

**Analysing Consumer's Intention to Buy Bottled Drinking Water in Pakistan Through
Integrated Marketing Communication Framework**

Junaid Ahmad Kayani

Ph.D. Scholar- Management Sciences (Marketing) at University Institute of Management Sciences
(UIMS),

PMAS- Arid Agriculture University, Rawalpindi, Pakistan.

junaid.a.kayani@gmail.com

Dr. Farida Faisal

Associate Professor, University Institute of Management Sciences (UIMS),
PMAS-Arid Agriculture University, Rawalpindi, Pakistan.

farida.faisal@uaar.edu.pk

Saeed Khan

Lecturer, National University of Modern Languages, Islamabad, Pakistan

saeedkhan@numl.edu.pk

Dr. Temoor Anjum

Assistant Professor, University Institute of Management Sciences (UIMS),
PMAS-Arid Agriculture University, Rawalpindi, Pakistan.

tamooranjum@yahoo.com

Abstract

Bottled drinking water brands in Pakistan need to establish a long-term bond with their customers for sustainable growth. In this digital era, where customer is encumbered with digital information and networking, marketing strategies focusing on pushing brands on the back of traditional promotion mix often fail to capitalize on the synergy between these elements to create customer demand. The current study investigates the synergistic impact of traditional and digital marketing communication mix on consumer's purchase intention by assimilating the integrated marketing framework and the constructs of theory of planned behavior. The study is based on a survey of 262 consumers. Data have been analyzed using partial least square- structural equation modeling through smartPLS. Major findings of the study show that while each component of integrated marketing communication model significantly impacts consumer attitude and purchase intention. Promotion mix elements create the greatest impact on developing consumer attitude to purchase bottled drinking water brands in Pakistan. Within promotion mix, social media marketing activities are found to be most influential. It is recommended that managers in beverage industry must consider marketing strategy in holistic terms especially in terms of aligning traditional promotion tools with digital ones, adopting Omni-channel marketing and focusing on price innovation. In terms of public policy, it is recommended that state entities should provide marketing assistance and quality enhancement training to local companies for upgrading their brands.

Keywords: Integrated Marketing Communication, Promotion Mix, TPB, Consumer Behavior, Bottled Drinking Water.

Introduction

The Sustainable Development Goals presented by the United Nations accentuates better health conditions and well-being of the world making food safety and availability of clean drinking water most demanding concerns in today's time (Rahnama & Rajabpour, 2017). Water is the most important element for sustaining life. The safe and enough supply of water shall be made available to all. Access to the safe drinking water can bring significant impact on an individual's health (Bigans, 2013). According to World Health Organization (WHO), drinking water is considered safe when there is no significant health risk throughout the span of consumption. Water is used for multiple purposes and the most important of them is drinking and cooking which are directly associated with the health of an individual and linked to purity and water quality (Imad et al., 2018). There are only 3 percent sweet water (drinkable) resources that are used for drinking in Pakistan. Various locations of Pakistan witnessed chemical contaminants in drinking water. Fluoride, arsenic and nitrate are discovered in many samples that are responsible for skin diseases as well as other dangerous health issues like cancer and hypertension. These issues pushed people to use tap water alternative i.e. bottled water (Quadratullah, 2010).

Bottled drinking water is considered as a good choice among beverages for hydration, refreshment, and other body requirements because of its good taste, better quality, convenience and consistent safety. There is a consistent rise in the bottled drinking water consumption over last decade. Even countries having a better tap water resource, report a high percent increase in the consumption of bottled water. In this increasing trend of bottled water consumption, Pakistan is also at a growth stage. The bottled water consumption increased drastically in last 15 years and expected to grow around 11.43% from 2023 to 2028 (Qureshi & Nawab, 2014). Organizations communicate with the customers in many ways to persuade them in order to increase the sales. Organizations communicate through a set of promotion mix tools. Promotion is an integral part of marketing program that has a large influence on consumer's purchase intention. Researches have shown that consumers make purchases due to promotional activities (Padilah & Madiawati, 2020; (Silaen & Prabawani, 2019; Moslehi & Haeri, 2016). Promotion determines the success of a marketing program. No matter how good a firm creates the product or how good quality it

produces, if the customer is not aware of this product, he is less likely to purchase that product (Rimiyati & Azmi, 2022).

