

Influence of Consumer Behavior and segmentation on the use of suitable Marketing Communication Channels

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Abstract: *Comprehending consumer behavior is essential for marketers to recognize market prospects, focus on the suitable customer segments, and make more well-informed choices to achieve business goals. This essay exemplifies the impact of marketing messages on customer behavior and consumer segmentation. By employing a combination of digital and traditional marketing strategies, marketing communication has played a crucial role in establishing connections with clients. Segmenting consumers into separate generations can enhance the effectiveness of marketing activities by enabling marketers to tailor their communication strategies to different consumer cohorts, utilizing the most appropriate and efficient marketing channels.*

Keywords: consumer behaviour, segmentation, marketing communication channels, customers.

I. INTRODUCTION

Consumer behavior refers to the cognitive and behavioural processes that individuals go through when they actively search for, evaluate, purchase, use, and dispose of products and services in order to meet their needs and desires. This study examines the aspects derived from social psychology, anthropology, economics, sociology, and psychology that influence individuals' purchasing decisions. Marketing communication is a powerful strategy that can influence consumer buying behavior, targeting both individual and corporate clients. Information plays a vital role in marketing communication since it can affect customer behavior towards other businesses and shape consumer perception, which is the core aspect of cognitive processes. Moreover, it exerts an influence on the consumer's acquaintances, social network, and relatives, while simultaneously altering societal norms and customs. Nevertheless, marketing communication strategies need to be tailored differently for various client segments, such as geographic, psychographic, behavioural, and demographic segmentation.

II. SEGMENTATION OF CONSUMERS

If there are several buyers for a product or service, the market can be segmented into smaller segments (PIMT, 2014). Consumer segmentation involves categorizing a customer base into distinct groups based on similarities in age, gender, hobbies, and purchasing behaviors. Marketers might concentrate their marketing endeavors on these specific consumer segments (Rouse, 2007). The four most commonly used bases for consumer segmentation are geographic segmentation, psychographic segmentation, behavioral segmentation, and demographic segmentation. Geographical segmentation categorizes the market into different geographic areas, such as regions, cities, or towns. On the other hand, psychographic segmentation groups people based on their personality traits, lifestyle, or character. Consumer behavior is divided into segments depending on factors such as brand loyalty, frequency of usage, brand awareness, and attitude towards a product or service. Demographic segmentation categorizes the market based on factors such as age, gender, education, employment, or income (Sun, 2009). Age-based segmentation is a type of demographic segmentation that groups individuals with similar ages and life experiences, such as Baby Boomers, Generation X, and Generation Y. Generation X encompasses individuals born from 1965 to 1985, whilst Generation Y encompasses individuals born from 1986 to 2002. Individuals born between 1946 and 1964 are commonly referred to as Baby Boomers.

III. FACTORS THAT INFLUENCE CONSUMER BEHAVIORS

Three elements—external circumstances, individual determinants, and decision-making processes—can have an impact on consumer behaviour. Subcultural influences, social class influences, familial influences, cultural influences, and other influences are examples of external causes. Figure 1 shows that the external environment, which is also the primary impact, is represented by the outermost circle. Personality, self-concept, and attitude are all examples of individual determinants, along with perception and information processing, participation and motivation, learning and memory. In Figure 1, the individual determinant is situated between environmental variables and the decision-making process. These factors, which are of a personal character, have an impact on how customers make decisions about goods and services. Problem identification, information search and appraisal, and post-purchase behaviour are all part of the decision-making process (Prasad Institute of Management and Technology [PIMT], 2014). The decision-making process for products and services is shown in Figure 1's innermost circle. When consumers often buy pricey goods but know little about them, making a selection is difficult and takes more time. Consumer behaviour, however, may vary depending on the individual and the circumstance. A person's decision to buy a smartphone, for instance, can be exceedingly difficult for them to make in one setting, but it might be easy for others to make in the same circumstance.

IV. MARKETING COMMUNICATION

Communication is described as the sharing of thoughts, information, and emotions. It is the cornerstone of social interaction and one of the most emblematic of human endeavours. Since marketing communication emerged throughout the last decades of the 20th century, the industry has made great strides. In order to interact with a market, marketing communication employs linked media to convey messages. In a global market, it is described as having great dynamism and strong rivalry. In order for customers to grasp the features and advantages when they buy or use the products or services, businesses often determine the most effective approach to convey the information. Informing, persuading, and reminding are the three main goals of marketing communication. It aims to arouse interest and awareness among the target audience and provides information about the items' existence and where they can purchase them. Additionally, it serves to convince clients that a company's goods or services are superior to those of its rivals in terms of value. Then, it might prompt buyers to act by making a purchase by serving as a reminder (PIMT, 2014). In light of this, marketing communications are crucial to the success of a corporation. Communication and marketing go hand in hand, and their significance has grown over the past few decades. Nowadays, practically all organisations use marketing communication to carry out their goals and objectives.

V. THE ROLE MARKETING COMMUNICATION

The American Marketing Association (AMA) defines marketing communication as the planning process that customers get from all brand interactions for a product or service that is pertinent to them and consistent over time. The goal is to make sure the message is delivered when using media. While the use of the marketing communication component is to deliver information to customers so they could have a better understanding of the distribution of the product and the product knowledge, consumer behaviour can be changed as an effect of gaining new knowledge from reading, observation, discussion, or actual experience. The primary objective of marketing communication channels is to influence and shape customer attitudes through the use of factors including products, prices, and distribution, as well as consumer attitudes.

