

The Role of social media in Integrated Marketing Communication

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Abstract -The advent of social media platforms has revolutionized communication and transformed marketing practices. As an integral part of Integrated Marketing Communication (IMC), social media offers businesses a unique opportunity to engage with their audiences directly, influence consumer behaviour, and strengthen brand loyalty. This study aims to investigate the impact of social media on IMC effectiveness in the context of northern India. A mixed-methods approach was employed to collect and analyse data, ensuring a comprehensive understanding of the relationship between social media and IMC. Primary data was collected from a diverse range of individuals across various professions and age groups, using structured questionnaires and interviews. To enhance the foundation of the study, secondary sources were examined. The results revealed a strong positive correlation between social media and IMC, with social media platforms playing a significant role in influencing consumer decisions and shaping brand perceptions. Consumers heavily rely on word-of-mouth marketing on social media, seeking recommendations from influencers and acquaintances to inform their purchase choices. Convenience in transaction processes within social media interfaces also impacts consumer behaviour. The findings underscore the increasing importance of social media in marketing communication, emphasizing the need for businesses to incorporate digital platforms strategically. Marketers can leverage the power of social influencers and positive online reviews to establish brand reputation and trust. Understanding consumers' inclination to seek information from social media can help shape effective marketing strategies that engage users through online platforms. Future research should explore variations in social media's impact on IMC across different cultural and demographic groups and industries. Longitudinal studies can track evolving consumer behaviour and adapt marketing strategies accordingly. Additionally, investigating new or hybrid models of IMC that combine traditional and digital media techniques can provide businesses with more effective strategy-building tools. This study contributes valuable insights into the evolving landscape of social media and its impact on marketing communication. By comprehending the intricate relationship between social media and IMC, businesses can tailor their strategies to resonate with their target audience effectively and enhance overall brand engagement in a dynamic and competitive market.

Keywords: IMC: Integrated Marketing Communication

The Role Of Social Media In Integrated Marketing Communication.

The integration of technological advancements and communication methods has led to a significant transformation in how people interact and share information. This has given rise to the emergence of social media platforms, which have quickly become an essential component of marketing tactics, especially as a formidable player in the realm of Integrated Marketing Communication (IMC). Incorporating social media channels into a company's communication strategy can significantly boost brand recognition, foster customer loyalty, and encourage engagement. Social media platforms offer businesses an exceptional chance to connect with a broad audience, communicate with customers directly, and gain valuable insights into their preferences and behavior. Therefore, it's vital for companies to create a strong social media plan that aligns with their marketing objectives and goals. (Tiago & Veríssimo, 2014).

1. Introduction

Recognized as a strategic business process, IMC aims to unify all forms of communication to maintain consistent brand messaging. According to Duncan (2002), IMC began as a managerial approach in the mid-1980s owing to fragmented marketing strategies that precipitated

communication redundancy. The modern version of IMC encapsulates digital marketing, emphasizing the importance of different touchpoints like social media.

1.1 Integrated Marketing Communication (IMC) :

In today's competitive business landscape, the process of Integrated Marketing Communications

(IMC) is essential.. IMC refers to the integration of various communication elements to ensure that a brand's messaging is consistent across all channels. The concept of IMC emerged in response to fragmented marketing strategies that resulted in inconsistent and ineffective communication. It has since evolved to encompass digital marketing, recognizing the importance of touchpoints such as social media. IMC was first introduced in the mid-1980s as a managerial approach to address communication redundancy caused by fragmented marketing strategies. Today's version of IMC emphasizes the importance of various touchpoints like social media in digital marketing. By adopting IMC, businesses can achieve a unified and compelling brand message that resonates effectively with their target audience. In essence, IMC provides a strategic approach to marketing communication that assists businesses in improving their brand image, increasing customer engagement, and ultimately boosting business growth. Duncan (2002)

1.2 Social Media

Social media refers to various communication platforms that enable users to share and exchange information within virtual communities. Facebook, Twitter, Instagram, LinkedIn, and YouTube are among the most popular and commonly utilized social media platforms.. These platforms give businesses an unprecedented opportunity to engage directly with their audiences, promoting their products and services in unique and creative ways.

1.2.1 Rise of Social Media

Social media has had a major influence on the development of marketing tactics. In recent years, businesses have been able to leverage innovative tools such as influencer marketing, rating and ranking systems, and user-generated content to connect with consumers on a much deeper level. These new concepts have allowed businesses to tell captivating stories, foster communities, and encourage user participation in their brand's narrative. Social media has revolutionized the way businesses interact with their audience. By utilizing various social media platforms, businesses can now better comprehend their audience's preferences and adjust their marketing strategies accordingly. They can foster genuine and significant connections with their target audience, instilling trust and creating enduring relationships. As social media continually evolves, it's critical for businesses to stay abreast of the latest trends and tools to stay relevant and

thrive in a constantly competitive market. (Kim & Ko, 2012).