The traditionally used promotion mix as per Kotler and Armstrong (2018) includes direct marketing, advertising, sales promotion, public relations and personal selling that are the tactics used by organizations for involving consumers. Within this digital era, it is not possible to deny the importance of digital media as a promotional tool. Organizations use social media to exhibit commercial interaction with the customers. In today's digitalized world, organizations' appearance on digital media became an integral part of communication mix (Chua & Banerjee, 2013). Consumers use social media to communicate their concerns and share their thoughts with their social circle (Husain et al., 2020). Organizations can enhance their image and engagement of customer using social media (Sashi,2012, p.260).

Due to the competitive marketing environment, the traditional communication is shifting toward integrated marketing communication which provides a combination of different promotion tools. The marketing managers can provide a clear and consistent message across their promotional tools and create one voice for their brand. The evolution of IMC concept is based on the need of synchronizing the traditional promotional activities and digital (social media) promotional activities (Husain, Ahmad & Khan, 2022). The current study is aimed at testing a hybrid model using integration of traditional promotional tools and digital (social media) promotional tool to analyze the impact on consumer purchase intention of bottled drinking water brands in Pakistan. This paper consists of five sections, starting with the background and introduction of the study and reviewing the literature in section two. Methodology used for this paper is presented in section three and section four deals with the results of the study and lastly, the discussion, implications, limitations and future research directions are included in section five that concludes the paper.

Literature Review

Integrated Marketing Communication (IMC) and Consumer Attitude

Organizations have started to introduce the concept of IMC in their strategic planning in order to attain better performance. This means that companies should give a constant message, position,

image and theme through every medium. However, the customer requirements are changing with the development of environments. Their value and lifestyles differ from each other that have required companies to ensure a deep understanding of the groups receiving their message. Different scholars reported that the basis of integrated marketing communication is customer-centric (Kliatchko, 2008; Kitchen & Schultz, 1999). Thomas (2011) reported that, the proper coordination of marketing communication mix at different product life stages is often doubtful for the organizations. IMC is a new marketing model that is still going through the conceptualization phase. IMC was focused on the tactical aspect of presenting marketing message using variety of promotional tools in order to create a consistent brand image but in recent times the companies have started to consider this concept at a strategic tool.

Integrated Marketing Communication (IMC) is a strategic approach to brand communications that involves coordinating all aspects of marketing communication to deliver a consistent message to target audiences. According to Duncan and Caywood (1996), IMC guarantees that every communication and message are intricately interconnected to achieve a cohesive and effective marketing campaign. IMC combines various marketing tools such as sales promotion, public relations, direct marketing, advertising and personal selling. Research has shown that use of IMC can lead to more effective communication, higher brand awareness, and increased sales. According to Dehkordi et al (2012), there is a significant impact of promotional tools like sale promotions or advertising on a consumer purchase attitude. The same research also mentions that companies should create awareness for their product and services among their customers through the use of promotion mix. According to Kotler et al (2010), sales promotions are used as communication bridge between the customers and their target markets and these promotions are used to provide incentives which in result creates customer interests in the company's offered products/services and these incentives enhances the customer buying attitude and intention According to Lee and Olafsson (2009), sales promotion have a positive effect of on consumer's attitude.

According to Carr and Hayes, (2015), social media is the channel which is based on internet and enables its users to communicate and interact with a large number of communities.

