliances, electronics, etc. An external search is a way of accumulating information from product reviews, visiting the website, taking the opinion of the existing user, and also talking to the seller and dealer. So, marketing communication tools like advertisements, personal selling, public relations, and tradeshows all should have an engagement in dealing with information search.

According to Bo, Customer invests more than two-thirds time in searching for information than any other phase of consumer buying behavior (Bo, Liang & Dan, 2015). The amount of time a consumer invests depends on the types and product characteristics, product variants, alternatives and substitutes, marketplace, delivery channel, post-purchase services, and price.

Evaluation of alternatives

Evaluation is the comparison of the product with similar characteristics. Evaluation is to analyze the product with a similar kind of option available as well as with the substitutes. Several factors are involved in the process of evaluation. Some evaluation is just for the prices and some of them are just for the specification of the product. Even research argues that evaluation is mostly affected by the personality of the buyer (Abdul-Muhmin, 1999). Comparative information on the product against the alternative is necessary to influence the evaluation of almost 38% of commodity products (Dhaliwal, 2016).

The necessity of marketing communication tools is derived here to influence consumer values, beliefs, and attitudes. Advertisements can influence and create a change in values over time. Personal selling is regarded as the most influential communication tool that has the power to affect consumer attitudes. Tradeshows and event sponsorship also create a buzz for the product that enhances the brand positioning and image.

Purchase decision

The purchase decision is the function of information and evaluation. It is only the decision-making where the communication tools have an immense impact. Advertisements, the public relations can influence the purchase decision even at the last minute. The purchase decision is not the final purchase which is why it is found that the last-minute communication can have the most influential impact either on the decision-making or in the opposite direction (Singh & Medhavi, 2018).

Purchase

This is the transaction that a customer made with the seller. The purchase is the outcome of the buying behavior. But why it is regarded as a separate phase in the buying behavior? Just because the purchase can be different from the purchase decision. The time lapse between purchase and purchase decision can change the choice of the product. There are some other reasons like the availability of the product can force the customer to change their decision. Circumstances, seller behavior, and firsthand experience are the causes that create variation between purchase and purchase decisions. In the case of a commodity, the availability of the products creates the deviation between purchase and purchase decision most frequently. Regular commodities and groceries face

deviation because of the substitutes available, seller convincing power, and the small price difference (Leong, 1993).

Post-purchase evaluation

Post-purchase evaluation is the process of determining satisfaction and dissatisfaction. The evaluation is based on the experience a consumer has after using the products and services. It is important to design effective offerings and promotions to affect the judgment of the customer. Even the post-purchase communication is necessary to emphasize which may begin another purchase requirement (Solomon, 2013). It is estimated that post-purchase communication produces almost 17% of repurchases by an existing customer in the automobile industry (Stidsen & Schutte, 1972).

Communication tools have a significant responsibility to make the customer satisfied through their information about installation and feedback. Communication tools perform the task of making the customer feel that he has made the right decision.

Communication tools and buying behavior together

In a business organization, marketing communication is an essential part. However, the application of marketing communication in the different levels of consumer buying will certainly need to be addressed (Lee, 2010). In each phase of consumer buying, the customer may face many problems and alternatives. The purpose of marketing communication tools is to deliver the solution and evidence to choose their product as the right decision. The marketing communication process provides confidence through their message and information that the customer makes the right decision (Kacen & Lee, 2002). The discussion has certainly derived the conclusion that marketing communication tools have significance in customer buying decisions.

