Research on the Impact of Integrated Marketing Communication on Consumers' Perceived Value from the Perspective of Green Marketing

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Abstract. Against the background of deteriorating global environmental problems, the concept of green development is deeply rooted in the hearts of the people, and green products are increasingly favored by consumers. This paper focuses on the impact of green integrated marketing communication behavior on consumers' perceived value, to explore whether green marketing can effectively enhance consumers' perceived value, and whether integrated marketing communication can enhance the role of green marketing behavior on consumers' perceived value. Through online and offline questionnaire surveys, combined with SPSS for empirical analysis, this paper finds that the obtained perceived value proves that the research hypothesis of this paper is correct and consumers who with stronger environmental awareness obtain stronger consumer perceived value through green marketing. This is because consumers prefer to consume green products to meet their own consumption effectiveness and maximize their own consumption effectiveness.

Keywords: Integrated marketing communication · Consumers' perceived value · Green marketing

1 Instructions

Enterprises practice the green development concept of "green water and green mountains are golden mountains and silver mountains", implement green marketing, respond to the public's call for enterprises to bear the responsibility of environmental protection, conform to the mainstream values of the public, so as to obtain the support and trust of the masses, help enterprises establish a good image of green development, establish and maintain high-quality consumer relations, obtain the sustained favor of consumers, and form competitive advantages. More importantly, green marketing can refine and preserve the green information of products for consumers, reduce decision-making time and reduce decision-making risks, and the green attributes of products can make consumers feel value beyond product functions. Consumer perceived value is one of the

key factors affecting consumer purchase decisions, and ultimately affects consumer purchase behavior. At present, "green development" has become the theme of the times, through green marketing to improve the perceived value of consumption, we can obtain more consumers.

Throughout the research on consumer perceived value at home and abroad, this paper finds that the theory is gradually being analyzed and deepened. Some scholars have found that consumer perceived value is determined by consumers themselves, not by businesses or others [1]. The focus of integrated marketing communication should change from customer purchase behavior to consumer perceived value [2]. Other scholars believe that consumer perceived value is a branch of consumer value research [3]. The implementation of integrated marketing communication guided by consumer perceived value can achieve common benefits between enterprises and consumers and achieve a win - win business philosophy [4].

Based on the theory of integrated marketing communication, this paper takes the green marketing of dairy products and household building materials as the research object, analyzes the relationship and internal mechanism between green marketing and consumer perceived value, constructs a theoretical model from green marketing to consumer perceived value, and studies the impact of green marketing on consumer perceived value.

2   Theoretical Basis

Green marketing was proposed around the 1980s. Compared with the traditional marketing model, green marketing requires enterprises to change their marketing activities from promoting product sales to promoting product sales and environmental friendliness. The marketing process of green marketing is the same as that of traditional marketing. The differences of them are mainly reflected in the starting point, objectives, market strategies and so on. At the public relations level, green marketing can better sort out the good image of enterprises, especially the green image, and enhance the recognition and dependence of consumption on green products of enterprises than traditional marketing. In many market segments, it is very difficult to realize the information link of information through advertising as the medium, and green public relations can promote the communication of information, quickly establish information links, complete the promotion of green products in the target market, and enhance consumers' willingness to buy.

Scholars based on Zeithaml's consumer perceived value model believed that relying on high-quality products and reasonable pricing could enhance consumer perceived value. However, with the deepening of research, more and more scholars realize that it is extremely inaccurate to rely only on products and pricing to reflect consumer gains and obtain perceived value. Zeithaml [5] proposed that in addition to products and pricing, there must be products and services that competitors are difficult to replicate and surpass. Piercy [6] and Parasuraman [7] found that products, prices and services are the main drivers of consumer perceived value. Its research found that product types and aesthetics can affect product value, service ability affects service value, brand image affects image value and so on. Su Yu [8] found that the relevant attributes of products, product brands,

corporate images, public relations, service capabilities and consumer satisfaction all have an impact on consumer perceived value. However, there are few studies on the impact of marketing behavior on consumer perceived value.

