



The Influence Of Imc Tools On The Buying Behaviour Of Male And Female Teenagers

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Abstract: A strategic instrument for influencing consumer behavior, integrated marketing communication (IMC) is especially useful for teens, who are particularly sensitive to marketing and media stimuli. Determining the association of different IMC tools—public relations, social media marketing, sales promotion, advertising, and personal selling—on the buying behavior of male and female teenagers is the goal of this study. The study examines 100 teenagers between the ages of 13 and 19 using a structured questionnaire. The results demonstrate a significant association between gender and buying behavior based on Direct marketing, Advertising, Personal selling, and Sales promotion, and an insignificant association with Public relations.

Keywords: IMC Tools, Buying behavior, Teens, Gender, Association

I. INTRODUCTION

Integrated Marketing Communication (IMC) refers to the strategic and purposeful coordination of multiple promotional techniques—such as advertising, sales promotions, personal selling, public relations, and direct marketing—aimed at delivering a unified and consistent brand message across all communication channels. This approach ensures that the brand identity remains coherent, recognizable, and persuasive, regardless of the medium used. As businesses increasingly shift towards consumer-centric marketing strategies, understanding the differential impact of various IMC tools has become essential, especially when targeting younger audiences such as adolescents.

The teenage market represents a dynamic, influential, and profitable segment for marketers. Adolescents are not only active consumers but also trendsetters, often shaping the purchasing behaviors of their peers and families. Their buying decisions are influenced by a combination of peer pressure, rapidly evolving digital trends, social media engagement, and their unique ways of interacting with different IMC tools. However, notable variations exist in **media** consumption patterns and responsiveness between male and female teenagers. For instance, the same advertisement or promotional strategy may evoke different levels of interest, trust, or purchase intent depending on the gender of the audience. Given these distinctions, this study seeks to examine the gender-based associations in purchasing decisions influenced by different IMC tools.

II. REVIEW OF LITERATURE

Bush et al. (2004) discovered that social media advertising and peer pressure had a major impact on teens' purchase intentions, with females responding more to emotive and beautiful content and males being more influenced by humor and technology-based advertisements.

Belch & Belch (2018), according to the authors, integrated marketing communications (IMC) is a strategic business process that is used to plan, develop, implement, and assess coordinated, quantifiable, and persuasive brand communication campaigns throughout time. The researchers underlined how crucial it is for different methods, such as digital marketing, sales promotions, personal selling, and advertising, to work together harmoniously.

Kotler & Keller (2016) noted that consumers' psychological and social traits influence how they interpret marketing communications. One important characteristic that has been found to affect how people view and react to marketing stimuli is gender.

Mangold & Faulds (2009) highlighted social media's growing influence in the mix of marketing communications. The study emphasized the significance of online evaluations and social sharing, particularly for younger consumers who value peer-generated material.

Smith et al. (2007) recommended that teens' exposure to social media and interactive marketing techniques help them form strong brand loyalties. The interpretation of messages was significantly influenced by gender, with men preferring ads that focused on products and women appreciating interpersonal components.

III. RESEARCH GAP

Although a number of studies have examined how IMC tools affect customer behavior, few have explicitly examined teenagers as a separate market, especially when examining gender-comparative data. Furthermore, rather than assessing the combined impact of all the main IMC tools (advertising, sales promotion, PR, digital media, personal selling, etc.) on purchasing behavior, the majority of the literature currently in publication focuses on either conventional media or social media alone. By offering a comprehensive, gender-based analysis of the ways in which different IMC tools affect the purchasing decisions of both male and female teenagers, this study seeks to close this gap.

IV. RESEARCH METHODOLOGY

Objectives

To find the association in the buying behaviour of male and female teenagers based on IMC tools.

Hypothesis H_0

1. There is no significant association between the Male and Female Teenagers' Buying Behaviour based on Direct Marketing tools.
2. There is no significant association between the Male and Female Teenagers' Buying Behaviour based on Advertising tools.
3. There is no significant association between the Male and Female Teenagers' Buying Behaviour based on Personal Selling tools.
4. There is no significant association between the Male and Female Teenagers' Buying Behaviour based on Sales Promotion tools.
5. There is no significant association between the Male and Female Teenagers' Buying Behaviour based on Public Relation tools.

