

INTEGRATED MARKETING COMMUNICATION ON CONSUMER PURCHASING DECISION FOR GREE AIR CONDITIONER THROUGH ONLINE STORE BEIJING

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ABSTRACT

In this study research integrated marketing communication on consumer purchasing decision for Gree air conditioner through the online store in Beijing Gree Electric Appliance Co., Ltd. The total population use convenience sampling total consists of 400 people in Beijing province in China. Use questionnaires as a tool to collect data. A hypothesis was tested with the enter method of multiple regression analysis using purposive sampling and descriptive statistical analysis consisting of frequency, percentage, mean, and standard deviation. The level of statistical significance was set at the 0.05 level. In conclusion, the majority of respondents the majority of respondents had the highest opinions on Integrated marketing communication followed by public relation, sales promotion, personal selling, direct marketing, and online marketing affects consumers' purchasing decisions Gree air conditioner through online stores in Beijing Gree Electric Appliance Co., Ltd which is statistically significant at a level of 0.05 with 59% forecasting power. The summarize these recommendations based on Consumer Purchasing Decision Gree Air Conditioner through the online store. The study suggests that the future implementation for purchasing decision for online marketplace.

Keywords: Integrated Marketing Communication, Purchasing Decision, Online Marketing, Online Store

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INTRODUCTION

Online marketing is growing in popularity and gaining traction in various sectors that will become the mainstream of business in the future. Both small and large businesses are increasingly adapting and investing in the marketplace. With a population of more than 1.3 billion people, China's IT industry is large and growing rapidly. China's online shopping system and online payment system are advanced, widespread and fast. China has an agency that monitors the Internet usage statistics of people in the country. China Internet Network Information Center and the official publication of the agency figures at the beginning of 2017 to June accounted for 751 million Chinese Internet users, accounting for 1/5 of the world's Internet user population, and the Internet usage rate of the entire Chinese population was 55.8% (Chen, 2018).

According to Economic Daily (2020), the Chinese government later promoted the economy. Cross-border e-commerce, to be used as one of the international economic mechanisms, reduces tensions. The China-US trade and Covid-19 situation in which it is difficult to move. The Chinese government has revised its action plan, legislation (China's first e-commerce clearance, 2019) and structural mechanisms to facilitate Chinese e-commerce enterprises' cross-border trade and reduce dependence on key exports to the United States. At the same time, trade will be diversified to connect with other countries under the One Road Initiative. The Belt and Road Initiative (BRI) is also expected to support new industrial networks such as cross-border logistics, cross-border payment systems, etc. Supply chain financing continues to drive China's economic growth (Wen, Li, Zhang & Chen, 2019). From only 2.2% to 11.25%, the value of imports and exports through the business system increased. Cross-border e-commerce amounted to 186.2 billion yuan (US\$26.25 billion), five times higher than in 2015 with an average growth rate of 49.5%.

The above statistics. It can be said that this is the golden age of e-commerce, especially cell phone or smartphone commerce, which has gained more attention in recent years as communication technology advances and people have more and more access to goods and services on the Internet. As a result, many young entrepreneurs have online-only stores.

As a result of consumer behavior, trust in online shopping has increased. As a result, both Chinese and foreign entrepreneurs or brands have turned to the online market in the form of E-Market Place, which has strengths in capital, alliances, and comprehensive supply chains, and existing retailers such as Modern Trade, which already has a customer base from brick-and-mortar channels, has expanded its online channels to reach more customers, and is likely to expand rapidly and compete more aggressively in the future. In addition, the Internet and social media has played a big role. As a result, lifestyles and lifestyles are changing in more convenient ways. Consumers have quick and easy access to information. There are a variety of options, including Internet shopping choices, which are very popular today and will likely continue to grow. As mentioned earlier. As a result, many companies must adapt to consumers' changing shopping habits. In the midst of fierce competition and wide consumer choice, there are many. Seeking information before making a purchase decision is becoming a concern for companies to address in their marketing communications.