Factors Affecting Consumer Behavior and Communication Tools

There are lots of factors affecting the choice of the consumer and determining the shape of communication tools. Environmental factors and demographic issues play a vital role in shaping consumer behavior. Howard states the factors influencing the behavior and shaping the communication tools are important to understanding (Howard, 2012)–

- a. Psychological factors: Motivation, perception, and beliefs are the most influential issues that determine the customer's need and purchase of the product. The level of perception has vastly enhanced the variation among choices. Consumer beliefs, values, and attitudes are taking place in the case of designing communication tools and the content of the communication.
- b. Demographic factors: People's lifestyle, occupation, age, gender, and income are influential factors in making the purchase decision. Gender and age-based communication are trending in the cosmetics business. Lifestyle and occupation also get the priority in making promotional offerings and personal selling.
- c. Cultural factors: People's values, beliefs, and ideologies are common issues that take place in the case of finding their desired products and services. Even the communication tools have to pay immense attention to cultural diversity to deliver their messages to the consumer.
- d. Social factors: Family, friends and relatives, reference groups, and community are the determinants of customer behavior. Roles and status get the attention to make the marketing communication. Communication gets diversified based on the social role and status a consumer poses.
- e. Economic factors: Personal income, family income, family wealth, and consumer credit are the essential concerns in the case of behavior identification of the customer. The needs and purchases of a customer are directly affected by those issues. Even the marketing communication is applied based on the economic valuation, consumer credit policy, liquid assets, etc.

Importance of knowing consumer behavior

Consumer behavior is important to understand and acknowledge specifically for a better marketing plan and application of marketing tools. According to Amin & Amin, the comprehensive follow-up of the consumer buying behavior is necessary to

- Design the product and services
- Take effective pricing techniques
- Shape the best promotional packages
- Know the best placement of the product and services
- Create a market buzz

Above all these issues, marketing communication is underlying. Each of the issues is directly or indirectly associated with the marketing communication tools and their application (Amin & Amin, 2013).

Communication tools and consumer involvement

Consumer involvement refers to the degree of information processing and the extent of time invested by a consumer to make the purchase. Situational and enduring involvement are the two basic forms of consumer involvement. The level and variety of consumer involvement are necessary to recognize as they shape the behavior. The common underlying concept is that the more expensive the products are the higher amount of involvement will be (Misra & Agrawal, 2003).

	High Involvement	Low Involvement
Significant Difference Between Brands	Complex Buying Behavior (Expensive, bought infrequently, risky, highly self-expressive e.g., car laptop house)	Variety Seeking Buying behavior (e.g., Cookies)
Few Differences between brands	Dissonance reducing Buying Behavior (e.g., carpet) (first acted, then acquired new beliefs, then set of attitudes)	Habitual Buying behavior (e.g., Salt0 (brand familiarity leads to purchase)

Figure no 4: Involvement Significance (Belk, 2011)

High involvement and significant brand differences need advertisement more whereas high involvement and low brand differences need personal selling, event sponsorship, and tradeshows (Park & Yoon, 2017).

The theory is directly linked to the decision-making process of a consumer. So, understanding the emotional bias of consumers and attachment variability will be essential to understanding buying behavior more precisely as an output of this research. The theory also describes the dissonance that certainly influences buyer behavior. So, this theory is important to understand for a better understanding of the outcome of research.

Gaps In literature

The study is designed to take all-round coverage of consumer buying behavior. Much research related to this issue will be found. But each of them talks about the marketing communication mix, tools of marketing, and customer loyalty. Some of them also highlighted the buying behavior of the consumer and they evolve with the situation. Consumer buying behavior is illustrated based on the situation, product types, and demographic issues. None of the literature takes the initiative to connect both communication tools with consumer behavior. Especially there is a significant gap in highlighting how each level of buying behavior gets influenced by the communication tools and how communication tools are designed to affect each level of buying behavior.

The following framework is designed to address the above literature gap in the whole research. The research takes the communication tools as an independent variable, measuring the response of the sample population concerning consumer buying behavior.

