

How Marketing influences Consumer Behavior:

Honor Thesis Seminar

Gomez, Jorge A. Magin

Anna Maria College

Author's Note

This paper was prepared as an honors thesis for the Seniors Honors Seminar HON 490-O, taught by Professor Blais under the supervision of Dr. Manos.

## CHAPTER ONE

### Introduction

The evolution of the digital world in all its aspects has caused the different stages in purchasing decisions to be modified. The appearance of social media has been the definitive element that has allowed the interconnection of pages and profiles of commercial companies at a high speed, which has provided individuals and brands with powerful tools to exchange content and, more importantly, convert relationships. in bilateral, where the consumer can very directly express their opinions regarding purchase and consumption experiences and spread them to millions of users; whether other people or other brands; provoking, in this case, an enormous power of influence over potential consumers of that same brand.

Therefore, it is essential for brands to analyze where they are within the network and especially social media, all those opinions, both positive and negative, that allow them to identify which are the steps to follow in their marketing plans.

Consumers today are more aware of the products they buy and from which brand they buy, that is why some of them are willing to pay a little more money to receive a product of better quality or reputation (brand loyalty). Many of these consumers are also willing to pay more money to stay "fashionable" and are attracted by the marketing strategies that companies are using through their marketing departments, being reflected in the increase in sales through the generation of a well-done marketing.

The importance of identifying the direct factors that shape the purchase decision allows companies to optimally direct their marketing activities and the messages they must transmit. Content marketing allows the use of the most appropriate content for each objective, which is why

we consider the relationship between both variables to be important: Content Marketing and Consumer Purchase Decision.

### **Statement of the Problem**

The last century has seen endless changes and advances in various areas of knowledge, particularly the Internet has brought about the globalization of information, which can be accessed without geographical limitations, thus achieving the unification of various markets from different parts of the world.

The appearance of the Internet creates a new field for marketing, one of these new options being the development of the so-called e-commerce has brought with it great modifications in the purchasing habits of consumers and therefore in their behavior. There are several studies that have been conducted to study showing how marketing can influence and impact the final decision from the consumer.

A deep understanding as a result from what factors consumers consider when purchasing a product or service through marketing is essential for the success of companies today. Search for information online is one of the first steps in the consumer's decision-making process, in other words, marketing is the first perception from a customer.

### **Background and Need**

Understanding the consumer decision-making process is integral to influencing the outcome of consumer behavior through the eyes of marketing. The consumer cannot be viewed as an abstract, making random decisions based upon convenience, opportunity, or chance. The decision-making process must be understood and leveraged, and consumer behavior goes together with that. Consumer behavior is the process. At that moment the marketing starts to take over and its key to influence the final decision of the consumer.

Understanding consumer behavior enables a product or service provider to improve marketing and communication. For example, a company that makes sports equipment may have identified that their customers are more likely to purchase their products online than in-store. They can then use this information to improve the way they market their products online by creating a marketing campaign with a hashtag referring to sports. This will increase customer satisfaction, which in turn leads to increased loyalty, or even advocacy. In other words, brand loyalty.

Companies need to know what consumers want, when they want it and where they can find it. Understanding how consumers behave can help businesses better predict trends in the market, allowing them to make better-informed decisions about how to operate their companies. This can lead to increased sales and brand loyalty from loyal customers.

### **Purpose of the Research**

Globalization and current competition have generated that organizations must be in constant innovation to stand out in the market and manage their business to achieve their goals. Therefore, companies worldwide, to maintain more effective communication with customers, are using various technological tools, one of them is digital marketing, which has grown rapidly and has become more important for commerce.

There are great benefits that digital marketing brings to companies, such as obtaining potential customers quickly and with a low investment. It is important to note that user habits are evolving, they have greater freedom to choose what to consume and how to do it; so, it becomes a challenge for the company to convince the customer to buy its product or service. Therefore, digital marketing can help companies stand out from their competitors if they apply it properly, consider the relevance that technology offers them and focus on the relationship with the consumer.

This research aims to investigate how social media through marketing influences consumer behavior. Within the research, the stages in the consumer's purchase decision process are analyzed and how the digital world and especially social media play a part in this process and how, the consumer decide to buy a product or service.

Analyzing the relationship between marketing and consumer behavior is the main objective from this thesis. As well as, what strategies are pursued by companies today.

### **Research Questions**

The research questions to be answered in this honor thesis investigation are:

1. How does marketing affect consumer behavior?
2. How can the consumer behavior be used in marketing strategies?
3. Why is it important for marketers to understand consumer behavior?
4. What is relationship between consumer behavior and marketing strategy?
5. How can consumer behavior be changed with the use of social media?
6. What are the impacts of marketing on influencing consumer behavior?
7. How can marketing departments benefit from understanding consumer behavior?

### **Significance to Field/Significance of the Study**

The study of consumer behavior stems from the current concept of marketing that focuses on consumer needs. It will be difficult to effectively satisfy the needs of the client, both current and potential, without prior knowledge of the goods and services that consumers want. Therefore, the task of marketing is to understand, explain and predict the actions related to consumption.

In marketing the consumer is the center of all their activities, there is no doubt about the importance of understanding how the consumer is motivated, how they buy and how they use the purchased products. The aim is to answer the following questions: What do you buy? Why do you

buy it? How do you buy it? Where do you buy it? How much do you buy? How often? How do you use it? etc. This knowledge will allow:

- Identify current and future needs more effectively.
- Improve communication skills with customers.
- Obtain their trust and ensure their fidelity.
- Plan commercial action more effectively.

Through the influence that marketing generates on consumer behavior, companies can increase the demand for the products offered, increasing market share and profits. Knowledge of the needs of the consumer is the starting point for the design of the strategy that will be used in the creation of content to be published on the different social networks. Products must then be positioned to meet those needs.

### **Definitions**

The definitions of words pertaining to this honor thesis investigation are listed below.

- Marketing: the action or business of promoting and selling products or services, including market research and advertising.
- Digital Marketing: is the promotion of brands to connect with potential customers using the internet and other forms of digital communication.
- Digital Content: is any content that exists in the form of digital data.
- Content Creators: is someone who creates entertaining or educational material to be expressed through any medium or channel.
- Consumer Behavior: is the analysis of how consumers make decisions about what to buy, when to buy it, and how to do so.

- Social Media: websites and applications that enable users to create and share content or to participate in social networking.
- Online Purchase: a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app.
- Hashtag: a word or phrase preceded by a hash sign (#), used on social media websites and applications, especially Twitter, to identify digital content on a specific topic.
- Trend: (of a topic) be the subject of many posts on a social media website within a short period of time.
- Brand Loyalty: the tendency of some consumers to continue buying the same brand of goods rather than competing brands.

### **Limitations**

Consumer buying behavior is a psychological process that is important to businesses and marketing professionals. Marketers rely on an understanding of buyer behavior to effectively position products and services. However, consumer buying behavior does have limitations. One of the biggest drawbacks of relying too heavily on consumer buying behavior is that consumers rarely apply the same steps in the same way for every product and service purchase. This makes it more difficult for marketers trying to stimulate a need or to offer messages that enhance the likelihood of a purchase for their brand. Thus, most companies must perform more research into their market segments and how they approach their brand.

Another primary limitation for marketers using the consumer buying behavior model is that consumers sometimes are much less involved in a purchase decision. Thus, the ability of marketers to affect consumers by analyzing buyer behavior is limited. Consumers that are less involved spend less time seeking or viewing information about the purchase.

Marketers spend significant time trying to interpret consumer buying behavior related to their products, but they must also understand how each given customer is influenced externally by social relationships and culture. However, knowing how a given customer is influenced by family, friends, and their community for purchases of appliances, food and household items is significantly more complex.

### **Ethical Considerations**

This study follows a procedural model conducted ethically because it adheres to the Institutional Review Boards' requirements. It does not use human subjects or conduct surveys in any way, so it is exempt from any unethical conduct. This research procedure was done carefully and is meant to cause no harm to the researcher, unintended participants, and organizations or institutions because it merely studies library and observational research online. The study simply analyzes how marketing can influence consumer behaviors scenarios to determine whether good marketing can help you to decide to buy a product or service and how bad marketing can affect your company and understand the importance of marketing in business decisions.



