The Impact of Integrated Marketing Communications on Customer Purchasing Decision in Yemen's Telecommunications Industry

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Abstract – Nowadays, in the world of competition, customers seem to be fortunate. Since they have various alternative services and products, companies look for satisfying customers by providing good quality, price and promotion. So, entrepreneurs have to employ various means to stay competitive on the markets. This study aimed to investigate if the integrated marketing communications (IMC) of GSM companies have an impact on customers purchasing decision. The target population of this study were the customers of the GSM companies in Yemen. The main instrument used in collecting data was survey. The total of 385 questionnaires was distributed. Non-probability/convenience method of sampling was adopted in selecting a sample size. The study showed that there was positive impact of integrated marketing communications (IMC) on customers’ purchasing decision in the GSM companies in Yemen.

The consequences of this study will provide GSM companies with useful data about excellent channels of integrated marketing communications (IMC) that should be used effectively to gain competitive benefits that lead to customers’ purchasing decision and maximize their sales.

Keywords— Integrated marketing communications, advertising, public relations, personal selling, direct marketing, sales promotion and customers purchasing decision

1. Introduction

Today’s marketing is not based on having good products sold at attractive prices; it becomes something more such as developing a good service with appropriate pricing and making it available to target customers. For many companies the matter is neither to communicate, but rather what to say, when to say, to whom to say, and where you say something [1]. It becomes vital for companies to find different channels of communications to connect effectively with their public, to launch a new product and to understand their customers’ purchasing behavior. That type of business communication is named Integrated marketing communications (IMC).

It was defined as the management process through which companies develop, present and evaluate a chain of massages to target audiences [2], and the main mission of integrated marketing communications is to reach and involve with potential customers to influence their awareness and attitudes [2].

Integrated marketing communications (IMC) contains a mixture of different components that are advertising, personal selling, direct marketing, sales promotion and public relation. Every component of them uses different methods of communicating to be in harmony to distribute effective massages to customers [3].
There are many researches that investigate the relationship between IMC and customer purchasing decision [4], [6], [7]. Some of them suggested that IMC has positive impact on customer purchasing decision [6], and other studies denied the positive relations [5].

Since effective promotion and affianced communication skills are the weapon for company to compete in the market and ensure continuous purchasing of customers [5]. It becomes critical for the company to use different strategies like IMC. Smart companies are digging deeply into analysis of the customers’ behavior toward purchasing and to which extent the IMC motivates them to prefer purchasing frequently the product or service. Since customers’ minds are very complex, the problem is still now there is confusion of which component can persuade the customers more successfully to change their behavior and perception so that customers make their buying decision based on the IMC that used by the company [8]. Therefore, companies all over the world are constantly looking for better channels to communicate audience by measuring how they could impact customers’ purchasing decision strongly and analysis if the use of different implemented communication strategies is well accepted or not [5]. In view of the above-mentioned barriers, since it is tough for the companies to engage with their customers and drew their attention to their products and services, this study sought to investigate the impact of IMC practiced by Yemeni’s GSM telecom companies on customer’s purchasing decision.

So, the study anticipated that advertising, personal selling, direct marketing, sales promotion and public relation have significant influence on customer’s purchasing decision. Therefore, this study proposed the following hypotheses:

**H1:** There is a significant positive impact of the advertising practiced by Yemeni’s GSM telecom companies on customer’s purchasing decision making.

**H2:** There is a significant positive impact of personal selling practiced by Yemeni’s GSM telecom companies on customer’s purchasing decision making.

**H3:** There a significant positive impact of direct marketing practiced by Yemeni’s GSM telecom companies on customer’s purchasing decision making.

**H4:** There is a significant positive impact of sales promotion practiced by Yemeni’s GSM telecom companies on customer’s purchasing decision making.

**H5:** There is a significant positive impact of public relations practiced by Yemeni’s GSM telecom companies on customer’s purchasing decision making.

2. Literature Review

The effectiveness of every component of IMC complements each other. Their functions have been redefined into administrating the long-standing impact to target customers, including creation of learning impact where the company uses the dialogue with their customers [9]. Companies should decide which components are suitable to target customers or adopt combination of IMC; for example, using sales promotions with advertising together—generally achieve better results than using one form only for promotion, to decide which media is appropriate for delivering convinced messages and what degree of momentum are needed to support the chosen components that need to analyse the target customers and their behaviors have to be taken in companies’ consideration.

