

## **6. The impact of automated and social media marketing on consumer behaviour**

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### **Abstract**

*This article discusses recently published consumer research in relation to social media and digital marketing. The following five points have been noted: Online WOM, reviews, and feedback, consumer responses to digital advertising, the effects of digital surroundings, digital gadgets, and digital consumer culture. These articles together shed light on how consumers engage with and are shaped by the digital worlds that they are situated in as part of their daily lives from a range of viewpoints. There is still plenty to discover, and the information now available occasionally overemphasises WOM, which is but one component of the digital consumer experience. Some recommendations for future study are made to encourage academics to consider a wider range of events.*

**Keywords:** Automated, consumer behaviour, WOM (word of mouth), digital, social media, mobile gadgets.

### **INTRODUCTION**

Businesses have the ability to tailor their marketing messages, target their campaigns to certain groups, assess the performance of their initiatives in real-time, and increase conversions thanks to automated (Mariani et al., 2022) and social media marketing tactics. Businesses may design campaigns that are specific to a consumer's wants and preferences based on demographic data or previous purchase history by using automated and social media marketing. By doing this, businesses can guarantee that the messages and information they are sending to customers are both pertinent and effective.

Simultaneously, automated and social media marketing (Ruparel et al., 2023) has made it simpler for customers to compare the goods and services provided by multiple firms, enabling them to make more educated purchase decisions. Additionally, customers are engaging in more

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two-way interactions with businesses through channels like social media networks and customer reviews, which provide them with more knowledge about a company's product line before they make a purchase. Since they can now more clearly comprehend the requirements, wants, and desires of their clients than ever before, businesses (du Plessis, 2022) are better able to modify their offers to suit those demands.

It is obvious that people are becoming more and more used to social and digital media. This serves a variety of functions, including assisting customers in their duties as they research items, buy and use them, and share their experiences with others (Consiglio & van Osselaer, 2022). Marketers have increased their usage of digital marketing channels in response to this fundamental shift. In fact, it is anticipated that by 2017 almost one-third of worldwide advertising spending would occur through digital media (Tabuena et al., 2022). Therefore, consumer marketing in the future will mostly take place online, notably on social media and smartphones. Therefore, it is crucial for consumer research to look into and comprehend customer behaviour in digital settings. This has been happening (Evans et al., 2022) over the last decade, with increasing amounts of research focusing on digital consumer behaviour issues. The literature is still relatively nascent, however, and more research is of course needed—particularly given the ever-changing nature of the digital/social media/mobile environments (B. Kumar & Sharma, 2022) in which consumers are situated and interact with brands and each other. This article attempts to take stock of very recent developments on these issues in the consumer behaviour/psychology literature, and in doing so hopes to spur new, relevant research.

### **RESEARCH POINTS AND FINDINGS**

Consumer research on automated and social media marketing reveals five key points about the effects of these mediums on consumer behaviour. As digital technology has advanced, so has consumer digital culture and its associated behaviours. Online advertising in particular has become increasingly prevalent as an effective method for brands to reach target audiences with their messaging. Additionally, research has shown that digital environments such as online marketplaces can impact the types of purchases that consumers make. Mobile platforms have also been influential in determining how quickly consumers are able to access products and services from anywhere, furthering convenience and efficiency. Finally, one of the most widely

discussed topics within this context is the impact of online word-of-mouth and reviews. Online reviews are often taken into account by consumers when making purchasing decisions, creating a feedback loop for both customers and brands that reinforces user behaviour over time. All of these points together create a landscape in which automated and social media marketing has drastically changed consumer behaviour compared to traditional forms of marketing communication.

