Evolution of Digital Marketing: How the developments in digital marketing helps provide information by re-shaping the process of the speed and convenience of acquiring the information: A Conceptual Framework

تطور التسويق الرقمي: كيف تساعد التطورات في التسويق الرقمي على توفير المعلومات من خلال إعادة تشكيل عملية الحصول على المعلومات بسرعة وسهولة: إطار مفاهيمي

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Abstract

The unprecedented growing of the Internet-the digital revolution-has led to changes in the marketing environment forcing marketers to rethink almost everything they do. The internet is actually a hybrid of media; it is a communications medium, allowing companies to create awareness, provide information, and influence attitudes, as well as pursue other communications objectives. The goal of this study is to build a conceptual framework for understanding the role of digital marketing as a communication tool to provide information, where an interactive media allow for a back-and-forth flow of information whereby users can participate in and modify the form and content of the information they receive in real time. More specifically, the framework focuses on two general dimensions suggested by previous research as significant drivers of online information: time, content. it relies on literature that seeks to understand how the developments in digital marketing helps provide information by re-shaping the process of the speed of acquiring the

information and the convenience of acquiring the information. Through a multidisciplinary framework, it proposes a more nuanced picture of the relationship between digital marketing and achieve high-level information communication, along with its implications for future studies in this area.

1. Introduction

Over the past decade we have been experiencing perhaps the most dynamic and revolutionary changes of any era in the history of marketing, as well as advertising and promotion. These changes are being driven by advances in technology and developments that have led to dramatic growth of communication through interactive media, particularly the Internet. (Belch, 22)

As the World Wide Web evolves, so too do marketing communications programs. There are now close to two billion Internet users worldwide, and the growth since the year 2000 is staggering. (Belch, 490)

The internet is actually a hybrid of media; it is a communications medium, allowing companies to create awareness, provide information, and influence attitudes, as well as pursue other communications objectives. But for some it is also a direct-response medium, allowing the user to both purchase and sell products through e-commerce. (Belch, 493).

To accommodate a digital world, scholarly research must adopt new approaches to theory and method. Over the last several years there has been some research on consumer behavior in the digital media context. Mulhern (2009) argued that most of the research about digital media deals with small behavioral questions regarding online behavior (Ratchford. Talukdar, and Lee 2007). Because of the rapid changes on the

Internet, many published articles on digital media are outdated before they are printed. For example, Danaher (2007) provides an excellent study of how page views relate to reach and frequency. The problem is that web software now allows content to change within a given page, more or less obviating a page view as a relevant metric. The main areas of scholarly work that need to change to accommodate digital media are: (1) consumer media use; (2) computational models for advertising allocation; (3) network effects of brand communications; and, most importantly, (4) a theory for marketing with digital media.

1.1 Digital marketing

Digital, Social Media, and Mobile Marketing (DSMM) describes an ongoing major transformation in marketing. It condenses several technological developments affecting marketing research and practice (Lamberton & Stephen, 2016). A number of reasons can be cited as to why this growth has been so rapid. One is consumers' increased desire for information that they are now able to obtain easily. The speed and convenience of acquiring this information, as well as the ability to control what and how much is received, has had great appeal. The ability to conduct e-commerce through one's personal computer is also very attractive as it now seems there is almost nothing that one can't or buy on the Web. Esqueda, R., Marmolej, J., & Villarreal , K. (2020) show that investing and implementing digital marketing tools benefits business expansion and market growth. It is as though the Internet has no bounds, as every day one can find something new there. (Belch, 490).

Mulhern (2009) shows that of all the differences between traditional advertising and media and the emerging world of digital communications, none is greater than the fundamental difference between the idea of communications being about the delivery of messages through media channels versus communications being about an electronic world of networks, algorithms and automated systems for managing the connections between

information and people. While creative messages remain at the core of communications, the encroachment of automated advertising networks such as Google search advertising and data-driven ad placement will shift much of media planning into a process that looks more like business logistics. This transformation poses a serious challenge for media companies, agencies and brand marketers who have constructed a sophisticated infrastructure to send messages to target audiences through media channels but do not have the mindset nor the technical expertise to master the data analysis and modeling of the digital media world.