2.1. The concept of IMC

To clarify what marketing communication does mean, it is essential to know its two basic parts: marketing and communication concepts. Marketing concept contains marketing strategies or product values that companies forward or transfer to their customers, likewise communication means the process that conveys shared meaning between companies and customers, so both concepts represent all the components of the IMC defined by [10], as the integration of customer catching approaches of a company. Besides, the IMC is defined as the group of elements/components that interrelate and combine jointly to attain the company promotional goals in the context of the prevailing marketing attitude [11].

A company’s total promotion mix (also called its marketing communications mix) consists of a specific blend of advertising, public relations, personal selling, sales promotion, and direct marketing tools that the company uses to engage consumers, persuasively communicate customer value, and build customer relationships. The five major promotion tools are defined by [12], as the following:

- **Advertising.** Any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor.
- **Sales promotion.** Short-term incentives to encourage the purchase or sale of a product or service.
- **Personal selling.** Personal customer interactions by the firm’s sales force for the purpose of engaging customers, making sales, and building customer relationships.
- **Public relations (PR).** Building good relations with the company’s various publics by obtaining favorable publicity, building up a good corporate
image, and handling or heading off unfavorable rumors, stories, and events.

- Direct and digital marketing. Engaging directly with carefully targeted individual consumers and customer communities to both obtain an immediate response and build lasting customer relationships.

One problem is that marketing content often comes from different parts of the company. Advertising messages are prepared by the advertising department or an ad agency. Other company departments or agencies prepare public relations messages, sales promotion events, and online or social media content [12]. At the same time, it complicates and fragments overall marketing communications. The challenge is to bring it all together in an organized way. To that end, most companies practice the concept of integrated marketing communications (IMC). Under this concept, as illustrated in Figure 1., the company carefully integrates its many communication channels to deliver a clear, consistent, and compelling message about the organization and its brands.

Figure 1. Integrated marketing communications  
*Source: [12]*

Each category involves specific promotional tools that are used to communicate with customers. An example illustrated in Figure 2.

Figure 2. An example of different components of IMC  
*Source: [12]*

### 2.2. Advertising

Advertising is the most widely and best-known form used in promotion strategies. It is considered as the activity to build the brand identity [13]. It is directing details of company product/services, brand identity and supports in identifying the character and act of products/services for each target customer [14]. A famous researcher illustrated the advertising component of the integrated as the window of the company which lets the customers enter into the business through it. By advertising, most of the target audiences of the business can be covered [15].

Since advertisement paramount is vital towards effective, meaningful and successful messages to customers, study done by [16] clarified that the main concern to advertising agency is the collection of advertisement media as it can reach mass of customers and affect them.

However, advertising is the unite form of communication; however, the scope of individual communication is not possible within advertising. According to [6], when the message of the advertising is once telecast and any fault occurs, then it causes bad reputation to the company and the brand image is greatly at harm. In addition, according to [17], advertising has long faced a barrage of criticisms. Much of this criticism can be placed into one of two broad categories. First, critics contend that advertising is inherently wasteful by inflating the prices paid for goods and services. Ineffective advertising campaigns may reduce firm profitability. Second, advertising's critics claim that advertising intensifies a number of societal problems.

### 2.3. Personal Selling

Personal selling is based on person-to-person communication, where the salesperson notification convinces and remembers the prospective customers to buy the company goods [14]. According to [18], the personal selling strategy can completely change the behavior of customers that lead to change the customers purchasing decision. So, personal selling is considered as the most effective promotional tool to make better relations with the customers. Usually, customers get satisfied with the personal selling because the sellers are the important factor in image-building; they do their best to sell as many products as possible. By personal selling, the customers were influenced strongly as they feel satisfied with the service given to them [19]. Therefore, customers think that company is so interested for them. The main advantage of the mentioned component is its impacting technique. The salesperson attracts people's attention and even by recollected later. It has the potential of adjusting the message to the kind of customers he/she is dealing with. However, like other integrated components, personal selling has disadvantages, for example the extra expenses. As a consequence of that, some companies can’t afford to add extra expenses to send the salesperson to target customers; so, access and frequency will be limited.
Also, some people don’t trust sale persons, they think that they may say any good thing of their product just to sell it.

