






# Influence of Technological Innovation in Marketing on Consumer Behaviour

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**Abstract.** With the advancement of information and communication technology in the modern day, there has been a considerable shift in the use of technology in marketing. Technological innovation has fundamentally altered business marketing techniques and had a big impact on consumer behaviour. This study looks into the relationship between technical innovation in marketing and how it affects customer behaviour in order to provide insightful information for marketers and business researchers. A qualitative literature review from 2001 to 2023 with an emphasis on a thorough comprehension of the subject of technology innovation in marketing is the methodology employed. Finding, assessing, and compiling relevant scientific material published in a range of journals, conference proceedings, and other accessible scholarly sources is the main objective of this approach. The results of the study have highlighted how much technology is influencing changing consumer behaviour and the marketing environment. These changes have a significant effect on how companies interact with clients, create value, and maintain their competitiveness in the quickly evolving digital landscape.

**Keywords:** Marketing, Consumer Behaviour, Data Analysis.

## 1 Introduction

As information and communication technology has advanced, so too has the way that technology is used in marketing in the present period (Sudirjo, 2023). Not only have these technological developments had a big impact on enterprises' marketing plans, but they have also fundamentally altered customer behaviour. Studies that

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look at "The Influence of Technological Innovation in Marketing on Consumer Behaviour" consequently become more and more important and relevant. Rapid technological advancements are giving businesses access to a variety of innovative tools and platforms that they may use to coordinate their marketing campaigns (Karneli, 2023; Sutrisno, Ausat, et al., 2023). From the intricacy of advanced data analytics to the vast realm of social media and online advertising, these revolutionary changes cover a wide range of themes (Mahardhani, 2023). A vibrant tapestry of new alternatives has been produced by technology's dynamic infusion into the marketing scene, enabling the realisation of outreach tactics that are more focused, efficient, and targeted ((Sutrisno, Kuraesin, et al., 2023). Furthermore, it has ushered in a time of hyper-personalization, where consumer experiences are meticulously customised to each person's tastes, creating a lasting and meaningful connection. During this time, marketing efforts have seen a fundamental transformation in terms of their efficacy, which has led to unprecedented prospects for brand recognition and the creation of highly engaged consumer relationships.

Consumer behaviour has changed as a result of the substantial influence of technology on daily life (Hopia et al., 2023; Wikansari et al., 2023). Modern consumers have greater access to information, products, and customer reviews as a result of their increasing technology integration (Dwivedi et al., 2021). In this context, consumers are evolving the way they search for, assess, and ultimately purchase goods and services. These shifts include the shift in consumer behaviour from offline to online buying, the growing impact of online reviews, and the increased need for efficient delivery services. This shifting landscape demonstrates the critical role that technology has had in revolutionising the customer journey and fostering a dynamic, ever-evolving market where convenience and digital experiences are critical.

The multifaceted and dynamic idea of customisation in marketing has been greatly impacted by technological advancements (Chaudhuri & Holbrook, 2001). Businesses may now carefully collect and analyse vast amounts of customer data by using cutting-edge technologies like artificial intelligence (AI) and robust data analytics tools (Dwivedi et al., 2023). Marketers can now aim to offer highly customised experiences to their customers thanks to the greater flexibility. This covers a range of strategies, like the ability to accurately tune ad targeting, which ensures that messaging reaches the intended audience. It even goes so far as to meticulously craft personalised product recommendations based on the customer's distinct interests, so improving the overall consumer experience.

Additionally, social media is crucial to the advancement of marketing. In addition to being a tool for customer engagement, it serves as a dynamic platform for brand development and consumer perception manipulation (Cheung et al., 2020). There has been a notable surge in research on the impact of social media and user influence on purchasing decisions (Ausat, 2023; Rijal, 2023). Beyond its initial goal of facilitating customer interactions, social media has evolved into a potent instrument for building brands and influencing consumer attitudes (Azzaakiyyah, 2023; Ohara, 2023). Its influence and capability far exceed what was previously believed to be the limitations of conventional marketing. Scholars have devoted significant resources to comprehending the various ways that social media influences consum-

er behaviour and influences purchase decisions. Social media platforms are becoming increasingly effective resources for understanding customer trends, mood, and preferences as they develop (Appel et al., 2020). In addition to interacting with their audience, brands are using these platforms to carefully develop their brand narratives and present themselves in a positive light to market targeted (Roggeveen et al., 2021). Consequently, due to social media's ever-expanding capabilities and reach, the marketing industry is undergoing a fundamental upheaval.