Traditional marketing communications used by marketers as a means of communicating with consumers include advertising, sales promotion, selling through personal selling, public relations, and direct marketing through television, radio, magazines, newspapers. These are strategies referred to as push strategies, i.e., presenting products to consumers through distribution channels. Manufacturers conduct marketing activities through distribution channels (Kotler, 2017) by using marketing communication tools to stimulate, identify and recognize consumers and make purchase decisions. However, with the advent of the Internet, consumer behavior has changed. Consumers have a wider range of media available to them. There are more comparisons and options. The results of traditional marketing communications

are no longer as satisfying as they should be in an era when consumer behavior is changing rapidly. As a result, most marketers are beginning to look at pull strategies, where manufacturers reach out to the last consumer to get them to buy a product (Kotler, 2017).

The Internet is beginning to influence consumer behavior when searching for information or even making purchasing decisions by making them easier and more convenient. The role and tasks of traditional marketing communication tools have diminished. As a result, the emergence of various applications on the Internet has replaced traditional marketing communication tools. Marketers need to adapt their strategies to changing consumer behavior. According to a survey by Demand Metric, the most popular channels or tools used in gravity marketing strategies are social media, search engine optimization, and blogs (Paksi and Indarwati, 2021). Last but not least. The tools used to communicate with consumers then transform into different platforms or formats. However, the approach remains the same: reaching consumers has become easier and more complex. So, what kind of marketing tools can be effectively accessed in an era when consumers have vast amounts of data and a wide range of choices? The needs and interests of diverse consumers are increasing. As marketing communications tools are reshaped, they also change format.

Ariffin, Mohan and Goh (2018), the convenience of getting purchases sent to them that online shopping offers also extends to having to return the product. Of internet users' top reasons to shop online, an easy returns policy is one of them. Just under one-third of online shoppers (30.4%) say it's a motivating factor behind their online purchases. Moreover, the Covid-19 pandemic in China people cannot buy products directly from the store. Buy products online more convenient for consumers. For this reason, we are interested in studying it. integrated marketing communications on consumers' purchase decision for a gree air conditioner through the online store in Beijing Gree Electric Appliance Co., Ltd. to integrated marketing communications tools used today influence perceptions to make purchase decisions through online stores. Gree Electric Appliances Inc. (2022) of Zhuhai is a Chinese major appliance manufacturer headquartered in Zhuhai, Guangdong province. It is the world's largest residential air-conditioner manufacturer as well as they have a brace in Beijing one of the competitions with others air conditioner brands. As the world's largest air conditioner manufacturing and consuming market, China is now representing over 40% of the global air conditioner market, yet the growth of its production and sales of air conditioner still shows no sign to slow down. In addition, the results of the studies were based on the research. They can also be used to guide strategy and plan marketing promotion in response to consumer satisfaction in the future.

The research investigates the personal factors of integrated marketing communication on consumer purchasing decision for gree air conditioner through the online store in Beijing Gree Electric Appliance Co., Ltd.

The research investigates the Integrated Marketing Communication not just online marketing that influence on consumer purchasing decision for Gree air conditioner through the online store in Beijing Gree Electric Appliance Co., Ltd.

LITERATURE REVIEWS

Concepts and Theories Integrated Marketing Communication

This form of communication allows business organizations to optimize their public image relationship with key stakeholders. Integrated communications also ensure organizations deliver a seamless and engaging consumer experience for their goods or services (Andrews and Shimp, 2017). Indeed, professionals in this field offer their services in communication and marketing sectors such as digital media, public relations, market research, social media marketing, entertainment, NGOs, and journalism.

Advertising is one of the promotional tools' marketers use to influence the public. Kitchen (2020) states that it provides access to many potential consumers. Typical forms of

advertisements include placing ads through direct mail, newspapers, social media, magazines, radio, and television. For example, a cosmetics company can reach its female consumers by placing an ad in beauty magazines. Sawaftah (2020) states that industry used to call the attention of the public to something, typically a product or service. The definition of advertisement is the means of communication in which a product, brand, or service is promoted to a viewership in order to attract interest, engagement, and sales.

Public relations entails communicating a business's products, services, and brand image to the general public. For example, companies can undertake public relations through press releases and holding news conferences as well as public relations specialists build and maintain a positive public image for a company or organization (Sawmong, 2018). Gesualdi(2019) states that they create media, from press releases to social media messages, that shape public opinion of the company or organization and increase awareness of its brand.