## **CHAPTER TWO: Literature Review**

### **Introduction**

Marketing is a powerful tool that can grow any company and can identify the needs of customers and treat them as people. As a functional area within a company, it provides different benefits to the company, which owners and entrepreneurs must consider achieving the profitability of their businesses. A marketing team is important because it helps brands research their target audience and share a service, product, or idea effectively. Without experts in this field, companies and businesses would not prosper and would be forgotten. As for people, they would take longer to find a product or service and would not know which one suits them best. Thanks to marketing, companies define market niches that they target directly.

It should be noted that the literature review addresses on three specific axes/areas that will be developed throughout this thesis to give and find the sense of how marketing influences the behavior of its consumers. These three areas are: marketing, consumer behavior and the advantages and disadvantages that these can produce in a business.

The first section (marketing) addresses talk about the concept itself, how it can be used within a company and the opportunities they create for you. The second section mentions when an ad gives a consumer new information, or alters their opinion, even slightly, the brand behind that ad is altering that consumer's perception of reality. The third section addresses how these axes combined can create massive people reach and brand loyalty but on the other hand, it can also create a bad marketing strategy that could end up putting a barrier between the consumer and the product. Each main topic will have three articles where the content is further developed for a better understanding of the main topics.

### **Body of Review**

### **Area One: Marketing**

Marketing is responsible for generating profitability for the company from the business point of view. Creating a relationship with people who have been associated with your company or bought your product will facilitate new future sales, because of what you sell and because of the trust placed in what your brand means to others. Customer satisfaction is the measurement of customer response to a brand's product or service or to the overall purchase and usage experience. This indicator is used to better understand the needs of customers and to improve the brand's products, services and support.

#### ***Article 1A: An Analysis of the Impact of Social Media Marketing on Individuals' Attitudes and Perceptions at NOVA Community College***

Social media has become prominent in the 21st century. Companies are persistently looking for ways to utilize this new platform within their marketing strategies to increase business growth. Since social media is a networking and communication platform, it is important for companies to create a voice to humanize the business and maintain foot traffic. Although there are studies on how to use social media marketing within a business, there is minimal corroboration available of how social media marketing activities influence a consumer's buying behavior. This study investigated the effects of social media on consumer attitudes of social media marketing and purchasing behavior from the perspective of Northern Virginia (NOVA) Community College students.

A survey that inquired about the perceptions toward social media marketing were given to 20 participants from Northern Virginia (NOVA) Community College. The participants in this study were full-time NOVA students between the ages of 18-30. This age group spend ample amounts of time on social media and are specifically targeted when it comes to social media

marketing. Participants were chosen through random sampling. After retrieval of the completed questionnaires, responses were tabulated, and the results were compiled. The results were analyzed to uncover factors or social behaviors toward social media marketing. This study has some limitations, which means the findings need to be carefully analyzed. Only 20 participants who use social media regularly will be evaluated, not enough time is devoted to each respondent and the research is limited to NOVA Community College students.

Responses to the survey showed that 95% of the participants use social media platforms daily. The most used social media platforms are Facebook and Snapchat with 22.7% of participants having an account in these platforms, and 70% of participants indicating using more than 3 social media platforms. The results showed that 55% of the respondents say that online visibility would affect their purchase. The most important factor for a business using social media was customer engagement and the least important factor was the timing of posts. The survey also revealed that only 55% of the respondents post about products or services a business. However, 95% of the respondents believe that a business will receive better results when it comes to customer loyalty and profits if social media is integrated into marketing and 75% of the respondents believe that social media is the best way to reach a business's targeted audience. The results also suggest that people are more likely to share and experience they have had with a business rather than sharing sales or promotions a business is offering. According to the results from this study, purchasing behavior is more likely to have a positive effect for a business when using social media platforms for marketing strategies. This conclusion emphasizes the importance of social media marketing for a positive increase in brand loyalty, brand recognition, and foot traffic (Gibson, 2018).

**Article 1B: *Online Marketing Strategies for Increasing Sales Revenues of Small Retail Businesses***

Small retail business leaders use online marketing to connect with consumers and the community. The purpose of this qualitative multiple case study was to explore the strategies some small retail business leaders use to implement online marketing to increase sales. Data were collected from 4 small retail business owners who successfully used strategies to implement online marketing in California. Data collection techniques and sources were semi structured, face-to-face interviews, and review of public business documents, company websites, social media websites, and analytical tools. A thematic analysis of the data yielded 4 themes: social media platforms and strategies, online marketing strategies and challenges, online content strategies, and follow-up strategies.

Social media is a communication tool. The Internet phenomenon of social media marketing allows small retail business leaders to incorporate Internet communication in their business plans and has become a platform for advertising. Online communication is significantly different from traditional marketing and has become one of the most critical aspects of a company. The author reported that online communication assists the branding efforts of small business leaders with a technological structure and platform. The results of their study provided insight on Internet sites such as Facebook, LinkedIn, Twitter, and YouTube. These Internet sites are highly used by businesses to promote the companies' brand awareness, increase consumer connections, and reach millions of users synchronously.

In this article, there is two limitations. First, it was possible that participants were not honest and forthcoming in their responses to the interview questions required for data collection. Second, participants were small retail business leaders in California, and results might differ in

other states. For this study, eligible individuals were business leaders with a minimum of 5 years of experience at small retail businesses in California with less than 30 employees. The use of the qualitative method was suitable to engage business leaders in semi structured interviews with open-ended questions. Lockett used a multiple case study design in this study to collect and analyze data to explore the phenomenon under study.

The data collection method for this proposed study included semi structured interviews and public business document review to address the overarching research question.

Methodological triangulation was performed to identify common themes, online marketing challenges, and engagement strategies. Triangulation was used to collect, compare, and confirm the data discovered in the public company documents, online sites, and interviews.

Findings in this study revealed opportunities for small retail business leaders to develop online marketing strategies, increase revenue, and provide jobs to the public. The results of this study confirmed online marketing strategies are vital for organizational sustainability and strategic methods are essential. Small business leaders could benefit from the data provided in this doctoral study by implementing successful strategies for increased sales with consumers and by creating brand awareness. Consumers can contribute by sharing their experience of the organization with other consumers and provide feedback about products and services (Lockett, 2018).

***Article 1C: Social Media Marketing: An exploratory qualitative study of U.S. small business owner's priority balancing and cognitive strategies***

Despite the popularity and efficacy of social media to drive revenue, Sprout's survey found that C-level marketers still struggle to prove the value of social media and secure budgets from their organizations. The survey demonstrates that there is room for marketers to improve

their social media strategies by better understanding social media platforms and trends. The survey found that Facebook, the biggest social network with 2.38 billion users worldwide, is still the dominant social marketing platform overall, but is less popular among younger generations. Facebook, for example, is the primary platform for Generation X (ages 40 to 54) to “like” or “follow” brands (77%), while Generation Z (ages 4 to 24) prefers Instagram (69%), the survey found.

Ninety percent of social marketers said investing in social media has a direct effect on revenue and 71% said they provide helpful insights to teams outside of their departments, per a survey that social media marketing platform Sprout Social shared with Mobile Marketer. However, 53% of C-level marketers struggle to prove the value of social media outside of their departments, with 31% struggling to secure a budget for it. Eighty-nine percent of marketers use Facebook for brand marketing, ahead of Instagram (65%), Twitter (50%), YouTube (49%), Messenger (44%), LinkedIn (38%), Snapchat (28%) and Pinterest (28%). Eighty-three percent of consumers are on Facebook, and 66% said they “like” or “follow” a brand profile on the social network. Live video, user-generated content and Instagram Stories are the top social trends this year, marketers said. Forty-five percent of consumers said they want to see live video from brands this year, followed by 24% who want more user-generated content and Instagram Stories.

Results confirm several other surveys that found that Instagram Stories are gaining recognition among marketers. Almost half (48%) of marketers surveyed said Instagram Stories will become more important this year, Sprout found. That finding confirms Facebook’s reported results for the first three months of the year. Stories Ads grew their usage by 50% to 3 million advertisers on Facebook, Instagram and Messenger in Q1 2019 from 2 million in the prior quarter, the company reported. Additionally, the survey found that social listening, the process of

monitoring digital conversations to understand what customers are saying about a brand and industry online, has become more important in understanding target audiences. Almost two-thirds (63%) of marketers said social listening will become more important in the coming year, the survey found (Williams, 2019).