Although technology advancement has certainly brought about many benefits in the field of marketing, it has also led to an increasing level of worry over ethical issues (Lee & Jin, 2019). Three of the most important issues that need to be carefully considered in the marketing environment are the large-scale collection of customer data, privacy protection, and the possibility of manipulation via the complex network of technology. To maintain the moral integrity of marketing strategies, these complex challenges require careful consideration as well as prudent and proactive action.

The field of marketing is undergoing ongoing changes due to the constantly changing technological landscape. The variety of marketing tactics accessible has been greatly enhanced by recent breakthroughs like Internet of Things (IoT), augmented reality (AR), and the virtual reality (VR), (Dwivedi et al., 2022). Therefore, it is becoming more and more important to undertake new studies on how these technologies affect consumer behaviour in order to understand the marketing trends that are current practiced. These technologies not only present new channels for interaction, but they also call for a thorough investigation of the implications of their use on consumer decision-making processes, which emphasises an importance in the continued study of this area.

A thorough grasp of how technological advancements affect customer behaviour has become crucial for businesses trying to stay relevant and competitive in the ever-evolving market environment in this technologically advanced era. Examining the current association between marketing and technological innovation determines how these changes influence consumer behaviour is the main goal of the research project "The Influence of Technological Innovation in Marketing on Consumer Behaviour." The goal of this study is to help marketing professionals by offering insightful and useful information. It also aims to be a useful resource for business researchers who are trying to understand the intricate relationships between technology and the always changing behaviour of consumers.

## **2 Theoretical Framework**

### **2.1. Technology Innovation**

The creation, application, or use of novel ideas, techniques, tools, or procedures with the intention of improving or altering the operation of current systems, goods, or services is referred to as technological innovation (Farida & Setiawan, 2022). It entails the introduction of novel concepts with the ability to significantly alter a variety of facets of human existence, such as business, education, and more (Az-

zaakiyyah et al., 2023; Said Ahmad et al., 2023). Technology Innovation can take many different forms, such as:

**Product innovation:** This is creating brand-new items or greatly enhancing already-existing ones. The introduction of the newest smartphones with innovative features or the creation of novel medications by the pharmaceutical sector are two examples.

**Process innovation:** This includes altering a procedure or activity's execution to boost productivity, cut expenses, or shorten the time needed. Take the automation of production lines used in manufacturing, for example.

**Business Model Innovation:** This refers to modifications to the way a business runs, such as the identification of novel business models that transform the way an organisation makes money or provides value to clients.

Platform-based business models like Uber and subscription-based business models like Netflix are two examples.

**Organisational Innovation:** Adapts an organization's procedures, culture, or structure to enhance its capacity for innovation. It frequently entails initiatives to promote idea sharing and cross-departmental cooperation.

**Information Technology (IT) Innovation:** This refers to the creation or use of new or improved IT, such as network infrastructure, software, or systems, with the goal of enhancing an organization's capacity for efficient information processing and management.

Innovation in technology is essential for boosting corporate competitiveness, stimulating economic growth, and developing solutions for environmental and social problems (Xiao & Su, 2022). They have the power to change sectors, open up new opportunities, and affect social connections and way of life. It's critical to remember that technological innovation involves not just developing cutting-edge technology but also ingeniously applying already-existing technology to resolve issues and enhance quality of life.

## **2.2. Marketing**

According to Wilkie and Moore (2007), marketing is the set of actions carried out by a company or individual with the goal of distributing, selling, or promoting goods or services to consumers or potential clients. According to Rizvanović et al. (2023), marketing endeavours to satisfy client requirements and aspirations while accomplishing particular corporate goals, such boosting sales, expanding market share, or raising brand awareness. The following are some essential components linked to the idea of marketing:

**Recognising Customers:** A thorough grasp of the needs, desires, and behaviours of consumers is the first step in marketing. In order to determine market categories, examine consumer behaviour, and comprehend client preferences, market research is required.

**Product or Service:** The advertised good or service must meet the needs and desires of the target market. This may entail creating brand-new goods, enhancing current ones, or tailoring goods to certain markets.