1.2.1.1 Impact of Social Media on Brands

The advent of social media in the digital era has transformed the way consumers engage with brands and exchange details about their offerings. One significant phenomenon that has emerged is social media word of mouth, which involves consumers sharing their experiences, opinions, and recommendations about various products and services on online platforms. The opinions of others can greatly influence a consumer's choices, especially when it comes to making purchases. This means that potential customers often turn to their peers for guidance. (King, Racherla, & Bush, 2014)

1.2.1.2 Digital word of mouth and role of influencers:

In addition to social media word of mouth, influencer marketing has also gained traction in recent years. This strategy involves leveraging individuals with significant social media followings to promote specific products or services to their audience. The goal is to influence the purchasing decisions of their followers and increase brand awareness. (Zhu & Zhang, 2010).

Another way that consumers can share information and opinions about products and services is through rating and ranking systems. These systems allow customers to rate their experiences with a particular brand or product and share their opinions with other potential customers. This can be a powerful tool for influencing consumer behaviour, as positive reviews and high ratings can increase the likelihood of a potential customer making a purchase.

Given the significant impact that social media word of mouth, influencer marketing, and rating and ranking systems can have on consumer behaviour, researchers such as King, Racherla, Bush, Zhu, and Zhang have conducted extensive studies to understand the implications of these concepts on the modern market. (King, Racherla, & Bush, 2014) (Zhu & Zhang, 2010).

1.3 Integrated Marketing Communication and Social Media:

The success of IMC relies on the strategic combination of different promotional tools to deliver a clear and convincing message. Marketers take advantage of social media's wide reach and influential power to improve the effectiveness of IMC. However, the information available about the role of social media in IMC is incomplete and

inconclusive. It is crucial to investigate how platforms such as Facebook, Twitter, Instagram, LinkedIn, and YouTube contribute to the effectiveness of IMC and, ultimately, to the attainment of marketing goals.

1.4 Conclusion:

This research paper aims to bridge the existing knowledge gap by conducting a thorough quantitative study. Through a survey, we will examine the impact of social media on the IMC landscape. Our goal is to provide valuable insights that marketers can use to develop effective strategies, effectively utilizing various social media platforms to achieve their IMC goals.

1. In the following sections, this paper will outline the research methodology, analyse the data, and ultimately draw conclusions that could enhance our understanding of social media's impact on IMC.

2. Literature Review

2.1 Integrated Marketing Communication (IMC)

In the latter half of the 20th century, there was a notable change in marketing with the rise of Integrated Marketing Communication (IMC) as a leading approach.. This approach was developed in response to the evolving digital era, where traditional media and advertising strategies were no longer sufficient to reach and engage with target audiences effectively. The emergence of IMC marked a new era of communication, where brands could leverage multiple channels and platforms to create a cohesive and seamless experience for consumers. Schultz et al. (1993) IMC stands for Integrated Marketing Communication, which is the process of strategically coordinating all promotional messages to maintain consistency in messaging across all interactions between a company and its consumers. Integrated Marketing Communications (IMC) is a comprehensive approach to managing all marketing communication efforts. It involves aligning and coordinating all promotional messages across various channels to ensure consistency and coherence in the messaging strategy. The goal is to create a seamless and unified brand experience for consumers across all touchpoints, including advertising, public relations, direct marketing, sales promotion, and personal selling. By adopting an IMC approach, companies can effectively communicate their message, build brand awareness, and ultimately drive sales.

2.2 social media and Integrated Marketing Communication

The evolution of social media and internet technologies has brought about a significant shift in the Integrated Marketing Communication (IMC) landscape. As a result, there has been an unprecedented level of engagement and interaction between businesses and consumers. This has opened up new avenues for marketers to effectively communicate their brand message and build relationships with their target audience. With the power of social media at their fingertips, businesses can now connect with consumers in a way that was previously impossible, allowing them to gain valuable insights into their customers' preferences and behaviors. Social media has brought about a significant change in the way businesses communicate with their customers, making it a crucial component of modern marketing strategies. (Tiago & Veríssimo, 2014).

2.3 Social media and the four C's:

The evolution of marketing strategies on social media has reached a critical milestone with the integration of the four C's - Content, Context, Connection, and Conversation. Brands are now adopting a more refined approach to creating and promoting their *Content* by considering the *Context* in which it will be disseminated. This allows them to build solid *Connections* with their target audience and engage in meaningful *Conversations* that foster strong relationships with their customers. This approach has proven to be highly effective in helping brands achieve their marketing goals on social media platforms. The four C's are essential elements that enable brands to achieve success in a highly competitive digital landscape. Through thoughtful planning and execution, brands can create a compelling social media presence that engages their audience, builds loyalty, and drives business growth. (Kietzmann et al., 2011).

2.4 Social Media and brand communication:

Social media has become an instrumental tool for brands to communicate their narrative and establish a meaningful connection with their audience. In order to effectively resonate with their consumers, companies often employ social media influencers who are perceived as more authentic and relatable than conventional celebrities. This strategic approach is referred to as user-interaction, as stated by Keller (2016).

In today's digital age, brands have recognized the immense potential of social media as a powerful tool to reach out and engage with their target audience. In order to establish a deeper and more meaningful connection with their consumers, companies have started leveraging the influence of social media influencers. Compared to traditional celebrities, these influencers are seen as more genuine, easy to relate to, and dependable by their supporters. This strategic approach of user-interaction, as defined by Keller (2016), has proven to be an effective way for brands to not only enhance their reach but also establish a more humanized and approachable brand image. By leveraging the power of social media and collaborating with influencers, brands can effectively communicate their narrative and engage with their audience in a more meaningful and impactful way.

