ABSTRACT
A study on the effect of integrated marketing communications on increasing consumers' willingness to make purchases - A Case Study of Yulong Genermotor Chunton. In recent years, the consumer market for the automobile industry has evolved rapidly. The consumer market has transformed from a seller's market to a buyer's market. The interaction with consumers can be increased by applying integrated marketing communications techniques. The objective of this research is: what is the best way to increase a consumer's willingness to make purchases and ensure consumer loyalty to the brand image? This research utilizes the survey method, using consumers of Yulong Genermotor Chunton in central Taiwan as the sample population. A total of 350 surveys were sent out, 310 surveys were returned. The integrated marketing communications techniques was set as the independent variable and results of integrated marketing communications was set as the intervening variable to investigate its effect on the brand image of automobile products. This study applies the structural equation model and the results and suggestions of the study are as below: 1. Integrated marketing communications techniques have a significant positive effect on the brand awareness of Yulong Genermotor Chunton. 2. Integrated marketing communications techniques have a significant positive effect on consumers' willingness to purchase Yulong Genermotor Chunton products. 3. Brand awareness, which is a result of applying integrated marketing communications, has a positive effect on the brand image of Yulong Genermotor Chunton. 4. Significant discrepancies exist in attitudes towards integrated marketing communications techniques among various consumer age groups. 5. Significant discrepancies exist in the results (brand awareness and willingness to make purchases) of the integrated marketing communications techniques among various consumer age groups. The above results conclude: When utilizing integrated marketing communications, funds should be spent on techniques that have the best results to better utilize corporate resources and significantly increase consumers' willingness to make purchases.