Sales Promotion is to encourage potential consumers to purchase a product or service. This promotional tool serves as a short-term incentive to persuade buyers and increase sales. Examples include offering discounts, coupons, or contests in that buyers can participate (Langga, Kusumawati, and Alhabsji, 2021). Iwamoto, Baba, Nakanishi, Hyodo, Yoshikawa and Ishiguro (2022) states that sales promotion to crush again. Because this strategy is considered a strategy with fun features. create a lot of color for our home marketing industry as well as trade sales promotion is a marketing strategy directed at resellers. It involves offering incentives to encourage them to purchase and sell more of the product. In other words, trade promotion pushes a particular product through existing marketing channels to increase demand and stimulate more sales.

Personal Selling The face-to-face interaction between a sales representative and a prospective customer is called personal selling(Warindrasti and Pratama, 2021). Dipayanti(2018) sate that the sales representative employs interpersonal skills to persuade a buyer to purchase the product. An example of this technique is when a smartphone seller highlights the product's features in an attempt to convince the buyer to buy the phone. In this case, the seller must convince the buyer that the product will add value. Rianita(2022) states that personal selling is a familiar concept to a lot of people. It is probably one of the most prominent selling methods that anyone in business and consumers will recognize. Personal selling is the paid communication between two people in an attempt to influence one another. In the business world, this is a common method of selling.

Direct marketing is a marketing technique that enables marketers to reach their target audience without relying on intermediaries like retailers, wholesalers, or newspapers (Bala and Verma, 2018). Allen, Fitz, Simmons, Goodman, and Warner (2017) state that direct marketing uses one-to-one communication to reach potential customers. It delivers marketing messages in a personal and relevant way, often through emails, phone calls, or text messages. Direct marketing aims to get the customer to buy, inquire about, or subscribe to a product or service. Online Marketing is the use of the internet and online media to reach and engage potential customers. Learn about the definition of online marketing and understand its benefits over print marketing (Kreutzer, 2018). Chaffey and Smith (2017) states that online marketing isn't a one-size-fits-all model. It's a large umbrella that houses many different techniques for marketing through search engines, websites, social media, video sites, and blogs.

H1: The personal factors of integrated marketing communication on consumer purchasing decision for Gree air conditioner through the online store in Beijing Gree Electric Appliance Co., Ltd.

Concepts and Theories About Consumer Purchasing Decision

In order to successfully reach their target market, marketers must have some idea of how much time and effort consumers will put into a purchase decision (Ramya and Ali, 2016). Although kids are your end user and have some input in the decision process, for the most part, parents

are ultimately in charge of the buying decision. Pappas (2016) states that after many observations of the decision-making process, you see that parents typically spend little to no time deciding which cleats to buy for their kids. There are three major categories of consumer decisions - nominal, limited, and extended - all with different levels of purchase involvement, ranging from high involvement to low involvement. Moser (2016) states that the types of consumer decisions exist on a purchase involvement continuum. Purchase Involvement Continuum While it would make a marketer's job much easier to think of most purchases fitting neatly into one of these categories, the truth is they're usually somewhere in between because there are so many different shades of consumer decisions, it's easier to think of the three decision types as points on a continuum, ranging from high to low involvement.

According to Kotler (2017), the consumer's purchasing process as a consumer decision-making process. The Buyer Decision Process consists of 5 steps: realizing the need; Data quest, alternative assessment It becomes clear that the initial buying process is somewhat longer than the actual purchase takes place and continues until after the purchase. That said, it's better to focus on the buying process rather than focusing solely on purchasing decisions. Novansa and Ali (2017) states the steps to make consumer purchasing decisions into 5 steps. as follows Need Recognition, i.e., the consumer's purchasing decision-making process occurs when the consumer has a need, which may be a need, such as hunger, food demand, or a high level of demand. However, even if the consumer accepts the demand for the product, there may be factors that result in the termination of the consumer's purchasing process, such as the level of status and income that is inconsistent with the consumer's needs or the failure to accept the consumer's demand from the actual purchasing authority. Purchase and Related Decisions Once the choice or summary of the brand design of the desired product can be evaluated, it will enter the purchasing decision stage and identify the desired attributes in addition to the branded product, such as the place of sale. Payment terms, colors, safety and after-sales service from the seller, etc. Post-purchase behavior is a step in the decision-making process in which the consumer evaluates the value or benefit of the product they have purchased, which will affect the consumer's next decision to purchase the product, including word-of-mouth advice to close people to buy the product. Achrol and Kotler (2017) state that a time when customers interact with brands and goods and services in some way. The moment of truth is described as the first moment of truth, which begins with the stimulus of various factors, which leads the consumer to enter the first moment of truth, when the consumer chooses products from the store, and later in the second moment of truth, when the consumer makes a purchase and experiments.