VI. IMPACT OF MARKETING COMMUNICATION ON CONSUMER BEHAVIOUR

Online and offline marketing channels may be used to communicate marketing messages. Direct mail, radio, billboards, television, industry relations, public relations, and conventional printed media are examples of offline marketing channels. Internet TV, pay-per-click, search engine optimization (SEO), search engine marketing (SEM), e-commerce, email, affiliate marketing, mobile marketing, social media, and blogs are all examples of online marketing channels. Research has shown that compared to physical marketing communication, internet marketing communication has a larger impact on customer behaviour.

Based on the findings of market research and market segmentation, marketing communications can affect consumer behaviour processes. It conveys the message using the elements of the marketing mix while learning the value of

communication through a planned and executed marketing communication strategy. Consumer impression of goods, services, or even an organisation may change for a variety of reasons. The characteristics of the products are one of the causes. The findings indicate that a product's physical packaging or a feature of the product might alter how consumers perceive it. Therefore, brand image and brand distinction are related to customer perception, which is tied to marketing communication. Price, a further element of marketing communication, also directly affects perception. . The majority of the time, a consumer's preferences or decision are determined by how well they perceive the value of a product and how much they can expect to pay for it. As a result, the quality or advantages that consumers may obtain from the items or services and their willingness to pay a price for such qualities or benefits are related. Consumers' subjective perceptions of pricing, however, cannot be fully explained. The physical shop décor, location, product arrangement, services provided by the organisation and employees, and the type of distributions—which may be intense, selective, or exclusive—are all factors that affect how customers perceive a brand. The complicated process of motivation has the potential to be influenced internationally by marketing communication, particularly through marketing communications component.

VII. MARKETING COMMUNICATION CHANNELS ON SEGMENTATION CONSUMER

To target certain consumers, marketers frequently utilise segmentation in marketing communications like advertising. The simplest segmentation method, generational segmentation, has several advantages provided the study is done well and used appropriately. It has nonetheless contributed to the creation of trustworthy target markets up to the present. Experiences, values, beliefs, attitudes, preferences, sentiments, opinions, and ideas vary throughout generations. For instance, the use of online banking is perceived differently by various generations. Marketers may communicate with different generations of consumers by using the most suitable and successful technique by being aware of the distinctions between Generation X, Generation Y, and Baby Boomers. The retirement age for the Baby Boomer generation is rapidly approaching. Products that appeal to their feeling of nostalgia or health will appeal to them more. This generation of consumers is the wealthiest and spends less since they are starting to save money for their retirement. Health-conscious consumers are a possible target audience for advertisements in this generation. Generation X consumers typically lead more relaxed, familial lifestyles. They will partake in leisure pursuits if they have free time. Since they are in the middle of their career, they place a high importance on balance and perspective in their lives. Customers from this generation are more inclined to purchase products and watch commercials that support family values. Group Y is the generation with the highest purchasing tendencies, and its size is three times that of Generation X. Researchers have found that Generation Y is more brand-conscious and has access to a wider range of advertising media, including as television, radio, and the internet, which are more common in this generation as a result of technical improvements since Generation Y was a young adult. Generation Y is known for being more focused on music, technology, and fashion. Therefore, it would be appropriate and successful to use members of the same generation in advertisements while including their musical and fashion tastes.

VIII. DISCUSSION

Multiple research on customer behavior have established a connection between active engagement in marketing messages. Ensuring consistent delivery of messages is essential for successful marketing communications in order to build a positive impression and gain the trust of target consumers. Marketing communication is effective in influencing customer behavior, particularly among Generation Y consumers, when it is used to convey a specific and unambiguous message through broadcast media such as television or radio. Advertisements in newspapers, magazines, billboards, radio, and television drive consumers' desires and needs. However, internet communication channels are the most efficient and expedient means for individuals to acquire further information about certain products or services. Word-of-mouth marketing is a strategy employed within social circles to motivate potential clients to seek additional information about a specific product or service on the internet. A significant portion of Generation Y clients, along with certain individuals from Generations X and Baby Boomers, like to integrate both online and offline marketing communications. In order to cater to the needs and desires of all consumer segments, it is essential for a marketer to utilize both online and offline marketing communication channels.

IX. CONCLUSION

Marketers should possess a more comprehensive understanding of the factors influencing consumers' spending habits in a culture that places importance on conspicuous and comparative consumption. In order for the marketing communication channel to be efficient, marketers must possess a comprehensive comprehension of client behavior and generational segmentation. Marketing experts can effectively tackle complex consumerism by utilizing the most potent marketing communication strategies, provided they possess a comprehensive understanding of consumer behavior. Moreover, marketing communication plays a vital role in establishing a personal rapport between the consumer and the product. Strategic utilization of marketing communication by marketers can effectively modify consumer behavior, cultivate brand loyalty, and promote enduring customer trust. Furthermore, market segmentation is advantageous for an organization as it enables the identification of the target market and the utilization of the appropriate marketing communication channel. Consumers from different generations exhibit distinct approaches when it comes to purchasing goods and services. Therefore, marketers should create an appropriate marketing communication channel that aligns with their needs. An in-depth comprehension of client preferences enables marketers to prudently use marketing dollars and implement highly effective advertising campaigns, as brand loyalty often originates from compelling marketing messaging pertaining to the products or services.

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