Social media marketing strategy is considered as an organization's integrated activities that makes communication of social media and its interactions into useful strategic ways to get desired marketing results (Li, Larimo & Leonidou, 2020). Social media marketing is regarded as a vital tool for engaging with stakeholders and facilitating communication. A social media marketing construct was developed by Kim and Ko, (2012). The construct emphasizes on the argument that use of social media as an instrument for marketing communication can create a diverse appeal as compared to traditional marketing communication tools like advertising, discounting, billboards etc. the social media marketing involves entertainment, customization, trendiness, interaction and word-of-mouth constructs which have a positive impact on consumer attitude and purchase intention (Kim & Ko, 2012).

H₁: IMC has a positive impact on the attitude of the consumer

Consumer Attitude and Purchase Intention

Organizations compete fiercely for consumer interest and habits through advertising. Bobadilla et al. (2009) point out that consumer purchases can predict the behavior that is actually used to predict the intention of purchase. Purchasing behavior was a psychological decision process (Defever et al., 2011) and if the demand is created, the relevant information is explored by the consumers using internal and external sources of information in order to meet the demand. After receiving enough information, consumers take the decision to buy the product after prior evaluation and review and comparative judgment and It is a consumer purchasing attitude which ultimately results in consumer intention (Mettas, 2011; Dhar & Varshney, 2011). Consumers can take a buying decision for a particular product when the demand and taste for the product emerges during the process of decision-making (Karatzoglou et al., 2011). According to the definition of purchase intention by Lee and Olafsson (2009), purchase intention is treated as a consumer's inclination to purchase. The products that consumers are more willing to buy show that they are more likely to buy it.

Lin et al. (2011) explain that purchasing is also considered as the probability and possibility that consumers would take or present the psychological state and actual purchase reaction that they plan to consume a particular brand for a period of time (Ochi et al., 2010). In addition, the

purchase is measured by Stever (2011) according to the intention of the consumer who wants to purchase a specific product, and found that the higher rate of intention to purchase have higher purchase probability. In other words, the higher the purchase rate, the higher the probability that the consumer will purchase a specific product (Yim et al., 2012).

Marketing researchers are interested in consumer attitudes. This is critical knowledge for effective activities of marketing (Solomon et al., 2010). Attitudes and intention to purchase show collateral relationships in consumer-based researches (Ting & Run, 2015; Tarkiainen & Sundqvist 2005). Comparatively, Chen (2007) suggests a favorable attitude towards a particular product act as a major forecaster that may lead to the consumer's intention to purchase. Similarly, a favorable attitude toward an approved product by the influence of social media influences the likelihood of a purchase intention. Based on the above arguments, following hypothesis is developed.

H₂: Consumer attitude positively influence the consumer Intention

IMC and Purchase Intention

Consumers are constantly exposed to various stimuli, many of which result from promotional activities conducted by companies operating in consumer markets. These stimuli range from digital, broadcast or print media reports to brand-driven strategies. All of these efforts are aimed at crafting a unified image of the company, its products, and brand, with the ultimate goal of attracting and retaining customers (Duralia, 2018). When it comes to consumer loyalty, the intention to purchase becomes a primary factor. This loyalty is demonstrated through consumer behavior, involving a pre-purchase comparative phase considering factors such as purchase intent, cost, and differentiation from rival products through marketing efforts, including the purchasing location (Jaideawsangwan et al., 2018). According to the study by Morwitz et al. (2007), the intention to purchase signifies a customer's motivation to buy something under specific circumstances. This intention is shaped by various factors, primarily the promotional strategies employed by marketers to create the desire to buy. Throughout the purchasing process, buyers are influenced by both internal motivations and external factors. For instance, when customers buy a product from a particular store, their decision-making process is influenced by their goals (Shah et al., 2012). Several factors, both internal and external, impact a customer's purchasing intention.

These factors include triggers, which are stimuli that encourage a buyer to choose a specific brand, appealing packaging that attracts consumers to the product, outcome expectations, recommendations from credible sources, and personal associations (Shahid et al., 2017).

