

عنوان مقاله:

Design of an IMC Model for Financial Services

محل انتشار:

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خلاصه مقاله:

Abstract IMC is one of the newest perspectives and models in targeting business advertising and communications. This systematic model seeks the effectiveness and synergy of corporate communication and advertising activities. The research was aimed to design and explain the IMC model in the Tehran Stock Exchange. This research is practical and the development in terms of purpose, and hybrid quantitative and qualitative methods in terms of method. The statistical population consisted of two groups of experts, ۲۰ specialists in the field of marketing and stock exchange from university professors and top brokerage managers of the Tehran Stock Exchange, which were selected by a snowball and purposive sampling method. Data collection tools were the in-depth study of theoretical literature and semi-structured interviews with experts. To answer the questions in the qualitative section and identify the essential components and indices of IMC, first through the in-depth study of previous research, relatively comprehensive knowledge of the literature was obtained. These factors were then interviewed in the Delphi technique in three stages, and expert opinions were applied to the model. Due to the high values of the agreement coefficient in the third stage of the interview, the indices of the conceptual model were approved by the experts. This model was identified and prioritized in four conceptual layers, ten components, and ۵۶ indices. It was proposed and presented as the best model for combining tools and methods of IMC in the Tehran Stock Exchange.

کلمات کلیدی:

IMC Model, Marketing Communication Methods and Tools, Financial Services Marketing, Stock Exchange Brokers

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