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Effect of Traditional and Modern Integrated Marketing Communication on Brand Equity

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Abstract

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Purpose: The study aims to investigate the effect of traditional and modern integrated marketing communication on brand equity.

Methods: The study followed a descriptive and causal-comparative research design, statistical techniques such as Mean, Standard Deviation, Correlation, and Regression were used for comprehensive data analysis. Data collection was conducted using a convenient sampling technique, targeting over 384 customers. An adopted questionnaire with a seven-point Likert scale was used for data gathering.

Results: The findings reveal sales promotion is the major factor for brand equity. Likewise, it is also found that Female customers prioritize brand equity more than males, indicated by higher mean ranks. This suggests a potential gender difference in attention towards brand equity.

Conclusion: This study shows that combining traditional and digital strategies strengthens brand equity among customers. Traditional marketing methods such as advertising, promotions, and public relations are important for building brand trust and value. Organizations should balance resources between both channels and ensure consistent messaging to increase brand equity, maximizing marketing impact and promoting reputation.

Keywords: Brand equity, advertising, sales promotions, digital marketing, social media

I. Introduction

Today brands are crucial component of marketing strategy. Many companies develop marketing strategies to improve their sales and make their brand stand out among competitive ones. The primary objective of achieving marketing success is to build brand equity (Solomon & Stuart, 2002). Brands play a vital role in marketing, serving as a key component for manufacturers (Murphy, 1990; Marcoulides, 1998b) and offering valuable information to consumers (Aaker & Biel, 1993). Consumer choices regarding brands should not be viewed as isolated decisions; rather, they represent a dynamic interaction between individuals, products, and brands (Hogg & Michell, 1996).

Effective message dissemination has become a crucial element in successful marketing,

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contributing to the accomplishment of business goals (Cvetkov, 2019). The concept of marketing communications planning emphasizes the importance of an integrated strategy that assesses various communication methods—such as advertising, direct marketing, sales promotions, and public relations - ensuring clarity, consistency, and maximum impact (Luo et al., 2013). However, in Nepalese society, integrated marketing communication (IMC) faces challenges, including difficulties in identifying target audiences, addressing uneducated consumers, maintaining message consistency, and a lack of expertise in selecting appropriate IMC tools.

Traditionally, brand communication followed a top-down model, where marketing professionals carefully curated and controlled brand messaging. However, the rise of social media has empowered consumers, enabling them to actively participate in two-way interactions, significantly altering the nature of engagement. As a result, marketing communications have undergone a transformation, requiring brands to adopt a more flexible and responsive approach to effectively connect with their audience. Businesses that implement IMC benefit from consistent messaging across multiple channels, fostering a cohesive brand experience. Integrated marketing aims to deliver a seamless and positive interaction for consumers at every touchpoint with the brand (Zeithaml, 2018).

Advertising involves promoting ideas, goods, and services in a non-personal manner with a fixed cost (Kotler, 2003). It plays a key role in integrated marketing communication by informing customers about new products and services (Ryans & Ratz, 1987). In Nepal, digital advertising is expanding as consumer interest shifts online, offering a cost-effective way to reach a broader audience (Khadka, 2016). Digital marketing helps businesses build brand equity, attract customers, and enhance brand awareness (Sawicki, 2016; Lee & Cho, 2020), as customer perceptions are shaped by their experiences over time.

Brand equity, which refers to a collection of assets and liabilities associated with a brand's name and symbols, influences both businesses and consumers (Aaker, 1991). It includes brand awareness, perceived quality, loyalty, and associations (Keller, 1993). Effective brand equity management relies on IMC rather than isolated communication efforts (Schultz, 2004). Research focuses on its origins and effects (Chattopadhyay et al., 2009), highlighting its role in sales promotions that influence consumer behavior and enhance brand image (Raju et al., 1990; Keller, 1998; Krishnan, 1996).