### **Area Two: Consumer Behavior**

Consumer behavior is the analysis of the different factors that influence the behavior of a person or group of people, when making the purchase of a product or service. In a slightly broader sense, it is about understanding how a person decides to use their available resources (time, money and effort) to satisfy their needs. The current consumer is very different from the old one, today's consumer is much more demanding, either due to the growth of the competition, the great variety of products (or services), or the loyalty processes that each brand has. In the understanding of the consumer lies the success of the company. Once we identify, research, and analyze it, we can come up with great unmet need findings that can lead to great ideas, products, and benefits.

#### ***Article 2A: How Social Media influence 71% Consumer Buying Decisions***

A large share of purchases is made online nowadays and in 2020 this number has grown significantly thanks to the lockdown. As the number of internet users increases and tech companies develop more ways to integrate the online world into shopping, online retail is expected to grow exponentially. Logically, many consumer buying decisions are made online as well, and where do people spend most of their online time, on social media.

According to this study, 54% of social media users use social media to research products and 71% are more likely to purchase products and services based on social media referrals. Most of the times, online users made a purchase decision based on what they saw in their feed at least

once, be it a post from a friend or an ad that convinced them. Some limitations about this it is that is hard to say exactly how much social media influences customers, not just what they buy, but their consumer habits in general. Social networks changed the way we promote products and even gave us new ways to advertise.

The report shows that 29% of social media users are more likely to make a purchase on the same day of using social media. That means that once they see a product, they simply click on the link and buy it: there's no need to wait before they go shopping. Moreover, the same report states that consumers who are influenced by social media are four times more likely to spend more on purchases. The customer journey is not just shorter but it's also more complicated now. Social media has made product research more accessible to users. As a result, customers spend more time on research and check more sources for reviews. Influencers are the social media users that have a robust loyal audience that often shares the same interests. Their opinions are naturally seen by a bigger number of people, people that trust them. According to a study by the Influencer Marketing Hub, almost 50% of Twitter users have made purchases as a direct result of a Tweet from an influencer. Gen Z and Millennials are more likely to be influenced, with 84% of millennials saying user-generated content from strangers has at least some influence on how they spend their money.

As you see, the data and our daily experience on the Internet show that it's hard to argue that social media influence purchase decisions. The impact of social media on customer purchase decisions can be explained by many factors: social proof, the penetration of social media, and the availability of online retail. However, it's getting more and more difficult to make your brand stand out on social media. Focusing on the right platform, building creative social media



marketing campaigns, and using up-to-date technologies will help you with that (Barysevich, 2020).

**Article 2B: *A Study on The Influences of Advertisement on Consumer Buying Behavior***

Advertising is a way of communication to encourage an audience for making purchase decision about a product or service and conveying information to viewers. It is considered as a vital and essential element for the economic growth of the marketers and businesses. Marketers have always adapted to changing business demands when it comes to creating new advertisements. The use of advertisements has significantly increased in the 20th Century as industrialization expanded the supply of manufactured products. The major aim of advertising is to impact on buying behavior; however, this impact about brand is changed or strengthened frequently through people's memories. Memories about the brand are formed by associations that are related to brand name in consumer mind. These brands continuously influence consideration, evaluation and finally purchases. Consumers buying behavior has always been given so much importance and space in the literature study of impact of advertising regarding its effectiveness. Most of the time consumers buying behavior depends on liking or disliking of consumer towards the advertisement of the product advertised. A good quality advertisement is likely to influence consumers into buying that product while a poor-quality advertisement will do the opposite. (Smith et al., 2006)

Nowadays, people have access to the endless supply of advertisements. However, they fancy something new, entertaining and something that can grab their attention. Boring advertising will not sustain in consumers' minds long enough. Therefore, entertainment has been termed as a significant advertising strategy for increasing advertising effectiveness and imploring

them to make a purchase. Social role and image reflect that ads influence individual lifestyle and the extent to which an individual seeks to present him or herself in a socially acceptable manner. In addition to selling products and services, ads sell image and lifestyle. Consumers learn about new lifestyle, image and trend through ads.

This study required a structured and definite plan to identify the relationship between different variables and test hypotheses. For this reason, this research was conducted following the formal research design. The data collection technique used in this study comprised of playing out an up close and personal meeting with the respondents who are consumers of any product or have been exposed to any sort of advertisement. The review poll was planned and conveyed to target respondent arbitrarily. All together for the research to deliver a reasonable result, the data must be comprised of many populations. Hence, the survey was conducted among 544 consumers. As the research framework indicates, there are four independent variables and one dependent variable. The sampling method that was used in this research is 'random sampling method'. Students, professionals and aged people were considered for the survey. The age limit was minimum 18 years. The data was mainly collected among the people from different parts of Dhaka city, which is the capital of Bangladesh. The data collection took place from November 2017 to March 2017.

The analysis for this study is based on 544 respondents. Among them, 57.5 % (313 participants) were male respondents and 42.5% (231 participants) female respondents. In terms of gender, among the 544 respondents who participated in the survey, 210 (36.9%) were at the age range of 18 to 25 years; 163 respondents (30%) were at the age range of 26 to 40 years; 107 respondents (19.6%) were at the age range of 41 to 60 years; and 73 (13.4%) respondents were aged above 60 years. Some limitations of this study ought to be addressed. Firstly, the sample

size could have been more if we had access to a larger number of people. Secondly, it would have been more desirable if we could get hold of people from a diversified age group especially, the older age group of above 60 years. It would have been more interesting to know more about their thoughts on modern advertising. Thirdly, this research could have included a more diversified range of variables to analyze the same topic from a different perspective.

Based on the analysis it can be concluded that advertisement has significant impact on consumer buying behavior. This study can be helpful for marketers to understand what triggers a consumer's intention to purchase. They can determine which element in advertising is most effective and which has comparatively lower impact. Although this research can make significant contribution to literature but for future study qualitative data can be used. Qualitative data will provide further insight into the relationship among these variables (Haider et al., 2017).

***Article 2C: Impact of Marketing Strategy on Consumers' Impulsive Purchase  
Behavior in Livestreaming E-commerce Purpose***

This study sheds new light on impulsive purchase behavior in livestreaming e-commerce. Based on stimulus-organism-response (SOR) theory, this study introduces the "People-Product-Place" marketing strategy for livestreaming e-commerce from the perspective of consumer perception and aims to understand the impact of marketing strategy on impulsive purchase behavior in e-commerce livestreaming shopping scenes, and to examine the mediating effect of involvement. The study conducted SEM analysis, in Amos, on 437 response sets from an online anonymous survey. Marketing strategy is the most direct embodiment of merchants facing consumers. Effective marketing strategy in retailing is to provide effective stimuli for buying and specific stimuli often lead to impulse buying. The success of livestreaming retailing lies in the good coordination of the elements "People-Product-Place", which is a perspective that should

not be ignored when studying marketing strategy. “People” represents the anchor, who is the key factor to attract “followers” to watch.

This study adopts a positivist paradigm. Data were collected online using self-reporting questionnaires, and structured equations were used to evaluate the relationship between variables and to test study hypotheses. This topic focuses on the research on the influence mechanism of consumers’ impulsive purchase behavior in the context of livestreaming e-commerce. To ensure the validity of the research results, people who have had an online livestreaming shopping experience are selected as the target group, which is conducive to objectively assessing consumers’ impulsive purchase behavior on livestreaming e-commerce. Screening of the 456 response sets received yielded 437 sets for analysis, giving an effective response rate of 94.96%. Women accounted for 79.6% of respondents, a relatively large percentage. In four age groups, participants are mainly between 18 and 30 years, reaching 52.2 and 97.5% of participants are younger than 50 according to the statistics. This shows that most of the people participating in live shopping are younger groups, and they are more likely to embrace new shopping channels.

There are three methodological limitations. One is that respondents are from China. This limitation does not restrict application of the study findings to livestreaming shopping platforms in China. The second methodological limitation is the use of convenience sampling, and more systematic sampling should be used in future studies. Despite these limitations, this study contributes to the literature on impulsive purchase behavior in livestreaming shopping platforms. Thirdly, this study used self-reported data that might not reflect actual decision-making. For instance, consumers may not willingly admit to being impulsive.

The results show that perceived e-commerce anchor attributes, perceived scarcity, and immersion positively influence impulsive purchase behavior; that “People-Product-Place”

marketing strategy is important; and that effective marketing triggers impulsive purchase.