According to Khattab et al. (2015), a study in there is a significant correlation between Electronic-Integrated Marketing Communication and consumers' behavior when it comes to online products. Another study by Dadzie and Boachie-Mensah (2011) on the providers of mobile network, highlighting various factors influencing customers' choice of a particular mobile service provider, including promotions via traditional advertisements or the modern online style. Additionally, Sangeetha et al. (2017) emphasized in their research on the influence of Integrated Marketing Communication (IMC) on purchasing attitudes of customer that celebrities do not necessarily enhance the ad's influence but can encourage customers in their buying decisions.

H₃: IMC positively influence the consumer' purchase Intention

IMC, Consumer Attitude and Purchase Intention

Bobadilla et al. (2009) showed that consumers' purchase intentions can predict the behaviors used, where attitude predicts actual purchase intentions. Purchasing behavior is a psychological decision-making process (Defever et al., 2011). If a consumer has a demand for a particular product or service, he or she retrieves relevant information based on his or her own experience or external circumstances for demand fulfillment (Mettas, 2011). After getting the enough information, consumers decide to purchase the product after prior evaluation and review and comparative judgment. Therefore, how a consumer perceives the promotions used by companies always depends on the consumer attitude and thus this attitude can play an important part to influence the consumer intention to buy that product or service (Dhar & Varshney, 2011).

During the decision-making process, consumers may decide to make a purchase for a specific product when their desire and preference for that product become apparent (Karatzoglou et al., 2011). Lee and Olafsson (2009) define purchase intention as a consumer's willingness to buy, and products that consumers are more inclined to purchase indicate a greater likelihood of them actually making the purchase. Lin et al. (2011) characterizes purchase intention as the psychological state of consumers who plan to consume a particular brand within a specified time

frame, as well as the likelihood and potential for the consumer to follow through with an actual purchase (Ochi et al., 2010). Furthermore, Stever (2011) highlighted that the measurement of purchase intention based on a consumer's intent to buy a particular product indicates that a higher purchase intention corresponds to a higher likelihood of making the purchase. In essence, purchase intention reflects the probability of a consumer purchasing a specific product, and the higher the purchase intention, the greater the likelihood of the purchase occurring (Yim et al., 2012).

H₄: Consumer attitude mediates the relationship of IMC and consumer intentions

Research Framework

Based on the above theoretical support, following research framework is developed to test the hypothesis.

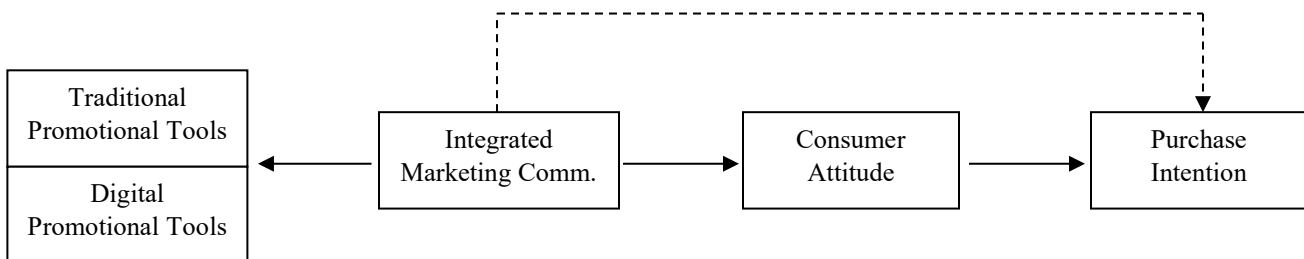


Figure 1: Research Model

Methodology

Data Collection Process and Sampling

The focus of the current study was analyzing the IMC impact on consumer's intention to purchase bottled drinking water in Pakistan. The study targeted consumers who have used bottled drinking water within last six months. A structured questionnaire was distributed using purposive sampling to 295 consumers from major cities of Pakistan (Karachi, Lahore, Quetta, Rawalpindi and Islamabad), out of which 262 responded. The questionnaire was divided into two parts including one with demographic inquiry and the other with hypotheses measurement questions. The questions were based on pre-validated scales. However, the scales were verified for validity

subsequently. The constructs were measured using five-point Likert-scale. The data was analyzed using Structural Equation Modeling (SEM) technique through Smart PLS.

