

Digital Marketing: An Empirical Examination on Awareness and Perception on Intrusive Marketing Strategies

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Abstract

Technological, social & cultural changes have paved way for changes in marketing strategies adopted by the corporates for sustainability. The new technologies adopted by the companies have enabled intrusive form of marketing allowing them to market their products without having the consent of the target group. With increase in number consumers using devices to buy product or service it is pertinent for the firms to forecast the trends and strategize their marketing plans which will increase the chances of success in future. This study will try to identify the level of awareness on the invasive strategies and how consumers react to such technologies and advertisements, through an empirical research.

Keyword: Intrusive Marketing, Digital Marketing, Strategies, Technologies. JEL Code:

1. Introduction

1.1. Digital marketing and the upgrading technology

As the whole world is going digital many companies will showcase their online presence by the year of 2020 creating many golden opportunities. (Khinda, 2017). India is the seventh largest country in world size and the second largest in population where the internet access to people are in increasing phase, shows the need of Digital marketing in country like India (Kholi, 2017). Digital marketing involves digital transformation, growth in smartphone usage, integrating marketing activities into the customer lifecycle, personalization, machine learning, marketing automation, integrating social messaging apps, customer engagement strategy, integrating different sources of data, content marketing integration, the future of augmented reality in marketing, pansexual marketing and micro-moments (Chaffey, 2018). On the whole the trends in digital marketing strategies are classified under three segments such as social media centric trends, technology centric trends and data centric trends (Vel, Brobbey, Salih, & Jaheer, 2015). A positioning strategy for product or any offering through the means technology, internet, mobile phones and displaying advertising or any other digital platform is commonly known as digital marketing. This digital marketing has plenty of strategies that have been continuously adopted by various corporates for Competitive sustainability.

1.2. Invasive marketing strategies and its Growth

As the technology is booming its curse is intrusive marketing. Intrusive marketing strategies includes various new technological strategies like eye tracking, capturing digital footprints, native advertising, digital ads, spams emails, ads on social networking sites, Ads in between mobile games, SMS messages, facial recognition software, tracking news spot etc. these strategies capture the customers preference and increase the consumer's

intrigue without their awareness (Gillen, 2013). These marketing strategies has led to privacy intrusion and as mentioned in a Technology Acceptance Model by Belvaux and Herault it can be defined as "as a harvest and an unwanted use of personal information" (Mamlouk & Segard, 2015).

1.3. Study Purpose and Research Questions

The new digital marketing strategies are inclusive of many intrusive marketing strategies adopted by firms that target the customers without their consent. This study is an awareness check on intrusive marketing strategies which are considered as annoying aspect of digital marketing. hence there is a need to address these research questions:

- What is the perception of the respondents on the intrusive marketing strategies?
- Is there any association between awareness on invasive marketing and the demographic profile of the respondents?

2. Background and Theoretical Framework

2.1. Background on Digital marketing

The digital marketing concept can be defined as "an adaptive, technology-enabled process by which firms collaborate with customers and partners to jointly create, communicate, deliver, and sustain value for all stakeholders" (Kannan & Li, 2017). Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium (Sathya, 2015). Direct marketing has expanded out of the conventional media of mail and telephone to include virtually all marketing communications (Stone & Woodcock, 2013). Digital channel is the most emerging channel

of marketing and it is been followed by many companies because digital marketing doesn't have boundaries. Every marketing evolution has taken place with trial and error basis only and hence there are few pitfalls in it. (Yasmin, Tasneem, & Fatema, 2015).

2.2. Intrusiveness in Digital marketing

From the several studies it is essential to gauge the intrusiveness, which is tested through seven scale such as distracting, disturbing, forced, interfering, intrusive, invasive and obtrusive, these were the validated by several studies with reference to intrusive advertisement (Li, Edwards, & Lee, 2002). The intrusiveness in online advertising includes the factors of control and obscuring of websites content leads to immediate effect on ad recognition and in addition it leads to irritation, attitude changeover on website and at last creates changes in consumer intensions (McCoy, Everard, Polak, & Galletta, 2008). One of the key strategies in digital marketing is digital advertising which is failing because the consumers believe it as annoying, invasive and distracting (Ibrahim, 2013). These invasive advertising leads to a concept called banner blindness where with help of navigations and other settings consumers ignore these ads. To resolve this problem yet another intrusive marketing strategies was implemented by the marketers and that is eye tracking technology in blogs, travel websites, etc. (Muñoz-Leivaa, Hernández-Méndezb, & Gómez-Carmona, 2018). Similarly, digital neuro marketing disrupts the digital democracy and many consumers had felt it as invasive technology (Francis & Reena, 2016).

2.3. Scope of this study: Awareness and Perception of respondents on invasive marketing strategies.

Advancement in technologies have been designed to better track people's buying behavior and target advertisements more effectively. This study attempts to quantify consumer's awareness and opinion of the such technologies in the market. This research is significant as the younger generations are living in a digital age and they are considered to be tech savvy and are exposed to invasive market technologies. This study will become an eye-opener for customers as they are prone to usage of new technologies in invasive marketing. It will also create a word of caution for the smart phone users, social media users and other digital natives. In this paper we initiate to understand the two major variables such as awareness level and perception on invasive marketing strategies.

