



MARKETING TECHNIQUES AFFECTING BUYING DECISION OF CUSTOMER

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ABSTRACT:

This abstract aims to explore the different marketing techniques that affect customer buying decisions and how businesses can use this knowledge to improve their marketing efforts. Personal selling is a more direct approach to marketing that involves interacting with customers face-to-face. This can be done through sales representatives, telemarketing, or other direct communication methods. Personal selling allows businesses to build relationships with customers and provide them with detailed information about a product or service.

Technology has also greatly impacted modern marketing. The use of digital marketing techniques such as social media, search engine optimization (SEO), and email marketing has allowed businesses to reach and engage with customers in new ways. Social media platforms like Facebook, Instagram, and Twitter have become important channels for businesses to connect with customers and promote their products or services. SEO and email marketing are also useful tools for reaching customers through search engines and their inboxes.

In conclusion, marketing techniques play a crucial role in influencing customer buying decisions. Businesses must understand the various marketing techniques available to them and how they can be tailored to specific target audiences. Additionally, they must consider the role of technology in modern marketing and how it has changed the way businesses reach and engage with customers. By using a combination of these techniques, businesses can improve their marketing outcomes and increase their chances of success in the marketplace.

Keywords: Marketing, Targeted advertising, Search Engine Optimization

INTRODUCTION :

Marketing is all about influencing the buying decisions of customers. There are numerous marketing techniques that can be used to achieve this goal. These techniques are designed to capture the attention of customers, build brand awareness, and persuade them to make a purchase. In this article, we'll explore some of the most effective marketing techniques used to influence customers' buying decisions.

Types of Marketing Techniques:-

- Targeted Advertising
- Influencer Marketing
- Content Marketing
- Social Media Marketing
- Search Engine Optimization (SEO)
- Urgency Marketing Urgency

Targeted Advertising:- Targeted advertising is a technique that uses customer data to deliver personalized advertisements. This technique can increase the likelihood of a customer making a purchase as they are more likely to engage with ads that are relevant to their interests and needs. With the help of artificial intelligence and machine learning algorithms, targeted advertising has become more effective than ever before. Advertisers can target customers based on their demographics, interests, and even their online behavior. This means that the right message can be delivered to the right person at the right time, increasing the likelihood of a purchase.

Influencer Marketing:- Influencer marketing involves partnering with individuals who have a large social media following to promote a

product or service. This technique is effective because customers trust the opinions of influencers they follow and are more likely to make a purchase based on their recommendations. Influencers can be celebrities, bloggers, or social media personalities with a large following in a particular niche. By partnering with influencers, businesses can reach a larger audience and increase brand awareness. In addition, influencers can create engaging content that promotes the product or service in a natural and authentic way, making it more appealing to customers.

Content Marketing:- Content marketing involves creating valuable and informative content that engages customers and drives them to make a purchase. This technique can be used in the form of blog posts, videos, social media posts, and email newsletters. Content marketing is effective because it provides customers with the information they need to make an informed decision. By providing valuable content, businesses can build trust with customers, establish themselves as an authority in their industry, and ultimately, drive sales. Content marketing can also be used to optimize a website for search engines, increasing visibility and attracting more customers.

Social Media Marketing:- Social media marketing involves using social media platforms to reach and engage with customers. This technique can be used to increase brand awareness, drive traffic to a website, and generate leads and sales. Social media platforms such as Facebook, Twitter, and Instagram are ideal for promoting products and services as they have large audiences and offer a range of advertising options. Social media marketing can also be used to build a community around a brand, increasing customer loyalty and advocacy.

Search Engine Optimization (SEO):- Search Engine Optimization (SEO) is a technique that involves optimizing a website to rank higher in search engine results pages. This technique is effective because customers are more likely to click on websites that appear at the top of search results, increasing the likelihood of them making a purchase. SEO involves optimizing website content, building backlinks, and optimizing website structure to make it easier for search engines to crawl and index the site. SEO can be a long-term strategy, but it can be very effective in driving traffic and sales to a website.

Urgency Marketing Urgency:- marketing involves creating a sense of urgency around a product or service to encourage customers to make a purchase. This technique can be used in the form of limited time offers, limited stock availability, and countdown timers. Urgency marketing is effective because it creates a fear of missing out (FOMO) among customers, making them more likely to make a purchase. However, urgency marketing should be used sparingly, as customers can quickly become immune to the technique if it is overused.

Factors affecting negative on Marketing Techniques Affecting Buying Decision Of Customer :- While marketing techniques can have a positive impact on customers' buying decisions, there are also factors that can negatively affect the effectiveness of marketing efforts. Here are some of the factors that can have a negative impact on marketing techniques:

Lack of Trust:- Customers may be hesitant to trust marketing messages due to past negative experiences with deceptive advertising or false claims. This lack of trust can undermine the effectiveness of marketing efforts and lead to customer skepticism.

Overexposure to Advertising:- With the increasing number of advertisements

bombarding customers through various channels, customers may become desensitized and immune to the messages being communicated. This can lead to reduced attention and recall of the marketing messages, diminishing their effectiveness.

Information Overload:- Customers are constantly bombarded with information, making it difficult for them to process and retain all the messages they receive. This can result in a limited attention span and a tendency to ignore or overlook marketing messages.

Negative Word of Mouth:- Negative reviews or comments from other customers can influence potential buyers' decisions and reduce the effectiveness of marketing efforts. Customers often rely on the opinions of others to make informed decisions, and negative word of mouth can damage a brand's reputation and reduce customer trust.

Lack of Personalization:- Customers want to feel valued and recognized as individuals, and marketing efforts that fail to personalize messages or target specific needs and preferences may be ignored or dismissed as irrelevant.

Poor Customer Experience:- No matter how effective the marketing techniques are, if the customer experience is poor, customers are unlikely to make a repeat purchase. Poor customer service, slow response times, and inadequate product quality can negatively impact the customer experience, leading to negative reviews, reduced sales, and lost customers.

CONCLUSION:-

In conclusion, marketing techniques are crucial in influencing the buying decisions of

customers. By understanding these techniques, businesses can create effective marketing campaigns that engage customers and drive sales. In today's competitive business environment, marketing techniques play a crucial role in influencing customers' buying decisions. By understanding and implementing effective marketing techniques, businesses can increase brand awareness, build trust with customers, and ultimately, drive sales. Targeted advertising, influencer marketing, content marketing, social media marketing, search engine optimization (SEO), and urgency marketing are some of the most effective techniques that can be used to influence customers' buying decisions. However, it is important to use these techniques ethically and responsibly to ensure a positive customer experience. By continually refining marketing strategies and staying up-to-date with the latest trends and technologies, businesses can stay ahead of the competition and build lasting relationships with customers.

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