

**INTEGRATED MAREKTING COMMUNICATION AND ITS EFFECT ON
CUSTOMER PERCEPTION TOWARDS BANKING SERVICES IN
JAFFNA DISTRICT SRI LANKA
(SPECIAL REFERENCE IN CORE PRIVATE LOCAL BANKS IN JAFFNA
SRI LANKA)**

T. Dushyenthan*

*Researcher,

Email id: rt.dushyenthan03@gmail.com

DOI: 10.5958/2249-7137.2025.00012.2

ABSTRACT

Now a day's business environment has been drastically changed as a complex and crucial one. In today's business world, marketing processes are based on the interaction between a business and the customers. Communication affects the quality of the service, its shapes and the images of the organization in the mind of the customers where integrated marketing communication play crucial role in this regard. Integrated marketing communication tends to capture the attention of both providers and buyers especially, who need information from various sources to inform their purchasing decisions. Thus, the present paper aims to highlight the main tools which the specialists use in integrated marketing communication in their attempt to establish a permanent and efficient contact with both potential customers and with actual customers, as well as an analysis of secondary data sources regarding the impact false news broadcast through various media channels have on customer perceptions. This study aims to investigate the impact of Integrated Marketing Communication (IMC) on Customer perception of Private Local Commercial banks operates in Jaffna district Sri Lanka which especially aims at identifying the components and the degree of integrated marketing communications applied in the selected sector.

A unique aspect of this paper is to bring out a study which has not been previously carried out by researchers by combining the customer perception towards services to the customers and the application of infrastructures in a selected financial sector in Jaffna Sri Lanka. A survey with 350 household customers and the relevant bank officials was carried out in three core Private Commercial Banks in the Jaffna region under study. The collection of the data was driven by three research hypotheses and involved dual questionnaires targeting two sets of respondents.

One set of questionnaire was used to gather information on customer perception towards services. The research presented in this paper employs a modified version of the Duncan-Moriarty IMC mini audit to measure the degree of IMC. Results demonstrate a positive relationship between IMC and customer perception and the higher degree of IMC application in the selected entities. Out of five dimensions of IMC considered for this study, mission marketing and interactivity directly influence customer perception. The paper concludes with the managerial implication which suggests that the value creation to customers comes in the way of

integrated marketing communication, and it is being highlighted in the suggestion that to follow this new communication media as a competitive advantage into traditional integrated marketing communication in order to have fruitful results in the organizations.

KEYWORDS: *Integrated Marketing Communication, Customer Perception, Banking Industry, Jaffna Sri Lanka.*

REFERENCES

1. Ambler, T, Bhattacharya, C. B, Julie E., Kevin L. K., Katherine N. L., & Mittal., V. (2002). Relating Brand and Customer Perspectives on Marketing Management, *Journal of Service Research*, 5, 13-25.
2. Alvesson, M., & Sköldeberg, K. (2009). *Reflective Methodology: New Vistas for Qualitative Research*. 2nd ed. Thousand Oaks: Sage Publications, Inc.
3. Ashworth, J. and Johnson, P., 1996. Sources of Value for Money for Museum Visitors: Some Survey Evidence, *Journal of Cultural Economics*, 20: 67-83.
4. Bezjian-Avery A, Calder B & Iacobucci D (1998) New Media Interactive Advertising Vs Traditional Advertising. *Journal of Advertising Research* 38 (4): 23–32.
5. Blood, R. (2002). *The web log handbook: Practical advice on creating and maintaining your blog*. Cambridge.
6. Carlson, L., Stephen J. G., & Michael J. D. (2003). Services Advertising and Integrated Marketing Communications: An Empirical Examination, *Journal of Current Issues and Research in Advertising*, 25, 68-82.
7. Creswell, J. W. (2003). *Research Design-Qualitative, Quantitative, and Mixed Methods Approaches*. Thousand Oaks: Sage.
8. Chang Y & Thorson E (2004), Television and Web Advertising Synergies, *Journal of Advertising* 33(2): 75–84
9. Duncan T & Everett S E (1993), Client Perceptions of Integrated Communications, *Journal of Advertising Research* 32(3): 30–39.
10. Edell JA & Keller KL (1999) *Analyzing Media Interactions: The Effects of Coordinated TV-Print Advertising Campaigns*, Cambridge, MA: Marketing Science Institute.
11. Eagle, L., & Kitchen, P. J. (2000), IMC, brand communications, and corporate cultures client/advertising agency co-ordination and cohesion. *European Journal of Marketing*, 37(1), 667-86.
12. Kitchen, P. J., Joanne B., Li, T. & Jones, G., S. (2004). The Emergence of IMC: A Theoretical Perspective, *Journal of Advertising Research*, 44 (1), 19-30. Kitchen, P.
13. Raman, R., & Annamalai, V. (2010). Web as New Advertising Media among the Net Generation: A Study on University Students in Malaysia. *Journal of Business & Policy Research*, 5(1), 79-86.

14. Rust, R. T., Tim, A., Gregory S. C., Kumar,V., &Rajendra K. S. (2004). Measuring Marketing Productivity: Current Knowledge and Future Directions, Journal of Marketing, 68, 76-89.
15. Smith, P. R. (2002). Marketing Communications: An Integrated Approach (3rd ed.). London: Kogan Page.
16. Tellis, G. J. (2006). Effective advertising: Understanding when, how and why advertising works. Thousand Oaks, CA: Sage Publications.
17. Trappey III RJ & Woodside AG (2005) Consumer Responses to Interactive Advertising Campaign Coupling ShortMessage-Service Direct Marketing and TV Commercials, Journal of Advertising Research 45(4): 382–401.
18. Weitzman, E. A. (1999). Analyzing qualitative data with computer software. Health Services Research, 34, 1241-1263.