**Price:** One of the most important aspects of marketing is figuring out the right price. Pricing ought to be commensurate with the value that the good or service offers to consumers and still provide a healthy profit for the business.

**Promotion:** Any kind of communication intended to educate and sway consumers about goods or services is considered a type of promotion. Public relations, internet marketing, sales promotions, advertising, and more are included in this.

**Place (Distribution):** It's also important to consider how goods or services get to customers. It is important to think about efficient and effective distribution, which includes supply chain management and channel selection.

**Customer Value:** Creating value for customers is the main goal of marketing. Making sales isn't the only goal; maintaining long-term client connections, offering post-purchase assistance, and guaranteeing client happiness are also crucial.

**Brand and Business Identity:** According to Sutrisno (2023), branding is the identity of a business or product that has the power to shape consumer perception. A powerful brand may increase consumer loyalty and help set goods and services apart from rivals.

**Analysis and Measurement:** In contemporary marketing, campaign performance is measured, opportunities are recognised, and decisions are supported by facts and statistics.

Marketing encompasses more than just product or service sales; it also involves developing a brand identity, fostering client relationships, and spotting new business prospects. It plays a fundamental role in business and is essential to the expansion and success of an organisation. A business that uses good marketing may find the right markets, connect with the right people, and successfully satisfy client needs (Musumali, 2019).

### **2.3.Consumer Behaviour**

Consumer behaviour is defined as the choices, behaviours, and thought processes that individuals or groups of persons make when deciding which goods, services, or concepts to consider, buy, use, or discard (Andaleeb & Latiff, 2016). Understanding how people process information, develop preferences, make decisions about what to buy, and engage with the market is the goal of the study of consumer behaviour (Roy, 2022). The following are some essential ideas about consumer behaviour:

**Recognising Needs and Wants:** Recognising needs and wants is the first step towards understanding customer behaviour. Wants are more connected to personal preferences and goals, whereas needs are more indicative of basic requirements like clothing, food, and shelter.

**The Decision-Making Process:** Consumers go through a number of processes when making purchases. These consist of identifying the issue, gathering information, evaluating alternatives, making a purchase, and conducting a post-purchase analysis. A number of variables might affect this process, including cost, brand, quality of the product, and prior experiences.

**Social Influence:** People are frequently swayed by other people's opinions when making purchases. Social media, celebrities, friends, family, and internet reviews

are all sources of social influence. It may have an impact on how customers view particular brands or products.

**Cultural and Value Influence:** Cultural norms, values, and beliefs also have a big impact on how people behave as consumers. For example, decisions about products or services may be influenced by regional culture, religion, or ethical principles.

**Perception and Brand Image:** Consumer perceptions of a product or brand have a big influence on what they decide to buy. Customer perceptions from past interactions, brand reputation, and positive or bad brand image all influence consumer decisions.

**Customer Experience:** A company's ability to retain customers and encourage them to visit again depends on how well or poorly they get treatment. A pleasant client experience is mostly derived from providing courteous service, high-quality products, and a simple and straightforward purchasing process.

**Following a Purchase:** Customers may be happy or unhappy with their purchase, depending on how well the good or service lives up to their expectations. Consumer satisfaction can affect whether or not they suggest a product or brand to others and can affect their decision to make future purchases.

Companies and marketers need to understand consumer behaviour in order to design more successful goods, marketing campaigns, and sales methods. Businesses can better satisfy market demands and forge closer bonds with their clients by comprehending the elements that impact consumer decisions (Ferine et al., 2023)

### **3 Methodology**

This study's methodology, a qualitative literature analysis, focuses on gaining a comprehensive understanding of technological innovation in marketing and how it influences customer behaviour from 2001 to 2023. Finding, assessing, and compiling relevant academic information published in a range of journals, conference proceedings, and other academic sources that can be accessed through Google Scholar is the primary objective of this approach. The study follows several important guidelines. First, the researcher chooses a narrowly defined and relevant research topic after precisely defining the backdrop and study objectives. The literature search using Google Scholar is then guided by the establishment of precise and unambiguous search parameters. From 2001 until 2023 is the time frame for the search. After receiving the search results, the researcher looks through the abstracts and summaries of every article or source to begin the process of selecting relevant literature. Excluded from the analysis is any literature that is deemed irrelevant or fails to fit the research criteria. After that, a thorough analysis of the chosen literature is conducted, with an emphasis on highlighting important conclusions, ideas, theories, and patterns that are discussed in it. A qualitative method is applied in order to fully comprehend the subject of the study. The researcher then synthesises and interprets the findings of the literature analysis to provide a comprehensive grasp of the research issue. Additionally, a thorough study report with a