Data Analysis Techniques

The analysis of current study is based on Partial least squares (PLS) and Structural Equation Modeling (SEM) to examine the proposed theoretical hypothesis with a mediating effect of consumer attitude. A two-step method presented by Leguina (2015) was used for the evaluation of data gathered. The method presents two steps for analyzing data. In first step measurement model or outer model is assessed for reliability and validity analyses, and then inner model or structural model is evaluated to test the hypotheses. The outer model was tested using the cut-off values suggested by Hair et al., (2017). The suggested values for standardized factor loading are (>0.7), the value for composite reliability is (>0.7), the value of average variance extracted, AVE is (>0.5), the value of normed fit index is (higher than 0.90) and the Stone-Geisser Q^2 value is suggested to be (>0.0).

Measurement Scale

On the basis of available literature, the structures of this were adapted and examined via five-point Likert scale. The instrument was divided into two sections. Section I consisted of demographic investigation and section II included questions related to research variables used in this study. The scale items range from "1 = Strongly Disagree" to "5 = Strongly Agree".

Analysis

Descriptive statistics of demographic variables

A descriptive analysis was conducted on the demographic characteristics of the sample, examining parameters such as mean, mode, standard deviation, skewness, and kurtosis. The findings indicated that the mode of gender was 1, indicating a higher representation of males than females in the sample. The standard deviation for gender was 0.50, with a skewness of 0.19 (within the range of -1 and +1) and a kurtosis of -1.97 (within the range of -3 and +3). Regarding age, the mean was 1.39, indicating the average age of the sample. The standard deviation for age was 0.84, with a skewness of 0.63 (between -1 and +1) and a kurtosis of 2.91 (within the range of -3 and +3). For Professional Status, the mean was 4.15, representing the average professional status of the sample. The standard deviation for professional status was 1.33, with a skewness of -0.13 (between -1 and +1) and a kurtosis of -0.35 (within the range of -3 and +3). Lastly, in terms of Qualification, the mean was 3.09, indicating the average qualification level of the sample. The standard deviation for qualification was 0.78, with a skewness of 0.21 (between -1 and +1) and a kurtosis of 0.46 (within the range of -3 and +3).

Table 1: Descriptive Analysis of Demographic Variables

Demographic Variables	Mean	Mode	Standard Deviation	Skewness	Kurtosis
Gender	-	1.00*	0.50	0.19	-1.97
Age (in years)	1.39	1.00	0.84	0.63	2.91
Professional Status	4.15	5.00	1.33	-0.13	-0.35
Qualification	3.09	3.00	0.78	0.21	0.46

Descriptive Analysis of Study Variables

The preceding portion offered comprehensive insights into the survey participants. The objective of this section is to present detailed item-wise descriptive analysis, including mean, standard deviation, skewness, and kurtosis, for all variables studied.; Attitude towards adopting bottled drinking water, Intention to adopt the bottled drinking water. Promotion has total of 12 items consisting of two major promotion categories. First category used for the study was traditional

promotion that has 7 items (i.e., TPM1, TPM2, TPM3, TPM4, TPM5, TPM6 and TPM7). The second category of promotion used for the study was modern promotion having 5 items (i.e., DPM1, DPM2, DPM3, DPM4, DPM5). Attitude has 3 items (i.e., ATT1, ATT2 and ATT3) and Intention to purchase also measured with 3 items (i.e., PIN1, PIN2 and PIN3).

Table 2: Descriptive Analysis of All Variables

Attributes	Codes	Mean	SD
(Promotion - Traditional)	TPM1	3.23	1.22
	TPM2	3.17	1.10
	TPM3	2.57	1.28
	TPM4	2.64	1.25
	TPM5	3.22	1.19
	TPM6	3.25	1.14
	TPM7	3.24	1.20
(Promotion - Digital)	DPM1	3.22	1.14
	DPM2	3.21	1.11
	DPM3	3.19	1.11
	DPM4	3.32	1.14
	DPM5	3.26	1.15

Partial Least Square-Structural Equation Modeling (PLS-SEM)

Partial least square structural equation modeling technique comprises the analysis of two models: the reflective measurement model and the structural model.