2.4. Direct Marketing

Direct marketing gives chance to companies to access the target market without assistance of intermediaries. It is considered as the newest form of IMC since it is the most effective way to get the benefits from the promotional tools. It is defined as personal communication or interaction between the company and the customer [13]. Thus, direct marketing uses variety of formats including telemarketing, direct electronic mail (e-mail) marketing and postal mail to reach target consumers and encourage them to purchase or have reaction of immediate reply [7], because technology makes life easier and faster, many customers always prefer the home shopping. As they generally have less time to explore the market, they do not want to waste their time and energy. Direct marketing is targeted to them to provide more and specific benefits that fitted them [20]. However, like other integrated components, direct marketing has disadvantages. Some customers ignore the direct marketing such as mail and delete them before they have the look on them; likewise, other direct marketing techniques, thus some companies don’t use this component effectively.

2.5. Sales Promotion

According to [18], sales promotion gives various kinds of incentive to buyers and sellers. Besides, [21] defined it as "marketing activities usually specific to a time period, place or customer group, which encourage a direct response from consumers or marketing intermediaries, through the offer of additional benefits". As customers become more and more sophisticated, company’s core focus is to cater the large audiences. Sales promotion has various tools like free sample, advertising gifts, coupon and discount. So, company employs different kinds of selling incentives and manners to yield promote sales effects [22]. For example, for telecom companies’ free morning or night calls (locally), in the same network, the subscribers can call each other and send free SMS. There is also bonus credit added to subscribers after subscriber rechargers his credit with a certain amount of call credit. Thus, customers find it very attractive to buy products or service and get some extra benefits [18]. From the perspective of [23] sales promotion is the most effective communication device that motivates other mass communication strategies, including personal selling and advertising. However, [24] suggested that sales promotions could rather have the negative influence that depending on how they are rolled out and the monitoring procedures put in place by management, as well as how the target customers perceive the featuring purpose.

2.6. Public Relations

According to [14], public relations such as advertising involves non- personal communication to mass audiences. It usually involves favorable news items or editorial notes about the company’s products that receive broadcast time or free print space. According to [25], public relations are increasingly about communicating credibly with key audiences who affect business results, such as media analysts, policymakers and policy influencers, customers and shareholders. It is an important element in supporting the power and value of an organization’s brands to all stakeholders. The role of organizational public relations is expanding with the changing times, public relations give “legs” and life to brand attitudes and the essential brand promise by telling credible stories and providing support for the truth of a brand’s advertising images. This is all the more important in an evolving media and business environment.

The management always prefers creation impact between stakeholders and companies [2]. It is the attempt to create and keep up good impacts, joint consideration and concern with less important aimed groups (they impact the indirect aimed groups’ opinions about the company). It is used to fill the gap of how the company would like to be seen by customers and how the public sees it [26].

2.7. The Customers’ Concept

Customers, generally, may be referred as individuals who buy or consume products or services. Customers are the end-users for whom the services or products are eventually designed [4].

One of the major issues of customers is their behaviors that is defined as the way customers progress, adapt and use decision-making strategies [27]. It is considered as the emotional, mental process and the observing behavior of customers through searching, buying and post consumption of the service or product. Customer behavior involves analysis of what, why and when the customers purchase? The customers’ purchasing decisions are defined as decisions made about purchasing by customers for products or services. Its process interferes between the market strategy and the outcomes, so it is essential for every company to study what are the hurdles and fiction facts that hold prospects of customers, or retain customers hesitating
from repurchasing that will enable companies to know the needs of the customers and make them available, then customers become conscious of the service and its capabilities, make the decision that is the best obtainable solution, proceed to purchase, and they become satisfied of owning that product [28]. The process of customer’s purchase decision consists of three general aspects that are: motivation, involvement and satisfaction [11].