well-organized and understandable framework is created using these findings. The primary results, analysis, and comprehensive interpretations are all included in the paper. The investigation concludes in the formulation of conclusions that distil the principal findings and implications of the literature review with respect to the study topic. This method allows for a complete understanding of the research problem without requiring the collection of primary data. By relying on the body of existing research, this study can considerably advance ideas, problem-solving, and decision-making in a range of scientific disciplines, particularly when it comes to technology innovation in marketing and how it influences consumer behaviour.

## **4 Data Analysis and Discussion**

This modern era of information and communication technology advancement has resulted in a deep evolution of the marketing landscape, which now presents an incredibly dynamic field (Suherlan, 2023; Wanof, 2023). This unrelenting onslaught of technological innovation has risen to the fore, taking on the crucial place of a catalyst coordinating a thorough revolution inside the marketing gambit. This tectonic upheaval has far-reaching effects that are ingrained in the complex web of consumer activity. This phenomenon has opened up a world of new opportunities and challenges, calling on businesses and marketing experts to go on a revolutionary journey. In addition to engaging customers, their mission also includes fostering the development of strong, long-lasting relationships that endure over time and exerting significant influence on purchasing decisions (Sari, 2023).

The digital revolution is without a doubt one of the most notable and significant examples of technological progress in the field of marketing (Radicić & Petković, 2023). The marketing landscape has seen a significant transformation, driven by the continuous advancement of the internet, the widespread use of social media, the prevalence of mobile devices, and the introduction of advanced data analytics. These factors have not only changed the game, but also fundamentally altered it. The modern consumer lives in an era of extraordinary convenience and empowerment within this growing ecosystem. With just a button click or screen tap, they have the amazing capacity to access a vast information base, a wide range of unique items, and a plethora of services. They can navigate an online store in a matter of seconds, evaluating costs, reading in-depth product reviews, and getting personalised product recommendations. Amidst this digital upheaval, consumer behaviour has undergone a significant and permanent metamorphosis, permanently altering the marketing environment (Wang, 2015).

The shift from traditional behaviour of offline purchase to the increasingly common online commerce is one of the most notable and significant changes in the field of consumer behaviour (Constantinides, 2004). In the modern world, customers have an incredible power: they can go shopping from the comfort of their own homes, overcoming distances to discover the vastness of international markets without getting up from their seats. This significant shift has led to intense and increased competition in the e-commerce space, which has helped traditional brick

and mortar companies face and traverse this revolutionary wave (Ausat & Suherlan, 2021; Purnomo, 2023). Businesses in a variety of industries find themselves at a critical crossroads as the once-clear boundaries between physical and digital shopping continue to converge and blur. In order to be competitive and relevant in the always changing and dynamic business environment, they are not only encouraged but forced to set out on a path of innovation, strategic reinvention, and significant expenditures in building a strong online presence.

Social media has also had a significant impact on how consumers behave. According to Maitri et al. (2023) and Tarigan et al. (2023), social media platforms like Facebook, Instagram, Twitter, and TikTok have become essential channels for brands to interact with their target audience. They are now dynamic areas for brand awareness, customer interaction enhancement, and the development of communities entwined with the brand concept, having transcended their roles as simple product advertising tools. Another important factor that significantly influences customer purchase decisions is the influence that influencers and influential users wield (Chen & Yang, 2023). These influencers have the ability to change preferences, inspire trust, and impact opinions among their engaged audiences since they frequently have a sizable following and authority within particular niches. The interaction between companies, social media, and prominent people has grown into a complex force in this era of digital connection, changing and sometimes even disrupting consumer behaviour.