H2: The Integrated Marketing Communication not just online marketing that influence on consumer purchasing decision for Gree air conditioner through the online store in Beijing Gree Electric Appliance Co., Ltd.

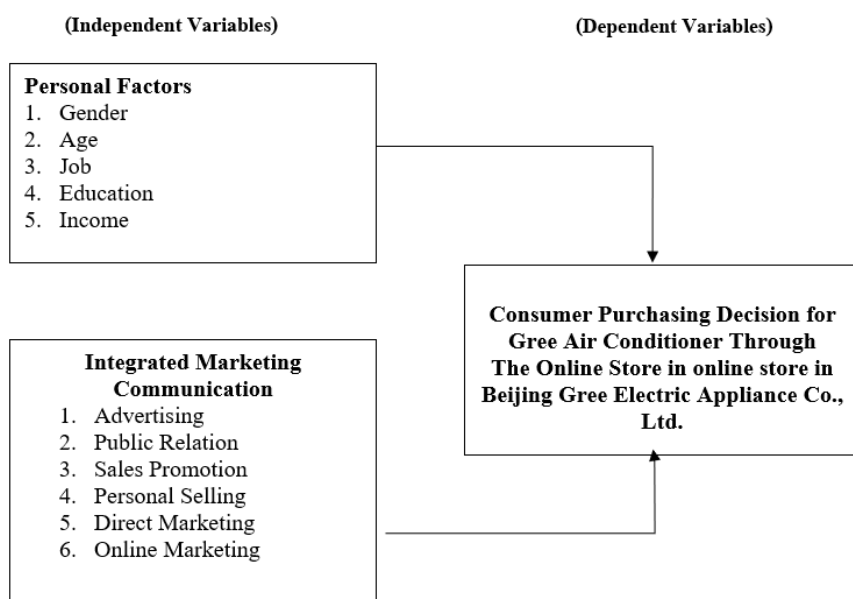


Figure 1 the conceptual framework of the research

RESEARCH METHODOLOGY

The study focuses on study integrated marketing communication on consumer purchasing decision for Gree air conditioner through the online store in Beijing Gree Electric Appliance Co., Ltd. Using the Convenience sampling was performed in this sampling method. The sample consisted of 400 customers online store in Beijing Gree Electric Appliance Co., Ltd from Beijing Province in China. Using the Cochran formula (Cochran, 1977). It is used in cases where the exact population size is unknown.

Research Instrumental is a questionnaire created after studying and researching concepts and theories to obtain information related to integrated marketing communication on consumer purchasing decision for Gree air conditioner through the online store in Beijing Gree Electric Appliance Co., Ltd. The questionnaire is divided into four sections: demographic factors of respondents, An opinion questionnaire about integrated marketing communication, Online business quality Opinion Customer's Satisfaction Asiapac Net Media Limited China and suggestions and comments and suggestions. Using online form to collecting the data from the responders

Data analysis consists of descriptive statistics analysis presented as a table of frequency distribution(f), percentage (%), mean(\bar{X}), and standard deviation (S.D) to describe basic information about the sample group. And inferential statistical analysis was used to test the hypothesis. With statistical significance at the 0.05 level with the Enter method of multiple regression analysis.

RESEARCH RESULTS

According to table 4.1, it was found that most of the respondents were 246 females (61.50%) and 154 males (38.50%), aged 31-40 years old, most of 152 people (38.00%), followed by Not. over 30 years old, 130 people (32.50%) and the least 50 years old or more, 57 people (14.25%), most of them are Private Employees, the most of 142 people (35.50%), followed by General contractor or freelance, 92 people. (23.00%) and the least 40 Company Owners (10.00%) have the most undergraduate education of 194 people (48.50%), followed by Bachelor's degree of 157 people (39.25%) and the least Postgraduate of 49 people (12.25%)

%) and finally earning 10,001 - 20,000 yuan, 170 people (42.50%), followed by Not more than 10,000 yuan, 114 people (28.50%) and the least 30,001 yuan or more, 40 people (10.00%).