Integrated marketing communication (IMC) theory was born in the mid-1990s. Like other newly discovered research fields, the initial research on IMC has mainly focused on conceptual and theoretical definitions, and until now. Knott [9] has demonstrated in many studies on integrated marketing communication from 1990 to 2006, and conceptual definition is the main focus. Integrated marketing communication is mainly divided into two typical models. The first is the IMC model, and the other is the IMC planning model. The former believes that marketing and communication interact and complement each other. Integrated marketing communication begins with the interactive communication between enterprises and customers, aiming to make customers directly and truly understand and believe in the design concept and attributes of products, which is a way of communication and communication tactics. The latter focuses on the operation of integrated marketing communication.

3   Research Hypothesis

3.1   The Impact of Green Marketing and Consumer Perceived Value

Green marketing can not only bring profits to enterprises and strengthen the sustainable operation of enterprises, but also identify, predict and meet consumer needs. Because consumers recognize the image of green enterprises, more and more enterprises have noticed the importance of green marketing. This paper holds that green marketing is adapting to and meeting the green consumption needs of consumers, and consumer perceived value reflects the intensity and satisfaction of consumer needs. Enterprises carry out marketing activities around green marketing, which has a positive incentive effect on consumer perceived value, so this paper makes the following hypothesis:

H1: enterprise green marketing behavior has a positive impact on consumer perceived value.

3.2   Impact of Green Marketing Based on Integrated Marketing Communication on Consumer Perceived Value

The operation of IMC system is that information sources transmit information to consumers through channels. Under repeated and progressive dissemination, information spreads and amplifies, and consumers receive information to generate customer value [10]. With the amplification and diffusion of information dissemination, consumer perceived value is increasing. This paper makes the following hypothesis:

H2: the green integrated marketing communication behavior of enterprises has a positive impact on consumer perceived value, and the impact is stronger.

3.3   Regulatory Role of Environmental Awareness

According to consumer behavior theory and psychology, consumer awareness will affect their consumption behavior, attitude and perception. Consumers who maintain a positive attitude towards environmental protection will also actually support environmental

protection behavior. The environmental awareness proposed in this paper is an internal motivation, because consumers already have environmental awareness, and consumer perceived value is caused by external stimulus (green marketing behavior). Driven by green marketing behavior (external) and environmental awareness (internal), consumers obtain stronger perceived value. Therefore, this paper makes the following hypothesis:

H3: consumers' environmental awareness plays a positive regulatory role in the impact of green integrated marketing communication behavior on consumers' perceived value.

3.4 Moderating Effect of Product Knowledge

Product knowledge affects consumers' subjective and objective understanding of consumer target products. If consumers have a more comprehensive understanding of the green information of products, they can more easily understand the resources and energy saved by green products compared with other ordinary products (Lin, 2009). Green product information can shape consumers' green consumption attitude, enhance consumers' Green Consumption Willingness, and then enhance consumers' perceived value. Therefore, this paper makes the following hypothesis.

H4: consumer product knowledge plays a positive regulatory role in the impact of green integrated marketing communication behavior on consumer perceived value.

4   Data and Empirical Test

4.1   Data

In this paper, Shaoguan central city and Guangzhou, Guangdong Province, with higher consumption level, were selected for questionnaire survey. A total of 444 valid questionnaires were collected, of which 220 Guangzhou questionnaires were collected online and 224 Shaoguan questionnaires were collected offline. The questionnaire was divided into 220 milk products and 224 furniture products. Among them, offline questionnaires are mainly in the form of interviews, with investigators acting as marketers, simulating marketing behavior as much as possible, asking questions, and a total of 220 valid questionnaires are recovered.

4.2   Empirical Test of Hypothesis

Firstly, the consumer perceived value of group A and group B before and after receiving green marketing information is tested by mean t test, and the results are shown in Table 1. The significant evaluation standard is set 0.05. From the results, only one set of question (without symbol **) in group A failed the significance test and three sets of questions (without symbol **) in group B failed the significance test, proving that H1 is basically valid. However, from the results, although green marketing has marketing effect on consumer perceived value, it has different impact on different products, such as milk in this paper, but it has less impact on furniture. This may be due to the different attributes of the two products. As a product of daily frequent consumption, milk has a higher

