

DOI: <https://doi.org/10.32782/2524-0072/2024-66-52>

UDC 366.1:658.8.012.12

A STUDY ON CONSUMER BEHAVIOUR THROUGH ADVANCED MARKETING TOOLS

ДОСЛІДЖЕННЯ ПОВЕДІНКИ СПОЖИВАЧІВ ЗА ДОПОМОГОЮ СУЧАСНИХ МАРКЕТИНГОВИХ ІНСТРУМЕНТІВ

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The article is devoted to the study of consumer behavior using modern marketing tools. The author proves that in today's dynamic digital world, where competition is fierce and market trends are constantly changing, it is crucial for business survival to have a comprehensive understanding of consumer behavior and be able to effectively manage it. This is due to fierce competition and constant changes in market trends. The purpose of this article is to substantiate the peculiarities of researching consumer behavior using modern marketing tools. This study explores the complex relationship between the use of innovative marketing strategies in the digital sphere and the regulation of consumer behavior. In an attempt to find out how businesses can effectively overcome the obstacles associated with the digital ecosystem, the research article uses both empirical data and theoretical foundations. Using the results of surveys, the author identifies the main marketing tools. The research results suggest that modern marketing tools have a significant impact on managing consumer behavior in the digital age.

Keywords: consumer behavior, consumer behavior management, modern marketing tools, digital marketing tools, email marketing, social media marketing, content marketing, search engine optimization.

Наукова стаття присвячена питанням дослідження поведінки споживачів за допомогою сучасних маркетингових інструментів. Автором доведено, що у сучасному динамічному цифровому світі, де конкуренція є жорсткою, а ринкові тенденції постійно змінюються, для розвитку бізнесу необхідно мати всебічне розуміння поведінки споживачів та вміння ефективно керувати нею. Це пов'язано з жорсткою конкуренцією та постійними змінами ринкових тенденцій. Метою написання статті є обґрунтування особливостей дослідження поведінки споживачів за допомогою сучасних маркетингових інструментів. Це дослідження вивчає складний взаємозв'язок між використанням інноваційних маркетингових стратегій у цифровій сфері та регулюванням поведінки споживачів. Намагаючись з'ясувати, як бізнес може ефективно долати перешкоди, пов'язані з цифровою екосистемою, у науковій статті використовуються як емпіричні дані, так і теоретичні засади. Використовуючи результати опитувань, автором ідентифіковані основні маркетингові інструменти. Результати досліджень дозволяють зазначити, що сучасні маркетингові інструменти здійснюють вагомий вплив на управління поведінкою споживачів у цифрову епоху. Використовуючи аналіз на основі даних, персоналізовану тактику та багатоканальні методи, компанії можуть успішно приваблювати споживачів, зміцнювати прихильність до бренду та досягати тривалого розширення на ринку, що постійно зростає в умовах конкуренції. Також встановлено, що етичні проблеми, пов'язані з недоторканністю приватного життя споживачів, є надзвичайно важливими, це підкреслює необхідність для компаній дотримуватися етичних принципів і надавати пріоритет довірі споживачів у своїх маркетингових зусиллях. За результатами проведеного дослідження доцільно виокремити наступні аргументи: вдосконалені маркетингові інструменти формують вподобання споживачів і впливають на рішення про покупку, що робить цифрову сферу важливою частиною управління поведінкою споживачів; сучасні маркетингові інструменти мають великий потенціал, але організації повинні подолати значні перешкоди, щоб належним чином використовувати їх; швидкий розвиток цифрових технологій підкреслює необхідність для організацій бути гнучкими та адаптивними в цифровій сфері. Підтримка конкурентоспроможності та актуальності в цифрову епоху вимагає інновацій та обізнаності в тенденціях.

Ключові слова: поведінка споживачів, управління поведінкою споживачів, сучасні маркетингові інструменти, цифрові маркетингові інструменти, електронний маркетинг, маркетинг у соціальних мережах, контент-маркетинг, пошукова оптимізація.