Previous researchers have conducted research on modern and traditional integrated marketing communication on brand equity such as (Kushwaha et al., 2020). This highlights the necessity of studying IMC to enhance brand equity. Thus, how marketing affects brand strength right away, but there's need of more research on how different marketing methods affect brands over a long time. Understanding this can help marketers make better decisions about how to promote their brands.

The research objectives are to investigate and compare the varying effect of traditional and modern IMC on brand equity. Firstly, to assess the differences among gender, age group of respondents with regards to advertising, sales promotion, public relation, direct marketing, social media, digital media, traditional IMC, modern IMC and brand equity. Secondly, to determine the relationship between advertising, sales promotion, public relation, direct marketing, social media, digital media, traditional IMC, Modern IMC and brand equity. Lastly, to examine the effect of advertising, sales promotion, public relation, direct marketing, social media, digital media, traditional IMC, Modern IMC on brand equity.

II. Reviews

This section covers the theoretical and empirical review of the study, as mention below.:

Theoretical Review

Aaker (1991) defines brand equity as a set of brand assets and liabilities linked to a brand's name and symbols that impact the value offered to customers. It includes brand awareness,

perceived quality, brand loyalty, and associations. Brand equity is built through Integrated Marketing Communications (IMC) (Schultz, 2004). Research has focused on its origins and effects (Chattopadhyay et al., 2009). Brand equity is essential for evaluating the success of sales promotions in influencing consumer behaviour and brand preference (Raju et al., 1990). Sales promotions can enhance brand equity by improving brand image and associations (Keller, 1998). Key elements of brand equity include brand awareness, perceived quality, and brand associations, all of which influence consumer decisions and loyalty. Proprietary assets like patents or trademarks strengthen competitive position (Aaker, 2009).

The attention theory has been widely studied in cognitive psychology and neuroscience. Corbetta and Shulman (2007), indicate that attention functions through a network of brain areas, including the prefrontal cortex, parietal cortex, and superior colliculus. Pieters and Wedel, (2002) demonstrates that attention to advertising is positively related to brand recall and recognition, indicating the importance of attention in advertising effectiveness. Successful direct marketing strategies utilize captivating subject lines, enticing promotions, and tailored messages to seize the attention of recipients and boost engagement rates (Kitchen & Burgmann, 2010).

The two-sided market theory, developed by Rochet and Tirole (2006), explains how sales promotions attract both buyers and sellers to a platform. Incentives or price reductions encourage consumer purchases while offering sellers better terms or visibility, creating a network effect that drives continuous growth (Rochet & Tirole, 2004). Digital platforms function as two-sided markets, connecting consumers and advertisers through targeted ads and sponsored content, where advertisers pay for access while users receive free or discounted services (Rochet & Tirole, 2004).

Kevin Lane Keller's Brand Equity Model, outlined in his book "Strategic Brand Management," is a well-known framework in marketing used to comprehend consumers' perceptions and interactions with brands. Keller, introduced model to underscore the significance of developing strong brand equity for enhancing a brand's competitiveness and long-term success. According to Keller's approach, the key principle is straightforward: to build a powerful brand, it is essential to create optimal brand encounters or experiences. Ensuring that active or potential customers consistently have positive feelings, thoughts, and beliefs about your brand is crucial. Once a company establishes the value it offers, brand equity and the customer base will naturally expand and solidify (Keller, 2019).

Empirical Review

Delgado et al. (2018) stated that to investigate the connection between traditional advertising channels, specifically TV, radio, and print, and its impact on brand equity. The findings of the study revealed a positive correlation, indicating that a consistent use of traditional advertising channels was associated with an increase in brand equity. The researchers employed a longitudinal methodology, analyzing brand performance data over a five-year period to provide a comprehensive understanding of the observed relationship.

