

CONSUMER CHOICES REGARDING THE APPLICATION OF INTEGRATED MARKETING COMMUNICATION (IMC) STRATEGIES AT YOONG MOTOR INDONESIA

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Abstract:

Social media has become a fundamental aspect of daily life, including in Indonesia, where numerous businesses, including those in the automotive industry, utilize it to drive sales and enhance their market reach. Through platforms like Instagram and YouTube, Yoong Motor Indonesia has effectively showcased its products, engaged with customers, and expanded its branch network across the country. The goal of this study is to understand consumer preferences regarding the Integrated Marketing Communication (IMC) approach used by Yoong Motor Indonesia, a company specializing in the sale of vehicle lighting. This research uses a quantitative descriptive method, which outlines issues based on data without comparing variables. The sample consisted of 100 consumers of Yoong Motor Indonesia, selected through purposive sampling, and a Likert scale-based questionnaire was used for data collection. The validity of the instrument was tested with an *r* value greater than 0.3, while reliability was assessed using Cronbach's Alpha, which exceeded 0.6. The data was analyzed using weighting and average calculations to assess consumer preferences. The findings show that Yoong Motor Indonesia's IMC strategy successfully impacted consumer preferences through integrated communication channels like social media, direct marketing, sales promotions, and sponsorships. The study confirmed that the questionnaire was both valid and reliable, with a significance value of less than 0.05 and a Cronbach's Alpha higher than 0.7. The most influential IMC strategy was digital marketing (1.89), followed by advertising (1.95), sponsorship (1.96), sales promotions (2.10), and direct marketing (2.24).

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INTRODUCTION

The marketing world has rapidly evolved, becoming an indispensable element for business success across various sectors. It plays a crucial role in introducing products and services to target markets, establishing customer relationships, and boosting both sales and customer loyalty. As technology advances, marketing strategies have shifted from traditional methods to more innovative digital approaches (Adawiyah et al., 2024). Marketing is applied across various industries, including retail, financial services, food and beverage, and particularly in the automotive sector, where it holds significant importance (Ifadhila et al., 2024).

Effective marketing requires an in-depth understanding of the market, customer characteristics, and emerging trends within the relevant industries (Ifadhila et al., 2024). For example, in the retail sector, marketing focuses on product promotion in stores, building brand loyalty, and enhancing customer shopping experiences in both physical and online environments. In the financial services sector, marketing efforts are aimed at fostering trust and loyalty for complex products like insurance and investments (Dziban, 2024). However, it is in the automotive industry where marketing plays a critical role, with products such as vehicles requiring a longer decision-



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making process from customers. Vehicles are not only marketed to fulfill transportation needs but also to project specific lifestyles or images (Dziban, 2024). Automotive marketing covers various aspects, from branding and promotions to direct sales and after-sales service. Leading automotive brands frequently employ Integrated Marketing Communication (IMC), a strategy that integrates advertising, sales promotions, sponsorships, and digital marketing to communicate consistent messages across multiple channels (Nugroho & Wisudawanto, 2021).

An effective strategy within the automotive industry involves digital marketing campaigns via social media platforms like Instagram, Facebook, and YouTube. These platforms enable automotive companies to engage consumers visually with content such as vehicle feature highlights, safety technologies, and engine performance (Alyusi, 2019). For instance, Instagram is used for showcasing product features, while Facebook's targeted ads enable companies to reach specific demographics and interests. YouTube facilitates campaigns like influencer car reviews or live test drives, creating interactive experiences for potential consumers (Anista, 2023). Through these platforms, companies not only promote products but also engage with customers, answering questions, providing information about promotions or after-sales services, and gathering valuable feedback to improve customer service (Nugroho & Wisudawanto, 2021).

This study investigates consumer preferences regarding Integrated Marketing Communication (IMC) strategies at Yoong Motor Indonesia, a company specializing in automotive lighting products. The purpose of this research is to examine how Yoong Motor's IMC strategies, particularly its digital marketing efforts, influence consumer preferences and decisions. Specifically, this study seeks to answer the question: How do consumer preferences towards IMC strategies at Yoong Motor Indonesia impact their purchasing decisions?