Problem statement. In today's changing business world, organisations that want to effectively navigate the complexity of consumer behaviour management must first comprehend the digital terrain. As the digital landscape continues to alter customer preferences and purchasing decisions, organisations are increasingly relying on advanced marketing technologies to create engagement, influence behaviour, and achieve strategic goals. Colleges and universities serve an important role in supporting social and economic development, especially in nations like China where technological breakthroughs are fast altering old industries. With a long history of invention and an increasing emphasis on digitalization, China is at the forefront of global technology growth, using modern marketing techniques to increase customer engagement and promote company success. China's digital marketing tools have grown and transformed significantly, owing to the country's rapid digitization, technical innovation, and increasing consumer market. In this setting, understanding the mechanics of customer behaviour management via advanced marketing techniques is critical for organisations looking to survive in the digital age. This study aims to provide insights into how organisations may conquer the digital landscape by investigating the intersection of digital technology, customer behaviour, and marketing techniques. This study endeavour, which draws on theoretical frameworks and empirical research, seeks to reveal patterns, trends, and problems inherent in consumer behaviour management within the digital setting. This study seeks to provide businesses with the knowledge and resources they need to optimise their marketing efforts and achieve sustainable growth in the digital era by conducting a thorough review of demographic characteristics, digital marketing methods, and consumer interaction tactics. Finally, by elucidating the mechanisms by which advanced marketing tools influence consumer behaviour, this study advances our understanding of consumer behaviour management in the digital age and enables businesses to thrive in an increasingly digital-centric marketplace.

Analysis of recent research and publications. The following scholars have made a significant contribution to the study of consumer behavior using modern marketing tools: Bala D.M., Lim W.M., Neslin, S. A., Qadri M. A., Singh, R. P., Verma M.D., and others.

Identification of previously unresolved parts of the general problem. Data processing

in real-time, privacy and ethics concerns with data consumption, AI model transparency and interpretability, and online/offline channel integration are all issues that have not been fully addressed in the listed articles. Also, in surroundings with constant communication, there is a lack of knowledge about how new technologies will affect society in the long run and how to ensure compliance with regulations. In brief, this article searches for opportunities and threats to long-term growth by investigating how companies leverage cutting-edge marketing tech to impact consumer behaviour, boost customer engagement, enhance marketing strategy, and boost corporate performance in the digital era.

The purpose of the scientific work is to substantiate the peculiarities of the study of consumer behavior with the assistance of modern marketing tools.

Presentation of the main research material. The research findings provide valuable insights into the management of customer behaviour in the digital environment by leveraging sophisticated marketing technologies. Analysis of survey data reveals that a significant majority of organisations, specifically 85%, have included advanced marketing technologies such as data analytics, artificial intelligence, and marketing automation. These tools are utilised to influence consumer preferences and stimulate purchasing behaviours in the digital age, as shown in Figure 1.

Additionally, a significant portion of business executives (35%) assert that digital transformation enables them to fulfil consumer demands and enhance operational efficiency (40%) more effectively [10]. Furthermore, 38% of executives intend to allocate additional resources towards technology to establish it as their competitive advantage. Furthermore, among the 699 executives surveyed, a significant majority of 82% reported that their organisations had either already implemented digital technology or have intentions to do so soon (72% have implemented, while 10% have plans to implement shortly) [13]. Furthermore, the study indicates that 86% of consumers affirm that customised encounters in digital marketing enhance their allegiance to businesses. Additionally, consumers tend to expend an average of 21% more on brands that provide personalised experiences, as opposed to those that do not. Companies across many industries, regardless of their size or kind, unanimously recognise the significance of digitalization in ensuring the success of their business [8].