Reflective Measurement Model

Within the reflective measurement model, the assessment involves examining reliability and validity. Initially, the outer loading of each item is evaluated. If the resulting outer loading value of any item falls below 0.50, the item is removed based on this criterion. Subsequently, validity and reliability are assessed.

Outer Loadings

The outer loading of each item was examined, and if any item's resulting outer loading value is below 0.50, the item is removed based on this criterion. After testing the outer loadings of items for promotion no item was deleted because the low outer loading of all items ranges from 0.52 to 0.78 which is greater than 0.50. Attitude is the second variable used for the study. Fazio (2007) defines attitude as an interaction in a consumer's memory between an object and a summary evaluation of that object. Attitude is measured through 3 items i.e. ATT1, ATT2 and ATT3. No items were omitted because outer loadings were above 0.50. Intention is the fourth variable of this research. Ajzen (1990) defined purchase intention as the buyer's intention to buy (product/service) from the seller of those goods and services in a marketplace. Intention is measured through 3 items i.e. PIN1, PIN2 and PIN3. As out loadings are above 0.50, no item was omitted.

Table 3: Outer Loading

Variable	Item	Outer Loading
Promotion- Traditional	TPM1	0.702
	TPM2	0.657
	TPM3	0.520
	TPM4	0.564
	TPM5	0.639
	TPM6	0.679
	TPM7	0.691
Promotion- Digital	DPM1	0.757
	DPM2	0.708
	DPM3	0.717
	DPM4	0.713
	DPM5	0.689
Consumer Attitude	ATT 1	0.860
	ATT 2	0.847
	ATT 3	0.861
Purchase Intention	PIN 1	0.868
	PIN 2	0.891
	PIN 3	0.839

Reliability and Validity Analysis

Following the analysis of outer loadings, a thorough examination of reliability and validity was conducted for each variable, including Integrated Marketing Communication, Attitude, Subjective Norms, Intention, and Consumer Behavior. The evaluation encompassed internal consistency, convergent validity, and discriminant validity for all these variables. To establish internal consistency, the first criterion applied was Cronbach's alpha, which estimates reliability by assessing the correlations between variables, assuming equal reliability among them. The results revealed that Cronbach's alpha values for all variables ranged from 0.89 to 0.97. These values indicated high internal consistency, surpassing the recommended threshold of 0.70 set by Fornell and Larcker (1981). The second criterion for internal consistency was composite reliability, which utilizes outer loadings to assess consistency among latent variables. The analysis demonstrated that composite reliability values for all latent variables ranged from 0.89 to 0.97, indicating high internal consistency, in accordance with the criterion of 0.70 suggested by Arnold and Reynolds (2003). The specific composite reliability results for each variable are presented in the table. Convergent validity, evaluating the correlation between observed variables within the same construct, was assessed using Average Extracted Variance (AVE). The results showed that AVE values for all latent variables ranged from 0.51 to 0.75, surpassing the recommended threshold of 0.50 established by Fornell and Larcker (1981). This indicated high convergent validity for all variables.

Table 4: Validity and Reliability Summary

Construct	Cronbach Alpha	Composite Reliability (CR)	Average variable (AVE)	Extracted
Promotion	0.97	0.97	0.51	
Attitude	0.89	0.89	0.73	
Intention	0.90	0.90	0.75	

Discriminant validity assesses distinctions between variables. The Fornell-Larcker criterion is employed for this purpose, where the square root of the average extracted variance (AVE) of a

latent variable is compared with the correlation values of other latent variables. The findings indicated that the square root of the average extracted variance exceeded the correlations among the latent variables, confirming discriminant validity.