Motivation is the initiative to take an action to attain the aims. Involvement is the level of perceiving personal importance and interest evoked by incentive within exact time [29]. Furthermore, the offering of the products will be fruitful if it transports satisfaction to the customers while consumers have option to look for different chooses their select will perceived to deliver the most value. So, consumers’ satisfaction reflects their personal judgments, if consumer’s perceived performance equals their prospects, then the result will be satisfied for selected the specific products [11].

2.8. Model of Customers Purchase Decision Process

Purchasing is the visible branch of the complex decision process done by customers for every purchasing decision. But what happened before and after this purchasing, what factors impact the customers to choose the specific product and how company activates those factors. All those queries are answered by the model that was developed by [30]. It clarified the customers’ purchasing decision process. According to [11], the consumer typically passes through five stages (illustrated in Figure 3): problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

Clearly, the buying process starts long before the actual purchase and has consequences long afterward. Some consumers passively shop and may decide to make a purchase from unsolicited information they encounter in the normal course of events. Recognizing this fact, marketers must develop activities and programs that reach consumers at all decision stages.

2.9. Correlation Between IMC and Customer Purchasing Decision

The following are the significant studies concerning IMC toward customer purchasing decision that took place in many companies in the world; many of those studies were referred and linked with and through this study. Below mentioned some of those studies: The study titled “The influence of IMC on the consumer buying behavior” done by [31], analyzed the relationship between two variables. The study showed that IMC is the activity that lets creating profitable customer relationships and creates value of the product the company has. Company employed the IMC to guarantee consistency of the messages transmitted through the integrated tools such as sales promotion advertising, public relations and online communication then the study concluded by showing that company can use the IMC in the most effective manner for purchasing decision. Another study done by [32], attempted to examine the impact of promotional mix elements on consumers purchasing decision in Jordanian companies of glass and ceramic production and tasted the statistically significant effect of promotional activities. The main founding illustrated that the grade of practicing promotional elements within mentioned industry had ranked according to their status as followed: sales promotion, advertising, a publicity, personal selling, and public relations. Also, the study entitled “Factors influencing Saudian consumers in purchasing cars” done by [33], aimed to explore the impact of IMC on customers’ purchasing decision in Saudi Arabia market cars. The main founding of the study showed that all elements of promotion mix that used on car industry had contributed effectively to maximize the sales on the mentioning Market.

Likewise, the study entitled “The Impact of promotional activities on consumer’s buying behavior” had purposed to investigate the way different promotional factors influence decision-making. The results of the study revealed that promotional activities had positive impact on customers purchasing behavior in cosmetic industry, in India [34].

Furthermore, new study entitled “Impact of Integrated Marketing Communication on Consumers’ Purchase Decisions” aimed to identify and understand the impact of the IMC activities used by companies to convey their message to customers, the study concluded by confirming the importance of using IMC activities to target consumers by comparing every component of the IMC and found that advertising and sales promotions were the most important tools to customers [13].
On another hand, a study done by [35], aimed to explore “The influence of Promotional Mix and Price on Customer’s Buying Decision”. The main findings of the study were that the elements of advertising, publicity, sales promotion, personal selling, have poorly affected the customer’s purchasing decision on fast food. The statistic view clarified the result that 37.2% of customer’s purchasing decision was impacted by price set and the promotional mix while, the rest 62.8% was impacted by other factors like location, product, etc.

Through the analysis of the previous studies, many studies have shown the existence of close relationship between two variables, while few studies have shown the opposite.

2.10. Theoretical Framework

The careful consideration of objectives, questions, and framework of the study were adapted and the hypotheses were formulated and developed to test the relationship between various variables that were identified in Figure 4. According to the literature review as well as the study background, Figure 4 shows the relation of the five independent variables with the dependent variable.

![The framework of the study](image)

According to the empirical literature review that was used to shed the light on this study; this study intended to fill the gap by investigating the impact of influential components of the IMC of Telecom GSM companies on customers’ purchasing decision. This provided the insight into the factors facilitating or inhibiting the IMC use in Yemen, specifically in Sana’a.

Finally, the findings of this study will form a basis for future study relating to GSM Telecom companies.

