



## ASSESSING THE EFFECTIVENESS OF INTEGRATED MARKETING COMMUNICATIONS IN ENHANCING BRAND AWARENESS IN COMPETITIVE MARKETS

**ROCIELYN R. SAMONTEZA**

Dr. Francisco L. Calingasan Memorial Colleges Foundation, Inc.

### ABSTRACT

This study aimed to assess the effectiveness of Integrated Marketing Communications in enhancing brand awareness in competitive markets. It focuses on how integrated marketing communications influence consumer recognition and brand visibility.

The participants in the study were, thirty (30) business owners and marketing professionals using correlational type of Quantitative Research methods. Purposive sampling was used in this study based on the following criteria: 1. The respondent must be a business owner, manager, or marketing professional actively involved in the marketing strategies of a business. 2. The business must be operating within Nasugbu, Batangas.

The researcher conducted survey which was especially accustomed for the use of gathering significant data regarding respondents' profile specifically the age, Sex and Exposure to marketing channels, the significance of effectiveness of Integrated Marketing Communications in enhancing brand awareness in terms of Brand Equity, Impact of Social Interaction, and Purchase behavior.

The study yielded the following findings: it shows that Most of the respondents were female between 18 to 25 years old and frequently encounter marketing channels in social media (facebook, Instagram, tiktok, etc.). The three significance of effectiveness of Integrated

\*\*\*\*\*

### Editorial Team

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

### Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*

# INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume VII, Issue II

October 2025

Available online at <https://www.instabrightgazette.com>



\*\*\*\*\*  
Marketing Communications in enhancing brand awareness are not significant variables.

Despite this, a marketing management plan can be crafted and developed to address these areas by focusing on integrated strategies that strengthen brand visibility and recognition across diverse consumer groups, thereby enhancing brand awareness in competitive markets.

**Keywords:** *Integrated Marketing, Brand Equity, Impact of Social Interaction, Purchase behavior*



\*\*\*\*\*

## **Editorial Team**

**Editor-in-Chief:** Alvin B. Punongbayan

**Associate Editor:** Andro M. Bautista

**Managing Editor:** Raymart O. Basco

**Web Editor:** Nikko C. Panotes

## **Manuscript Editors / Reviewers:**

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,  
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,  
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza

\*\*\*\*\*