Social media platforms offer brands a chance to engage with their target audience through various creative and interactive content formats. These platforms allow brands to showcase their stories in a way that resonates with their audience and promotes a deeper level of engagement. Brands can create an engaging and unforgettable content experience for their audience by utilizing the potential of social media. (Ashley & Tuten, 2015). Social media has caused a significant change in social influence, where users' actions and engagement have a considerable impact on consumer behavior. (Chu & Kim, 2011). The concept of the networking effect is a powerful force in consumer behavior. It refers to the tendency for individuals to be influenced by the positive opinions and experiences of their social connections when it comes to brands and products. This can be seen in the way that people are more likely to trust, try, and purchase items that have been recommended or endorsed by those they know and trust. As such, businesses that can cultivate positive relationships with their customers and foster word-of-mouth marketing through social networks can benefit greatly from the networking effect. (Van der Lans et al., 2019).

2.5 Social media role on transformation in communication:

The emergence of social media platforms has brought about a significant transformation in the way individuals communicate and influence others. The traditional concept of 'word of mouth' has evolved to a point where consumers are now

instrumental in promoting brands

through sharing and endorsing their content. This is achieved through various means, such as liking, commenting, and reposting, which have propelled brand reach and visibility to unprecedented levels. Consequently, businesses have recognized the crucial role played by consumers in marketing and have invested heavily in social media marketing strategies to leverage this trend. (Jalilvand & Samiei, 2012). In recent times, the influence of social media influencers in marketing has grown significantly. They are now considered as the new brand ambassadors, blurring the lines between personal and corporate accounts. This trend has resulted in a unique fusion that fosters a sense of closeness between brands and their customers. In today's world, many businesses are turning to influencers to create their brand image, increase customer engagement, and enhance sales. Influencers possess the power to capture a broad audience and have a significant impact on consumer choices, which makes them an essential aspect of current marketing techniques.. (Freberg et al., 2011).

The current era of technology heavily influences a brand's image and reputation through its virtual existence and social media ratings. Liu's (2006) study emphasizes the importance of customer reviews in an organization's integrated marketing communication (IMC) plan. Therefore, businesses should prioritize managing their online reputation by actively engaging with their customers and monitoring their social media presence.

2.6 Conclusion:

Throughout this chapter, an exhaustive and thorough literature review has been conducted in order to establish, beyond any doubt, the crucial importance of social media within the realm of Integrated Marketing Communications (IMC). Looking to the future, it is clear that by conducting a rigorous quantitative analysis, we may be able to uncover a more precise and measurable impact of this integration. Indeed, the significance of social media in modern marketing strategies cannot be overstated, and it is essential for businesses to stay up-to-date with the latest trends and best practices in order to remain competitive in today's rapidly evolving market.

3. Methodology

In order to thoroughly evaluate the impact of social media on integrated marketing communication, the

research team adopted a mixed-methods approach that involved utilizing both qualitative and quantitative methods to collect and analyse data. This comprehensive approach allowed for a more nuanced understanding of the issue at hand and enabled the team to draw more accurate conclusions based on the evidence they gathered. By combining these two research methodologies, the team was able to gain a more complete understanding of the complex relationship between social media and integrated marketing communication and to identify key trends and patterns that might not have been apparent through the use of only one method. Overall, this approach helped the team to produce a more robust and reliable set of findings, which should be of great value to anyone seeking to understand this important topic better. (Creswell & Plano Clark, 2017).

3.1 Sampling Technique

In order to collect the necessary data, the opted method was a highly effective stratified sampling method, as explained in Saunders, Lewis & Thornhill's (2019) research. This approach involved dividing the population into different suburban areas in northern India, and then selecting survey participants from each of these areas. This ensured that the sample obtained was truly representative of the population, as it accounted for the inherent diversity of the region. The survey participants themselves were a diverse group, comprising both males and females, and spanning a wide range of ages, from 20 to 60 years. Moreover, they represented a broad spectrum of professions, further underlining the comprehensive nature of the sample. Based on these factors, I am confident that the sample obtained through the stratified sampling method accurately reflects the wider population.

3.2 Data Collection

Our study involved human participants and utilized a comprehensive approach to data collection. To gather valuable insights, we employed structured questionnaires and interviews. It is worth mentioning that this research method has been widely accepted within the academic community, as noted by the prestigious scholar Smith in 2015. Smith (2015). In addition to primary data collection, we also conducted a thorough review of secondary sources. As recommended by Flick in 2018 Flick (2018), this approach included various forms of existing literature, industry reports, and relevant scholarly journals. This method provided

us with a strong foundation for our study, ensuring that we had access to the most current and pertinent information available. Overall, our research methodology was carefully designed to provide reliable and accurate results.

3.3 Data Analysis

In order to guarantee the accuracy and dependability of the primary data we collected; we utilized the widely employed Cronbach alpha method. This method is well-known for measuring data reliability and was thoroughly explained by Tavakol and Dennick (2011), enabling us to conduct a meticulous examination of the data. Additionally, we employed Pearson's coefficient analysis to acquire a more profound comprehension of the correlations between various factors. Finally, we conducted an Analysis of Variance (ANOVA) to determine the significance of the results. These various statistical analyses, as described by Field (2013), enabled us to conduct a comprehensive evaluation of the data, ensuring that we drew accurate and reliable conclusions from our findings.