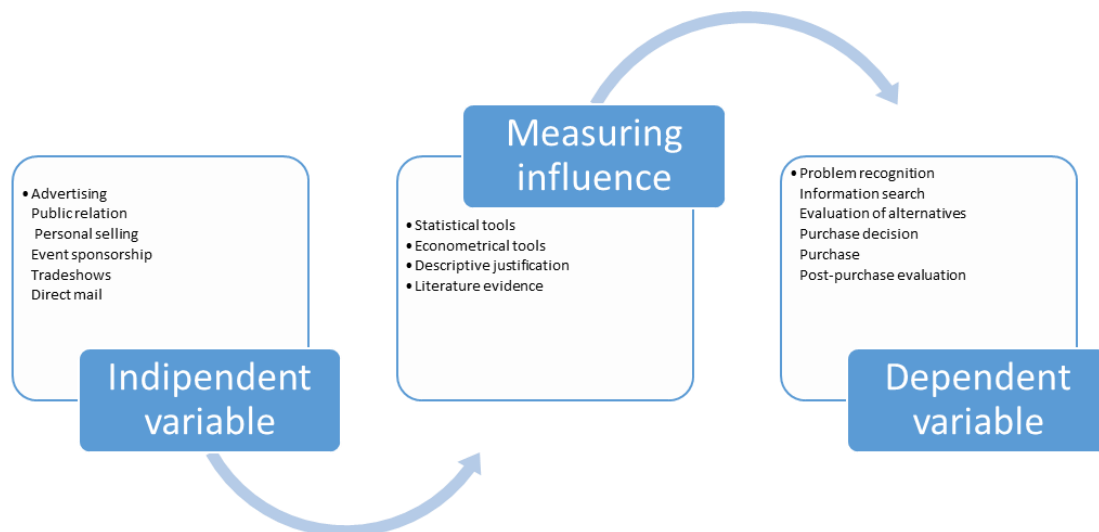


Figure no 5: Conceptual framework (Developed by author)

III. Material And Methods

The information collection process, sampling techniques, and the selection of data analysis tools are defined and why these are used is also explained, ethical issues and limitations are set out for a better understanding of this research methodology.

Hypothesis

To give the research a concrete guideline and way of reaching the conclusion hypothesis is necessary. The calculation and analysis hypothesis provides a framework of what to do-

- **H₀**: There is no considerable impact of marketing communication tools on consumer buying behavior.
- **H₁**: There is a considerable impact of marketing communication tools on consumer buying behavior.

Research method

This research is a quantitative method that uses numerical data to conclude with the use of statistical tools. The quantitative method is chosen because the researcher will try to develop numerical evidence to prove the statement through a questionnaire. However, the quantitative method allows the researcher to collect data, process them, and find the authentic judgment of the sample that represents the population (Blumberg, Cooper & Schindler, 2014). The quantitative method is also chosen as there is a lot of theoretical evidence present on that issue or related to that issue. So, the literature gap offers the option to use primary data to make a real-world claim on that issue.

Data collection method:

Holt explained in his research that Researchers used scaled questionnaires for the better convenience of future analysis (Holt & Pamment, 2011). The questionnaires have a blend of the Likert question, multiple choice questions, open-ended questions, rating scale questions, and leading questions. Albaum used the Likert scale of seven ranges in their questionnaires to get a more specific aim of the research demand for it (Albaum, 1997).

Sampling is done based on random sampling methods. It is a probabilistic method of choosing the responses where the chance for respondents is equal. The random sampling method is chosen to avoid the bias and manipulation of data. The size of the sample is 100 where diversification of profession, age, income, and gender is maintained sophisticatedly. Random sampling is taken based on the rationale that reduces the cost and time but maintains a high authenticity of data. Also, the methods have the rationality to reduce statistical error.

Descriptive analysis

In the descriptive analysis, the standard deviation also can be seen which represents the average dispersions of data from the mean value of a specific variable (Nishisato, 2007).