Jones and Brown (2020), stated that the social media influence marketing on brand equity. The findings indicated that brands maintaining an active and engaging presence on social media platforms demonstrated higher levels of brand equity compared to those with minimal or no presence. The researchers adopted a survey methodology involving 500 consumers, analyzing their perceptions of brand equity specifically in relation to social media activities, thus providing empirical insights into the impact of social media marketing on brand equity.

Wang (2019), stated that to investigate the role of digital marketing strategies in building brand equity. Longitudinal study analyzing survey data was collected from consumers exposed to various digital marketing campaigns. The findings showed that digital marketing strategies, include social media marketing and influencer collaboration, significantly contribute to brand equity by enhancing brand engagement and fostering brand loyalty.

Wang (2016), stated that to investigate the influence of consumer generated content on brand equity in digital age. Findings showed that CGC such as online reviews and user generated social media content, significantly impact brand equity by influencing consumer perceptions and purchase intention. Content analysis of CGC was used related to various brands on social media platforms.

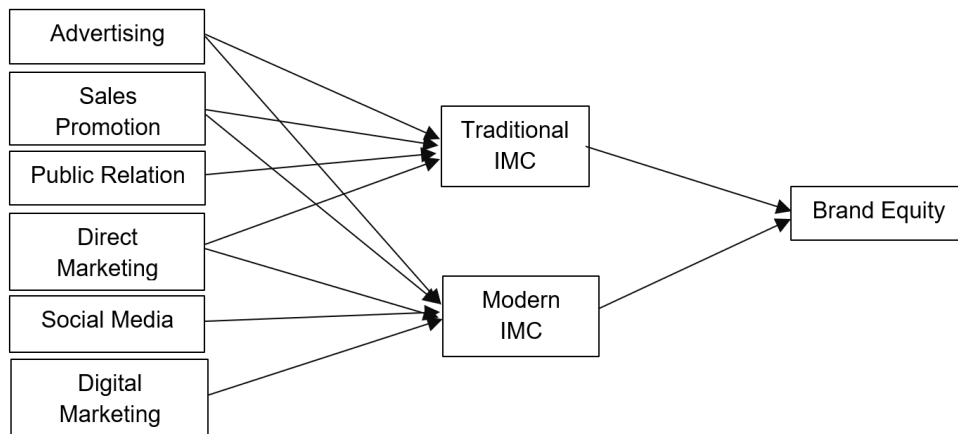
Danaher and Rossiter (2011) conducted surveys to examine eleven marketing communication channels, evaluating them individually on factors such as entertainment, trustworthiness, informativeness, and convenience, rather than brand equity, to assess their performance and synergy effects. However, the study does not fully explore the synergy between media, despite attempting to draw conclusions on this matter. Consequently, the key brand performance aspects influenced by communication are brand awareness and brand image (Madhavaram, Badrinarayanan & McDonald, 2005). A theoretical framework consists of concepts, assumptions, and principles that form the basis of a research study.

Figure 1

Research Framework

Independent Variables

Dependent Variable



Note. Kushwaha (2020)

III. Methodology

This study utilized both descriptive and causal-comparative research designs. The descriptive design aimed to outline a profile of a group of issues, individuals, or events through data collection and frequency tabulation of research variables or their interactions, as described by Cooper and Schindler (2003). In addition, the causal-comparative design was used to explore the relationships between independent and dependent variables. Common statistical methods used in causal-comparative research include the Spearman Rank Order Coefficient, Phi Correlation Coefficient, Regression, t-test, and Analysis of Variance. The population for this research study comprise the customers of Butwal Sub-metropolitan city, specifically the customers of hotels in Butwal. So, population is unidentified. The sample size for an unknown population was determined using Cochran's formula (Cochran, 1977) and it is determined to be 384 questionnaires. A convenience sampling method was used due to the unknown nature of the hotel customers in Butwal. The data for the study were gathered from primary sources using a structured questionnaire adapted from Kushwaha (2020). The questionnaire

used a seven-point Likert scale (1 = Strongly disagree, 2 = Disagree, 3 = Slightly disagree, 4 = Neutral, 5 = Slightly agree, 6 = Agree, 7 = Strongly agree) to collect responses from participants.