3.4 Limitations

Although this study was conducted with great care and attention to detail, there were certain limitations that were identified during the process. In particular, the research focused solely on the northern regions of India, which means that the findings may not necessarily be representative of the country as a whole. Additionally, due to time and resource constraints, it was not possible to conduct an exhaustive review of all previous studies that may have been relevant to the research topic at hand. Despite these limitations, the study provides valuable insights into the specific context that was examined and can serve as a basis for future research in this area.

4. Analysis

4.1 Reliability Test:

To evaluate the reliability of scale items that measured various aspects of Integrated Marketing Communication, the Cronbach Alpha Coefficient was utilized.

We can refer to Table-1 for the results of the reliability and item analysis of the assessment for scale items that measure different aspects of Integrated Marketing Communication.

Sr. No	Description of Scale Items	Item-Total Correlation	Cronbach's Alpha if Item Deleted
1	Receive marketing communication from various channel like, SMS, Mailer, social media add etc.	0.359	0.887
2	Ecommerce companies and social media advertisement provide you reliable information about the product and service they offer.	0.28	0.889
3	Marketing communication you receive is clearly understood by you	0.597	0.881
4	Integrated marketing Commutation via multiple platforms like social media, website, SMS, WhatsApp and brick and motor builds a long-lasting relationship	0.335	0.887
5	High Importance of company image through word of mouth on social media and digital platforms.	0.102	0.892
6	Your brand loyalty is based on experience across various platforms (social media, company customer Application, Website, ecommerce and brick and motor)	0.667	0.879
7	You are willing to pay premium for better customer experience.	0.352	0.887
8	The message you get from ecommerce companies are reliable information about the product or services they provide.	0.533	0.883
9	Marketing communication you receive is clearly understood by you.	0.538	0.882
10	You are satisfied by claims made by marketers.	0.339	0.887
11	Once cheated by a fake communication message during sales campaign, would you again consider their offer.	0.186	0.892
12	Your bad experience with one marketer would have an impact when dealing with another marketer.	0.245	0.89
13	You rate brand based on experience across platforms.	0.518	0.883
14	Experience across various Integrated marketing platform like social media, Website, application and brick and motors is important in buying and decision making.	0.374	0.886
15	You form a positive perception of the brand if it's a digital savvy brand.	0.591	0.882
16	I am influenced by advertisement on social media	0.491	0.884
17	I am Influenced by Word of Mouth of social media like rating, feedback.	0.46	0.884
18	I give weightage on recommendation from Influencer or people I know to make purchase decision.	0.415	0.885
19	I prefer companies who have multiple payment option on social media website or application itself.	0.496	0.884
20	I would rather gather information from social media and make purchase from store	0.488	0.884
21	I would rather collect information from social media and make purchase on companies' official website or the official ecommerce application.	0.592	0.881

22	Presence on LinkedIn, Facebook, Twitter, YouTube is important for company.	0.508	0.883
23	You are influence by video and images in the content.	0.614	0.881
24	Relevant and consistent content is important for you to make decision.	0.571	0.882
25	Seasons offers and collaboration makes you take decision.	0.598	0.881
26	Coming together of two utility product/complimentary products and brand on digital media influences you in making decision.	0.708	0.878
Cronbach's Alpha Reliability Coefficient		0.888	

Table 1 Reliability Analysis

A reliability test was carried out to evaluate the reliability and accuracy of the scale items employed in measuring different elements of Integrated Marketing Communication (IMC). To measure the internal consistency and reliability of a set of items in a questionnaire, the Cronbach Alpha Coefficient, a commonly used statistical method, was used..

Table-1 presents the results of the reliability analysis for each scale item, along with the item-total correlation and Cronbach's Alpha if the item is deleted. Cronbach's Alpha Reliability Coefficient, which reflects the overall reliability of the entire scale, was found to be 0.888, indicating a high level of internal consistency among the scale items.

After careful analysis of the individual scale items, it is evident that the majority of them display strong correlations with the overall scale score, as shown by the positive item-total correlation values. It is worth noting that items 6, 13, 23, and 26 exhibit notably high correlations with the total score, indicating that these items are crucial in capturing the essence of Integrated Marketing Communication from the respondents' viewpoints. When each item is removed from the scale, the Cronbach's Alpha values range from 0.878 to 0.892. However, removing any of the items does not significantly enhance the reliability of the scale. This discovery suggests that the set of items utilized to evaluate IMC aspects is strong and that they all contribute to a trustworthy assessment of the construct.

The analysis of reliability emphasizes the scale's credibility in measuring various aspects of Integrated Marketing Communication. It is crucial to approach these findings with care and recognize the need for additional validation measures and testing methods to ensure a thorough assessment of the scale's efficiency in future research and practical applications.

4.2 Hypotheses Testing

- Hypothesis H1: The Role of social media (RSM) positively and significantly influences Integrated Marketing Communication (IMC). The standardized β coefficient is 1.740 with a significance value of .000. H9 is accepted, indicating that social media plays a significant role in the success of IMC strategies.

Role Of Social Media And Integrated Marketing Communication

In order to test the study hypothesis, H01, it is being examined whether social media's role (RSM) has a significant impact on integrated marketing communication (IMC) from the consumer's perspective when it comes to making purchasing decisions.