Table 5: Discriminant Validity

	Attitude	IMC	Intention
Attitude	0.86		
Promotion	0.82	0.70	
Intention	0.83	0.76	0.87

Structural Model Analysis

Following the assessment of the reflective measurement model, the structural model was utilized to test the research hypotheses involving all study variables. The structural model comprises the mean scores of three latent variables. Out of these latent variables, promotion is an exogenous variable (independent variable) while remaining two latent variables (i.e. Attitude towards adopting bottled drinking water, and intention towards purchase of bottled drinking water) are endogenous variables (dependent variable).

Step – 1 Collinearity Assessment

Prior to conducting hypothesis testing, collinearity concerns were addressed. Variance inflation factor (VIF) was calculated for each item of every variable individually. The results indicated the absence of collinearity issues, as all VIF values were below 5, as per the threshold recommended by Hair et al. (2014).

Step – 2 Path Coefficient -Structural Model

Following hypotheses were tested through structural model.

H₁: IMC has positive impact on attitude.

Firstly, it was hypothesized that promotion positively impacts attitude. Results exhibited that $\beta = 0.82$, $p < 0.00$ which displayed a stronger, significant positive impact of promotion on attitude toward adopting bottled drinking water.

H₂: Attitude towards adopting bottled drinking has positive impact on purchase intention.

Attitude towards adopting bottled drinking has positive impact on purchase intention. Results displayed that $\beta = 0.40$, $p < 0.00$ which represents that attitude towards adopting bottled drinking has positive impact on purchase intention towards bottled drinking water.

H₃: IMC has positive impact on Consumer Purchase intention.

In the third hypothesis, it was hypothesized that promotion has positive impact on purchase intention. Results presented that $\beta = 0.12$, $p < 0.03$ which displayed that promotion has positive impact on Purchase intention towards bottled drinking water.

Table 6: Structural model analysis

Hypothesis	Structural Path	Estimate	T Score	P Value
H ₁	IMC → Attitude	0.82	51.66	0.000
H ₂	Attitude → Intention	0.40	7.11	0.000
H ₃	IMC → Intention	0.12	2.74	0.003

Step – 3 R² Assessment (Coefficient of Determination)

Predictive accuracy of the model is measured through coefficient of determination (R²). Results showed that Promotion has higher level of R² value i.e., 0.99. Other variables, attitude and intention have moderate R² values i.e., 0.67, and 0.78 respectively.

Table 7: Assessment of R² values

Construct	R ² Value	P Value
IMC	0.99	0.000
Attitude	0.67	0.000
Intention	0.78	0.003

Step – 4: Assessment of Effect Size (f²)

The f² effect size quantifies the variation in R² when a construct is either included or excluded from the model. The findings indicated that task promotion has a minimal effect size (f² = 0.02), signifying its weak impact. In contrast, variables like attitude and intention exhibited substantial effect sizes (f² = 0.19 and f² = 1.80, respectively), highlighting their significant influence on the model.

Table 8: Assessment of f^2 Values

Construct	Attitude	Intention
IMC	2.00	0.02
Attitude		0.19
Intention		

Step – 5 Assessment of Predictive Relevance Q^2

Predictive relevance Q^2 is determined by assessing prediction errors, and if the prediction error is greater than zero, it indicates the model's predictive relevance with a specific variable. The results demonstrated that all study variables had Q^2 values above zero, indicating the model's predictive relevance with each of these variables.

Table 9: Assessment of Predictive Relevance Q^2

Construct	Q^2 Value
IMC	0.92
Attitude	0.53
Intention	0.43

Mediation Analysis

For testing mediation hypothesis H_3 , procedure explained by Nitz et al. (2016) was adopted. For the indirect effect, the percentile bootstrap and bias- corrected (BC) bootstrap confidence interval (CI) were calculated. In order to determine the mediation effect, the size and significance of the indirect effect is necessary to evaluate. Then, to determine the type of mediation (full or partial) significance of the direct effect must be examined.