The study framework incorporates two variables: traditional and modern IMC as independent variables, and brand equity as the dependent variable. Seven constructs under the independent variables include advertising, sales promotion, public relations, direct marketing, and social media. A set of questions was designed for each variable, totaling 41 items. Lastly, a pilot test was conducted by distributing the questionnaire to 30 respondents to address the issue of scales reliability, validity and any other ambiguities. After the minor correction the questionnaires were distributed to 406 respondents and 386 completed responses were collected. The research study utilized Smart PLS and SPSS version 20, registered software from LBC, to analyze the collected data. Various statistical tools were applied depending on the nature of the data. Descriptive statistics, such as mean and standard deviation (SD), were calculated to analyze and assess employee responses. Furthermore, a reliability test was conducted to evaluate the reliability of the research instrument. To examine the normal distribution of the data, a Normality test, specifically the K-S test, was used.

IV. Results and Discussion

This part focuses on the analysis and findings of the study. The collected data were analyzed using Smart PLS and SPSS.

Table 1

Measurement Items Assessment/ Assessment of Survey Items

Variables	Items	Loading	VIF	Mean	SD
Advertising	A1	0.739	1.553	2.841	1.719
	A2	0.899	3.403	2.878	1.571
	A3	0.804	2.286	3.289	1.799
	A4	0.872	2.761	2.919	1.531
	A5	0.734	1.638	3.232	1.778
Sales promotion	SP1	0.780	1.800	5.159	1.719
	SP2	0.872	2.907	5.122	1.571
	SP3	0.771	2.222	4.711	1.799
	SP4	0.825	1.965	5.859	1.541
	SP5	0.717	1.543	4.768	1.778
Public relation	PR1	0.895	3.247	4.661	1.946
	PR2	0.882	3.116	4.266	1.965
	PR3	0.850	2.482	4.375	2.051
	PR4	0.835	2.440	3.914	1.941
	PR5	0.921	4.253	4.201	1.981

Direct marketing	DM1	0.835	2.485	3.628	1.926
	DM2	0.846	3.074	3.172	1.847
	DM3	0.900	3.264	3.724	1.892
	DM4	0.892	3.390	3.799	1.973
	DM5	0.79	2.002	4.661	1.946
Social media	SM1	0.877	3.081	5.951	1.384
	SM2	0.903	3.818	5.844	1.462
	SM3	0.903	3.945	5.719	1.609
	SM4	0.736	1.900	5.094	1.762
	SM5	0.796	1.742	5.461	1.739
Digital marketing	D1	0.852	2.419	5.104	1.702
	D2	0.821	2.242	5.133	1.797
	D3	0.860	2.439	5.445	1.544
	D4	0.801	1.960	5.768	1.586
	D5	0.788	1.799	5.122	1.629
Traditional IMC	TIMC1	0.925	3.346	5.367	1.523
	TIMC2	0.946	4.214	5.469	1.507
	TIMC3	0.917	3.109	5.409	1.634
Modern IMC	MIMC1	0.808	1.232	5.771	1.568
	MIMC2	0.651	1.166	3.172	1.847
	MIMC3	0.774	1.352	4.495	1.976
Brand equity	BE1	0.898	3.176	5.615	1.453
	BE2	0.874	2.981	5.034	1.767
	BE3	0.811	2.625	5.018	1.806
	BE4	0.859	2.808	5.083	1.848
	BE5	0.824	2.198	5.570	1.477

Table 1 Shows the metrics and validity associated with the outer model, detailing standardized outer loadings, Variance Inflation Factor (VIF), mean, and Standard Deviation (SD) of the outer model. The assessment employs forty-one scale items distributed across nine latent variables. All items exhibit outer loading values surpassing the threshold of 0.70, signifies contributions to measures respective variables (Sarstedt et al., 2017). Likewise, VIF values for all items remain below 5, indicating an no multicollinearity among the items (Hair et al., 2018), affirming no issues with multicollinearity. Mean and standard deviation (SD) outcomes for all measurement items fall within an acceptable range on a 7-point Likert scale. Consequently, these measurement items meet the criteria for reliability and validity in subsequent evaluations.