Table 1 Showing the results of the hypothesis testing results of integrated marketing communication on consumers' purchasing decisions Gree air conditioner through online stores in Beijing Gree Electric Appliance Co., Ltd.

Integrated Marketing Communication	b	Std. Error	β	t	Sig.
Constant	0.101	0.139		0.726	0.468
- Advertising	0.056	0.049	0.057	1.153	0.250
- Public relation	0.207	0.048	0.198	4.303	0.000*
- Sales promotion	0.205	0.051	0.203	4.022	0.000*
- Personal selling	0.170	0.047	0.171	3.662	0.000*
- Direct marketing	0.214	0.054	0.202	3.960	0.000*
- Online marketing	0.109	0.049	0.104	2.212	0.028*

R = 0.772, R² = 0.596, Adjusted R² = 0.590, SE_{EST} = 0.437, F = 96.783, Sig. = 0.000*

* Statistically significant at .05 level.

** Statistically significant at .01 level.

Statistically significant at .001 level.

According to Table 1, integrated marketing communication including Public relation, Sales promotion, Personal selling, Direct marketing, and Online marketing affected consumers' purchasing decisions Gree air conditioner through online stores in Beijing Gree Electric Appliance Co., Ltd. with a statistical significance of 0.05 with 59% forecasting power (Adjusted R² = 0.590).

The most influential aspects of consumers' purchasing decisions Gree air conditioner through online stores in Beijing Gree Electric Appliance Co., Ltd. were Sales promotion ($\beta = 0.203$), followed by Direct marketing ($\beta = 0.202$), Public relation ($\beta = 0.198$), Personal selling ($\beta = 0.171$), and least Online marketing ($\beta = 0.104$).

It can be written in raw score equations and standard scores as follows:

$$\hat{Y} = 0.101 + 0.207 \text{ Public relation} + 0.205 \text{ Sales promotion} + 0.170 \text{ Personal selling} + 0.214 \text{ Direct marketing} + 0.109 \text{ Online marketing}$$

$$Z_y = 0.198 \text{ Public relation} + 0.203 \text{ Sales promotion} + 0.171 \text{ Personal selling} + 0.202 \text{ Direct marketing} + 0.104 \text{ Online marketing}$$

DISCUSSION & CONCLUSION

The study discusses the personal affect consumers' purchasing decisions Gree air conditioner through online stores in Beijing Gree Electric Appliance Co., Ltd. statistically significantly different at a level of 0.05 because of purchasing decision and an inherited one. Male often follow a simple, rapid approach and become more utilitarian. They have their own choice on information and facts. Female, on the contrary hand, gravitate towards hedonism and enjoy making emotional decisions like going hunting. Hwang and Lee (2018) state that the gender differences in purchase decision-making women tend to be more comprehensive and take both subjective meant that customer reviews and objective information into consideration, while men tend to favor objective information such as make, model, speed, and so on over subjective information.

The study discusses the integrated marketing communication on consumer purchasing decision for Gree air conditioner through the online store in Beijing Gree Electric Appliance Co., Ltd in China, statistically significant at a level of 0.05 with 59% forecasting power. Integrating communication guarantees that the message is unified and consistent across all online. Without this strategic link, businesses have the potential of causing confusion and

ambiguity, which may cause customers to lose faith in them or think they are acting unauthentically. Buying products online store Businesses may choose the best ways to sell their goods and services by knowing how consumers feel, think, and make decisions. This aids in predicting consumer behavior and helps marketers promote their already-available goods and services as well as online marketing enables customers to customize their buying journeys. Customers have been seen to choose rapid satisfaction over learning about new items. Digital material from a brand may be developed and altered to provide specialized shopping experiences. Consumer purchasing will be significantly impacted by this. Blakeman (2018) states that a marketing plan is a document that conveys a company's marketing strategy. It is a set of guidelines that are used to create and execute a marketing strategy.