To analyze the influence of attitude as a mediating variable in the relationship between promotion and intention, first, the indirect effect was calculated. The indirect effect is statistically significant ($b=0.329$; $p=0.000$). The value of indirect effect confirms the mediation effect of attitude between promotion and intention. The results provide empirical evidence for the mediation of attitude in

the model, thus H₃ is supported. More specifically attitude develops the intention. IMC leads to attitude and attitude leads to intention.

Table 10: Mediation Analysis

Structural Path	Estimate	T Score	P Value
IMC→Attitude→Intention	0.329	6.897	0.000

Conclusion

The current study investigates the traditional and digital feature of a significant component of integrated marketing communications that is the Promotion in relation to attitude and the consumers purchase intention. It was basically conducted to identify how promotion affects the attitude and intentions of customers, whilst undertaking both the traditional and modern promotion. The study tested the hypotheses through 2-method approach of SEM i.e., measurement model analysis and the structural model analysis. The current study successfully revealed that the relative importance of each element in IMC cannot be refused.

The outcomes of the study revealed that there is a substantial positive relation among the constructs of integrated marketing communication (IMC) and one of the constructs of theory of planned behavior i.e., Attitude. The current study established and tested the link between traditional and digital features of promotion mix also called IMC and the customer’s attitude. The results of the study proved that the IMC is highly related to attitude development of a customer. The results of the study are parallel to studies conducted in the past (Christensen, Larsen, & Kolind, 2020; Fam et al., 2019). Hence it is derived that integrated marketing communication can be very effective in forming or changing the attitudes of customers towards the company’s products and services.

The link between the attitude and intention are well known and well explored by theory of planned behavior. The studies for instance, (Ajzen, 1999; 2000) found a positive impact of attitude on behavioral intention. The current study is in accordance with the previous studies and presents a significant positive relation among these variables. Different scholars like, Taylor et al., (2006) and Glanz et al., (2012) have also explored the positive relation with between attitude and consumers purchase intention.

Promotion is the pivotal part of marketing communication, and it is designated to improve customers attitude towards the product (Kheiri, Nameni, & Aligholi, 2021; Palazzo, Vollero, Siano, & Foroudi, 2021). Organizations emphasizes on promotion of the product and services by undertaking both traditional and modern methods of promotion that is proven by the outcomes of the study. Similar results were obtained by studies performed in the past (Bozorova et al., 2021; Zhang & Ren, 2019). Promotion is targeted to enhance the consumer decision making process by persuading interest and creating favorable intention. Priorly conducted studies from McCarthy, (2006); Khailani, (2012) and Khan, (2017) argued that there is a positive influence of promotion mix on the attitude and the purchase intention of the consumers. These studies have investigated these elements individually and the current study presents a holistic view of traditional items and digital elements of marketing strategies.

The study of consumer behavior is a new endeavor in the fields of marketing, as it simplifies the relationships between promotion, attitude, and the purchase intention. Finally, it provides new insights into the current literature stream by adding both the digital and traditional facets of promotion mix in light of the theory of planned behavior.

Apart from the theoretical implications, the current study can also be considered by the practitioners and the marketers. The practitioners can easily extract and design ideas to improves the company's sales. Moreover, the study incorporates the traditional and digital methods of promotion that can help marketers to identify the promotional elements that can help in improving the sales.

The study is not spare from the limitations. Hence, the primary limitation lies in the data collection method, which utilized cross-sectional surveys. To delve into constructs more thoroughly, a longitudinal study could be employed. Furthermore Also, the impact of the other marketing mix factors such as product, price and placement can be studied as an extension to the present study., for in-depth analyses, the study could be stratified based on demographic segmentation. This study was conducted in bottled drinking water industry of Pakistan, a comparative study can be conducted on other type of firms. Finally, the impact of promotion on attitude and then the purchase intention, can be studied in different contexts like the sharing economy and collaborative

consumption. Further studies can be carried out by considering the integrated impact of other marketing mix elements like product, price and placement. The collective impact on consumer intention to buy and consumer behavior could bring more realistic approach of integrated marketing communication.

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