1.2 Provide Information

Interactive media allow for a back-and-forth flow of information whereby users can participate in and modify the form and content of the information they receive in real time. Unlike traditional forms of marketing communications such as advertising, which are one-way in nature, the new media allow users to perform a variety of functions such as receive and alter information and images, make inquiries, respond to questions, and, of course, make purchase. (Belch, 22). Stephen (2016) shows that people are exposing themselves to more and more digital and social media. This is for many purposes, including in their roles as consumers as they search for information about products, purchase and consume them, and communicate with others about their experiences. Marketers have responded to this fundamental shift by increasing their use of digital marketing channels.

However, recent developments in online and mobile technologies have significantly changed the way customers acquire in- formation and make their purchase decisions (Choi et al., 2016; Im and Hancer, 2017; Xiang and Gretzel, 2010). More specifically, developments in online and mobile technologies have enabled consumer to become more sophisticated information seekers and information generators through sharing their experiences in social media and/or

third party online platforms such as TripAdvisor, Yelp, etc. (Gursoy, 2017) User-generated content and peer-to-peer (e.g. hospitality-related social networks, video, and photo sharing platforms, micro blogging) networks have become some of the most important sources of information (Del Chiappa, 2018). The rapid developments in internet technology have also enabled companies to provide an extremely large amount of information about their products on the internet and enabled consumers to access that information with minimal effort, which significantly increased the number of available information sources (Lu and Gursoy, 2015).

2. Methodology

The plan for the paper is to review the literature and present the theoretical framework, then turn to a conclusion of the findings. Two distinct research themes emerge in recent consumer research on digital marketing and social media. The two themes are (1) The speed of acquiring this information, (2) The convenience of acquiring this information.

3. Literature review
3.1 Digital environment

The changing marketing communications environment

Technology and other factors have profoundly changed the way consumers process communications, and even whether they choose to process them at all. The rapid diffusion of multipurpose smart phones, broadband and wireless Internet connections, and ad-skipping digital video recorders (DVRs) have eroded the effectiveness of the mass media. (Kotler, 498). Consumer digital culture research considers, quite deeply, the digital environments in which consumers are situated. A key aspect of this work has been understanding how consumers identities and self concepts

extend into digital worlds (Belk,2013). Belk extended his prior work on the 'extended self' to incorporate the digital environments in which consumers now situate themselves, which is an important piece of theory development because it considers concepts such as the ability for consumers to have multiple selves due to possessing multiple online 'personas.'Belk also suggests many areas for future research.

A still-emerging theme in recent years is how digital/social media environments impact consumer behavior (Stephen, 2016).

3.2 The speed of acquiring information

For decades, marketing has been organized around the slow world of TV and print ads, which requires lengthy creative processes, months of fine-tuning, and much uncertainty regarding market feedback. Modern marketing capitalizes on the inherent flexibility of digital to reduce time and expense and increase efficacy. Mulhem (2009) shows that digital transformation means that media and entertainment companies can no longer financially prosper by simply charging for content. These days, consumers expect to have immediate access to the latest and most accurate information and reviews posted by actual previous users. They also want to be able to compare products on a variety of attributes before making their bookings (Lu et al., 2016; Zhang et al., 2014).

3.2.1 Online social networking

Over the past few years, a new type of social interaction has exploded onto the scene- online social networking. Online social networking is online communities where people socialize or exchange information and opinions. Social networking media range from blogs (Gizmodo, Zenhabits) and message boards (Craigslist) to social networking Web sites (Facebook and Twitter) and virtual worlds (Second Life). This

new form of consumer-to-consumer and business-to-consumer dialog has big implications for marketers. (Kotler, 161)