The rationale for this research lies in the gaps within current literature concerning how IMC strategies, particularly in the automotive aftermarket sector, influence consumer behavior. Although prior studies highlight the role of digital marketing in shaping consumer decisions, few have examined its specific impact within the context of the automotive services and products sector (Yaputra et al., 2023). Furthermore, while the role of social media in consumer behavior is well-documented in retail and other sectors (Alyusi, 2019) its influence on consumer decision-making in specialized automotive services remains underexplored.

By addressing this gap, this research will contribute to the growing body of literature on the effectiveness of IMC in the automotive industry, particularly in the context of digital marketing. The findings are expected to provide actionable insights for automotive businesses, like Yoong Motor Indonesia, to optimize their marketing strategies and better align with consumer preferences in an increasingly digital marketplace. As the automotive industry adapts to the digital era, understanding the influence of integrated communication channels on consumer purchasing behavior is essential for maintaining a competitive edge.

METHODS

This research utilizes a quantitative descriptive approach to explore consumer preferences regarding Integrated Marketing Communication (IMC) strategies at Yoong Motor Indonesia. Data was collected using a survey method, with a structured questionnaire based on a Likert scale (Bungin, 2010). A sample of 100 respondents was selected using purposive sampling, focusing on Yoong Motor Indonesia customers who have interacted with its services or are familiar with its IMC strategies (Robinson, 2014). The research examines five key IMC components: digital marketing, advertising, sales promotion, direct marketing, and sponsorship (Anista, 2023). Data analysis was



membership benefits and improving communication regarding its advantages, Yoong Motor Indonesia can increase the effectiveness of this strategy (Sakinah et al., 2022).

Sales Promotion (X3). which includes discounts, special offers, and giveaways, is a key element in driving short-term consumer purchases. Yoong Motor Indonesia implements various sales promotions, such as discounts during seasonal events or grand openings of new locations, to incentivize customers. The average rating for sales promotion was 2.10, indicating a moderate level of effectiveness. Among the statements in this category, X3.4, which refers to the role of giveaways in building customer loyalty, received the highest score of 2.34. This shows that consumers value incentives like giveaways and are likely to return for future purchases. However, the effectiveness of time-bound discounts (X3.3) was rated lower (1.95), suggesting that while promotions are well-known, their impact on purchasing decisions could be further optimized by making them more appealing (Habibah, 2020)

Digital Marketing (X4). particularly through social media, has become a cornerstone of Yoong Motor Indonesia’s marketing strategy. With an average rating of 1.89, digital marketing proved to be the most effective component in the IMC mix. The company successfully utilizes Instagram and TikTok to engage with a broad audience, leveraging content like customer testimonials, vehicle modification showcases, and promotional offers. The statement that received the highest score was X4.6 (1.99), which indicates that social media plays a significant role in influencing consumers’ purchasing decisions. However, awareness of Yoong Motor’s social media presence (X4.1) received the lowest rating (1.80), suggesting that not all consumers are fully aware of the company’s social media platforms. To improve this, Yoong Motor Indonesia could focus on increasing the visibility of its social media accounts and optimizing its online presence (Yaputra et al., 2023).

Sponsorship (X5). is another important IMC strategy used by Yoong Motor Indonesia. By sponsoring automotive events and competitions, the company aims to enhance brand visibility and credibility. The average score for sponsorship was 1.96, suggesting that this strategy has been effective in improving the company's image. The highest-rated statement in this category (X5.4) received a score of 2.16, indicating that consumers are more likely to purchase Yoong Motor products after seeing the company’s involvement in sponsored events. However, the statement regarding product recommendations due to sponsorship (X5.5) received a lower score of 1.81, suggesting that while sponsorship helps improve brand image, it does not always lead to direct product recommendations (Sekharendra, 2024).