Research Design

- **Participants:** Teenagers (e.g., ages 13–19), segmented by gender.
- **Sample Area:** Selected cities of Rajasthan
- **Selected Cities:** Jaipur, Jodhpur, Alwar, Nagaur and Udaipur (top five populated cities as per census 2011)
- **Sampling:** Convenient sampling, depending on feasibility.
- **Instrument:** Structured questionnaires

- **Analytical tool:** Data is analyzed using SPSS – Percentage and Chi-square tests are employed
- **Sample Size:** 100 respondents
- **Limitation:** The results may not be generalized beyond the selected cities of Rajasthan.

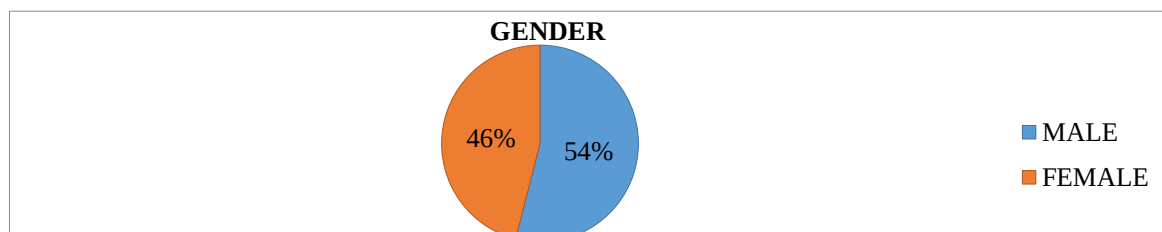
V. DATA ANALYSIS

Demographic Variables:

Table 1: Gender of Respondents

Gender of Respondents	Male	54	54.0%
	Female	46	46.0%

Chart 1: Gender of Respondents

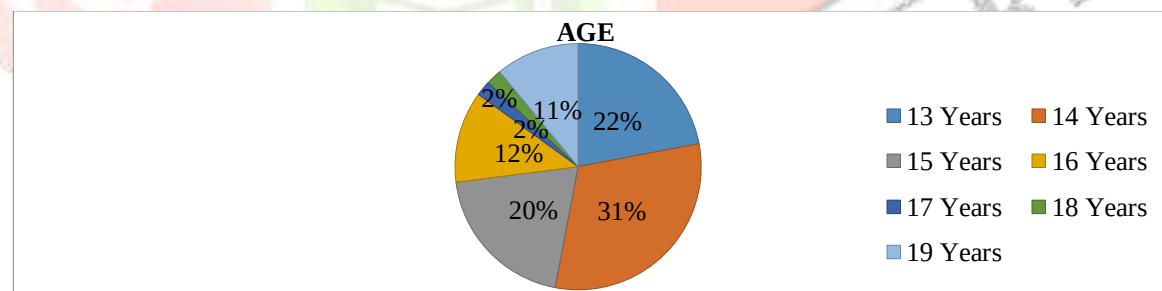


Interpretation: There are 54% male and 46% female respondents.

Table 2: Age of Respondents

Age of Respondents	13 years	22	22.0%
	14 years	31	31.0%
	15 years	20	20.0%
	16 years	12	12.0%
	17 years	2	2.0%
	18 years	2	2.0%
	19 years	11	11.0%