4.2.1 Multiple Regression Test:

To verify the hypothesis, we conducted Multiple Regression Test, and after confirming the test assumptions and conditions, the results were as follows:

ROLE OF SOCIAL MEDIA	Mean	Std. Deviation
IIMC	3.2371	.83916
I am influenced by advertisements on social media	3.2960	1.34908
I am Influenced by Word of Mouth of social media like rating, feedback.	3.4620	1.17785
I give weightage on recommendation from Influencer or people I know to make purchase decision.	4.1740	1.09459
I prefer companies who have multiple payment option on social media website	4.3300	1.01546

or application itself.		
I would rather gather information from social media and make purchase from store	3.2880	1.19663
I would rather collect information from social media and make purchase on companies' official website or the official ecommerce application.	3.1240	1.38001

Table 2 Descriptive Statistics

The table (Table -2) This report showcases descriptive statistics on the impact of social media on consumer behavior. The data is collected from survey responses and includes mean and standard deviation values for each statement.

"IIMC" refers to the average score indicating the level of Influence of Information from Multiple Channels on social media, and it has a mean of 3.2371 with a standard deviation of 0.83916.

1. The statement "I am influenced by advertisement on social media" has a mean score of 3.2960, indicating the extent to which participants feel influenced by advertisements on social media platforms. The corresponding standard deviation is 1.34908.
2. "I am influenced by Word of Mouth on social media like rating, feedback" has a mean of 3.4620, representing the level of influence of word-of-mouth marketing on social media platforms. The standard deviation for this statement is 1.17785.
3. The statement "I give weightage on recommendation from Influencer or people I know to make purchase decision" has a mean score of 4.1740, indicating the importance consumers place on recommendations from influencers or acquaintances on social media. The standard deviation for this statement is 1.09459.

4. "I prefer companies who have multiple payment options on social media websites or applications itself" has a mean score of 4.3300, reflecting the preference for companies that offer various payment options on their social media platforms. The standard deviation for this statement is 1.01546.

5. "I would rather gather information from social media and make a purchase from a physical store" has a mean of 3.2880, representing the inclination to gather product information from social media but prefer making purchases in physical stores. The standard deviation for this statement is 1.19663.

6. The statement "I would rather collect information from social media and make a purchase on the companies' official website or the official e-commerce application" has a mean score of 3.1240. This indicates a preference for using social media to gather information and then making purchases through official websites or e-commerce applications. The standard deviation for this statement is 1.38001.

In general, the descriptive statistics offer valuable information about the diverse levels of impact and preferences that consumers have when it comes to social media's involvement in their buying choices.

4.2.2 correlation

Correlations								
		IIMC	RSM1	RSM2	RSM3	RSM4	RSM5	RSM6
Pearson Correlation	IIMC	1						
	RSM1	0.18	1					
	RSM2	0.264	0.346	1				
	RSM3	0.077	0.384	0.506	1			
	RSM4	0.201	0.268	0.192	0.361	1		
	RSM5	0.292	0.194	-0.049	0.005	0.43	1	
	RSM6	0.33	0.242	0.176	0.109	0.34	0.628	1
Sig. (1-tailed)	IIMC	.	0.000	0.000	0.043	0.000	0.000	0.000

Table 3 Correlations

The correlation between IIMC (Integrated Marketing Communication) and various social media roles (RSM1, RSM2, RSM3, RSM4, RSM5, RSM6) can be determined by examining the Pearson correlation coefficients. The coefficients reveal the intensity and direction of the correlation between the two variables.. The correlation coefficient scale ranges from -1 to 1, where 1 represents a perfect positive correlation, 0 indicates no correlation, and -1 represents a perfect negative correlation.

Analyzing the correlation coefficients, it can be observed that the highest correlation between IIMC and any of the social media roles is 0.33 with

RSM6, indicating a weak positive correlation. The other correlation coefficients range from 0.077 to 0.292, which are generally considered to be weak to moderate positive correlations.

The Sig. values show how likely it is to obtain the observed correlation coefficients by chance. In this scenario, all the correlations between IIMC and various social media roles have Sig. values less than 0.05, except for RSM3 (0.043). This implies that the correlations between IIMC and RSM1, RSM2, RSM4, RSM5, and RSM6 are statistically significant.

4.2.3 Model Summary

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.431 ^a	.186	.176	.76181
a. The following are predictors of my purchasing behavior: collecting information from social media and making purchases on a company's official website or ecommerce app, giving weight to recommendations from influencers or acquaintances, being influenced by social media advertisements, preferring companies with multiple payment options on their social media platforms, being swayed by word-of-mouth on social media (such as ratings and feedback), and preferring to gather information from social media before making purchases in-store.				
b. Dependent Variable: IIMC				

Table 4 Model Summary

4.2.4 ANOVA

Table ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.279	6	10.880	18.747	.000 ^b
	Residual	286.113	493	.580		
	Total	351.392	499			
a. Dependent Variable: IIMC						
b. There are several factors that influence my decision to make a purchase. These include my preference for collecting information from social media and purchasing from a company's official website or ecommerce app. I also give weight to recommendations from influencers or people I know. I am susceptible to being influenced by social media advertisements and prefer companies that offer multiple payment options on their social media platforms. Additionally, I am influenced by social media word of mouth, such as ratings and feedback. Lastly, I prefer to gather information from social media but make my purchases in a physical store.						