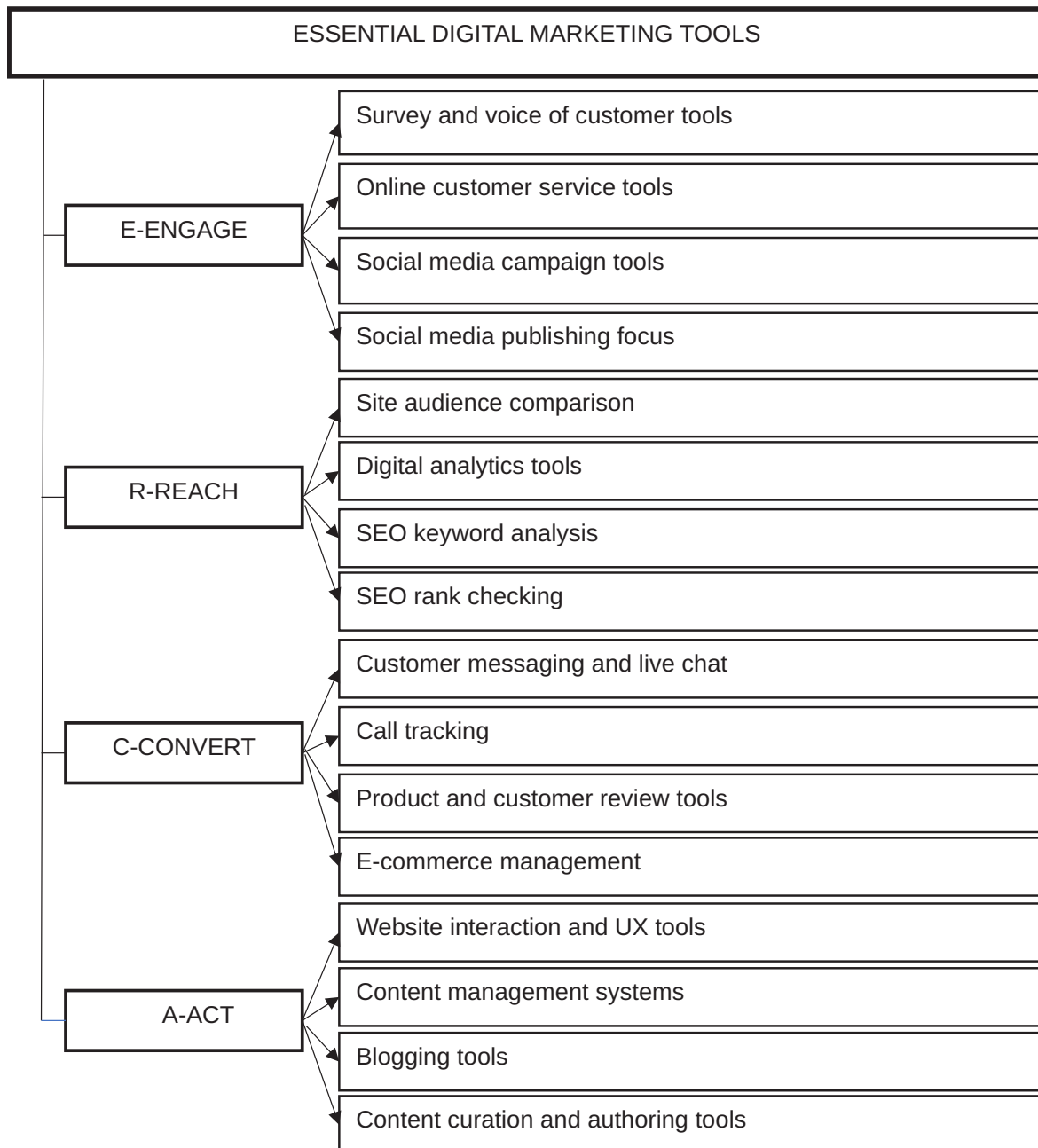


Figure 1. Essential digital marketing tools

Source: compiled by the author based on from Chaffey (2024) [4]

МАРКЕТИНГ

In the rapidly evolving digital landscape, businesses must grasp consumer behaviour and manage it effectively to stay competitive. This research explores the complex relationship between innovative digital marketing strategies and consumer behaviour regulation, employing a mixed-methods approach (see Figure 2 for an overview of digital marketing tools such as branding, service, viral marketing, websites, content marketing, SEO, advertising, and social media). The study aims to provide actionable insights into optimizing digital marketing

strategies, expanding academic understanding, and helping businesses thrive amidst constant market changes. By bridging theory and practice, the research emphasizes the need for adaptability and innovation to maintain a competitive edge in the digital marketplace.