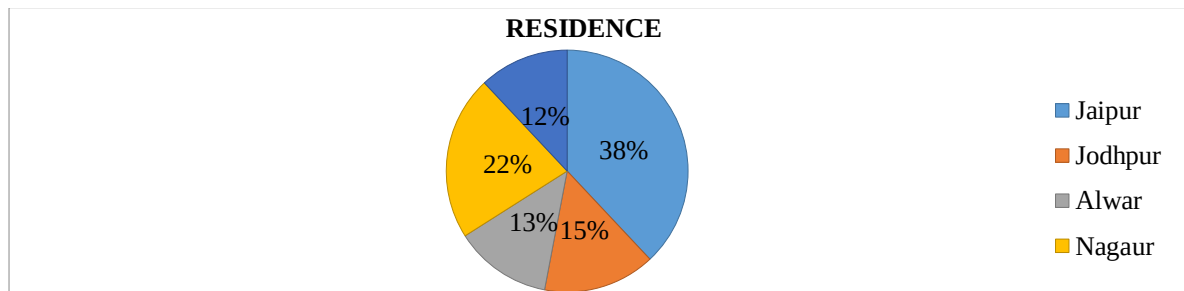
Chart 2: Age of Respondents



Interpretation: 22% of respondents are 13 years, 31% respondents are 14 years, 20% respondents are 15 years, 12% respondents are 16 years, 2% respondents are 17 years, 2% respondents are 18 years, and 11% of respondents are 19 years of age.

Table 3: Residence of Respondents

		Frequency	Percentage
Residence	Jaipur	38	38.0%
	Jodhpur	15	15.0%
	Alwar	13	13.0%
	Nagaur	22	22.0%
	Udaipur	12	12.0%

Chart 3: Residence of Respondents

Interpretation: 38% respondents are from Jaipur, 15% respondents are from Jodhpur, 13% respondents are from Alwar, 22% respondents are from Nagaur, and 12% respondents are from Udaipur.

Table 4: The Influence of IMC Tools on the Buying Behaviour of Male and Female Teenagers

Behaviour of Teens		Gender of Respondents					
		Male		Female		Total	
		N	N %	N	N %	N	N %
Do you think direct marketing tools influence you to buy a product or receive a service?	Strongly Disagree	5	71.40%	2	28.60%	7	100.00%
	Disagree	21	72.40%	8	27.60%	29	100.00%
	Neutral	21	55.30%	17	44.70%	38	100.00%
	Agree	4	19.00%	17	81.00%	21	100.00%
	Strongly Agree	3	60.00%	2	40.00%	5	100.00%
	Total	54	54.00%	46	46.00%	100	100.00%
Do you think advertising tools influence you to buy a product or receive a service?	Strongly Disagree	17	73.90%	6	26.10%	23	100.00%
	Disagree	5	25.00%	15	75.00%	20	100.00%
	Neutral	30	93.80%	2	6.30%	32	100.00%
	Agree	2	16.70%	10	83.30%	12	100.00%
	Strongly Agree	0	0.00%	13	100.00%	13	100.00%
	Total	54	54.00%	46	46.00%	100	100.00%
Do you think personal selling tools influence you to buy a product or receive a service?	Strongly Disagree	11	78.60%	3	21.40%	14	100.00%
	Disagree	12	63.20%	7	36.80%	19	100.00%
	Neutral	21	65.60%	11	34.40%	32	100.00%
	Agree	10	55.60%	8	44.40%	18	100.00%
	Strongly Agree	0	0.00%	17	100.00%	17	100.00%
	Total	54	54.00%	46	46.00%	100	100.00%
Do you think sales promotion tools influence you to buy a product or receive a service?	Strongly Disagree	7	53.80%	6	46.20%	13	100.00%
	Disagree	14	73.70%	5	26.30%	19	100.00%
	Neutral	25	80.60%	6	19.40%	31	100.00%
	Agree	6	30.00%	14	70.00%	20	100.00%
	Strongly Agree	2	11.80%	15	88.20%	17	100.00%
	Total	54	54.00%	46	46.00%	100	100.00%
Do you think public relation tools influence you to buy a product or receive a service?	Strongly Disagree	5	100.00%	0	0.00%	5	100.00%
	Disagree	10	100.00%	0	0.00%	10	100.00%
	Neutral	20	58.80%	14	41.20%	34	100.00%
	Agree	16	57.10%	12	42.90%	28	100.00%
	Strongly Agree	3	13.00%	20	87.00%	23	100.00%
	Total	54	54.00%	46	46.00%	100	100.00%