3.2.2 Timing

In their research about the effect of digital marketing implementation on customer's purchase intention; Raya & Pusat (2018) found out that the most contributing factor to customer's attitudes toward location based advertising is customization moderated by timing. By knowing customer's likings and preferences. The researcher agrees that timing boosts attitude effect on purchase intention. Timing is a key element in advertising because it can increase brand recall, make attention during the point of purchase, and enhance purchase intention. This result is in line with several researchers. Information search plays an important role in the customer's decision journey. Early research by Ratchford, Lee, and Talukdar (2003) examined how the digital environment affects automobile purchases and revealed that the Internet shortens the consider-action and evaluation stages of the customer journey, and customers would have searched even longer if the Internet was absent. A later study by Ratchford et al. (2007) in the same automobile context, found that the Internet substitutes for time spent at the dealer, for print content from third-party sources in the pre-purchase stage, and for time spent in negotiating prices in the purchase consummation stage. These results highlight the importance of the reduced search costs and thus more efficient purchase process- es in digital environments.

An advertisement which is delivered at the right time may induce impulsive purchase and alter purchase justification factor at the point of purchase (Sunaga & Ishii, 2014). Gazley, Hunt & McLaren (2015) saw that by using LBA, SMS advertisements which were delivered at the right timing and the point of purchase resulted in a more positive attitude and higher purchase intention. Moreover,

Zauberman and Lynch (2005) suggested that upon near decision making, the purchase that was interesting in the past might become uninteresting anymore with sudden induction. It made the customer reconsider and seek better alternatives. This reconsideration came from the belief that postponing purchase and rethinking could result in a better offer.

Timing is a crucial element in advertising because it can raise brand recall, make attention at point of purchase, enhance purchase intention, and others. Advertisements that are delivered at the right timing may induce impulsive purchase and may alter a person's shopping justification factor at point of purchase (Sunaga & Ishii, 2014). Gazley (2015) suggested that by using LBA, SMS advertisements which were delivered to the customers at point of purchase will result in more positive attitude and higher purchase intention.

3.3 The convenience of acquiring information

3.3.1 Content

Customers will feel irritated to message deliveries which are not appropriate regarding content, timing, or frequency. It can disturb the receiver's activities (Unal, Ercis, & Keser, 2011). Even if the content has been right, frequent message delivery will create a disturbance on receiver's activities, so that the frequency is important to be adjusted (Lee & Kim, & Sundar, 2015). Spamming messages will also result in negative responses from the customers (Shan, Chin, Sulaiman, & Muharam, 2016). Ratihayu, Agustina, Baihaqi, and Raharso (2008) in Indonesian context of SMS advertising stated that most Indonesian customers wished to control incoming SMS advertising. There is an increasing effort by online firms to leverage the valuable individual-level information on customers' search behaviors, online reviews, social media activities, and anything else that customers interact with online. In the US, customers' personal information

can be shared among companies as long as the companies state their intentions in their privacy policy. The granular data collected by the companies helps marketers better understand when, where and how to fulfill a customer's needs. However, customers' concern for their privacy is rising. A recent report by J.D. Power (Pingitore et al., 2013) showed that consumers' privacy concerns remain at a high level while their mistrust of online data collectors continues to grow. Most surveyed customers do not believe firms should access their personal data by tracking cookies or social media activities. However, 81% consumers feel they do not have control over how their personal information is being collected and used. In the European Union (EU), the privacy laws are much stricter, which can have a significant impact on targeting customers. Using a large scale survey of customers exposed to display ads, Goldfarb and Tucker (2011a) found that, on average, "display advertising became far less effective at changing stated purchase intent after the EU laws were enacted, relative to display advertising in other countries". The reduction in effectiveness was particularly pronounced for display ads of smaller sizes with no interactive elements and for websites that had general content such as news.