Table no 1: Descriptive Analysis

Descriptive Statistics	N	Minimum	Maximum	Mean	Std. Deviation
Impact of Advertisement on Purchasing	104	2	5	3.9327	0.77915
Public Relations Impact on Purchasing	104	1	5	3.8942	0.83513
Personal Selling Impact on Purchasing	104	1	5	3.2019	1.05554
Direct Mail Influences on Purchasing	104	1	5	2.7788	1.13169
Event Sponsorship Influences on Purchasing	104	1	5	3.4423	0.99344
Trade Shows Influences on Purchasing	104	1	5	3.5673	0.91125
Positive Impact of Online Advertisement on Purchasing	104	1	5	3.4808	1.09705
Age	104	1	5	1.9519	1.2876
Gender	104	1	2	1.5577	0.4991
Occupation	104	1	5	3.375	0.9263
Income	104	1	6	1.9231	1.4326
Valid N (listwise)	104				

Here, the Valid N is 104 or it is the total number of respondents who were interviewed for the research purpose. Other important findings of this table are given below:

According to the data, the mean of the variable “Impact of Advertisement on Purchasing” is 3.93. It represents that most of the respondents think that advertisement is positively influencing them to purchase a product. Their average response was to agree and the code for agreeing was 4. Here the standard deviation was also low and it represents that, the data are close to the mean value.

The mean of “Public Relations impact on purchasing” is 3.89 which is close to 4. So, the respondents agreed with the concept that public relations have a positive impact on their purchasing decisions. Here the standard deviation is also low at 0.83.

The average of “Persona Selling impact on purchasing” is 3.2 which indicates that most of the respondents are neutral on this matter. Here the standard deviation is 1.05 which is higher than the previous one.

The mean “Direct mail influences on purchasing” is 2.77. That indicates, on average the respondents have a neutral opinion regarding this method of marketing communication and some of them also disagree with

it. The standard deviation is also higher which means the responses have more variation for this variable than other variables (Arakelian & Papathanasiou, 2004).

The mean of “Event Sponsorship influences on purchasing” is 3.44 which represents that most of the respondents have positive opinions regarding this tool. The standard deviation is near 1 which indicates that the data are distributed at a distance from the mean.

Trade shows have a positive impact on purchasing decisions and regarding this matter, most of the respondents agree with it because the mean value here is more than 3. Here the standard deviation is also 0.91.

The online advertisement has a positive impact on purchasing decisions and the response was higher than neutral and close to the agreement. But the standard deviation is 1.09 which represents that the average distance from the mean value of data is higher.

The average age of all the respondents was 24-28 because the mean age is 1.95. But the standard deviation is 1.2 which means there were people of different ages also. The mean of gender shows that more female respondents responded than males.

The average income deviation is here 1.43. As the mean of occupation is 3.37, that means most of the respondents were a student and the standard deviation is also very low here.

Ranking of Marketing Communication Tools based on their influences:

The marketing communication tools that are widely used are categorized into seven major categories and their effect on consumer purchasing behavior can be measured by descriptive analysis. This analysis can be used to rank them based on consumers’ opinions (Raqab & Rychlik, 2002). In this part, the communication tools will rank based on their effectiveness which will be measured from the consumer opinions. The mean value will be the determinant here for ranking them because the higher mean value is likely to represent higher influences on consumer purchasing behavior. The rank of these tools is given below:

Table no 2: Ranking of marketing communication tools

Rank	Communication Tools	Mean Value
1	Impact of Advertisement on Purchasing	3.9327
2	Public Relations Impact on Purchasing	3.8942
3	Trade Shows Influences on Purchasing	3.5673
4	Positive Impact of Online Advertisement on Purchasing	3.4423
5	Event Sponsorship Influences on Purchasing	3.4423
6	Personal Selling Impact on Purchasing	3.2019
7	Direct Mail Influences on Purchasing	2.7788

Hypothesis test

Hypothesis tests can be done by using lots of ways and different types of tests are conducted to do this job. The types of data and their characteristics are the determinants of the hypothesis test methods (Pittiglio, 2012).