Hypothesis Testing

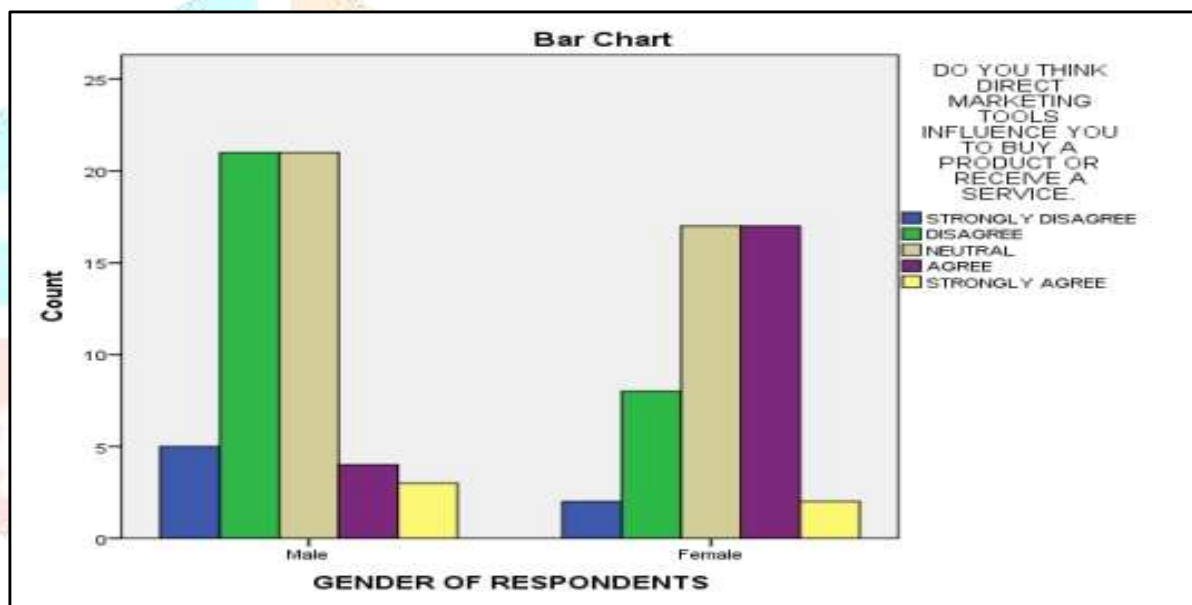
1. There is no significant association between the Male and Female Teenagers' Buying Behaviour based on Direct Marketing tools

Chi-Square Tests	Value	df	Asymptotic Sign. (2-sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)	Point Probabilit y
Pearson Chi-Square	15.240 ^a	4	.004	.003		
Likelihood Ratio	16.013	4	.003	.005		
Fisher's Exact Test	15.354			.002		
Linear-by-Linear Association	8.702 ^b	1	.003	.003	.002	.001
N of Valid Cases	100					

a. 4 Cells (40.0%) have an expected count less than 5. The minimum expected count is 2.30.

b. The standardized statistic is 2.950.

Source: Primary (SPSS)



The table explains the Chi-Square value, Fisher's Exact Test, Degree of freedom, and P-value of Buying Behaviour based on Direct Marketing tools across gender. For that matter, a null hypothesis is examined with the help of a non-parametric tool. It is to be noted that the null hypothesis will be rejected if the p-value comes to $<.05$, that is Chi-Square test is applied at a 5 percent level of significance. If the P-value is $>.05$, the Null hypothesis will be accepted, and there will be no association between variables. Since 4 cells (40.0%) have an expected count less than 5. The minimum expected count is 2.30; Fisher's Exact Test is used.

Since the Pearson Fisher's Exact Test value is 15.354, $p = .002$, i.e., Significant.
So, the null hypothesis is REJECTED.