### **Digital Consumer Culture**

Consumer digital culture study takes the digital settings that consumers are positioned in very seriously. Understanding how consumers' identities and self-concepts transcend into digital realms, as demonstrated work (Halkiopoulos et al., 2022), has been a crucial component of this research. Expanded on his earlier research on the "extended self" to take into account the digital environments in which consumers currently find themselves (Ltd, 2022b). This work is significant for the development of theory because it takes into account ideas like the possibility that consumers may have multiple selves as a result of having multiple online "personas." Kral's also identifies a number of potential study fields. Consumer digital culture study takes the digital settings that consumers are positioned in very seriously. This study has placed a high priority on comprehending how consumers' identities and self-concepts extend into digital spheres, as shown by kral's work. In order to account for the modern digital world in which consumers are immersed, kral expanded on his prior study on the "extended self." Because it considers concepts like the likelihood that customers may have many selves as a result of having several online "personas," this study is crucial for the development of theory. Understanding how consumer identities and self-concepts transcend into digital domains has received significant importance in this subject, as demonstrated by kral's (Ltd, 2022b) work. Kral (Ltd, 2022b) built on his earlier research on the "extended self" to take into consideration the contemporary digital realms in which consumers are enmeshed. This study is important for the development of theory since it takes into account ideas like the possibility that consumers may have many selves as a result of having several online "personas." kral lists a number of suggested study areas as well. Other research (Rabby et al., 2022) projects on this point were more narrowly focused. The "megaphone effect, and blockchain modelling" which refers to the ability of regular customers to reach large audiences through digital/social media, was

examined by and centred on fashion blogging. This study is important for the development of theory since it takes into account ideas like the possibility that consumers may have many selves as a result of having several online "personas." kral lists a number of suggested study areas as well. Other research projects on this point were more narrowly focused. They highlighted how bloggers (Malik & Aggarwal, 2022) build their readerships and accumulate social capital by displaying (Rabby et al., 2022) "good taste," which had a major influence. This simply implies that a blogger (or "influencer" in a social media arena) (Lv et al., 2022) provides suggestions that let others know she is an expert. Since indicating favourable personal qualities is probably a typical incentive for publishing certain items on websites like Facebook, this has implications for understanding consumers' content-generation habits on social media in general. Together, these essays provide significant conceptual insight into how we view consumers in the digital age, especially by suggesting a broader understanding of what it means to be a consumer in the modern digital age (Limna, n.d.).

### **Advertising**

Digital advertising is quickly becoming an essential part of modern marketing strategies(Boerman & Smit, 2022), as businesses are realizing the potential impact of automated and social media marketing on consumer behaviour. Automated digital marketing platforms offer access to sophisticated tools that enable businesses(Hayes et al., 2022) to target specific audiences, and analyse the success of their campaigns. Social media provides a unique platform for companies to engage with consumers directly, and track their interactions in real time. This two-way dialogue can inform marketing campaigns by providing valuable insights into how consumers react to particular messages and content(Ktisti et al., 2022). Through these channels, businesses can develop targeted messages that speak to the needs and interests of their audiences more effectively than ever before. Furthermore, through automation and analysis, marketers can also continuously improve upon their strategies to create effective, customized campaigns that yield higher conversions and drive sales(Kirk & Teeling, 2022). As such, automated and social media marketing has had a profound impact on consumer behaviour by increasing visibility for businesses, driving more leads and sales conversions, helping better segment audiences and providing insightful data on customer preferences and interests Recent publications from many angles examined the behavioural elements of digital advertising. A few

papers (Chong, 2022) took an intriguing stance on how to deal with (supposed) psychological reactivity brought on by the personalisation of digital ad targeting(Stephanie, 2022). thought about using normative reciprocity appeals to counteract people's objections to customization (instead of utility appeals). When a customer returns to a website, tailored recommendations are created based on previous online browsing activity(Consiglio & van Osselaer, 2022). Retargeting does elicit negative reactions, although they are lessened when customers' preferences have grown more exact(Poon, 2022). personalised website ads are more well-received when consumers feel more in control of the personal information used for personalization(Safwan & Ahmed, 2021). This finding directly relates to psychological literature and offers a theoretical framework for future research into consumer digital privacy(Chen, 2018), which is currently lacking.