Table 2*Convergent Validity and Discriminant Validity*

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Advertising	0.869	0.879	0.906	0.659
Brand equity	0.908	0.919	0.931	0.729
Digital marketing	0.882	0.884	0.914	0.680
Direct marketing	0.906	0.909	0.931	0.729
Modern IMC	0.609	0.632	0.790	0.558
Public relation	0.925	0.928	0.943	0.769
Sales promotion	0.854	0.867	0.895	0.632
Social media	0.899	0.911	0.926	0.715
Traditional IMC	0.921	0.922	0.950	0.864

Table 2 Presents the reliability and validity of the constructs used in this study. All constructs have Cronbach's Alpha values above the standard threshold of 0.705 (Bland & Altman, 1997), indicating strong internal consistency and reliable scales for measuring each construct. Additionally, the Composite Reliability (CR) values (rho_a and rho_c) are above 0.70, demonstrating that the constructs are reliable and valid (Hair et al., 2017b). The Average Variance Extracted (AVE) values exceed the 0.50 threshold, confirming the convergent validity of all constructs (Hair et al., 2017b). Therefore, the results in Table 4 meet all quality criteria measures.

Table 3*One-Sample Kolmogorov Smirnov Test*

	Advertising	sales promotion	Public relation	Direct marketing	social media	Digital marketing	Brand equity	Traditional IMC	Modern IMC
Asymp. Sig. (2-tailed)	.000	.000	.061	.000	.000	.000	.000	.000	.055

Table 3, P values of advertising, sales promotion, direct marketing, social media, digital media, traditional integrated marketing communication and brand equity is less than 0.05 so the variables are not normally distributed. However, P value for public relation and Modern integrated marketing communication is more than 0.05, suggesting that the data follows a normal distribution.

As a result, for normally distributed variables parametric tests are applied. Specifically, an independent t-test is used for two categorical variables, while a one-way ANOVA is applied

for more than two categorical variables. In contrast, for not normally distributed variables non-parametric tests are used. The Mann-Whitney U test is applied when the independent variable (Gender) has two categorical groups, while the Kruskal-Wallis test is used when the independent variable (Age) has three categorical groups.

Table 4*T-test for Gender*

	Gender	N	Mean	T-value	P-value (sig)
Public relation	Male	137	4.34	.465	.642
	Female	247	4.25		
Modern IMC	Male	137	4.47	.127	.899
	Female	247	4.49		

Table 4 indicates that the p-values for public relations and modern integrated marketing communication are 0.642 and 0.899, respectively, both exceeding the 5% threshold. As a result, the alternative hypothesis is rejected at the 5% significance level. This suggests that respondents of different genders share similar views. The mean values for male and female customers further support this finding, demonstrating comparable opinions on brand equity. In this context, both male and female customers exhibit the same perception of brand equity.

Table 5*One-way ANOVA for Age Group*

		N	Mean	F-value	P-value
Public relation	below 30 years	352	4.28	.328	.805
	30 to 40 years	18	4.13		
	41 to 50 years	11	4.76		
	50 above	8	4.20		
	Total	384	4.28		
Modern IMC	below 30 years	352	4.51	.634	.593
	30 to 40 years	18	4.13		
	41 to 50 years	11	4.30		
	above 50	3	4.00		
	Total	384	4.48		

Table 5 shows that the p-value exceeds 0.05, leading to the rejection of the null hypothesis at the 5% significance level for public relations and modern integrated marketing communication. Therefore, there is no significant difference among age groups concerning these factors.