In this research, the influence of marketing communication tools on consumers buying decisions will be analyzed. So, here the null hypothesis is that marketing communication tools do not influence consumer purchasing behavior. For the analysis purpose, the marketing communication tools are categorized into seven major tools. The impact of each tool on consumer buying behavior will be analyzed separately and then that analysis will be used to form the final results on whether there are any influences or not (Hewson & MacGillivray, 2016). So, the hypothesis is:

H₀= There is no statistically significant difference between the sample mean and the given population mean

H₁= There is statistical significance positive impacts of advertising on purchasing decisions

H₂= There are statistically significant positive impacts of public relations on purchasing decisions

H₃= There are statistically significant positive impacts of personal selling technique on purchasing decisions

H₄= There are statistically significant positive impacts of direct mail on purchasing decisions

H₅= There are statistically significant positive impacts of event sponsorship on purchasing decisions

H₆= There are statistically significant positive impacts of trade shows on purchasing decisions

H₇= There are statistically significant positive impacts of the Positive impact of online advertisement on purchasing decisions

Here, the null hypothesis H₀ will be tested against the alternative hypothesis (Sriananthakumar, 2017). Each alternative hypothesis represents major seven marketing communication tools and each of them separately will be tested against the null hypothesis.

One-Sample t-Test:

Zaslavsky (2012) stated, “To conduct the one-sample t-test, it is needed to compare the variables against a known value”. According to the null hypothesis of this research, it is assumed that marketing communication tools don’t have any influence over consumer purchasing behavior. If this is the case, the respondents will either reply to these questions regarding marketing communication tools in their interviews disagree or strongly disagree (Schmidt, Faldum & Kwiecien, 2017). For the analysis purpose, the researcher will compare these seven tools of marketing communication tools or variables with the disagreed opinions of respondents. So here the test will be compared with the value of 2.

In the descriptive analysis, the mean, standard deviation, and standard error of each variable are calculated.

Table no 3: Descriptive Analysis

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Impact of Advertisement on Purchasing	104	3.9327	0.77915	0.0764
Public Relations Impact on Purchasing	104	3.8942	0.83513	0.08189
Personal Selling Impact on Purchasing	104	3.2019	1.05554	0.1035
Direct Mail Influences on Purchasing	104	2.7788	1.13169	0.11097
Event Sponsorship Influences on Purchasing	104	3.4423	0.99344	0.09742
Trade Shows Influences on Purchasing	104	3.5673	0.91125	0.8936
Positive Impact of Online Advertisement on Purchasing	104	3.4808	1.09705	0.1057

Here, N represents the number of observations of the test. Standard deviation represents the average dispersion data in each variable from its mean value (Coffey & Kalmykov, 2012). By using the standard deviation and mean, the standard error is calculated which shows the errors of the responses in terms of the mean (Wu, 2014).

The most important thing in this descriptive analysis table is the mean of all of these variables. All the means are more than 3 or very close to 3. According to our data coding, 3 represents the neutral opinions of the respondents. In this test, the variables were compared with the value of 2 or disagree. But the means of most of the variables are more than 3. It represents that; there are comparatively fewer responses disagreeing to the questions that these marketing communication tools have positive influences on consumer purchasing behaviour.

Though few variables have a higher standard deviation, their standard error is not that much high. The higher standard deviation represents that the data has a little bit of dispersion according to the opinions of respondents.

One Sample Test table: This is the table where the t-value and p-value of the calculation are shown. The test was conducted by comparing the variables with 2 at a 95% confidence level. The p-value will be compared with the level of significance which is 0.05. If the p-value is less than the significance level, there will be enough evidence of the significant difference between the sample and the population mean. That means the null hypothesis will be rejected. On the other hand, if the p-value is higher than the significance level, the sample mean is not significantly different from the population or given mean.