Table 1. IMC Component Effectiveness Ranking

IMC Component	Average Rating	Rank
Digital Marketing (X4)	1.89	1
Advertising (X1)	1.95	2
Sponsorship (X5)	1.96	3
Sales Promotion (X3)	2.10	4
Direct Marketing (X2)	2.24	5

Based on the results, Digital Marketing emerged as the most effective IMC component, followed by Advertising and Sponsorship. The effectiveness of Digital Marketing reflects the growing importance of social media in reaching younger, tech-savvy audiences, which has become a primary channel for marketing communications. Advertising also remains a powerful tool for



creating brand awareness, while Sponsorship continues to play a key role in strengthening brand image and building consumer trust.

The findings suggest that Yoong Motor Indonesia has effectively utilized a mix of IMC strategies to engage consumers and build brand loyalty. Digital marketing, particularly through social media platforms like Instagram and TikTok, has proven to be the most successful in reaching and engaging a broad audience. The high effectiveness of digital marketing can be attributed to the interactive nature of social media, which allows the company to create dynamic, real-time content that resonates with consumers (Wono et al., 2022)

Advertising through influencer endorsements also plays a significant role in shaping consumer perceptions and encouraging purchasing behavior. The positive impact of influencer marketing is evident in the high ratings for statements related to influencer endorsements (X1.4), where consumers reported being more likely to buy products endorsed by trusted figures. Sales promotion and direct marketing, while effective, have room for improvement. Sales promotions, such as discounts and giveaways, were well-received but could be optimized by increasing the frequency and appeal of these offers. Direct marketing, particularly through membership programs, showed potential for building loyalty but requires better communication to make the program more attractive to consumers.

Sponsorship strategies, while effective in building brand credibility, had a less direct impact on consumer recommendations. The company may consider enhancing its sponsorship activities to make them more engaging and tied to tangible product offerings to increase consumer advocacy. The findings indicate that digital marketing and advertising are the most effective components in driving consumer engagement and influencing purchasing decisions. Sponsorship also plays an essential role in improving the company's brand image, while sales promotion and direct marketing are critical for building customer loyalty. Yoong Motor Indonesia has successfully implemented an integrated approach to marketing communication, but continuous adaptation and optimization of these strategies are needed to stay competitive in the automotive industry (Daligdig et al., 2022). By refining digital marketing efforts, improving the relevance of advertising content, and enhancing membership programs, Yoong Motor Indonesia can further strengthen its market position and foster deeper relationships with its customers.

CONCLUSION

Based on the data analysis, it can be concluded that the research instrument in the form of a questionnaire has been proven to be valid and reliable. All statement items in each variable have a significance value below 0.05 based on the Pearson Product Moment validity test, and the Cronbach's Alpha value is greater than 0.7, indicating good internal consistency. The characteristics of the respondents show that the majority of Yoong Motor Indonesia's customers are male (71%), aged 25–30 years (55%), and work as students or employees. Additionally, the respondents have high purchasing power, with 40% spending more than IDR 3,000,000 per month. Most respondents learned about Yoong Motor through friends or family (40%) and social media (30%), and 38% of them have made more than two purchases, indicating a high level of customer loyalty.

The Integrated Marketing Communication (IMC) strategy implemented by Yoong Motor Indonesia consists of five main components: advertising, direct marketing, sales promotion, digital marketing, and sponsorship. Based on the average weighting, digital marketing ranks first as the most effective strategy with a value of 1.89, followed by advertising (1.95), sponsorship (1.96), sales promotion (2.10), and direct marketing (2.24). Digital marketing is considered the most effective in



reaching a broad consumer base through social media and websites. Meanwhile, advertising and sponsorship play an important role in strengthening the brand image and building consumer trust.

For future research, it is recommended to explore how new technologies such as augmented reality (AR) or artificial intelligence (AI) can be applied in Yoong Motor Indonesia's IMC strategy to enhance consumer interaction and experience. These new technologies have the potential to provide more interactive and engaging experiences, and allow the company to adapt to the evolving market that increasingly relies on technology in purchasing decision-making.

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