Table 5 Anova

Using the data provided, we've developed a multiple linear regression model to explore how social media's role (RSM) affects Integrated Marketing Communication (IMC) from the consumer's viewpoint. Our null hypothesis (H0) states that RSM has no significant impact on IMC, while our alternate hypothesis (H1) suggests that there is a significant impact.

To interpret the results, let's focus on the key statistics:

1. R: Based on the data, there is a positive correlation between the social media-related factors and the IIMC, with a correlation coefficient (R) of approximately 0.431. It's important to keep in mind that this correlation falls under the category of moderate.

2. R Square: Based on the data, the coefficient of determination (also known as R Square) is approximately 0.186. This means that the independent variables (related to social media) in the model can explain roughly 18.6% of the variance in the dependent variable (IIMC).
3. Adjusted R Square: The adjusted R Square takes into account the number of predictors used in the model and is around 0.176. It indicates that the model's performance may not be significantly enhanced by adding some predictors, as it is slightly lower than the R Square.
4. Std. Error of the Estimate: The value given is an estimate of the model's accuracy in predicting the dependent variable. It represents the standard deviation of the residuals and is approximately 0.76181.
- ANOVA: Further insights into the model's performance are presented in ANOVA Table-5.
- The Regression The Sum of Squares (SSR) equals 65.279 which indicates the amount of variance explained by the model.
- The Residual Sum of Squares (SSE) is 286.113, representing the unexplained variance or error in the model.

- The Total Sum of Squares (SST) is 351.392, representing the total variance in the dependent variable.
- 5. F-statistic: The F-statistic is 18.747, and its associated p-value (Sig.) is 0.000. This indicates that the overall model is statistically significant at a conventional significance level (e.g., $\alpha = 0.05$).

Based on the statistics provided, the p-value (0.000) is significantly lower than the significance level ($\alpha = 0.05$). This indicates that there is strong evidence against the null hypothesis. As a result, we can reject the null hypothesis (H0) and conclude that social media's role (RSM) has a significant impact on Integrated Marketing Communication (IMC) from the consumer's perspective.

To summarize, after analyzing the statistics, we can conclude that the alternate hypothesis (H1) is valid and that social media plays a significant role in Integrated Marketing Communication (IMC) from the consumer's perspective, influencing their purchasing decisions.

4.3.4 Coefficient

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.950	.183		10.632	.000
	I am influenced by advertisements on social media	.026	.029	.042	.909	.364
	I am Influenced by Word of Mouth of social media like rating, feedback.	.200	.035	.281	5.688	.000
	I give weightage on recommendation from Influencer or people I know to make purchase decision.	-.089	.039	-.116	-2.268	.024
	I prefer companies who have multiple payment option on social media website or application itself.	.040	.041	.048	.979	.328
	I would rather gather information from social media and make purchase from store	.127	.040	.182	3.173	.002
	I would rather collect information from social	.093	.033	.153	2.812	.005

	media and make purchase on companies' official website or the official ecommerce application.					
a. Dependent Variable: IIMC						

Table 6 Coefficients

This regression analysis examines the connection between the dependent variable, Integrated Marketing Communication (IMC) as perceived by consumers, and the independent variable, Social Media's Role (RSM). The coefficients of the model reveal the intensity and direction of the correlation between each independent variable and the dependent variable. Let's take a look at the outcomes:

1. Constant: The constant term in the model represents the baseline value of the dependent variable (IMC) when all the independent variables are zero. In this case, the constant is 1.950.
2. "I am influenced by advertisement on social media": This independent variable has a coefficient of 0.026, which is not statistically significant (p-value = 0.364). Therefore, from the consumer's perspective, there is no significant impact of being influenced by advertisements on social media on Integrated Marketing Communication (IMC).
3. "I am Influenced by Word of Mouth of social media like rating, feedback": This variable has a coefficient of 0.200, with a very low p-value (p-value = 0.000). The statistically significant positive coefficient indicates that being influenced by word of mouth on social media has a considerable impact on IMC from the consumer's perspective.
4. "I give weightage on recommendation from Influencer or people I know to make a purchase decision": With a coefficient of -0.089 and a p-value of 0.024, this variable shows a statistically significant negative impact on IMC. Consumers who give more weightage to recommendations from influencers or people they know are less likely to be influenced by integrated marketing communication.
5. "I prefer companies who have multiple payment options on social media website or application itself": The coefficient is 0.040, and the p-value

is 0.328, indicating that this variable does not have a significant impact on IMC from the consumer's perspective.

6. "I would rather gather information from social media and make a purchase from the store": This variable has a coefficient of 0.127, with a highly significant p-value of 0.002. Therefore, consumers who prefer gathering information from social media and making purchases from physical stores show a significant positive impact on IMC.
7. "I would rather collect information from social media and make a purchase on the company's official website or the official e-commerce application": With a coefficient of 0.093 and a p-value of 0.005, this variable has a statistically significant positive impact on IMC. Consumers who prefer gathering information from social media and making purchases online on official websites or e-commerce applications are more likely to be influenced by integrated marketing communication.