The one sample test of this research is given below:

Table no 4: One-Sample t-test

	One-Sample test					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Impact of Advertisement on Purchasing	25.296	103	0	1.9327	1.7812	2.0842
Public Relations Impact on Purchasing	23.131	103	0	1.8942	1.7318	2.0566
Personal Selling Impact on Purchasing	11.612	103	0	1.2019	0.9966	1.4072
Direct Mail Influences on Purchasing	7.018	103	0	0.7789	0.5588	0.9989
Event Sponsorship Influences on Purchasing	14.806	103	0	1.4423	1.2491	1.6355
Trade Shows Influences on Purchasing	17.54	103	0	1.5673	1.3901	1.7445
Positive Impact of Online Advertisement on Purchasing	13.765	103	0	1.4808	1.2674	1.6941

In this table, the t values are given in the second column which can be compared with the values of the t on the table to make the decisions regarding accepting or rejecting the hypothesis (Schmidt, Faldum & Kwiecien, 2017). Besides that, the p-value can be compared the p-value with the significance level to make decisions about the null hypothesis. The next column represents the degrees of freedom of the analysis. Then the significance of the two-tailed analysis which is also known as the p-value is given (McGee, 2018). The next important column is the mean difference which is the difference between the sample mean from the population or test value. All the means of sample variables of the sample are greater than the population means because the mean difference is positive here. That means most of the respondents agree or are neutral about the influences of communication tools but disagree.

The key outcomes from the t-test are given below:

The impacts of an advertisement on purchasing behaviors: Here, the p-value is 0.000 which is less than 0.05. As a result, the mean difference between “The impacts of an advertisement on purchasing behaviors” and the population mean is significant. So, it can be concluded that the null hypothesis H_0 will be rejected, and alternative hypothesis H_1 will be accepted.

Public Relations impact on purchasing behaviors: Here, the p-value is 0.000 and this needs to be compared with the level of significance. The p-value is less than 0.05 which represents that the mean difference between the sample and the given mean is statistically significant. So, the null hypothesis H_0 will be rejected and alternative hypothesis H_2 will be accepted.

Personal Selling impacts on purchasing behavior: The p-value is 0.000 which is less than 0.05 and it indicates that there is enough statistical evidence that the mean difference is significant. As a result, the null hypothesis H_0 can be rejected, and the alternative hypothesis is H_3 .

Direct Mail influences on purchasing behavior: If the table is observed, it can be found that the p-value here is 0.000 which is less than the significance level of 0.05. It represents that, the sample mean and population mean are significant from each other, and the null hypothesis H_0 can be rejected and accepted the alternative hypothesis H_4

Event Sponsorship influence on purchasing behavior: The p-value is also lower than the significance level here which is 0.000 is < 0.05. So, it is proved that the sample mean is significantly different from the population mean. It concludes that the null hypothesis H_0 can be rejected and the alternative hypothesis H_5

Trade shows influences on purchasing behavior: Here, the p-value is less than the significance level. So, the null hypothesis H_0 can be rejected, and the alternative hypothesis H_6

The positive impact of online advertisement on purchasing behavior: Here the p-value 0.000 is less than the significance level which is 0.05. It proved that the null hypothesis H_0 can be rejected and the alternative hypothesis H_7 can be accepted

So, the null hypothesis has been proved false here because the significance level is higher than the p-value of these variables (LEDWINA & WYŁUPEK, 2012). It represents that, there are significant mean differences between the sample mean and test value which is 2.2 represents the “Disagree” opinions of respondents which are proven false. It accepts all the alternative hypotheses and all alternative hypotheses are different types of marketing communication tools that have influenced consumer buying behaviors. So, it can be said that there is enough statistical evidence that marketing communication tools have influences on consumer purchasing behavior.