Perceived e-commerce anchor attributes, perceived scarcity, and immersion positively influence involvement, which positively influences impulsive purchase. Involvement mediates between perceived e-commerce anchor attributes, perceived scarcity and immersion, and impulsive purchase. These findings guide marketers to improve the profitability of livestreaming e-commerce and provide some references of economic recovery for many other countries that also suffered from the impact of the COVID-19 pandemic (Chen et al., 2022).

### **Area Three: Advantages and Disadvantages of a Marketing Strategy**

A marketing strategy is the process that allows a company to focus on available resources and use them in the best possible way to increase sales and gain competitive advantage.

Marketing strategies are based on the company's business objectives. A good strategy is used to create sales opportunities, it serves to communicate and position the products and services of a company. However, a bad marketing strategy can actually end up putting a barrier between the consumer and the product.

#### ***Article 3A: Impact of Bad Digital Marketing Strategies on Companies' Profit and Brand Image***

This research has been conducted to help us understand how digital marketing mistakes have a negative impact on the future, reputation and profitability of brands. Over recent times, digital marketing has become one of the most used areas in marketing, and its development continues from day to day. Using several different types of research methods, it has been shown that the existence of the internet has also provided numerous strategies and tools for the development of this field. In this research you can understand that having so many conditions and perspectives, however, does not mean that everything will always be easy and that

everything will be on the way. In this article, it is possible to learn about some of the wrong advertising strategies or methods used. The article also provides statistical information on the most used areas in digital marketing. This article will also help you understand where a lack of information can make you ineffective and how you can prevent it.

The result of advertising depends on how people will perceive and give feedback. The farther the successful promotion takes the brand, the more the unsuccessful promotion it pushes it back and is a reason to destroy the image and even leads to the loss of many customers. After that, for a brand is very difficult to gain customers back. Not only does this happen when it comes to promotion, but other parts of digital marketing also may be faced with this. For this reason, the company must first clearly understand digital marketing, its tools and strategies, and then implement it.

Primary and secondary data were collected for the preparation of this article. In general, qualitative research has been used to gain more knowledge on present day digital marketing. TEDx videos were used to construct the primary data. Secondary data was collected on the question of how the failed strategies have a negative impact on market shares. Extensive information on this subject was collected through the case study research method. Community meetings have contributed to the development of primary data.

The conclusion is that without marketing, the business cannot exist. Digital marketing is also enhancing its role in this area. Everyone who enters a business should understand marketing, know its purpose, and not put it in a careless manner. As a result, it helps to identify the customer, to introduce the product to the consumer, to inform customers about innovations, to build a strong relationship and, most importantly, to make a profit. As we have already discussed, digital marketing offers many suggestions for this. In a word, it plays a key role in the

development process. Small negligence can lead to long-term problems, and many examples can be found for this kind of issue. One of the main reasons, we said, is that the strategies are not properly constructed. In fact, when the strategy is incorrect, the customer receives the wrong message which, in turn, has a negative impact on the image and profit of the brand (Maharramli, 2020).

**Article 3B: *The Impact of Marketing Strategies and Satisfaction on Student Loyalty: A Structural Equation Model Approach***

Marketing strategies, student satisfaction, and student loyalty have become very important strategic themes in higher education. However, there is little research on these topics in the context of Taiwanese higher education. A study of those three factors, investigating whether certain marketing strategies contribute to student satisfaction and student loyalty, would be valuable. This study explores the relationship among marketing strategies, student satisfaction, and loyalty in Taiwanese higher education institutions. This study investigates the directions and strengths of the relationships among marketing strategies, student satisfaction, and loyalty in Taiwanese higher education. Structural equation models were used to validate the measure and test the proposed relationships. The study tested two hypotheses: marketing strategies are positively related to student satisfaction, and student satisfaction is positively related to student loyalty. These findings indicate that student satisfaction is a key intermediate variable for marketing strategies and student loyalty.

The author collected questionnaires for four weeks. Total sample was composed of 1,000 surveyed students from 20 universities, and 692 students answered the questionnaire of which 671 answered all questions for this study. This represented a success rate of more than 69%. A research model of marketing strategies, student satisfaction, and loyalty was proposed and tested

by using a Structural Equation Modeling (SEM) approach. The author collected questionnaires for four weeks, from March 1 to March 30, 2013. The target population comprised students in Taiwanese higher education institutions. Using purposive sampling, the author selected 20 universities (out of 161 higher education institutions in Taiwan) for study.

The author acknowledges that this research has several limitations that future research should address. First, the sample was drawn from a single industry. Second, although higher education situations in other countries are different from those in Taiwan, this study is limited to students from higher education industries in a country-specific context. The data were collected in Taiwan, and the extent to which these findings can be extended to other countries is questionable. Finally, the topic discussed in this study is still evolving. Student loyalty has recently become a very important strategic theme in higher education, and loyal students are positively influencing teaching quality. Thus, studies should continue to explore this topic by adding other variables, such as the social and cultural factors affecting student loyalty.

The purpose of this investigation was to explore the relationship among marketing strategy, student satisfaction, and student loyalty in higher education. Three latent constructs were associated with multiple measures in SEM. The CFA results showed that the three-factor measurement model fit well with the empirical data. The measurement models employed were marketing strategy, customer satisfaction, and loyalty. From the marketing strategy perspective, the most powerful variable was measured using place, promotion, price, product, people, position, and physical. A good "Place" can establish a brand and differentiate it from the competition. Good "promotion" strategies can attract more attention to a university as well as new students and their parents. "Price" and "Product" are also important marketing strategies in higher education sectors. "People" are everybody else involved in higher education institutions,



and must be recruited, motivated, and trained to create a competitive advantage. Higher education Institutions must justify their existence and stand out from the crowd to make their “Market Position” (Chen, 2016).

**Article 3C: *How consumer habits are changing and how businesses can adapt***

Consumer behaviors have always evolved over time, but with advancing technology, social and political divisions, and the COVID-19 pandemic, that evolution is happening faster than ever. Many businesses may feel as though they’re playing catch-up and need to adapt quickly. Online shopping and services have been on the rise for years, but the pandemic accelerated the trend significantly, thanks to lockdowns, health concerns, and supply shortages. A Fortune/SurveyMonkey poll found that 67% of people say online shopping has been vital during the pandemic, and 40% are spending more online than before.

With this shift, consumers have realized how many options they truly have, meaning their tolerance for bad experiences is lower—they know it’s easy to switch to a company that will provide a better one. More than half (55%) have decided whether to stay with or leave a company simply based on its customer service, according to SurveyMonkey and Fresh works. Forty-three percent expect brands to keep their higher customer service levels after the pandemic ends. Aberdeen research found that companies see a 21% higher increase in average profit margin when they use reward-based promotions instead of discounts. In Simon-Kucher & Partners’ 2021 Global Sustainability Study, 85% of respondents said they have changed their purchase behavior to be more sustainable in the past five years. Sixty percent cited sustainability as an important factor in their purchase decisions.

Social injustice and other diversity issues have become a hot topic, fueled by the spread of information and examples online and on social media. The influence those issues have on

purchase decisions is growing, and consumers want to see businesses get involved. Nearly 70% say they approve of business leaders speaking out on social and political issues, according to a Fortune/SurveyMonkey poll. And the 2021 Power of Authenticity report, released by global public relations company Fleishman Hillard, found that 65% of consumers say companies must commit to advancing diversity, equity, and inclusion to be more credible.

If there's one thing you can count on with consumer behaviors, it's that they will always continue to change. Your customer feedback and market research programs are vital for keeping up with the current trends (Prince, 2020).

### **Summary**

Marketing is responsible for studying the behavior of companies and the behaviors that individuals have in response, to develop the best techniques and content, which meet the task of providing solutions and meeting the needs of the public. To meet this objective, different market research and studies are carried out to identify the best solution for what the consumer is looking for. At present, marketing is becoming more important every day, because companies need it to make their value proposition more visible, to be able to carry out commercial exchanges and to satisfy the needs of their markets, thus providing superior value and well-being to the consumer and to society. It is for this reason that the marketing area is vital, not only for the success of a company, but also for its existence. Without her, the company could not survive. It is, therefore, one of the most important drivers of it.