When looking at factors such as word-of-mouth influence, preferences for gathering information from social media, and making purchases either in physical stores or online through official channels, it appears that Social Media's Role (RSM) plays a significant role in Integrated Marketing Communication (IMC) from the point of view of the consumer. The variables with significant coefficients support the alternate hypothesis (H1).

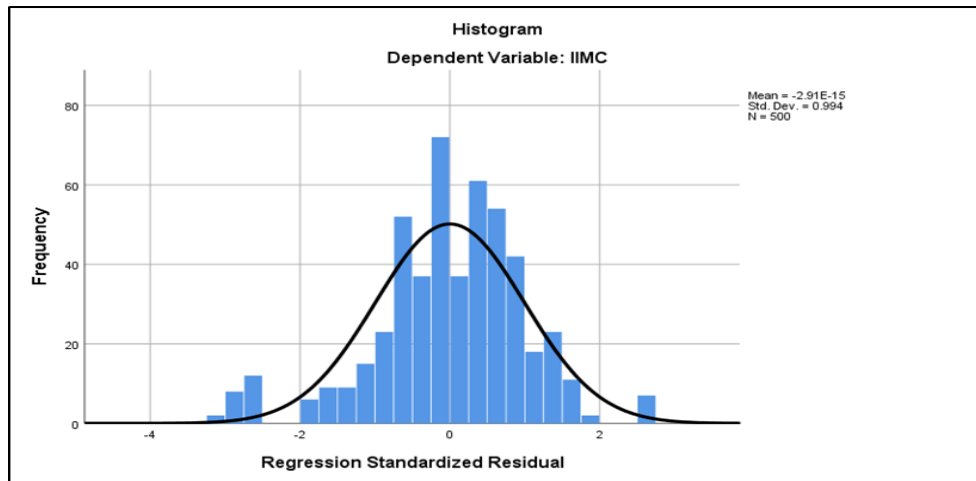


Figure 1 Histogram of Regression Standardized Residual

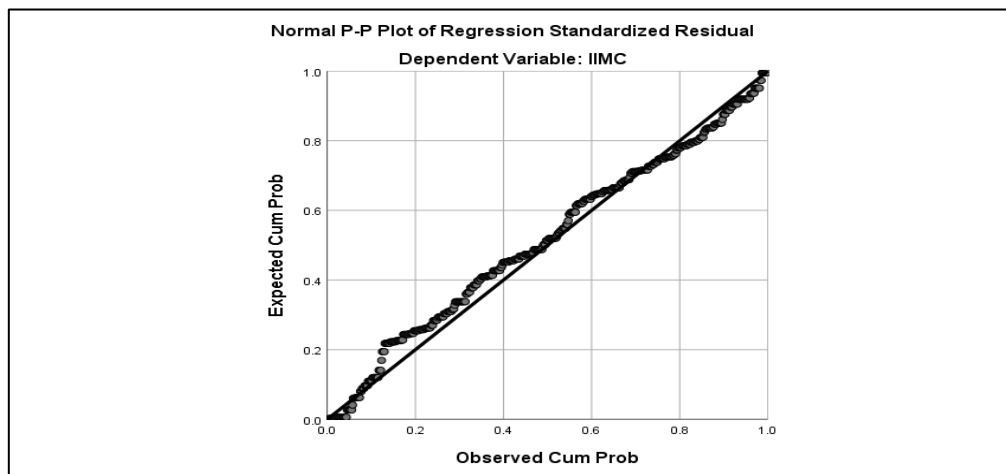


Figure 2 Normal P-P Plot of Regression Standardized Residual

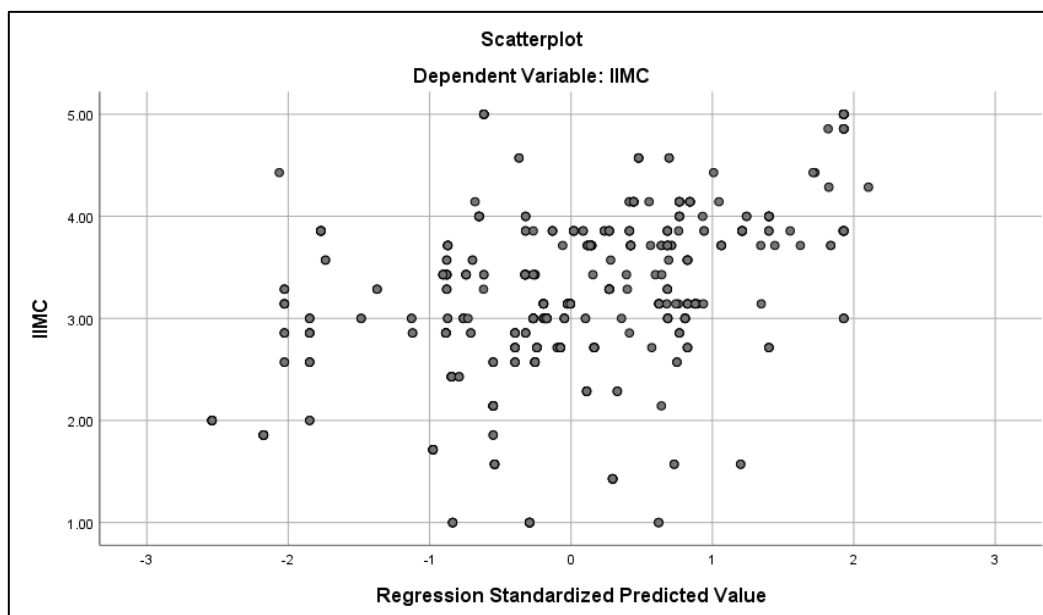


Figure 3 Scatterplot of Regression Standardized Residual

Figure 4.13.3

5. Discussion

This study has revealed the significance of Integrated Marketing Communication (IMC) and how it relates to social media in shaping consumer behaviour. The main objective was to investigate the impact of social media on the effectiveness of IMC strategies. The findings have crucial implications for marketers and researchers in this area.