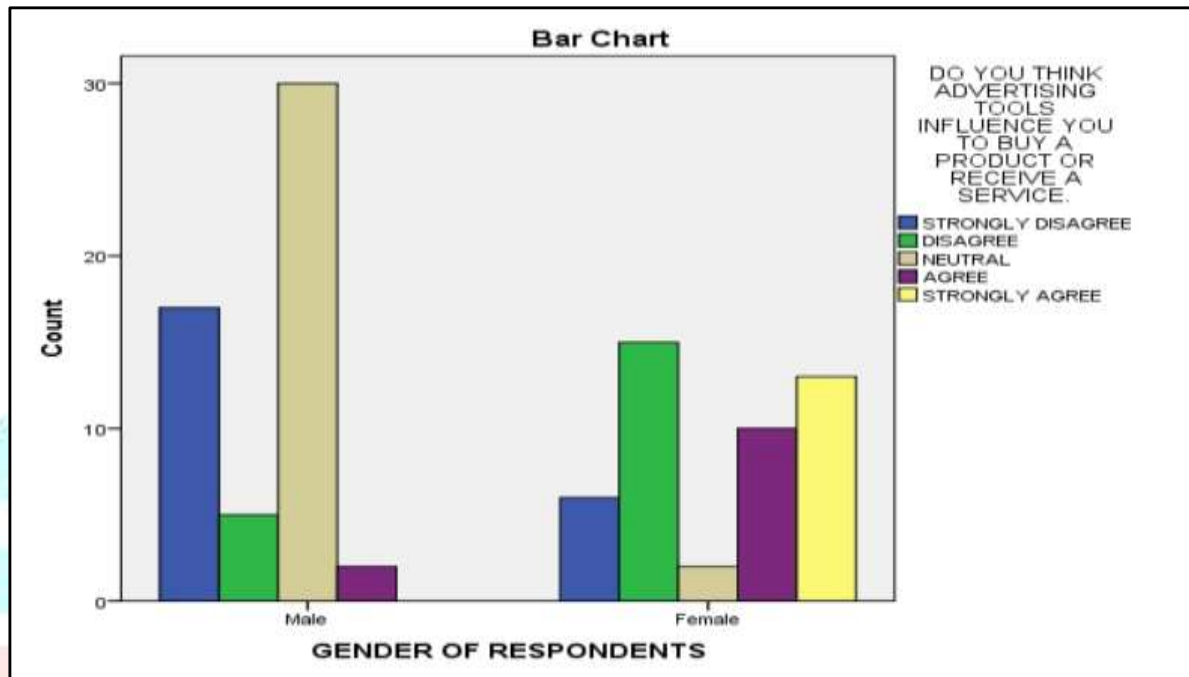
There is a significant association between the Male and Female Teenagers' Buying Behaviour based on direct marketing tools.

2. There is no significant association between the Male and Female Teenagers' Buying Behaviour based on Advertising tools

Chi-Square Tests	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	52.792 ^a	4	.000
Likelihood Ratio	63.317	4	.000
Linear-by-Linear Association	11.346	1	.001
N of Valid Cases	100		

a. 0 cells (0.0%) have an expected count less than 5. The minimum expected count is 5.52.

Source: Primary (SPSS)



The table explains the Chi-Square value, Degree of freedom, and P-value of Buying Behaviour based on Advertising tools across gender. For that matter, a null hypothesis is examined with the help of a non-parametric tool. It is to be noted that the null hypothesis will be rejected if the p-value comes to $< .05$, that is Chi-Square test is applied at a 5 percent level of significance. If the P-value is $> .05$, the Null hypothesis will be accepted, and there will be no association between variables.

Since the Pearson Chi-square value is 52.792, $p = .000$, i.e., Significant.

So, the null hypothesis is REJECTED.