3. Methodology

Since the quantitative approach is applied for data collection techniques that use numerical data [37], to achieve the study objectives, this study was designed to be descriptive, which aimed to find out and describe the effective impact of using IMC to achieve and maximize customer purchasing decision.

Moreover, the ‘five Ws’ of the study are specific to a descriptive design:

- Whom they are? Describe (Yemeni customers).
- When? (Currently).
- Where? (In Sana’a city).
- Why? (To find out why companies use IMC to achieve customers purchasing decision).
- Way? (By investigating the impact of the variables of IMC on customer’s purchasing decision).

The population of this study composed of all subscribers of telecom GSM companies in Sana’a city. According to secondary data that was taken from the telecom GSM companies for the approximate number of Sana’a city subscribers is about 2,450,000.

To select the respondents of the study, convenience sample was chosen purely on the basis of availability. Because respondents are reachable and communicative, they are selected [38]. The sample size was determined by using [39], formula for determining sample size. The sample size was (384) of (2,450,000) population. The research samples were divided proportionally between the companies according to the number of customers of each company.

This study used questionnaire survey for data collections. It consisted of four sections and these sections are shown in Table 1. According to previous study and adaption, the questionnaires’ items were measured on five-point scales (Likert scales), with anchors ranging from “Strongly Disagree” to “Strongly Agree”.

Table 1. Components of the survey instrument (Questionnaire)

| Section | Elements | Measure | Source |
|---------|----------|---------|--------|
| (A)     | • Respondent background | 5 items | Survey monkey |
| (B)     | • The perceptions of IMC | 4 items | Tushar, (2014) |
|         | • Advertising | 4 items | Tushar, (2014) |
|         | • Personal selling | 4 items | Tushar, (2014) |
|         | • Direct marketing | 4 items | Tushar, (2014) |
|         | • Sales promotion | 4 items | Survey monkey |
|         | • Public relation | 4 items | Tushar, (2014) |
| (C)     | • The perceptions customer purchasing decision | 2 items | Tushar, (2014) |
| (D)     | • Open questions | 2 items | recommended by 2 marketing managers |

The Questionnaire was designed to be three forms. All of them were equal in questions and different in companies’ names. Forms were divided into three types: MTN Group Subscribers, Sabafon telecom Subscribers and Y telecom Subscribers.

All variables were coded before entered to the computer. Firstly, the Cronbach’s Alpha Coefficient was carried out to investigate the consistency and
reliability of the instrument. Additionally, means and standard deviations were calculated by using descriptive statistics. Subsequently, Pearson Correlation Analysis was used to test the hypotheses of the study.

4. Data Analysis

4.1. Respondents’ Background

The distributed questionnaires to telecom GSM customers have been collected. The results included 358 valid respondents that were used in analysis. It represented 93% of responses rate from the total number of samples, while the invalid response included 27. It represented (7%) from the total number of samples. Table 2. demonstrates the frequency distribution of companies.

| Company          | Total distributed | Collected | Responses Rate |
|------------------|-------------------|-----------|----------------|
| MTN group        | 189               | 186       | 98.41%         |
| Sabafon Telecom  | 142               | 124       | 87.3%          |
| Y Telecom        | 54                | 48        | 88.9%          |
| Total            | 385               | 358       | 93%            |

The respondents of (MTN) Telecom group had the highest score, its total respondents were 186 with percentage of (98.41%), followed by the respondents’ group of (Y) Telecom Co. Its total respondents were 48 with percentage of (88.9%), Lastly, it was the respondents’ group of (Sabafon) Telecom Co. Its total respondents were 124 with percentage of (87.3%). The respondents’ profile is shown in Table 3.