Moreover, data analysis demonstrates that customised experiences in digital marketing is essential for firms to maintain competitiveness and stimulate expansion in the contemporary digital environment. McKinsey & Company's new survey reveals that a staggering 91%

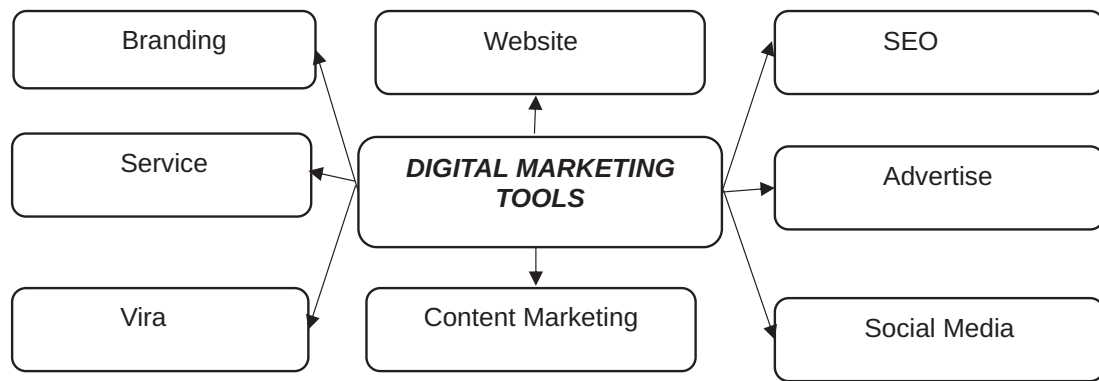


Figure 2. Digital marketing tools

Source: compiled by the author based on from Chaffey (2024) [4]

of consumers exhibit a higher inclination to patronise firms that offer pertinent offers and recommendations [1].

This statistic highlights the significance of personalisation in attracting consumer attention and influencing purchasing behaviour. Furthermore, a study conducted by Accenture indicates that 83% of consumers are inclined to disclose their data in return for a customised experience [6]. This report underscores the growing need from consumers for customised interactions with companies and their readiness to share personal information in exchange for personalised offers and recommendations.

In 2020, the worldwide earnings from software and services for customer experience personalisation and optimisation amounted to 7 billion US dollars. It is projected to increase to 11.6 billion US dollars by 2026 [7] (Figure 3).

Furthermore, consumer studies reveal an increasing recognition of data privacy concerns among customers, with 86% expressing apprehensions regarding the gathering and utilisation of their personal information by firms. The significance of openness, permission, and data control in upholding ethical marketing tactics and preserving consumer trust is emphasised by this. Businesses that place a high importance on

