

# Chapter 19

## Marketing Management in Digital Marketing and Consumer Behaviour Context

**Fatih Pinarbasi**  
Istanbul Medipol University, Turkey

### ABSTRACT

*Managerial thinking in marketing management requires holistic perspective for understanding and interpreting issues and trends in marketing environment. Technology plays a key role in business related issues and the effects of it can be seen in digital marketing concept. On the other hand, consumer behavior is always popular because of the nature of concept. In today's world consumer-brand relationship can be consumer-driven or brand-driven. So, this combination creates a dual structure which can help for a holistic perspective. The aim of this chapter is examining marketing management in two perspectives: digital marketing and consumer behavior. Literature review is used in this study to examine current literature in three different contexts. These contexts refer to specific areas in marketing management and they address two perspectives used in this study. All contexts have descriptive information and selected studies. This study highlights main topics in the contexts and provides a holistic perspective for marketing management.*

### INTRODUCTION

Managerial thinking requires integrated perspective which combines current/contemporary issues and past issues together. After reviewing and examining different issues from different concepts and contexts, challenges and problems could be detected. This detection is the key for the new ideas, new solutions and new innovations. Main point is having an integrated perspective about what was happening and what can be done.

Marketing concept is a component of management in business. Market structures, consumer behaviours, technological advancements affect people, businesses and world. This complex structure has potential opportunities and gaps inside. As time passes, lots of changes take place in business world and these changes affect each other. Traditional channels and perspective could be affected by new challenges. The effect of sharing economy on hotel industry (Zervas Proserpio, & Byers, 2017) was one of them.

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Beyond the business side of marketing, consumer side has also changes. Consumers have been influenced by social media and web channels, therefore new research areas occur due to dynamics of social media and web. Retargeting and online advertising (Lambrecht & Tucker, 2013), seeding strategies for viral marketing (Hinz, Skiera, Barrot, & Becker, 2011), competitive local targeting about mobile promotions (Fong, Fang & Luo, 2015) are some of the new applications of marketing environment targeting both consumer and company sides.

Digital marketing is selected for business and platform sides of marketing management. Digital marketing is an umbrella term including web, social media, mobile etc. Consumer behaviour is selected for consumer side of marketing management. Because consumer is at the center of marketing.

With integration of two sides of marketing, the aim of this study is examining marketing management issues in a two-side perspectives and with three context structure. These contexts are website and search engine context, mobile marketing and new technologies context, social media and email marketing context. Website context includes website, online reviews and search engine concepts. Mobile and new technology context refers to technological side of marketing. Mobile is important as it is widespread among people. Technology matters because of its effects on other concepts. For example as technology develops, concepts like research in marketing discipline are being affected. Data collection is one of important topics in marketing area. Goodman and Paolacci (2017) studied data collection concept by new technologies and crowdsourcing concept. They assessed the reliability of data collection by crowd-sourced populations. Last context, social media and email marketing refers to sharing side of consumers. Consumers use social media and share their lives with other people. This spreading activity matters for both consumer and business side.

The study starts with summary information about concepts, digital marketing and consumer behaviour. General information about contexts and selected studies for each context follow these sections. Finally suggestions for future research and conclusion sections are discussed.

## **DIGITAL MARKETING CONCEPT**

### **What is Digital Marketing?**

Digital marketing, as Kannan and Li (2017) defined, is a process which companies collaborate with customers and partners to jointly deliver, create, communicate and sustain value for all stakeholders. This process has an adaptive and technology-enabled nature. Parsons et al. (1998) concluded digital marketing as two activities. One of them was about using new interactive media for creating new forms of interactions and transactions between marketers and consumers. Second was about integrating interactive media with other marketing mix elements.

At this stage it is important to remember marketing mix elements, also known as 4P of marketing; product, price, promotion and place. The question refers to how digital concepts affect traditional marketing mix elements. For example how “product” would be affected by digital concepts? Software as a service concept could be one of this example. For the “price” element of marketing mix, the change could be seen at dynamic pricing applications in online marketplaces. For the “promotion” element of marketing mix, it could be seen in new ways of promoting product/services in social media, mobile marketing etc. Lastly “place” element of marketing mix could be mostly affected by digital advancements.

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