Table 6

Mann Whitney U Test

Variables	Gender	N	Mean Rank	Z-value	P-value
Advertising	Male	137	182.17		
	Female	247	198.23	1.361	.174
	Total	384			
Sales promotion	Male	137	186.33		
	Female	247	195.92	.812	.417
	Total	384			
Direct marketing	Male	137	197.82		
	Female	247	189.55	.700	.484
	Total	384			
Social media	Male	137	191.58		
	Female	247	193.01	.122	.903
	Total	384			
Digital marketing	Male	137	188.07		
	Female	247	194.96	.583	.560
	Total	384			
Traditional IMC	Male	137	183.94		
	Female	247	197.25	.009	.993
	Total	384			
Brand equity	Male	137	192.43		
	Female	247	192.54	1.129	.259
	Total	384			

Table 6 indicates that the p-values for advertising, sales promotion, direct marketing, social media, digital marketing, traditional integrated marketing communication, and brand equity all exceed 0.05. This suggests that there are no significant differences between male and female respondents regarding brand equity. However, the mean values reveal that female customers have a more favourable opinion of brand equity compared to male customers, as their mean rank is higher. This could imply that female customers tend to be more attentive to brand equity than their male counterparts.

Table 7

Krushkal-Wallis Test Age Group

Variables	Age Group	N	Mean Rank	t-value	p-value
Advertising	below 30 years	352	195.01	2.178	.536
	30 to 40 years	18	164.31		
	41 to 50 years	11	166.00		
	above 50	3	163.83		
	Total	384			
Sales Promotion	below 30 years	352	195.38	2.875	.411
	30 to 40 years	18	159.11		
	41 to 50 years	11	161.55		
	above 50	3	168.17		
	Total	384			
Direct Marketing	below 30 years	352	191.60	.576	.902
	30 to 40 years	18	204.78		
	41 to 50 years	11	191.27		
	above 50	3	229.33		
	Total	384			
Social Media	below 30 years	352	194.10	3.870	.276
	30 to 40 years	18	151.50		
	41 to 50 years	11	188.41		
	above 50	3	265.67		
	Total	384			
Digital Marketing	below 30 years	352	195.17	2.724	.436
	30 to 40 years	18	154.33		
	41 to 50 years	11	172.86		
	above 50	3	180.17		
	Total	384			
Brand equity	below 30 years	352	194.47	2.971	.396
	30 to 40 years	18	157.94		
	41 to 50 years	11	171.36		
	above 50	3	246.00		
	Total	384			
Traditional integrated marketing communication	below 30 years	352	193.96	1.680	.641
	30 to 40 years	18	159.83		
	41 to 50 years	11	198.55		
	above 50	3	195.50		
	Total	384			

Table 7, the P value of advertising, sales promotion, direct marketing, social media digital marketing, brand equity and traditional integrated marketing communication are .536, .411, .902, .276, .436, .396 and .641 respectively. All p-values exceed 0.05, indicating no significant differences among customer age groups concerning brand equity. Based on the mean rank shown in the above table, it is found that respondents who are below 30 years have a better opinion about advertising, sales promotion, direct marketing, social media digital marketing, brand equity and traditional integrated marketing communication compared to others. This may be because customers with age group of below 30 are more responsible, understanding regarding the brand equity.

Table 8*Correlation*

	Advertising	Sales promotion	Public relation	Direct marketing	Social media	Digital marketing	Traditional IMC	Modern IMC	Brand equity
Advertising	1	.935**	.361**	.352**	.631**	.791**	.684**	.492**	.605**
sales promotion		1	.378**	.366**	.690**	.816**	.728**	.514**	.662**
Public relation			1	.814**	.477**	.515**	.461**	.804**	.382**
Direct marketing				1	.416**	.510**	.420**	.820**	.282**
social media					1	.727**	.755**	.599**	.706**
Digital marketing						1	.751**	.644**	.613**
Traditional IMC							1	.775**	.489**
Modern IMC								1	.596**
Brand equity									1

Note. **. Correlation is significant at the 0.01 level (2-tailed).