Thanks to technology advancements, personalisation has become a crucial component of contemporary marketing (Rathore, 2018). AI and data analytics have made it possible for businesses to gather and analyse customer data with never-before-seen depth and accuracy. They are able to provide their clients with extremely customised experiences because to these capabilities. Technological developments have enabled this era of personalisation in concrete ways, such as with precise ad targeting and personalised product recommendations based on individual tastes (Schreiner et al., 2019). Personalisation is more than just a marketing gimmick in this era of hyperconnectivity and data-driven decision-making. It is now a crucial component of improving customer happiness, developing stronger relationships between companies and consumers, and eventually propelling corporate expansion. The potential for personalisation in marketing is set to grow as technology progresses, bringing in a new era of customised, individualised experiences for customers throughout the digital world.

But these changes also bring with them a new set of difficulties, the most urgent of which is the protection of customer privacy and data security. Companies are forced to take a very serious approach to protecting the security and privacy of customer information as they strive to collect ever-more data in order to improve their operations. Consumer trust has been severely damaged by high-profile data breaches, which serve as sobering reminders of the dangers involved in pursuing data-driven insights (Whitler & Farris, 2017). The protection of data privacy and security has become essential to business responsibility and brand integrity as the information age continues to grow. It is no longer only a matter of regulations. Companies have to walk a tightrope in order to maximise data's value while up-



holding their clients' privacy and confidence. Achieving this balance is essential for long-term sustainability and the upkeep of good customer connections, not only for compliance's sake.

It is critical to remember that technical innovation in marketing includes how businesses and marketers react to these developments as well as how technology itself is evolving. Key elements that will determine their success in this digital age are how they effectively incorporate new technology into their plans, how they understand how consumer behaviour is changing, and how quickly they respond to the changing demands and wants of their clientele.

Technology and marketing strategy now interact in a way that goes beyond simple acceptance and requires skill in adaptation. Businesses that are successful not only capitalise on the potential of developing technologies but also develop a keen awareness of the ever-changing customer landscape. Furthermore, they possess a keen capacity to promptly and skilfully adapt to the changing tastes and demands of their clientele. Therefore, in this fast-paced age of technology advancement, success necessitates a trifecta of technological know-how, customer focus, and quick adaptation.

Marketing is no longer limited to the domain of designing eye-catching advertisements or sending out brochures to potential clients. Understanding how technology is causing changes in consumer behaviour and, more crucially, how businesses can use these technical advancements to create value for customers while keeping a competitive edge has evolved into a complex art. The need of thorough investigation and comprehension of 'Technology Innovation in Marketing and Its Influence on Consumer Behaviour' in this dynamic environment cannot be emphasised. It acts as a beacon of guidance for businesses and marketing professionals navigating the intricate currents of the digital age. As we approach a time where technology influences every aspect of human contact, the knowledge gained from this kind of study will be crucial in directing marketing strategies towards their goals in this brave new digital world.

## 5 Conclusion

The study's findings unequivocally shows that technology is a key factor in the transformation of consumer behaviour and marketing paradigms. These modifications have a substantial effect on the dynamics of how businesses engage with customers in the ever-changing digital age, adding substantial value and guaranteeing the maintenance and improvement of their competitiveness in a more complicated marketplace. This transition is a long-term phenomenon that will continue to impact how companies function and interact with their stakeholders. It is not just a passing fad.

This also has important ramifications. In order to provide a more customised customer experience, businesses should first prioritise personalised marketing by leveraging data analytics and artificial intelligence. Second, social media is becoming an increasingly important channel for modern marketing, and businesses must

know how to use it to develop their brands, interact with consumers, and shape favourable opinions of their goods. Additionally, in order to keep customers' trust, businesses must prioritise protecting consumer privacy and data and follow all applicable laws. In conclusion, it is imperative for marketers and marketing experts to enhance their digital proficiencies, as a profound comprehension of technology and data analytics has turned into a highly valued asset in modern marketing.

The research findings suggest that additional investigations should be carried out to examine the precise effects of technological advancements on customer behaviour. To keep up with technology changes, businesses need also spend in the training and development of their staff. Employees will be better able to handle changes in the market as a result.

It's crucial to recognize some limitations, though. First off, there's a chance that the research's conclusions won't be entirely applicable in the long run due to the quick and constant advancement of technology. Second, gathering information on consumer behaviour can be difficult and expensive, which could have an impact on the research's level of analysis. Finally, the research findings may not be broadly relevant to all kinds of firms or marketplaces due to variations based on the industry, product type, or particular geographic area.

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