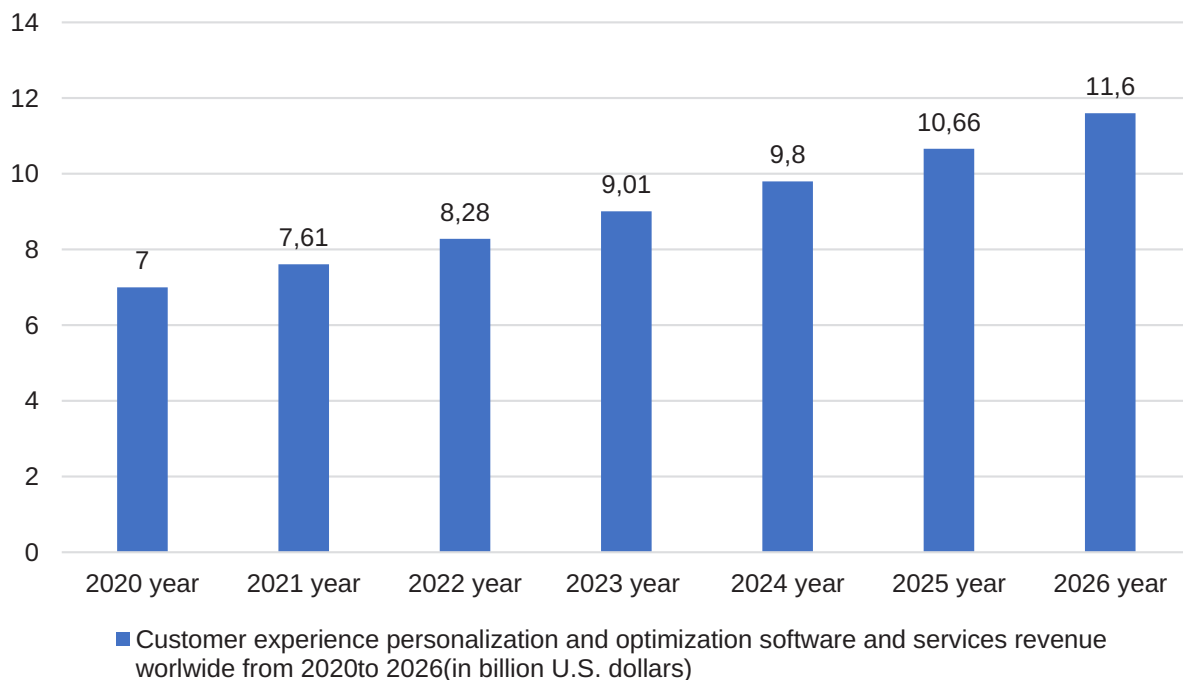


Figure 3. Global revenue of customer experience personalization and optimization software and services rises

Source: compiled by the author based on from Dencheva (2023) [7]

safeguarding consumer privacy and implement clear and open data procedures are more inclined to establish enduring relationships with their customers and cultivate brand loyalty in the digital realm [14].

To summarise, the research findings emphasise the significant influence of sophisticated marketing tools on the management of consumer behaviour in the digital age. Using data-driven analysis, personalised tactics, and omnichannel methods, firms can successfully captivate consumers, foster brand allegiance, and attain enduring expansion in a progressively competitive market. Nevertheless, the ethical concerns surrounding consumer privacy are of utmost importance, underscoring the necessity for firms to maintain ethical principles and prioritise consumer confidence in their marketing efforts.

The implementation of advanced marketing tools encounters various complex obstacles, such as inadequate government participation and funding, organisational barriers like skill deficiencies and reluctance to adapt, challenges in maximising consumer interaction and conversion, ethical concerns regarding data privacy, and a scarcity of proficient experts. To address these challenges, it is necessary to foster cooperation between the government and businesses, implement organisational changes, and invest in talent development. Additionally, it is important to navigate ethical considerations in order to effectively utilise advanced marketing tools to influence consumer behaviour and achieve business success in the digital age.

In order to effectively navigate the digital landscape, it is imperative for the government, corporations, and educational institutions to collaborate and employ cutting-edge marketing strategies for the management of consumer behaviour. Organisations should give priority to restructuring and providing training in digital marketing. Enhancing data integration and customisation is crucial for effectively engaging consumers, while employing ethical marketing strategies fosters trust. Recruitment and development initiatives aim to tackle skills shortages, assisting companies in navigating the digital landscape and enhancing consumer behaviour management.

Digital marketing tools include social media marketing, email marketing, search engine optimization, content marketing, and marketing automation. These tools can significantly influence and enhance social media marketing strategies. For a comprehensive overview of how these tools interact and their specific impact on social media marketing, refer to Figure 4, which illustrates the connections and effects of each tool on social media outcomes.

Examining the data presented in Figure 4 offers significant insights into the fundamental tasks required to excel in navigating the digital age of customer behaviour management using advanced marketing technologies. Hence, it is crucial to delineate pivotal tactics to enhance the utilisation of these technologies and efficiently complete their social service responsibilities in the digital domain.

Firstly, it is essential to build strong ties between academic institutions and industry.