Table 8, The correlation coefficients between advertising, sales promotion, public relation, direct marketing, social media, digital marketing, traditional IMC, modern IMC and brand equity show varying strengths. Advertising (0.605), sales promotion (0.662), and social media (0.706) all exhibit moderately strong to strong positive correlations with brand equity. In contrast, public relations (0.382) and direct marketing (0.282) show weak correlations. Traditional integrated marketing communication has a moderate correlation of 0.489, while modern integrated marketing communication shows a moderately strong correlation at 0.596.

Additionally, the p-value for advertising, sales promotion, public relation, direct marketing, social media, digital marketing, traditional integrated marketing communication and modern integrated marketing communication with respect to brand equity is below 1%, so the alternative hypothesis is accepted at the 1% significance level. Thus, it can be inferred that there is a significant relationship between them.

Structural Model Assessment

Figure 2

Path Diagram

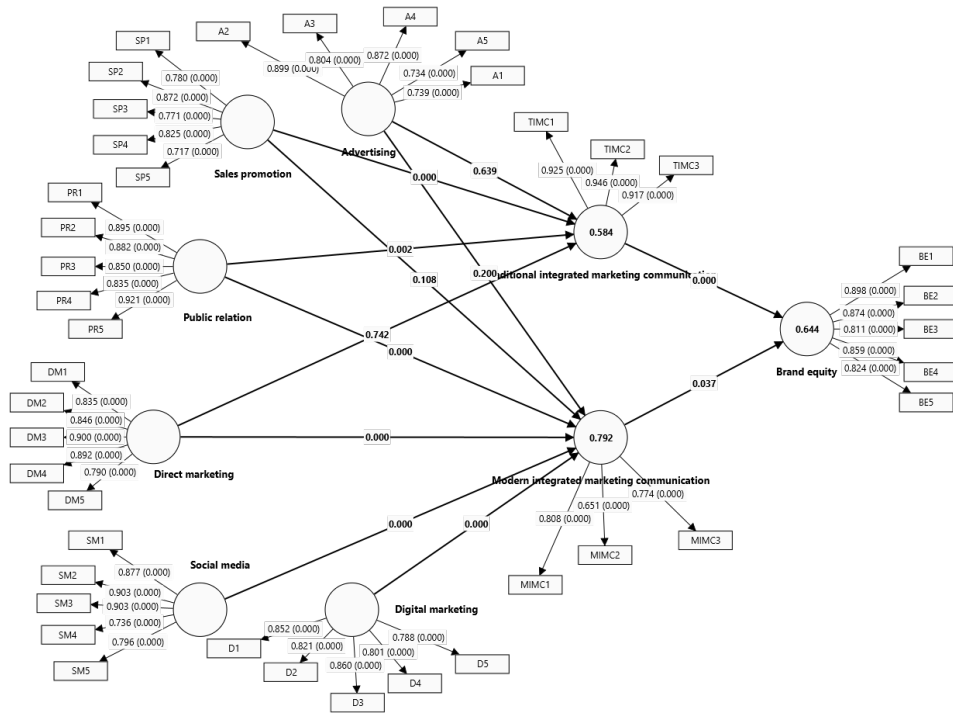


Table 9

Hypothesis Testing (Direct Effect)

Hypothesis	β	mean	SD	T-value	P-value
Advertising -> Modern IMC	0.12	0.12	0.10	1.28	0.20
Advertising -> Traditional IMC	0.07	0.07	0.16	0.47	0.63
Digital marketing -> Modern IMC	0.23	0.23	0.05	4.30	0.00
Direct marketing -> Modern IMC	0.34	0.34	0.05	6.03	0.00
Direct marketing -> Traditional IMC	0.02	0.02	0.06	0.32	0.74
Modern IMC -> Brand equity	0.09	0.09	0.04	2.08	0.03
Public relation -> Modern IMC	0.25	0.25	0.05	4.87	0.00
Public relation -> Traditional IMC	0.18	0.18	0.06	3.13	0.00
Sales promotion -> Modern IMC	0.17	0.17	0.10	1.60	0.10
Sales promotion -> Traditional IMC	0.73	0.73	0.15	4.59	0.00
Social media -> Modern IMC	0.19	0.19	0.04	4.03	0.00
Traditional IMC -> Brand equity	0.73	0.73	0.03	19.1	0.00