3.3.2 Interactive

The result of interactivity effect in this research is not as expected. To make personalized messages that are relevant to customer's preferences, the advertisers need to find a way to investigate the customers' liking or choices. One of the ways to investigate useful information is by interacting with the customer (Chen & Hsieh, 2012). The negative effect of interactivity can be related to intrusiveness. The interactive process is deemed disturbing by the customers as they only want the right content like the important information to be delivered to them. The customers are reluctant to spend their time to give replies or seeing specific

contents through embedded links. Marketing is conceived and applied in a segmented way, often as just advertising, and seen as something to improvise and thus reducing its potential benefits in market expansion. (Esqueda-Walle, R., Marmolejo Rodríguez, J., & Villarreal Estrada, K. 2020). The delivery of messages which are not appropriate regarding content, timing, or frequency may disturb the receiver's activities (Unal, Ercis, & Keser, 2011). However, the interactivity can weaken the intrusiveness by giving incentives. The request for responses or link access by the customer can be accompanied by attaching incentives in the form of shopping vouchers, discounts, or free gifts. That way, the customers will not feel reluctant to give the response or do something for the company.

The importance of interactive advertising is the ability to make customer receive the conveyed and personalized messages (Li, 2016). The words for every customer should be unique because each person wishes to receive different contents (Bright, 2014). A customized message does not only allow the customer to receive the message based on preferences (Li, 2016) but also to receive it at the right time (Bauer & Lasinger, 2014). This message includes special product offers or product recommendations that are based on customer's preferences and personal information. Lee, Kim, and Sundar (2015) agreed that customers who were given customized advertisement had better perceptions, better attitudes, and higher intention to visit the store.

4. Proposed model

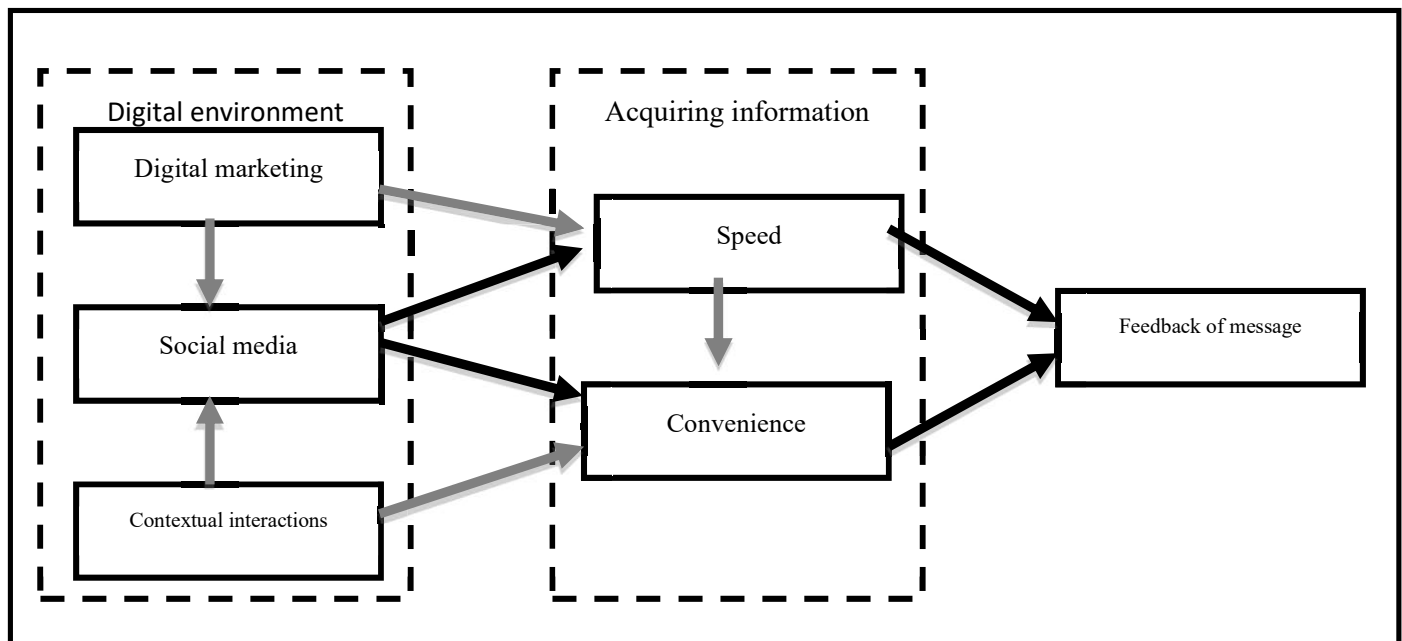The variables have been conceptualized in the framework given below:

Figure 1: Conceptual Framework: Empirical Future Study

Digital applications has opened new channels to communicate to consumers. Because of online communication's cost effectiveness, many firms have replaced the traditional customer relationship channels with internet. To relate with customers successfully, companies at first must determine that their goal is acquisition, retention or development. Then, considering specified objective and use the most appropriate marketing communication tools via proper media.