A marketing campaign has the mission of causing the company to achieve its strategic objectives through advertising and the relationship with the public. Positioning brands, achieving engagement and generating attention to products and services are objectives that depend on work planning and a lot of dedication. A very common goal when it comes to marketing is to maintain

a quality relationship with the public. To do this, with the advancement of Digital Marketing, social networks offer perfect platforms, especially due to the possibility of interactions they offer. The campaigns that generate this exchange of requests and that stimulate the actions of the public provide the engagement that brands need. It is about making the consumer feel sympathy for the brand and consider it when consuming it.

Understanding how the client's head works is not an easy task. Evaluating consumer behavior and knowing how to take advantage of it requires attention, sensitivity and insight on the part of the person in charge of creating marketing content. Although your product or service is addressed to a specific target audience, the personality and attitudes of everyone vary a lot, which makes it more difficult to understand it. Consumer behavior is one of the key pieces to sell successfully on any site. Organizations are created with the purpose of satisfying the needs they have and will always have an important role in the business. A happy customer will always return to purchase those products that are offered to him. Therefore, it is essential to exceed their expectations to maintain their loyalty. Given this, there will always be an interesting challenge: innovate to give the best service to the consumer and make them feel part of the brand.

## **CHAPTER THREE: Methods**

### **Introduction**

As we realized through the different articles analyzed, we can say that marketing and consumer behavior are two totally independent issues but that both come together when creating a marketing strategy. The key to success for any media campaign is to understand what your audience wants or needs through prior analysis of their previous behavior. This research seeks to answer questions about the influence of marketing in consumer behavior. As well as the benefits that can bring a company to detect what the audience is looking for in order to create quality content for them. It should be noted that the impact that marketing has on a consumer's final purchase decision is essential for the success of a company. The reviewed data comes from books, websites, dissertations and articles.

### **Setting**

The data were retrieved from Anna Maria College Mondor-Eagan Library, Databases, Google Scholar, Business & Marketing websites, magazines and articles to analyze and review.

### **Intervention**

The independent and dependent variables in this research are based on the concepts and importance of marketing and consumer behavior. How both concepts have a huge impact when they work together creating something meaningful such as social media content that later turns out profits for a company.

### **Materials and Measurement Instruments**

The research found in this paper was conducted by industry professionals and business organizations. We can find all the authors of the articles, dissertations, books and websites as reliable, appropriate and applicable for this research thesis.

### **Procedure**

The literature review of this paper further discussed these two different subject areas that when combined, create an influence in the final consumer. This researcher conducted a mixed-method and research-based study that involved close analysis of previous case studies, public information and opinion on the importance of consumer behavior, and the benefits and reliance of marketing. The purpose of this study was to explore the influence that a marketing campaign can produce on final decisions made by consumers and show the relationship between consumer behavior and create content from a marketing perspective. The design of this study solely focused on discovering and analyzing current data and information on marketing and consumer behavior perspectives.

### **Data Analysis**

The data for this research was collected through different types of studies. However, the gathered information was used to find conclusions about how marketing can influence consumer behavior. The conclusions show information about the impact, importance and the relationship between these two topics, marketing and consumer behavior. One limitation to this study is that consumer opinions can change daily and are very influenced by people and things around them.

## **CHAPTER FOUR: Results**

### **Introduction**

The data included in this section has been compiled originally from different studies made by researchers. The data analysis was organized it around the research questions, that means that all the information support and answer the research questions made at the beginning of the study. Demographic data, coded data showing trends from social media, and Likert scale responses that show significance are included in this results section. The coded data contains broad sections that subdivide into trends and demographic data specific to those trends. Data is also expressed by integers and percentage.

Marketing statistics measure the success of marketing campaigns and show how campaigns perform in terms of key performance indicators. They are one of the most important elements of any campaign and without these statistics marketing teams would not have a clear idea of whether their marketing strategy is working. The right marketing metrics to measure will be the ones that ultimately have the most impact on your business goals, which could be sales generated for one campaign, but incremental reach for another. By helping you understand the effectiveness of campaigns, marketing insights allow you to optimize current campaigns and plan future campaigns.

## Figures

**How frequently do you share recommendations online?**

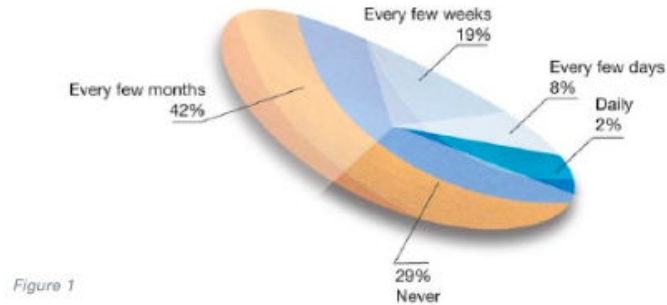
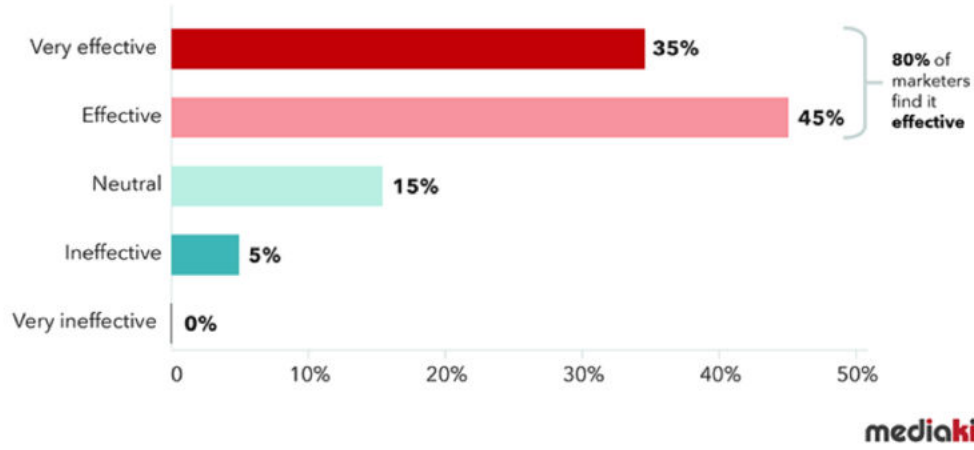


Figure 1

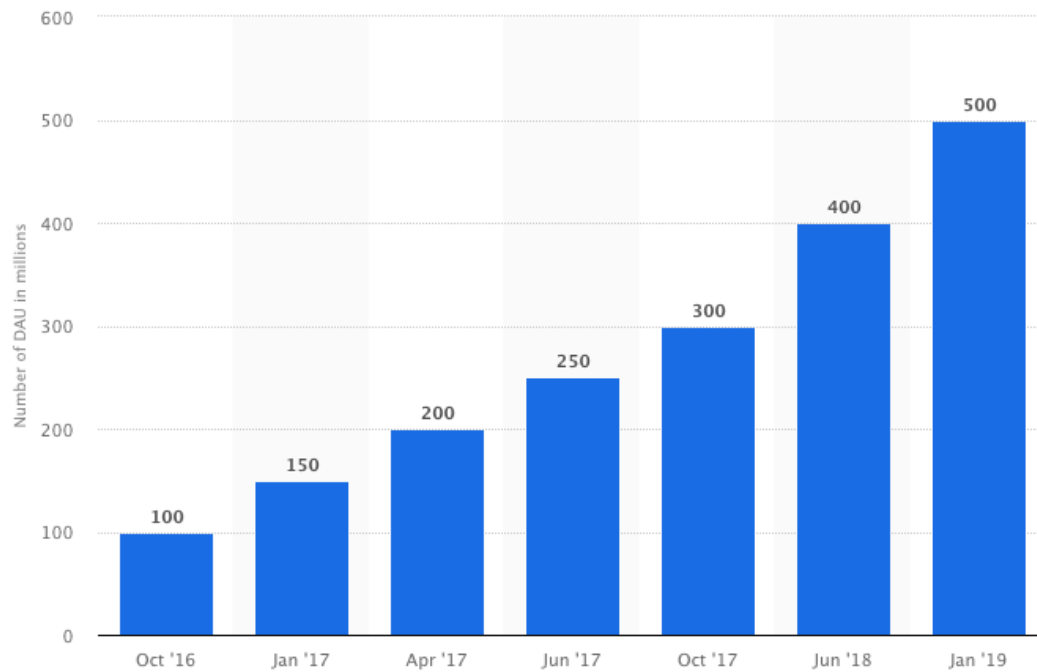
A large share of purchases is made online nowadays and in 2020 this number has grown significantly thanks to the lockdown. As the number of internet users increases and tech companies develop more ways to integrate the online world into shopping, online retail is expected to grow exponentially. Logically, many consumer buying decisions are made online as well, and where do people spend most of their online time on social media. According to GlobalWebIndex, 54% of social media users use social media to research products and 71% are more likely to purchase products and services based on social media referrals. 62% of customers say they share bad customer experiences with other people. Thus, it's extremely important to keep an eye on your online reputation and seek out reviews on social media.