Correlation matrix

The correlation matrix is a table where the relations between different variables are presented (Sasvári, 2013). By the correlation, the level of intimacy between different variables of a data set can be understood (Allemang, 2014). In this report, the correlation of marketing communication tools with the consumer buying behavior variables will be shown which will help to understand the intimacy or relationship among these variables. The correlation matrix will help to understand the relationship between two different variables whether they have a strong, weak, or no relationship. If the variables have a strong relationship with each other, it will prove that one variable or marketing communication tool will be affected by changing another variable or communication tool. From the table below, we can see that there is a weak relationship between most of them because their correlation is less than 0.30 which indicates a weak relationship. Here the values are positive which indicates that there are also negative relationships. The correlation matrix is given below:

Table no 5: Correlation

	Information Search	Evaluate Alternatives	Need Identification
Advertising	-0.00179	0.037025	0.305929
Public Relations	-0.09012	-0.13655	0.139335
Personal Selling	0.095395	-0.02042	0.082325
Direct Mail	-0.01501	0.0277	0.181338

Event Sponsorship	-0.01439	0.024111	0.225456
Trade Shows	0.038599	0.057487	0.178471
Online Advertisements	0.019118	0.063225	0.238996

Here, few of the correlation coefficients are negative because they have negative relationships. One important thing that needs to be considered here is that the correlation value is very low between these variables which indicates that the opinions of respondents regarding these questions are not related to each other.

IV. Conclusion

The influence of marketing communication tools on consumer buying decisions is the main theme of this paper. The aim is considered to be achieved on the attainment of objectives (Jaakkola, 2007). The influence is measured through the analysis of primary data taken from 100 people belonging to different economic and age levels. Each of the communication tools shows an average above 3 which states that most of the respondents believe that communication tools influence each level of buying behavior. The average age level of the participants ranges from 24 to 28 and most of them a student who has theoretical knowledge and also acts as a consumer in their daily life.

Advertising is the most effective tools that have an impact on each level of buying behavior showing a mean of 3.93 with less standard deviation of 0.78. Public relations, trade shows, and event sponsorship influence purchase decisions more than 3 which represents the positive impact on the application of those tools. Personal selling and direct mail got the highest standard deviation among 104 data which dictates the variability among the respondents in the uses of those tools. Even in the case of direct mail, the mean is below 3 which takes the negativity of using direct mail as a communication tool. Except those, web advertisements, online marketing, posters, and billboards have a significant level of influence on the purchase decision of a consumer. Among the 104 respondents, more than 70% believe that marketing communication tools can influence the buying decision.

One sample test produces the result of a P-value that explains each of the marketing communication tools has a significantly lower P-value than the significance level which is .05. The mean difference between “marketing communication tools on consumer buying behavior” and the respondents is significant. So, it can be concluded without hesitation that null hypothesis H0 is rejected and alternative hypothesis H1- There is a considerable impact of marketing communication tools on consumer buying behavior is accepted.

Recommendations

The recommendation is the judgment of the researcher about the issues found in the analyzing process (Kirmani & Wright, 1993). In case of implications of research findings, there are significant sophistication will need to be followed (Lancaster & Massingham, 2001). The researcher would draw the recommendation as follows-

1. Use advertisement in the digital platform: Most of the time, consumer emphasizes their affection towards the advertisement as a source of buying influencer (Elfas Zambrano, 2018). More than 75% of respondents acknowledge the effectiveness of the advertisement and 56% emphasize the online content of the advertisement.
2. Segmented marketing communication: The use of communication tools is most effective in showing the data analysis. From age 18 to 28 are the most responsive towards the marketing communication tools. Also, the income level belongs to the student is a very concern in the approach of marketing communication tools.
3. Avoid direct mail: The research shows the consistency of the literature cited in this paper in the case of direct mail. Research would very much like to say that avoid direct mail as much as possible or may be used as post-purchase communication.
4. Influence “Evaluation of alternatives”: The Researcher recommends implementing marketing communication tools that have an impact at least up to the evaluation process. As it is found that common buying behavior is started with the evaluation process (Du Plessis, Strydom & Jooste, 2012).
5. Discretion in Personal Selling: This research shows the inconsistency in terms of personal selling techniques. Personal selling has the potential of influencing buying behavior which has meant more than three to support the claim. On the other hand, personal selling has the second most standard deviation after direct mail. So, it is recommended to use skilled and trained personnel to implement personal selling and emphasize creativeness on it.

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