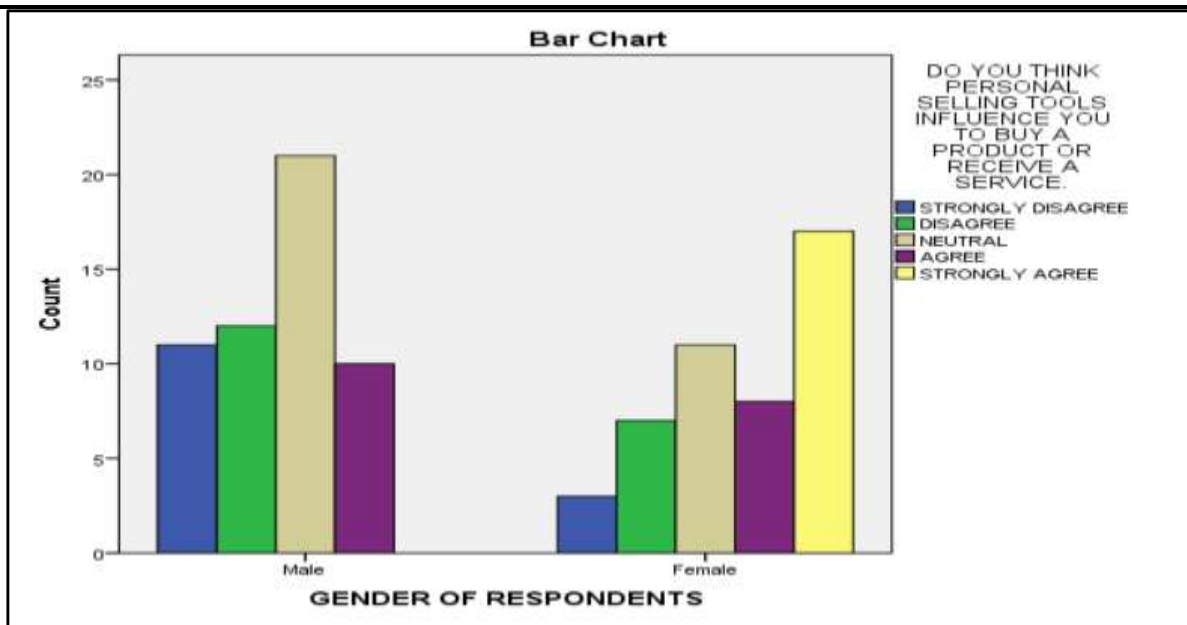
There is a significant association between the Male and Female Teenagers' Buying Behaviour based on Advertising tools.

3. There is no significant association between the Male and Female Teenagers' Buying Behaviour based on Personal Selling tools.

Chi-Square Tests	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	25.759 ^a	4	.03
Likelihood Ratio	32.518	4	.04
Linear-by-Linear Association	17.675	1	.04
N of Valid Cases	100		

a. 0 cells (0.0%) have an expected count less than 5. The minimum expected count is 6.44.

Source: Primary (SPSS)



The table explains the Chi-Square value, Degree of freedom, and P-value of Buying Behaviour based on Personal Selling tools across gender. For that matter, a null hypothesis is examined with the help of a non-parametric tool. It is to be noted that the null hypothesis will be rejected if the p-value comes to $<.05$, that is Chi-Square test is applied at a 5 percent level of significance. If the P-value is $>.05$, the Null hypothesis will be accepted, and there will be no association between variables.

Since the Pearson Chi-square value is 25.759, $p = .03$, i.e., Significant.

So, the null hypothesis is REJECTED.