## HOW EFFECTIVE IS INFLUENCER MARKETING?



According to a study by the Influencer Marketing Hub, almost 50% of Twitter users have made purchases as a direct result of a Tweet from an influencer. Micro-Influencers are especially effective in persuading their audience since they are usually experts in some niche and specific topic, which makes them a natural source of recommendations for this topic. Gen Z and Millennials are more likely to be influenced, with 84% of millennials saying user-generated content from strangers has at least some influence on how they spend their money.

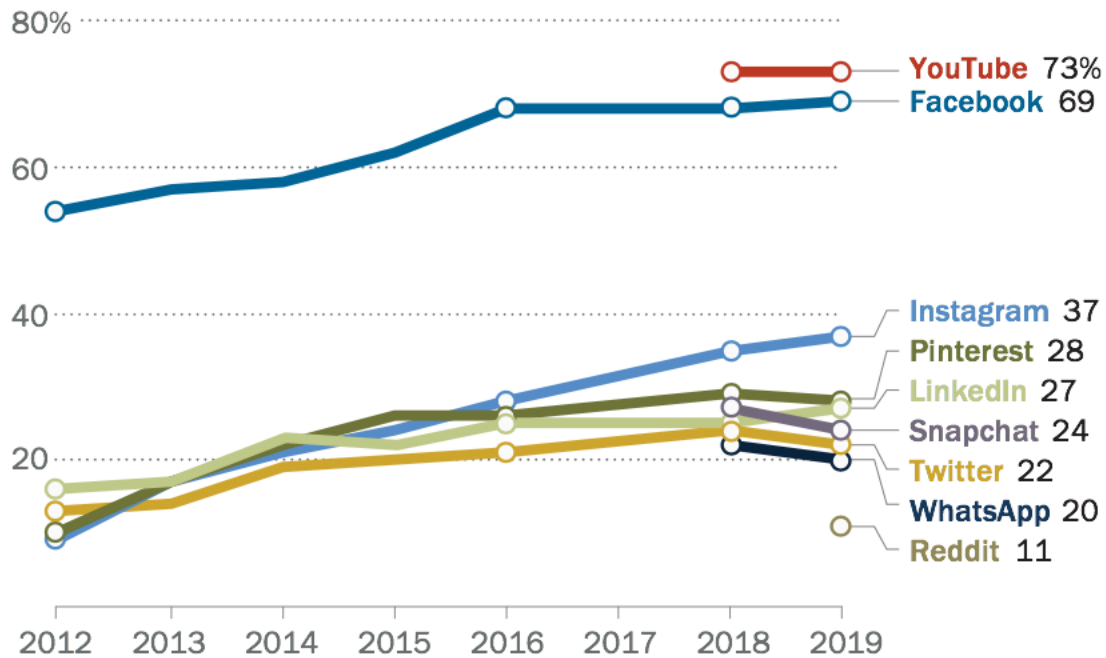




The content shared via Instagram Stories is typically raw and more unfiltered, which allows brands to create a more genuine image. It enables companies to take people behind the scenes and show how they operate, their work culture, and the team behind the products. All this helps to foster an authentic connection to a brand. In 2015, Facebook was responsible for influencing more than half, 52% of consumers' online and offline purchases, shows DigitasLBI Commerce. 73% of U.S. teens say Instagram is the best way for brands to reach them with new products or promotions.

## Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

*% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone*



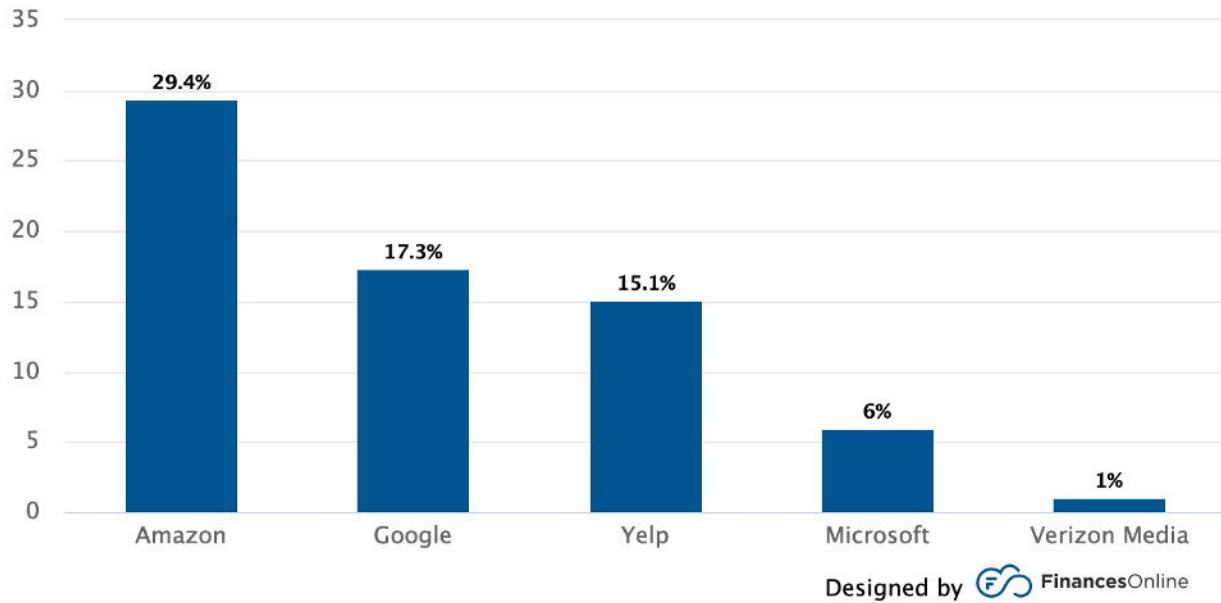
Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp.

Comparable trend data is not available for Reddit.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

**PEW RESEARCH CENTER**

80% of people who said that they watched a YouTube video related to a product they want to buy said that they did so at the beginning of their buying process. SproutSocial shows that 53% of consumers recommend businesses or products in tweets while a further 48% follow through to purchase those products or services.



Ad spending grew by 5.9% during the COVID-19 pandemic. Digital ad spending by telecom advertisers increased by 12.0% in 2020, reaching around \$13.99 billion. Telecom's share of total US digital ad spending accounted for 10.4% of the ad spending market. Search ad spending in the US grew by 14.4% during the pandemic. By 2024, advertisers will spend \$99.22 billion on search marketing. Amazon's net search ad revenue rose to 43% in 2020, a significant increase from 35.6% in 2019.

## **CHAPTER FIVE: Discussion**

### **Introduction**

Marketing can become the best ally of a company, and therefore, help it increase sales, its image and its projection. All companies today need marketing. Every self-respecting company needs a marketing department, since it is the rudder of the company and any company that does not have one, will be forced to drift, and to its closure. Marketing is responsible for generating profitability for the company from a business point of view. It is also responsible for generating positive moments for consumers.

Understanding consumer behavior is a key element of a marketing strategy. In fact, before implementing a strategy, it is essential to fully understand the needs and expectations of the consumers you want to influence. To do this, it is necessary to understand how the consumer will interpret the marketing actions that you will present to them. The objective of every business is to meet the demands of their public and market, which will boost the organization's sales and customer satisfaction. For this to happen correctly, the main function of the marketer is to study and learn about consumer behavior and therefore potential buyers, making decision-making easier and improving their relationship with customers.

There are multiple ways and factors to consider knowing consumer behavior in depth and with it, develop better market strategies that boost the growth of a business. Marketing oversees finding the needs that consumers have and satisfying them in the best possible way.