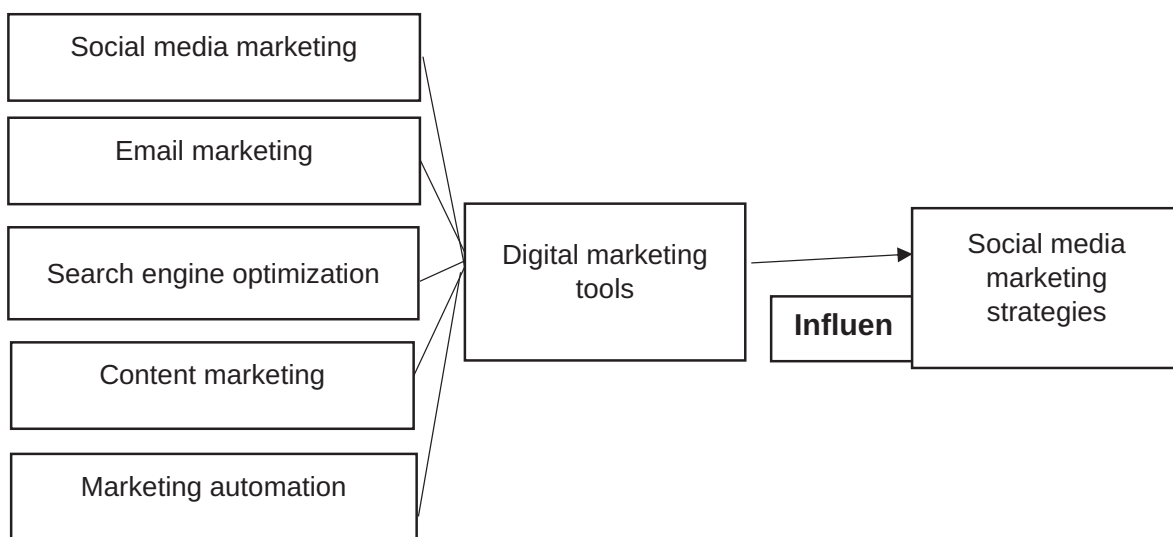


Figure 4. Digital marketing tools and consumer behaviour

Source: compiled by the author based on Bala & Verma (2018) [2]

The tight partnership between universities and enterprises is crucial due to the disruptive impact of digital technology on consumer behaviour. Academic institutions may provide businesses specialised knowledge, research discoveries, and skilled individuals, whereas corporations can provide businesses with actual data, industry knowledge, and realistic implementations of advanced marketing techniques. This relationship enables the transfer of knowledge, promotes innovation, and improves the practical applicability of academic research in consumer behaviour management.

Furthermore, it is important to enhance connections with prominent research organisations that specialise in digital marketing and consumer behaviour. Through fostering partnership with these institutions, colleges can have access to state-of-the-art research, methodology, and technology breakthroughs in the fields of digital marketing analytics, artificial intelligence, and consumer psychology. This partnership allows colleges to stay updated on emerging trends, utilise cutting-edge technologies and approaches, and contribute to the advancement of consumer behaviour management in the digital environment.

Furthermore, it is vital to establish strategic alliances with governmental entities that oversee and influence the digital marketing industry. Universities must engage in collaboration with regulatory organisations to ensure adherence to pertinent rules and regulations, considering the dynamic regulatory landscape and ethical concerns pertaining to data privacy and consumer protection. Furthermore, universities can offer their specialised knowledge and research findings to contribute to the formulation of policies and advocacy initiatives that aim to encourage

the appropriate and ethical utilisation of new marketing techniques.

Finally, it is necessary to directly interact with consumers through experiential learning projects and community outreach programmes. Universities can equip students and businesses to efficiently traverse the intricacies of the digital ecosystem by conducting workshops, seminars, and practical training sessions that specifically focus on digital marketing tactics and consumer behaviour analysis. Furthermore, by actively interacting with consumers via social media campaigns, surveys, and focus groups, colleges can collect useful input, enhance marketing strategies, and respond to changing consumer preferences and requirements.

Conclusions. This research's extensive evaluation of the digital world and consumer behaviour management yielded numerous noteworthy findings. First, improved marketing tools shape customer preferences and drive purchasing decisions, making the digital sphere an essential part of consumer behaviour management. Second, advanced marketing tools have great potential, but organisations must overcome substantial obstacles to properly utilise them. To overcome organisational impediments, ethical issues, and skill shortages, proactive initiatives and investments are needed. Third, the rapid evolution of digital technology emphasises the need for organisations to be nimble and adaptable in the digital realm. Maintaining competitiveness and relevance in the digital age requires innovation and trend awareness. Finally, using modern marketing technologies involves technology innovation, organisational readiness, ethical considerations, and talent development. Businesses may grasp digital and sustain consumer behaviour management growth by addressing these essential factors.

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