Social media applications have created new ways for organizations to communicate with the customers. Twitter and Facebook in particular have garnered attention from nonprofit organizations as innovative communicative tools that both supplement and supplant the traditional Website (Nonprofit Technology Network, 2012).

There is a substantial intra-organizational communication literature related to individuals' adoption, acceptance, and use of new technologies, including the Unified Theory of Acceptance and Use of Technology (Curtis et al., 2010; Venkatesh et al. 2003), the Technology Acceptance Model (e.g., Davis, 1989; Zhou, 2008), Innovation Diffusion Theory (e.g., Rogers, 1995; Vishwanath and Goldhaber, 2003); and process framework (Tang and Ang, 2002). Studies of these newer digital technologies, which could be considered "precursors" to social media, found they engendered substantially greater capabilities for collaboration, interactivity, and "polychronic" communication (Cameron & Webster, 2005; Macias, Hilyard, & Freimuth, 2009; Quan-Haase, Cothrel, & Wellman, 2005). However, such individual-level approaches are better suited to explaining individual preferences for one technology over another—such as why certain employees would prefer Twitter over email—rather than the organizational selection of a given communication technology (Nah, Saxton, 2012). Although internet is not the only outcome of digital era, but it can be considered as the most significant consequence of this revolution. The rapid growth of internet in last decade has altered the classic communication procedures. Because of its advantages internet has became the first and main interactive media. Internet has provided a richer informative environment compare with telephone calls, is less costly than personal selling, is not individual based and has 7/24 accessibility (Duncan and Ouwersloot, 2008). The simplest form of internet presence is setting up a website that is called brouchureware. Other internet advertising tools include using other websites to propagation. Search engine optimization, banner advertising, click through, pop up and pop under and the new

concept of participative marketing are examples of these tools. (Ikhlassi, Maghsoodi, & Mehrmanesh, 2012).

Kannan & Li (2017) shows that digital technologies are reducing information asymmetries between customers and sellers in significant ways. Analysis of interactions of digital technologies and the elements of the environment starts with the examination of how consumer behavior is changing as a result of access to a variety of technologies and devices both in the online and mobile contexts. The emergence of platforms –institutions created through digital innovations which facilitate customer-to-customer interactions for ideation in new product/service development, those that connect customers and sellers in platform-based markets and those that leverage two-sided markets.

5. Conclusion

The above findings and ideas are potentially important, for they differ from prior research in what is the highest aim for social-networking-mediated organizational communication. There has been much recent activity in the consumer behavior/psychology literature related to digital and social media marketing, and many important contributions to knowledge have been made. To move this literature forward, particularly given the fast-moving nature of digital settings, research that attempts to broaden our understandings of key phenomena, examines interactive information-new phenomena, and develops theories in an area that lacks an established theoretical base will be most valuable.

6. Future research

Overall, digital marketing appears to have created opportunities for interpersonal engagement, interactivity, and dialogue that are qualitatively different from those offered by traditional websites. It would thus be reasonable to infer that social media

would similarly carry considerable potential as an organizational communication and customer relations tool. Though the more extensive interpersonal-level social media research likely entails hypotheses that are testable at the organizational level, only the handful of preliminary studies just noted explicitly discuss how organizations use social media to communicate with their customers.

Another high-potential direction for future research is to consider how various kinds of digital environment impact a wide variety of consumer outcomes, considering three main factors to distinguish internet from other communication channels: interactivity, transparency and memory.

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