### **Discussion**

In the beginning of this study the researcher sought to understand and answer the following questions: How can the consumer behavior be used in marketing strategies? Why is it important for marketers to understand consumer behavior? What is relationship between

consumer behavior and marketing strategy? How can consumer behavior be changed with the use of social media? What are the impacts of marketing on influencing consumer behavior? And lastly, how can marketing departments benefit from understanding consumer behavior?

The research from the literature review found that for a marketing strategy to work correctly, it is important to know the consumer needs, since each one has a different purchasing process. If you are not aware of this behavior, it is very likely that the product or service will not be successful in the market. Once you know the factors that affect the buying behavior of your consumers, you will be able to better establish the strategy to follow and you will be able to approach them in the most appropriate way. The consumer behavior theory is an analysis that helps companies understand how people make purchasing decisions. The results of this study allow them to create marketing strategies in order to predict their actions to drive behaviors in their favor. Today consumers are very different and have changed their way of purchasing products or services due to the arrival of new technologies. Defining a sales strategy that helps you guarantee favorable results for your company is key.

The research found that marketing decision making must be structured into processes to be efficient. Ultimately, the choices in this area are decisive for the performance and image of the brand in the market. Decision making is a process of choosing between possibilities that affect the future of the organization, the business itself and its collaborators. Making decisions has always been a challenge for managers because they can define the future of the company. In the area of marketing, a decision can be decisive for the success of a launch, the acceptance of a campaign or the perception of customers about the brand. For this reason, it is essential that decision-making be a structured process, based on reliable data and information, which allows more precise and less risky choices to be made. The best decisions are usually those that are

based on data and are structured in processes to minimize the risks of the elections. For this reason, companies must plan how their collaborators must make decisions. Good decision-making places the company towards its objectives. Strategies and actions become more precise, and mistakes are avoided that can lead to rework, wasted time, and financial damage. However, what the current market demands is the efficiency of companies, with ever smaller margins of error.

Research collected during this study portrayed that the consumer decision-making process may seem somewhat mysterious, but when making a purchase, all consumers follow basic steps to determine which products and services will best fit their needs. Putting yourself in the customer's shoes can help you direct consumers to your product. People encounter marketing in almost every aspect of their lives. As they read the news, shop for groceries, chat with friends on Facebook, and entertain themselves with music, movies, and the Internet. Digital marketing has the potential to reach millions of people with a single ad. Businesses no longer need to disperse physical ads to thousands of geographic locations. Content marketing has enormous potential to influence the way people perceive something. Sophisticated content marketing is informative, relevant, and applicable to the specific needs and lives of consumers. Because advertising is everywhere, it has the potential to affect our daily habits. As well as our tastes and preferences, and even the way we perceive the world around us.

### **Limitations**

The limitations of this study were that most of the research information utilized was found online, therefore it was collected from past studies that may have been slightly outdated. There was also no funding which created limited access to certain sources both online and offline. It was hard to find resources to support this specific topic from the online databases

because there was so little information out there. The researcher was not able to utilize in person interviews or online surveys which could have given more recent information and opinion from marketing departments in companies. Lastly, the research was also restricted to a limited time period of one college semester so it left little time for a long and thorough data collection process and analysis.

### **Recommendations for Future Research**

The world of marketing continues to evolve and grow along with its consumers, which means that there will always be new opportunities and needs that the next researcher should consider. It is also important that they take the time to conduct the research and analysis over a long period of time, probably at least a full year with a larger amount of collect and analyze data. The researcher must carry out an interacting with participants in some capacity, whether that's in-person interviews, virtual focus groups, telephone surveys, digital questionnaires, etc. If another researcher wants to expand upon the current research they can do it thoroughly in a meticulous manner, finding a ton of data from consumers that needs to be analyzed and compiled into written and visual reports capable of showing trends, demographics, and opportunities.

### **Conclusions**

Marketing can no longer be seen by companies as the sole responsibility of one person or department, the responsibility is enormous. All the staff of a company, regardless of its size, must be trained in marketing and must be aware of how their work is involved in the branding and marketing process of the brand. Everyone can help generate positioning and sales. Marketing can no longer be seen by companies as the sole responsibility of one person or department, the responsibility is enormous. All the staff of a company, regardless of its size, must be trained in marketing and must be aware of how their work is involved in the branding and marketing

process of the brand. Everyone can help generate positioning and sales. Companies, regardless of their size, that still do not want to get into online marketing strategies are really being left out of the market, losing business opportunities and positioning. These communication tools are a reality that you must get on if you hope to be present in the minds of your customers.

Nowadays, the customer actively participates in the sales process, they are no longer just a recipient looking for information, now the customer is the one who chooses the information he wants to hear and questions the brand directly before being sure of making a purchase. Hence the importance of the new online tools that allow the active participation of consumers with the brand and especially with other consumers in search of their recommendation or experiences. Everything is changing and continues to do so. Entrepreneurs, businessmen or marketers who are not constantly updating themselves in the new ways of doing business, communicating, transmitting or connecting with the consumer will be obsolete in much less time than before.

The impact of new technologies and changes in consumer behavior are a phenomenon in constant motion. The needs of ten years ago are no longer the same. Tastes have changed. We have experienced an evolution that has conditioned the communication policy of brands, which today only succeed if they know how to connect with audiences, generating value and empathy. The new consumers want to be sustainable, help climate change and are more digital, since immediacy continues to be the leader for their purchase decisions. When users purchase a product, they are evaluating the price, quality, safety, trust, ease of purchase and the offer. Users no longer forgive mistakes; they are much more demanding with what they want. We can say that the consumer is in command. Changes in consumer behavior require structural reforms in marketing strategies, in the way we communicate, persuade and conquer.



Lastly, marketers should do not stop paying attention to the comments of their customers, both on social networks, as in their email or website. If they don't think the comments are meaningful, it may have to do with them not communicating anything yet that makes them respond in a more meaningful way. A video is not content marketing for the simple fact of being a video. Any piece of content that seeks to capture the attention of an audience should include a message that delivers value to the audience. Once their mission and values are clear as a company, commit to them, share them with their team and work so that these values are reflected in all areas of their business, from the operation to the marketing messages and communication with your target audiences. Marketing and its influence on consumer behavior should be seen as a vehicle to help you offer more than just products and services.

## Bibliography

Davies, Adrian (1995). *The Strategic Role of Marketing: Understanding Why Marketing Should Be Central to Your Business Strategy*. McGraw-Hill Book Co Ltd.

a BBC/TLC co-production. (2002). *Buy-ology: the science of buying and selling*. Princeton, NJ: Films for the Humanities & Sciences.

Zhang, D., & Huang, M. (2022). A Precision Marketing Strategy of e-Commerce Platform Based on Consumer Behavior Analysis in the Era of Big Data. *Mathematical Problems in Engineering*, 2022.

[https://link.gale.com/apps/doc/A715281309/AONE?u=mlin\\_c\\_annamc&sid=bookmark-AONE&xid=b9f93fcd](https://link.gale.com/apps/doc/A715281309/AONE?u=mlin_c_annamc&sid=bookmark-AONE&xid=b9f93fcd)

Budic, H., & Andrljic, B. (2011). Measuring students' satisfaction and its importance for improving marketing mix of services in higher education. *Annals of DAAAM & Proceedings*, 61+. [https://link.gale.com/apps/doc/A349222444/AONE?u=mlin\\_c\\_annamc&sid=bookmark-AONE&xid=1a10862d](https://link.gale.com/apps/doc/A349222444/AONE?u=mlin_c_annamc&sid=bookmark-AONE&xid=1a10862d)

Lendel, V., & Varmus, M. (2015). Proposal of innovative approaches of relationship marketing in business. *Business: Theory and Practice*, 16(1), 63.

[https://link.gale.com/apps/doc/A410770992/AONE?u=mlin\\_c\\_annamc&sid=bookmark-AONE&xid=178a39be](https://link.gale.com/apps/doc/A410770992/AONE?u=mlin_c_annamc&sid=bookmark-AONE&xid=178a39be)

Kumar, V., Sriram, S., Luo, A., & Chintagunta, P. K. (2011). Assessing the effect of marketing investments in a business marketing context. *Marketing Science*, 30(5), 924+.