### **Digital environments' effects**

The emergence of automated and social media marketing has revolutionized how businesses communicate with their customers. Automated and social media marketing enables companies to target specific customer segments and quickly deliver personalized(Maier & Klotz, 2022) content to a large number of users, making it easier for them to find and purchase products or services that meet their needs. As a result(Cai et al., 2022), consumers are more likely to interact with brands on social media platforms, which can drive up customer engagement. Furthermore, as customers increasingly rely on online sources for information, automated(Evans et al., 2022) and social media marketing have the potential to increase brand visibility and shape consumer buying behaviour(Chang et al., 2022). Customers have the chance to share their opinions and offer feedback on their experiences on social media channels. Utilizing this platform allows businesses to better understand consumer behaviour patterns(Marsh et al., 2022) and decide on product enhancements and marketing tactics. Social media platforms also give businesses the chance to communicate with customers directly, improving customer relations by enabling them to rapidly address grievances or inquiries(Vanden Abeele et al., 2022). The influence of social media and digital environments on consumer behaviour has been a topic in recent years [21–23]. The effects might be categorised as environment-incident or environment-integral (i.e., how digital surroundings affect behaviour in those contexts) (i.e., digital environments influence behaviour in other, unrelated environments). It's fascinating to observe how different informational and social aspects of digital and social environments, such as exposure to other

consumers' opinions and choices (such as bids in online auctions)(Rolton et al., 2022) or even just their friends' personal lives through social media, can affect a person's actions in the future. For instance, automation tools such as machine learning algorithms can be used by businesses in order to effectively segment their target audience(Paananen et al., 2022) based on various criteria like demographics, interests or past purchases. By providing targeted campaigns and customized experiences based on these segmentations, companies are able to personalize their offers which in turn encourages customers' loyalty and trust in the brand. Automation tools also help streamline business processes while reducing the human effort required in mundane tasks like order fulfilment (Ltd, 2022a) investigated learning from strangers in digital contexts with regard to environment-integral implications. They learn that people behave aggressively toward ambiguous others (strangers) in competitive online environments and infer interpersonal dissimilarity from them (Carly Jackson et al., 2022). They also learn that learning online that others have made the same decisions as you can reduce, not increase, confidence in your decisions if others' justifications (for example, in online reviews), are different. By examining an environment-incident response, looked at how using Facebook affected self-control from a new perspective. They found that people demonstrated less self-control when making(Driessen et al., 2022) judgments regarding, for example, healthy behaviours, after being exposed to more personal Facebook friends. For instance, (Al-Khayyal et al., 2020) investigated learning from strangers in digital contexts with regard to environmentintegral implications. They discover that consumers in competitive online environments infer interpersonal dissimilarity and behave aggressively toward ambiguous others (strangers) (Mukherjee, 2022), and they discover that discovering online that others have made the same decisions as you can decrease, not increase, confidence in your decisions if others' justifications (for example, in online reviews), are different. From a different angle, investigated how using Facebook (Deng et al., 2022) influenced self-control by looking at an environment-incident reaction. They discovered that after being exposed to more intimate Facebook friends, consumers displayed less self-control when making decisions about, say, healthful behaviours (e.g., choosing a cookie instead of a healthier granola bar)(Onyena et al., 2022).

### **Digital gadget:**

The development of social media marketing and automated marketing has had a significant influence on customer behaviour (Drummond, 2022). Companies are now able to obtain real-time data through automation about the preferences, routines, and actions of their clients in order to more precisely adapt messaging for a personalised experience. This enables more accurate targeting and wider distribution of pertinent goods and services. Additionally, automated marketing minimises human labour by cutting back on time-consuming duties like campaign monitoring and follow-ups, thus improving the effectiveness of the client acquisition process (Pereira-Castro et al., 2022). Additionally, using social media sites like Twitter, Instagram, and Facebook enables businesses to communicate (Seeletso, 2022) with their customers directly through postings or even actual discussions. Businesses may utilise these platforms to listen to their customer's needs and opinions while forming connections that would be challenging to make via more conventional modes of communication. Social media's immediate nature enables businesses to resolve any concerns that may develop almost immediately, which raises consumer satisfaction levels (Lai, 2008). This is especially intriguing in the context of shopping. Study shows how shoppers react to mobile coupons in physical stores found that asking customers to stray from their intended shopping patterns for mobile (V. Kumar et al., 2022) offers can lead to higher unintended expenditure. When it comes to online buying, (Nurhayati et al., 2022) concentrated on using mobile devices (such as tablets) and in particular, how touching things might improve emotions of psychological ownership and endowment as opposed to just clicking with a mouse. This is an intriguing contribution since there hasn't been much research on how consumers physically interact with mobile devices and how that affects how they make decisions, despite the fact that it's crucial as this piece demonstrated. This is especially intriguing in the context of shopping. (Suherlan et al., 2022) on how shoppers react to mobile coupons in physical stores found that asking customers to stray from their intended shopping patterns for mobile offers can lead to higher unintended expenditure. When it comes to online buying, (Bouaamri et al., 2022) concentrated on using mobile devices (such as tablets) and in particular, how touching things might improve emotions of psychological ownership and endowment as opposed to just clicking with a mouse. This is an intriguing contribution since there hasn't been much research on how consumers physically interact with mobile devices and how that affects how they make decisions, (Rahmayani & Nofrialdi, 2022) despite the fact that it's crucial as this piece demonstrated.