| Demographic variable | Variable            | Frequency | Percent |
|----------------------|---------------------|-----------|---------|
| Gender               | Male                | 200       | 55.9%   |
|                      | Female              | 158       | 44.1%   |
| Total                |                     | 358       | 100.0%  |
| Age                  | 21 Years and Less   | 90        | 25.1%   |
|                      | 22-34 years old     | 202       | 56.4%   |
|                      | 35-44 years old     | 58        | 16.2%   |
|                      | 45-54 years old     | 8         | 2.2%    |
| Total                |                     | 358       | 100.0%  |
| Monthly Income in Yemeni Rials | | | |
|                      | 50,000 and Less     | 176       | 49.2%   |
|                      | 50000-100000        | 99        | 27.3%   |
|                      | 101000-150000       | 37        | 10.3%   |
|                      | More than 150000    | 46        | 12.8%   |
| Total                |                     | 358       | 100.0%  |
| Payment Method       | Postpaid Plans      | 97        | 27.1%   |
|                      | Papedre plan        | 261       | 72.9%   |
| Total                |                     | 358       | 100.0%  |

4.2. Reliability and Validity Test

Reliability test was applied for analyzing the reliability of the data obtained from the questionnaire. In the current study, the reliability test was assessed using Cronbach's Alpha Coefficient (α) to measure the stability and consistency of the data, as well as the stability of the data collection tool and the credibility of answers. It is recommended that for scale items used in new environment, the alpha value taken as acceptable is 0.60. In general, reliabilities over 0.80 are good, those in the 0.70 range are acceptable and less than 0.60 are considered to be poor [40]. Besides, both variables of the study which include 23 items presented in the questionnaire were subjected to extra principal components analysis by using SPSS. Principal components analysis was used to produce the smaller number of linear combinations of the variables in the way that accounts for most of the variability in the pattern of correlations. The results obtained from performing the reliability analysis can be shown in Table 4.

| Items                | Number of Items | Alpha   | Alpha (%) |
|----------------------|-----------------|---------|-----------|
| Advertisement        | 4               | 64.4%   | 80.2%     |
| Personal selling     | 3               | 72.1%   | 84.9%     |
| Direct marketing     | 4               | 66.9%   | 83.9%     |
| Sales Promotion      | 4               | 75.2%   | 86.7%     |
| Public Relations     | 4               | 81.2%   | 90.1%     |
| Consumer Purchasing Decision | 4 | 77.5% | 88.0% |
| Average              | 23              | 89.4%   | 94.4%     |

4.3. Descriptive Analysis

It involves the means and the standard deviations of the dependent factor (customer purchasing decision) as well as independent variables of (Integrated Marketing Communications). Table 5. shows the interpretation of the Likert scale result.

| # | Score | Indication |
|---|-------|------------|
| 1 to 2.32 | Low level |
| 2.33 to 3.65 | Moderate level |
| 3.66 to 5 | High level |

4.3.1. Advertising

According to Table 6., the Mean equaled 2.9825 and Std. deviation equaled 0.79798. It indicated the moderate level of advertising variable’s items.

| Mean | Std. Deviation | Average | Indication |
|------|----------------|---------|------------|
| 2.9825 | 0.79798 | 59.7%   | Moderate level |

4.3.2. Personal selling

According to Table 7., the Mean equaled 3.0158 and Std. deviation equaled 1.04314. It indicated the moderate level of personal selling variable’s items.
4.3.3. Direct marketing

According to Table 8, the Mean equaled 3.0158 and Std. deviation equaled 0.85208. It indicated the moderate level of direct marketing variable’s items.

### Table 8. Descriptive analysis of direct marketing

| Mean     | Std. Deviation | Average | Indication   |
|----------|----------------|---------|--------------|
| 2.7374   | 0.85208        | 54.7%   | Moderate level|

4.3.4. Sales Promotion

According to Table 9, the Mean equaled 2.7374 and Std. deviation equaled 0.96953. It indicated the moderate level of sales promotion variable’s items.

### Table 9. Descriptive analysis of sales promotion

| Mean   | Std. Deviation | Average | Indication   |
|--------|----------------|---------|--------------|
| 2.9742 | 0.96953        | 59.5%   | Moderate level|

4.3.5. Public relations

According to Table 10, the Mean equaled 2.9832 and Std. deviation equaled 0.87931. It indicated the moderate level of public relations variable’s items.

### Table 10. Descriptive analysis of public relations

| Mean    | Std. Deviation | Average | Indication   |
|---------|----------------|---------|--------------|
| 2.9832  | 0.87931        | 59.7%   | Moderate level|

4.3.6. Customer’s purchasing decision

According to Table 11, the Mean equaled 3.0789 and Std. deviation equaled .90916. It indicated the moderate level of customer’s purchasing decision variable’s items.