R-square = 0.644

Adjusted R-square = 0.642

Figure 2 and Table 9 show the boot-strapping results under 5000 subsamples and decisions on hypotheses. Digital marketing ($\beta=0.232$; $p<0.05$), direct marketing ($\beta=0.344$, $p<0.05$), public relation ($\beta=0.253$, $p<0.05$) and social media ($\beta=0.19$, $p<0.05$) significantly and positively impacts on modern integrated marketing communication. Similarly, sales promotion ($\beta=0.73$, $p<0.05$) and public relation ($\beta=0.187$, $p<0.05$) significantly and positively impacts on traditional integrated marketing communication. Similarly, modern integrated marketing communication ($\beta=0.09$, $p<0.05$) and traditional Integrated marketing communication ($\beta=0.73$, $p<0.05$), both has positive and significant impact on brand equity.

The R-square value of brand equity is 0.644 means 64.4 percent of variation in brand equity is explained by independent variables and rest of 35.6 percent by other factors. Moreover, adjusted R-square of brand equity is 0.642, which both indicates moderate predictive power (Hair et al., 2013).

Discussion

The study shows that using traditional Integrated Marketing Communication (IMC) is better for making brands stronger compared to other methods. This is because traditional IMC includes different ways to promote a brand, like advertising, sales promotions, and public relations, which all work together to create a strong brand message. The study points out that sales promotions and public relations are really important for traditional IMC to work well. Sales promotions encourage people to buy things right away and keep buying them, while public relations help manage how people see the brand and build trust with customers. Keller (1998), stated that seeing ads often helps people remember a brand and feel good about it. This means that keeping up with advertising is key to making a brand stick in people's minds. Kliatchko (2009), mentioned how IMC helps blend different ways of communication, making sure public relations efforts are smooth and on time. This makes it easier for brands to keep their message consistent across different places. Likewise, Orji (2020), stated that sales promotions are really important for getting people to buy things quickly and keep coming back for more. Offering deals and discounts encourages people to make purchases right away and become loyal customers. Therefore, the study confirms that traditional IMC methods are still relevant and effective in making brands stronger and influencing how people buy things.

V. Conclusion and Implication

The study emphasizes the dominance of traditional IMC strategies in shaping brand equity, with sales promotions and public relations playing key roles. Despite the rise of digital marketing, modern IMC has a weaker impact on brand equity compared to traditional methods. However, digital marketing, direct marketing, and social media are becoming important components of modern IMC. Businesses should adopt a hybrid IMC approach that combines the strengths of traditional strategies with digital tools to engage consumers effectively. Public relations should be used across both platforms, while investments in digital marketing and social media can enhance brand engagement with younger, digitally active consumers. A balanced IMC strategy can maximize brand equity and maintain a competitive edge.

This study has important implications for individuals, managers, and future research in Integrated Marketing Communication (IMC). For individuals, especially marketing professionals, the findings provide valuable insights for creating effective strategies by combining traditional and modern IMC tools to boost brand loyalty and reach more consumers. For managers, the study underscores the importance of integrating digital marketing and social media with traditional methods to enhance brand awareness, loyalty, and consumer engagement, while also improving resource efficiency. Managers must adapt to technological advancements and changing consumer preferences. For future research, the study suggests exploring how customer perceptions and emerging trends like AI, machine learning, and CSR impact IMC strategies and brand equity.

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