### Online WOM and Reviews/feedback

One of the most potent forces influencing customer behaviour is word-of-mouth (WOM)(S. Kumar et al., 2023). Automated and social media marketing are vital in influencing clients' decisions in today's digital environment, as they are growing more connected and techsavvy. Companies may swiftly and affordably engage with wider audiences via automated and social media marketing(Sann et al., 2022), which enables them to do so in an engaging manner.

Researchers are eager to investigate how automated and social media marketing affect customer behaviour as their use has grown in popularity. According to studies, (UN.ESCAP, 2022) this kind of marketing may have an impact on customers' impressions of brands and buying intentions. Additionally, studies demonstrate that social media recommendations have a greater impact on brand growth (Wulfert et al., 2019) than conventional word-of-mouth advertising. From a psychological standpoint, the influence of automated and social media marketing on customer behaviour has also been investigated. Companies are able to develop relationships with potential consumers and foster loyalty (Wu et al., 2022) by interacting with people through these platforms by engaging with them on an emotional level. Online communities are said to encourage member interactions and contribute to the development of an online "personality" that affects how customers see a company or its goods (Indwar & Mishra, 2022).

The distinctions between online and offline WOM have lately received attention as another key subject. While offline WOM is driven by emotional brand traits, online WOM is driven by social and functional brand features. (Sihi, 2022) Consumers are less likely to spread WOM on social media due to a higher perceived social risk, (Vernuccio et al., 2022) comparing WOM transmission on social media (such as on Facebook) vs offline (in person).

Finally, further online WOM-related difficulties were taken into account in other recent papers. For instance, (Q. Deng et al., 2022) examined whether internet reviews can accurately predict how much a customer would appreciate a brand and discovered that the prediction error/discrepancy relies on how well a reviewer and a buyer's interests align. In online WOM situations, (김하은, 2022) discovered neurological correlates of social influence sensitivity, with susceptibility to social influence being associated with brain areas involved with changing personal preferences and taking others into consideration. (Luo et al., 2019) concentrated on collections of online evaluations (as opposed to individual reviews) and thought about how



customers understand opinion dispersion and whether it is attributable to the product or the reviewers' varied likes. who (Wang & Li, 2022) studied the prevalence of false evaluations left online by people who have not really bought a product, the technique is not just used by rival companies but also by regular consumers who have no financial motive to slant online reviews. Last but not least, (Helaman Rocha-Vallejos et al., 2022) looked at the social transmission behaviour of consumers when they broadcast (too many, for example, through mass-audience posts on Facebook or Twitter) versus narrowcast (too few, for example, through messages to a few friends), discovering that people share information that makes themselves not look bad when broadcasting (i.e., self-focus), but share information that will be helpful to receivers when narrowcasting (i.e., other focus).

### **RECOMMENDATIONS FOR FUTURE RESEARCH**

The use of automated and social media marketing has revolutionized the way in which marketers reach consumers. It has enabled marketers to craft personalized messages and engage with potential customers in ways never before possible. As such, it is important to further understand how this marketing method impacts consumer behavior. To date, much of the research on this topic has focused on exploring how these methods affect customer purchase decisions and customer satisfaction. Additionally, there is still much to be understood regarding how these tools impact consumer perceptions, loyalty, and ultimately long-term behaviour. Thus, further research is needed to gain insight into how automation and social media marketing can be utilized to drive long-term relationships with customers, leading to increased customer satisfaction, loyalty, and engagement. Such insights can inform marketing strategy for both digital-first organizations as well as those adapting their traditional approaches to modern channels.

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