### Table 11. Descriptive analysis of customer’s purchasing decision

| Mean    | Std. Deviation | Average | Indication   |
|---------|----------------|---------|--------------|
| 3.0789  | 0.87931        | 59.7%   | Moderate level|

4.4. Correlation Matrix and Hypothesis Testing

The aim of the correlation test was to determine the impact of integrated marketing communications variables (advertisement, personal selling, direct marketing, sales promotion and public relations) on dependent (customer’s purchasing decision).

Table 13 illustrates the correlation matrix between (advertisement, personal selling, direct marketing, sales promotion and public relations).

According to [40], in the study project which contains a number of variables, beyond knowing the means and standard deviations of independent variables and the dependent, the researcher tries to find out how each variable may have relation with other. Inter correlations analysis indicates the nature, direction and significance of the bi-variety relationship of the variables used in the study.

Theoretically, there might be a positive correlation between two variables, if illustration is (1.0) or negative correlation if illustration is (-1.0). Once correlation could range between (-1.0 and +1.0) the researcher needs to identify if correlation found between 2 variables is important or not (i.e., if it has only happened by chance or if there is a high probability of its existence). [41] have suggested the thumb’s rule that is used in interpreting the R-value obtained from inter correlation analysis as in Table 12.

### Table 12. Interpreting the R-value for inter correlations

| Relationship          | R-value Relationship |
|-----------------------|----------------------|
| Very strong relationship | Above 0.70           |
| Strong relationship    | 0.50-0.69            |
| Moderate relationship  | 0.30-0.49            |
| Low relationship       | 0.10-0.29            |
| Very low relationship  | 0.01-0.09            |

### Table 13. Inter correlations of the major variables

|                  | Consumer Purchasing Decision | Advertisement | Personal Selling | Direct Marketing | Sales Promotion | Public Relations |
|------------------|------------------------------|----------------|------------------|------------------|----------------|------------------|
| Consumer Purchasing Decision | 1                             |                |                  |                  |                |                  |
| Advertisement    | 🟢 0.366**                    | 1              |                  |                  |                |                  |
| Personal selling | 🟢 0.358**                    | 🟢 0.344**      | 1                |                  |                |                  |
| Direct marketing | 🟢 0.407**                    | 🟢 0.477**      | 🟢 0.463**        | 1                |                |                  |
| Sales Promotion  | 🟢 0.464**                    | 🟢 0.377**      | 🟢 0.289**        | 🟢 0.476**        | 1              |                  |
| Public Relations | 🟢 0.572**                    | 🟢 0.463**      | 🟢 0.415**        | 🟢 0.488**        | 🟢 0.434**      | 1                |

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

4.5. Hypothesis Testing

4.5.1. Advertising

H1: There is a significant positive impact of advertising practiced by Yemeni's GSM telecom companies on customer’s purchasing decision making. According to the above Table 14, the researcher found that:

The result ($r =0.366$, p-value $≤ 0.01$) indicated that there is a strong positive impact between advertising
and customer purchasing decision in GSM telecom companies in Sana’a. That means there was a high positive correlation between advertising and customer’s purchasing decision. The result supported the study hypothesis which was (advertising has an effect on customer’s purchasing decision). Thus hypothesis (H1) is accepted.

4.5.2. Personal selling

H2: There is a significant positive impact of personal selling practiced by Yemeni’s GSM telecom companies on customer’s purchasing decision making. According to the above Table 15., the researcher found that:

The result (r = 0.358, p-value ≤ 0.01) indicated that there was a strong positive impact between personal selling and customer’s purchasing decision in GSM telecom companies in Sana’a. That means there was a positive correlation between personal selling and customer purchasing decision. The result supported the study hypothesis which was (personal selling has an effect on customer’s purchasing decision). Thus hypothesis (H2) is accepted.