[https://link.gale.com/apps/doc/A271405532/AONE?u=mlin\\_c\\_annamc&sid=bookmark-AONE&xid=71a9762d](https://link.gale.com/apps/doc/A271405532/AONE?u=mlin_c_annamc&sid=bookmark-AONE&xid=71a9762d)

Peek, Sean. (2022, August). The Science of Persuasion: How to Influence Consumer Choice. Business News Daily. <https://www.businessnewsdaily.com/10151-how-to-influence-consumer-decisions.html>

AdSpace. (2022, June). How Can A Marketing Strategy Affect Consumer Behavior In 2022. AdSpaceAgency. <https://www.adspaceagency.com/article/marketing-strategy-affect-consumer-behavior/>

Astute. (2022). Using Marketing Psychology To Influence Consumer Behavior. Astute. <https://astute.co/using-marketing-psychology-to-influence-consumer-behavior/>

CoolTool. (2022). How Marketing Influences Consumer Decisions. CoolTool. <https://cooltool.com/blog/how-marketing-influences-consumer-decisions>

Parker, O. (2022). What Is the Relationship between Marketing and Consumer Behavior? Smart Capital Mind. <https://www.smartcapitalmind.com/what-is-the-relationship-between-marketing-and-consumer-behavior.htm>

Radu, Valentin. (2022). Consumer behavior in marketing – patterns, types, segmentation. Omniconvert. <https://www.omniconvert.com/blog/consumer-behavior-in-marketing-patterns-types-segmentation/>

DJ Team. (2022). The Importance of Consumer Behavior in Marketing. Demand Jump. <https://www.demandjump.com/blog/the-importance-of-consumer-behavior-in-marketing>

Kajabi. (2020). What is consumer behavior in marketing and why is it important? Kajabi. <https://kajabi.com/blog/consumer-behavior>

- Customer Engagement. (2020). Understanding Consumer Behavior In Marketing. Moengage. <https://www.moengage.com/learn/consumer-behavior-in-marketing/>
- Twin, Alexandra. (2022). Marketing in Business: Strategies and Types Explained. Investopedia. <https://www.investopedia.com/terms/m/marketing.asp>
- Quain, Sampson. (2019). Advantages and Disadvantages of a Marketing Strategy. Chron. <https://smallbusiness.chron.com/advantages-disadvantages-marketing-strategy-53961.html>
- Gold, Liz. (2018). Advantages and Disadvantages of a Marketing Strategy. Biz Fluent. <https://bizfluent.com/info-8080080-marketing-strategy-important.html>
- Gibson, Nya. (2018). An Analysis of the Impact of Social Media Marketing on Individuals' Attitudes and Perceptions at NOVA Community College. OTS Master's Level Projects & Papers. 588. [https://digitalcommons.odu.edu/ots\\_masters\\_projects/588](https://digitalcommons.odu.edu/ots_masters_projects/588)
- Lockett, Asia R. (2018). Online Marketing Strategies for Increasing Sales Revenues of Small Retail Businesses. Walden University Scholar Works. <https://scholarworks.waldenu.edu/cgi/viewcontent.cgi?article=7175&context=dissertations>
- Williams, Robert. (2019). 90% of marketers see revenue impact from social media, survey says. Marketing Dive. <https://www.marketingdive.com/news/90-of-marketers-see-revenue-impact-from-social-media-survey-says/554204/>
- Barysevich, Aleh. (2020). How social media influence 71% consumer buying decisions. Search Engine Watch. <https://www.searchenginewatch.com/2020/11/20/how-social-media-influence-71-consumer-buying-decisions/>

Haider, Tashrifia & Shakib, Shadman. (2017). A Study on The Influences of Advertisement on Consumer Buying Behavior. Business Studies Journal.

<https://www.abacademies.org/articles/a-study-on-the-influences-of-advertisement-on-consumer-buying-behavior-7177.html>

Chen, B., Wang, L., Rasool, H., & Wang, J. (2022). Research on the Impact of Marketing Strategy on Consumers' Impulsive Purchase Behavior in Livestreaming E-commerce. *Frontiers in psychology*, 13, 905531. <https://doi.org/10.3389/fpsyg.2022.905531>

Maharramli, Gunel. (2020). Impact of Bad Digital Marketing Strategies on Companies' Profit and Brand Image. *Annals of Spiru Haret University. Economic Series*, 20(4), 155-164. <https://doi.org/10.26458/2048>

Chen, Yu-Chuan. (2016). The Impact of Marketing Strategies and Satisfaction on Student Loyalty: A Structural Equation Model Approach. *Canadian Center of Science and Education*. <https://files.eric.ed.gov/fulltext/EJ1110208.pdf>

Prince, Hannah. (2020). How consumer habits are changing—and how businesses can adapt. Survey Monkey. [https://www.surveymonkey.com/curiosity/how-consumer-habits-are-changing-and-how-businesses-can-adapt/?program=7013A000000mweBQAQ&utm\\_bu=CR&utm\\_campaign=71700000096739641&utm\\_adgroup=&utm\\_content=&utm\\_medium=cpc&utm\\_source=adwords&utm\\_term=&utm\\_kxconfid=s4bvpi0ju&language=&test=&gclid=Cj0KCQjwhsmaBhCvARIsAlbEbH7FwEK96ygIGhTy7skHnP83HT5vOVFHR4L4gh6FuKXcSm9arH-EnnMaAm65EALw\\_wcB&gclsrc=aw.ds](https://www.surveymonkey.com/curiosity/how-consumer-habits-are-changing-and-how-businesses-can-adapt/?program=7013A000000mweBQAQ&utm_bu=CR&utm_campaign=71700000096739641&utm_adgroup=&utm_content=&utm_medium=cpc&utm_source=adwords&utm_term=&utm_kxconfid=s4bvpi0ju&language=&test=&gclid=Cj0KCQjwhsmaBhCvARIsAlbEbH7FwEK96ygIGhTy7skHnP83HT5vOVFHR4L4gh6FuKXcSm9arH-EnnMaAm65EALw_wcB&gclsrc=aw.ds)

Barysevich, Aleh. (2020). How social media influence 71% consumer buying decisions. Search Engine Watch. <https://www.searchenginewatch.com/2020/11/20/how-social-media-influence-71-consumer-buying-decisions/>

Gilbert, Nestor. (2022). 84 Marketing Statistics You Must Read: 2022 Market Share & Data Analysis. Finances Online Reviews for Business. <https://financesonline.com/statistics-marketing/>

Growth Marketing: The new-age strategy to grow your business. (2022, August 10). Adgully, NA. [https://link.gale.com/apps/doc/A713256780/PPCM?u=mli\\_n\\_c\\_annamc&sid=bookmark-PPCM&xid=4a9a6c2d](https://link.gale.com/apps/doc/A713256780/PPCM?u=mli_n_c_annamc&sid=bookmark-PPCM&xid=4a9a6c2d)

Business Bliss Consultants FZE. (November 2018). Understanding Consumer Behaviour to Develop Brand Loyalty. Retrieved from <https://ukdiss.com/examples/internet-technology-developing-brand-loyalty.php?vref=1>

Business Bliss Consultants FZE. (November 2018). Developing Advertising Campaign by Comprehending Customer Behaviour. Retrieved from <https://ukdiss.com/examples/advertising-campaign-customer-behaviour.php?vref=1>  
[https://esource.dbs.ie/bitstream/handle/10788/3570/msc\\_raithel\\_p\\_2018.pdf?sequence=1&isAllowed=y](https://esource.dbs.ie/bitstream/handle/10788/3570/msc_raithel_p_2018.pdf?sequence=1&isAllowed=y)

Business Bliss Consultants FZE. (November 2018). Does Social Media Marketing Affect Choice of Tourism Destination?. Retrieved from <https://ukdiss.com/examples/0078800.php?vref=1>

Online Sharing Behavior" (2016). Doctor of Philosophy (PhD), Dissertation, Marketing, Old Dominion University, DOI: 10.25777/myck-ra55

[https://digitalcommons.odu.edu/marketing\\_etds/3](https://digitalcommons.odu.edu/marketing_etds/3)

Caruth, D. M. (2016). Social media marketing: An exploratory qualitative study of U.S. small business owner's priority balancing and cognitive strategies (Order No. 10042863). . (1775516915).

<https://login.ezproxy.cwmars.org:3443/login?url=https://www.proquest.com/dissertations-theses/social-media-marketing-exploratory-qualitative/docview/1775516915/se-2>