Table 1. Mean t test of green marketing on consumer perceived value. [Table is drawn by author]

	milk	furniture
Q1 and Q8	0.007**	0.207
Q2 and Q9	0.007**	0.004**
Q3 and Q10	0**	0.103
Q4 and Q11	0**	0.028*
Q5 and Q12	0.233	0.045*
Q6 and q13	0**	0.395

Table 2. Mean t test of green marketing on consumer perceived value under integrated marketing communication. [Table is drawn by author]

		Q1&Q8	Q2&Q9	Q3&Q10	Q4&Q11	Q5&Q12	Q6&Q13
GroupA	high	0.038*	0**	0**	0**	0**	0**
	low	0.001**	0.009*	1	0.343	0**	0.158
Group B	high	0.002**	0**	0.02*	0**	0.02*	0.004**
	low	0.02*	0.01*	0**	0.208	1	0.288

consumption frequency and a stronger increase in consumer perceived value, while furniture may only be replaced once in the relocation of new houses or the decoration of old houses, with few consumption times and weak consumer perception. In addition, we should also consider the effectiveness and scientific of green marketing behavior itself.

The test of green marketing effect under integrated marketing communication. In this paper, the impact of integrated marketing communication is divided into group A and group B. In group AB, it is subdivided into high and low items. Greater than the average indicates that the intensity of integrated marketing communication is high, while lower than the average indicates that the intensity of integrated marketing communication is low. To test the impact of green marketing on consumers' perceived value under integrated marketing communication respectively.

From Table 2, we can find that the results show that whether group A or group B, the green marketing behavior with greater integrated marketing communication intensity is more effective, and all six questions pass the significance test, which is more effective than the users with lower intensity. Three of the below average questions in group a failed the significance test, as did three in group B. Suppose that H2 is basically true. Green integrated marketing communication behavior has a stronger ability to enhance the perceived value of consumers. Only using green marketing behavior has less obvious impact on the consumer perceived value of furniture products, and green integrated marketing communication has also obvious impact on the consumer perceived value of furniture products. They were also divided into group A and group B, and those above the mean indicated high product knowledge and more environmental awareness,

while those below the mean indicated low product knowledge and less environmental awareness. In the mean t test of Group A products, it can be found that consumers with high product knowledge can obtain stronger consumer perceived value through green integrated marketing. Among them, 5 questions of high product knowledge passed the significance test, 4 of low product knowledge, and in Q2 and Q9, Q6 and q13, high product knowledge significantly improved the significance. In environmental awareness, a total of five questions of high environmental awareness passed, including Q1 and Q8, Q2 and Q9, Q3 and Q10, Q5 and Q12. More environmental awareness has significantly improved the significance. In the mean t test of group B products, it was also found that 6 questions in high product knowledge passed the significance test and 3 questions in low product knowledge passed the significance test. And Q2 and Q9, Q4 and Q11, Q5 and Q12 increased significantly. In environmental awareness, four problems in high environmental awareness passed the significance test, and two problems in low environmental awareness passed the significance test, among which Q1 and Q8, Q3 and Q10, Q5 and Q12, Q6 and Q13 were significantly improved.

The combined H3 and H4 hypotheses hold. Environmental awareness can strengthen consumers' understanding and acceptance of green marketing, and consumers are more likely to shape green consumption habits. Compared with consumers with low or no environmental awareness, consumers with strong environmental awareness have greater and stronger consumer perceived value through green marketing behavior, because their ideas subtly recognize this behavior. At the same time, product knowledge can make consumers better understand the brand, packaging, price and function of green products, make it easier to understand the consumer utility that green products can bring to themselves, and further shape the green consumption attitude through consumers' understanding of product knowledge, which can further enhance consumers' perceived value.

5   Conclusions

In order to study the impact of enterprise green integrated marketing communication behavior on consumer perceived value, based on the two sample t-tests allowing unequal variable. After summarizing the previous studies on green marketing, consumer perceived value and integrated marketing communication theory, this paper concludes that the main indicators and related variables of this study are integrated marketing communication intensity (advertising activities, promotional activities, personnel promotion, public relations), consumer perceived value (functional value, emotional value, green value, perceived pay, social value), environmental awareness and product awareness. The mean t test of green marketing prove that the hypothesis of this paper are ture. Consumer perceived value runs through the process of the implementation of green integrated marketing communication, and is the direct result of the implementation of green integrated marketing communication.

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