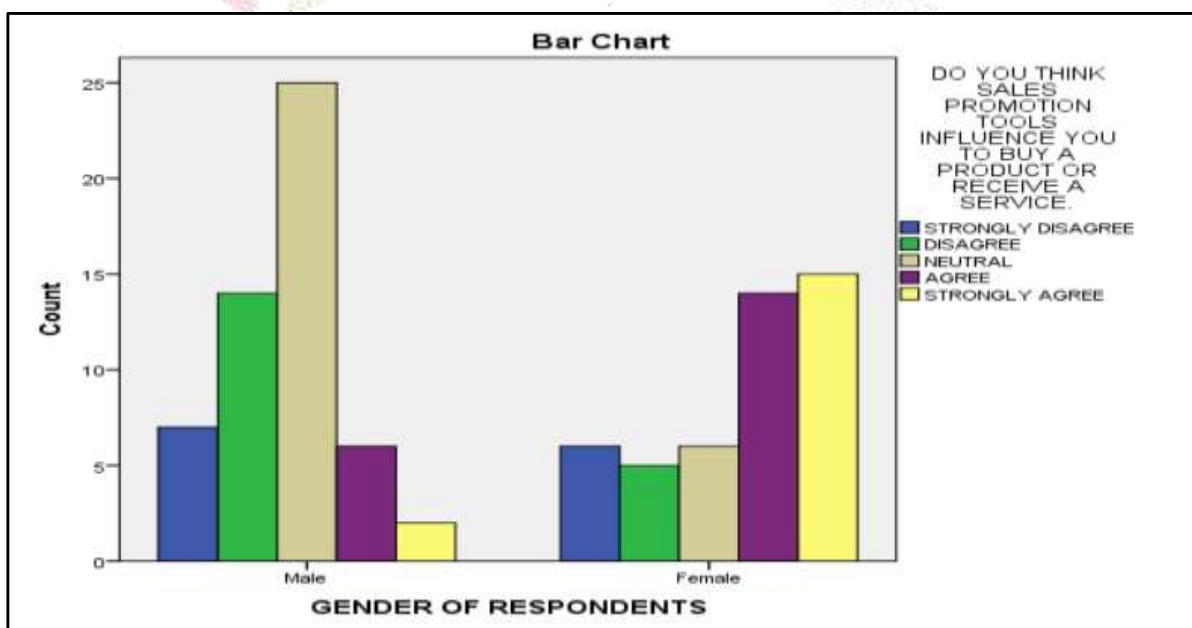
There is a significant association between the Male and Female Teenagers' Buying Behaviour based on Personal Selling tools.

4. There is no significant association between the Male and Female Teenagers' Buying Behaviour based on Sales Promotion tools.

Chi-Square Tests	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	28.670 ^a	4	.003
Likelihood Ratio	30.931	4	.002
Linear-by-Linear Association	13.166	1	.001
N of Valid Cases	100		

a. 0 cells (0.0%) have an expected count less than 5. The minimum expected count is 5.98.

Source: Primary (SPSS)



The table explains the Chi-Square value, Degree of freedom, and P-value of awareness of Buying Behaviour based on Sales Promotion tools across gender. For that matter, a null hypothesis is examined with

the help of a non-parametric tool. It is to be noted that the null hypothesis will be rejected if the p-value comes to $<.05$, that is Chi-Square test is applied at a 5 percent level of significance. If the P-value is $>.05$, the Null hypothesis will be accepted, and there will be no association between variables.

Since the Pearson Chi-square value is 28.670, $p = .003$, i.e., Significant.