4.5.3. Direct marketing

H3: There is a significant positive impact of direct marketing practiced by Yemeni’s GSM telecom companies on customer purchasing decision making. According to the above Table 16., the researcher found that:

The result (r = 0.407, p-value ≤ 0.01) indicated that there was a strong positive impact between direct marketing and customer purchasing decision in GSM telecom companies in Sana’a. That means there was a positive correlation between direct marketing and customer’s purchasing decision. The result supported the study hypothesis which was (direct marketing has an effect on customer’s purchasing decision). Thus, hypothesis (H3) is accepted.

4.5.4. Sales promotion

H4: There is a significant positive impact of sales promotion practiced by Yemeni’s GSM telecom companies on customer’s purchasing decision making. According to the above Table 17., the researcher found that:

The result (r = 0.464, p-value ≤ 0.01) indicated that there was a strong positive impact between sales promotion and customer’s purchasing decision in GSM telecom companies in Sana’a. That means there was a high positive correlation between sales promotion and customer’s purchasing decision. The result supported the study hypothesis which was (sales promotion has an effect on customer’s purchasing decision). Thus, hypothesis (H4) is accepted.

4.5.5. Public relations

H5: There is a significant positive impact of public relations practiced by Yemeni’s GSM telecom companies on customer’s purchasing decision making. According to the above Table 18., the researcher found that:

The result (r = 0.572, p-value ≤ 0.01) indicated that there was a strong positive impact between public relations and customer’s purchasing decision in GSM telecom companies in Sana’a. That means there was a high positive correlation between public relations and customer’s purchasing decision. The result supported the study hypothesis which was (public relations has an effect on customer’s purchasing decision). Thus, hypothesis (H5) is accepted.
5. Conclusions and Recommendations

As it is referred by [20], the effective uses of different components of the IMC are a significant challenge for the competitor. The integrated group which includes advertising, personal selling, direct marketing, sales promotion and public relations [12], are interrelated and combined jointly to attain the company promotional objectives in the context of the prevailing marketing attitude.

When the researcher visited telecom GSM companies, the marketer explained how the companies make use of different components of the IMC, and how the offers are creatively designed to affect the target customers. Starting by drawing customers’ attention, give them the required information, create the good relationship and have the direct communication with them. Innovative marketers of three companies are using the IMC well in order to compete and influence the customers. Therefore, from the researcher’s opinion, the result equaled the researcher expectation. The IMC significantly impacts customers’ purchasing decision likewise the discussion of the findings was in relation with the objectives of the study.

The result of the study equaled many studies such as [13], [32], and [33]. Also [31], who illustrated from his study that company can use the integrated marketing communication in a way most effective for purchasing decision.

Likewise, the study was in conformity with the previous entitled “The impact of promotional activities on consumer buying behavior” done by [34], and showed that promotional activities had the positive impact on customers’ purchasing behavior in the cosmetic industry in India.

On another hand, the study was with contrast with [35], who showed from their study that the elements of advertising, publicity, sales promotion, personal selling, are poorly affecting the customer’s purchasing decision on fast food. The statistic view clarified the result 37.2% of customer’s purchasing decision was impacted by price set and the promotional mix, while the rest 62.8% was impacted by other factors like location, product, etc.

6. Direction for Future Study

After having conducted this study and considering the limitations in time and resources the researcher has been facing, it would be of interest to examine this study topic further as well as more profoundly.

Listed below are few directions for possible future research:

- First, future study needs to be done separately to each company alone, because some of them have been slow at adopting and implementing the IMC.
- Also, future study can follow the longitudinal approach to predict customers’ behavior and needed promotions.
- Moreover, future study can incorporate the quality perspective of the digital promotion because in countries like Yemen the quality of Internet is low which can be an obstacle factor to why some customers are not aware of that promotion.
- Future study could also look at culture as the predictor of future behavior. In fact, most literature has cited those cultural beliefs that have contributed a lot in shaping people’s mind to accept new technologies.

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Table 18. Public relations strength of the linear relationship coefficients (α)

| Model          | Unstandardized Coefficients | Standardized Coefficients | T     | Sig.  |
|---------------|-----------------------------|---------------------------|-------|-------|
| (Constant)    | 1.315                       | 0.140                     | 9.406 | .000  |
| Public Relations | .591                       | .045                      | 572   | 13.155| .000  |

a. Dependent variable: Consumer’s purchasing decision
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