3. Study Methodology

3.1. Study procedure and data sources

This study attempts to understand the awareness level and perception on the invasive strategies and how consumer reacts to such technologies and advertisements via structured questionnaire. The respondents for this study are from the population of students from the Institutions of Higher Learning in Chennai City. The key reason for selecting the sample from this cohort is because these consumers are the most appropriate and who adopt new technologies quickly without any hesitation. A total of 120 questionnaires were distributed to the respondents, out of which only 110 were returned. In this, only 104 was found to be complete in all aspects and found suitable for the analysis.

3.2. Data analysis

The Data analysis for the responses initiated with the Cronbach's Alpha reliability test with 0.796, which indicates good reliability score. The Kaiser-Meyer-Olkin Measure (KMO test) (0.738) and Bartlett's Test of Sphericity ($p=0.000$), both tests indicated sufficient sampling adequacy. Pearson chi-square were used to gauge the research questions.

4. Study Results and Implications

4.1. Overview

The study data comprises of respondents were mostly from 21-25 years (81.7%), it comprises of male (51.9%) and female (48.1%). Most of the respondents hold postgraduation as their educational qualification (62.5%) as depicted in table 1. The findings are presented based on the study's research questions.

Table 1 : Background Information on Respondents: Age, Gender and Education

	Background Information on Respondents	Frequencies (% of the group)
Gender	Male	54 (51.9)
	Female	50 (48.1)
Age	16 - 20	19 (18.3)
	21 - 25	85 (81.7)
Education	UG	39 (37.5)
	PG	65 (62.5)

Source: Values Computed from SPSS Version 23.0

4.2. Comparison Between Demographic Variables and Level of Awareness

The data collected was tested based on the research question by framing a null hypothesis that is there no association between Demographic Variables and Level of Awareness on invasive marketing strategies. The awareness levels such as low, medium and high was tested using crosstab and Pearson chi-square and is depicted in Table 2. There is moderate awareness among male respondents. Respondents in the age group of 21-25 who are post graduates are more aware about the Intrusive strategies. The chi-square analysis showed the association between level of awareness with age and education is highly significant. In the awareness hierarchy the low and high levels of awareness carries similar percentage this indicates many consumers are lacking the awareness on the various invasive marketing strategies.

Table 2 : Frequencies and Chi-square comparison between demographic variables and level of awareness

Level of awareness	Gender		Age		Education	
	Male	Female	16 - 20	21 - 26	UG	PG
Low Awareness	13	15	6	22	12	16
Moderate Awareness	27	20	5	42	11	36
High Awareness	14	15	8	21	6	23
X^2	1.068 ($p=0.586$)		12.050 ($p=0.017^*$)		16.101 ($p=0.003^*$)	

*High Significance

Source: Values Computed from SPSS Version 23.0

4.3. Perception on intrusive marketing strategies

The invasive marketing strategies is been implemented both in online and offline platform, this study is concentrates mainly on the online platform where the digital privacy is been disrupted through new techniques and technologies. Based on the mean and standard deviation as presented in the Table 3, the perception of the respondents with a highest mean score is strategy that websites recommending new products after analyzing the purchase pattern (3.26, SD=1.11).

Table 3: Perception on intrusive marketing strategies

Intrusive Strategies	Mean	SD
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Websites know my buying preferences	3.03	1.25
Companies track and use my data	3.11	1.12
Websites recommends new products on analyzing my purchase pattern	3.26	1.11
Receiving email based on business profiling	3.16	1.91
Receiving tailored advertisement in social networking sites	2.68	1.12
Advertisement sent directly to my smart phone are welcome	2.39	1.12
Consumer Profiling is a welcome strategy	2.40	1.03
Use of tracking technologies by marketers	2.77	1.21
Use of facial recognition technologies to track shopping behaviors	2.46	1.26

Source: Values Computed from SPSS Version 23.0

While focusing on rest of the strategies the score lowest mean score (2.39, SD=1.12) indicated the least preference for the respondents opinion on the advertisement directly sent to smart phones. Respondents are not totally against all the intrusive strategies except for the ones that hinders in their private space.

5. Conclusion:

This study is an attempt to discover the awareness to the students on invasive marketing and reveals how they react to such campaigns. This study would help the marketing agencies to adopt new intrusive marketing strategies based on the perception of the respondents. Students showed moderate levels of awareness for the most marketing technologies and practices. Since there is lack of positive perception towards invasive marketing strategies amongst all the respondents, the digital marketers should understand that consumers are becoming digitally literate and they are aware of all the activities adopted to market their products. This study had addressed only two aspects of awareness and perception on invasive marketing strategies but there many other variables which are yet to be spotlighted in future. Neuro Marketing, Artificial Intelligence are also some of the invasive marketing strategies which are additions to digital revolution that might change buyer behavior intentions without their knowledge itself.

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