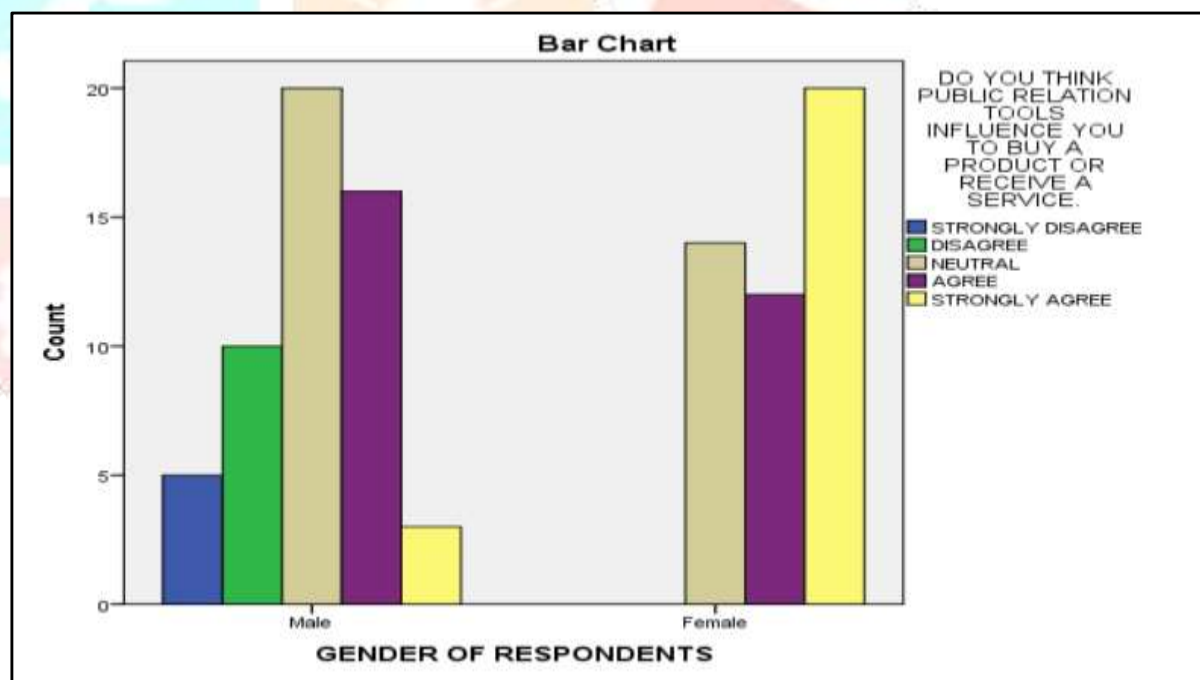
So, the null hypothesis is REJECTED.

There is a significant association between the Male and Female Teenagers' Buying Behaviour based on Sales Promotion tools.

5. There is no significant association between the Male and Female Teenagers' Buying Behaviour based on Public Relation tools.

Chi-Square Tests	Value	Df	Asymptotic Sig. (2- sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)	Point Probabili ty
Pearson Chi-Square	28.739 ^a	4	.000	.05		
Likelihood Ratio	35.865	4	.000	.05		
Fisher's Exact Test	30.324			.06		
Linear-by-Linear Association	24.329 ^b	1	.000	.06	.05	.07
N of Valid Cases	100					
a. 3 cells (30.0%) have an expected count less than 5. The minimum expected count is 2.30.						
b. The standardized statistic is 4.932.						

Source: Primary (SPSS)



The table explains the Chi-Square value, Degree of freedom, and P-value of Buying Behaviour based on Public Relations tools across gender. For that matter, a null hypothesis is examined with the help of a non-parametric tool. It is to be noted that the null hypothesis will be rejected if the p-value comes to $<.05$, that is Chi-Square test is applied at a 5 percent level of significance. If the P-value is $>.05$, the Null hypothesis will be accepted, and there will be no association between variables.

Since 3 cells (30.0%) have an expected count less than 5. The minimum expected count is 2.30; Fisher's Exact Test is used.

Since the Pearson Fisher's Exact Test value is 30.324, $p = .06$, i.e., Insignificant.

So, the null hypothesis is ACCEPTED.

There is no significant association between the Male and Female Teenagers' Buying Behaviour based on Public Relations tools.

VI. FINDINGS

- There is a significant association between the Male and Female Teenagers' Buying Behaviour based on Direct Marketing tools.
- There is a significant association between the Male and Female Teenagers' Buying Behaviour based on Advertising tools.
- There is a significant association between the Male and Female Teenagers' Buying Behaviour based on Personal Selling tools.
- There is a significant association between the Male and Female Buying Behaviour based on Sales Promotion tools.
- There is no significant association between the Male and Female Teenagers' Buying Behaviour based on Public Relation tools.

V. CONCLUSION

The study reveals that male and female teenagers exhibit distinct buying behaviors when influenced by most IMC tools—namely direct marketing, advertising, personal selling, and sales promotions—indicating that gender plays a significant role in shaping consumer responses to these marketing strategies. However, public relations activities do not show a significant gender-based difference, suggesting that PR efforts may influence both genders similarly. These insights highlight the importance for marketers to tailor IMC strategies by gender for tools where differences exist, while employing gender-neutral approaches for PR initiatives.

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