In discussion of integrated marketing communication in advertising because of advertise marketing activity that can help you to reach out to potential customers and encourage them to buy your products or services. An effective advertising campaign can help you to: increase customer reach. build consumer awareness of products. Eisend (2022) states that digital advertising allows you to reach a larger target audience, all over the world, 24 hours a day. You can focus your efforts on your ideal buyer and build a community around your product or service as well as advertisements are a guaranteed method of reaching an audience. By creating an engaging ad, and spending enough to reach your target users, advertisements can have an immediate impact on business.

In discussion of integrated marketing communication in public relation level because of public relations is the set of procedures or processes designed to communicate a message to the public. Meanwhile, marketing describes the activities and events centered around the buying and selling of products or services. On the other hand, take a closer look at several factors that help to separate public relations from marketing.

In discussion of integrated marketing communication in sales promotion because of a sales promotion is a marketing activity that is designed to increase sales, encourage customer loyalty, or generate brand awareness. It usually involves offering a discount or some other type of incentive for customers to buy your product or engage with your brand. Sinha and Verma (2020) states that marketing action intended to boost sales, promote client loyalty, or raise brand recognition. It often entails providing a discount or some other incentive to encourage clients to purchase your goods or interact with your business.

In discussion of integrated marketing communication in personal selling because of promotional method by which the salesperson uses his or her skills and abilities in an attempt to make a sale. Description: Personal selling is a face-to-face selling technique by which a salesperson uses his or her interpersonal skills to persuade a customer in buying a particular product. Moncrief (2017) states that personal selling is the paid communication between two people in an attempt to influence one another. In the business world, this is a common method of selling. Establishing relationships can vastly improve the chances of making a sale and gathering repeat business. However, potential buyers who receive personalized promotional messages on their devices, for example, may be more interested in making a purchase. For instance, a customer who frequently purchases digital cameras may receive more promotions for new models.

In discussion of integrated marketing communication in direct marketing because of direct marketing consists of any marketing that relies on direct communication or distribution to individual consumers, rather than through a third party such as mass media. Mail, email, social media, and texting campaigns are among the delivery systems used. Andrews and Shimp(2017) states that traditional public relations campaigns pushed out through a third party such as media publications or mass media, direct marketing campaigns operate independently to directly communicate with target audiences.

In discussion of integrated marketing communication in online marketing level because of online marketing, also known as digital marketing, is the practice of leveraging web-based channels to spread a message about a company's brand, products, or services to its potential customers. Kotler, Keller, Ang, Tan and Leong (2018) states that online marketing can be broadly broken into 8 main categories including: Search Engine Optimization, Pay-per-Click, Social Media Marketing, Content Marketing, Email Marketing, Mobile Marketing, Marketing Analytics and Affiliate Marketing.

In the discussions of consumers' perceptions of purchasing decisions Gree air conditioner through online stores in Beijing Gree Electric Appliance Co., Ltd in China, because of the process that a consumer goes through before finalizing the consumption of a particular good or service that will best satisfy their needs and wants. There are various stages that a consumer goes through before settling on a product. In additions, the process through which customer makes purchasing decisions is significantly influenced by perception, a potent psychological component. Whether customers will buy from your business and want to be loyal to it depends on how they view your product, service, or business. Hanaysha, Shaikh, and Alzoubi (2021) states that customer perception is the opinions, feelings, and beliefs customers have about your brand. It plays an important role in building customer loyalty and retention as well as brand reputation and awareness.

However, this study suggests integrated communication ensures that regardless of the channel, the message is consistent and cohesive. Companies risk creating confusion and misunderstanding without this strategic thread, which can result in a loss of trust or perception of inauthenticity. The study recommends purchasing products online marketplace understanding how buyers think, feel and decide, businesses can determine how best to market their products and services. This helps marketers predict how their customers will act, which aids in marketing existing products and services. This will have a significant impact on consumer purchases. As a result, based on the discussion, future research may extend that the customers a clear cohesive message, regardless of how they interact with your brand. This helps your company come across as consistent, professional and relatable. This study will be suggested that integrated marketing communication that the customers a clear cohesive message, regardless of how they interact with your brand. This helps your company come across as consistent, professional and relatable.

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