In this study, we aimed to evaluate the consistency and accuracy of the scale items used to gauge different aspects of IMC. We conducted a reliability analysis using Cronbach's Alpha Coefficient and found that the result was 0.888, indicating a strong internal consistency among the scale items. Additionally, we observed that the individual scale items had positive item-total correlations, implying their usefulness in capturing the respondents' views on IMC. It's worth noting that items 6, 13, 23, and 26 had particularly high correlations, which suggests their crucial role in measuring IMC accurately.

Our second and main goal was to examine how social media affects Integrated Marketing Communication (IMC) from the customer's viewpoint when making purchase decisions. The confirmation of Hypothesis 1 proves that social media has a noteworthy influence on IMC. A β coefficient of 1.740 at a significance level of .000 accentuates the undeniable significance of social media channels in marketing tactics. This confirms the crucial role of digital platforms in IMC, and therefore, a more targeted usage could lead to superior results for companies.

The analysis of multiple linear regression showed that social media has a significant impact on Integrated Marketing Communications (IMC). Consumers rely heavily on word-of-mouth marketing on social media and prefer to gather information from social media platforms before making purchases in physical stores or through official websites and e-commerce applications. Social media plays a vital role in influencing consumer behaviour, as it enables them to interact with advertisements, receive Word of Mouth (WoM) recommendations, and access multiple payment options easily. The versatility of social media and its ability to engage with users significantly impact their perceptions and affect their buying decisions.

Based on the mean values, it is clear that consumer decisions are heavily influenced by

recommendations from influencers or acquaintances, as well as the availability of multiple payment options within the social media interface. These factors scored 4.1740 and 4.3300, respectively. The high score for the latter suggests that customers prioritize convenience in transaction processes, which ultimately impacts their purchase choices.

In the correlation matrix, there are several important interrelationships to consider. One notable example is the correlation between variables IIMC and RSM6, which shows a moderately strong positive relationship with a correlation coefficient of 0.33 and a p-value of less than 0.000. This suggests that as users gather more information from social media with the intention of making purchases from companies' websites or official e-commerce applications, the effectiveness of IMC strategies increases.

The outcomes of this study add to the current knowledge in numerous ways. Firstly, the scale used in the research is highly reliable, which means that future researchers can use it confidently to measure different aspects of IMC. Secondly, the results indicate that social media plays a significant role in IMC strategies. This highlights the increasing importance of digital platforms in influencing consumer behaviour and shaping brand perceptions.

Social media plays a crucial role in Integrated Marketing Communications (IMC), which has real-world implications for marketers. By comprehending the influence of word-of-mouth marketing on social media, marketers can leverage the power of social influencers and promote positive online reviews to establish brand reputation and trust. Additionally, acknowledging consumers' inclination to seek information from social media and their purchasing behaviour helps shape marketing strategies that focus on engaging consumers through online platforms.

When we compared our results to other studies in this area, we found that our findings support previous research that highlights the significance of social media in today's marketing communication. Similar studies have demonstrated that social media greatly influences consumer decision-making and brand perceptions. Our study reinforces these conclusions and provides further evidence for the crucial role social media plays in integrated marketing communication.

It is worth noting that there may be variations in the way social media affects Integrated Marketing Communications (IMC) across different studies. Factors such as cultural diversity, demographic differences, and the type of products or services being studied can all contribute to variations in the findings. Moreover, the ever-changing nature of social media platforms may have varying impacts on consumer behaviour over time.

In conclusion, this particular study presents valuable and enlightening insights into the impact of social media on consumer behaviour within the context of Integrated Marketing Communication. The research conducted also underscores the dependability of the measurement scale utilized, further cementing the significance of social media in modern-day marketing strategies. With these key findings, marketers can design and execute effective IMC strategies that resonate with their target audience and enhance overall brand engagement. In the future, there is room for further exploration of the intricate relationship between social media and IMC, taking into account the emergence of new platforms and evolving consumer preferences to continually stay ahead of the curve in terms of effective marketing practices.

5.1 Suggestions for Future Study

Research provides valuable insights into social media's impact on consumer behaviour, but there is still room for further research. To gain a more comprehensive understanding, future studies could examine a wider range of variables, including how different demographic groups use social media to inform their purchasing decisions.

It would also be beneficial to expand research beyond our current region and industries to gain a broader perspective on the impact of social media on integrated marketing communication (IMC) strategies. Longitudinal studies could help us keep up with the rapidly evolving digital landscape and observe shifts in consumer behaviour over time.

Exploring new or hybrid models of IMC that combine traditional and digital media techniques could provide companies with more effective strategy-building tools.

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