



# STRATEGIC MIND SHAPERS: DECODING THE SUCCESS OF BEHAVIORAL MARKETING IN INDIAN CORPORATE LANDSCAPE

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## ABSTRACT

Traditional marketers use advertisement in various media such as Television, radio, newspapers etc. However, there is a huge chance of skipping these advertisements by the consumers due to various reasons such as boringness, lack of interest etc. Thus, marketers develop a new strategy called behavioural marketing or personalised advertisement strategy in which the firms will send advertisements personally by understanding their tastes and interest. The study inspects the success of behavioural marketing strategies adopted by corporate among Indian consumers through a structured questionnaire targeting 400 respondents. Quota sampling method is used in this study because 100 samples are selected from each domicile (rural, semi-urban, urban and metropolitan). The result of the study will highlight the present level of success in their advertisement promotional strategy and helps them to improve further by analysing the different consumer behaviour.

**Keywords:** Behavioural Marketing, Personalised Advertisement, Advertisement Strategy, Advertisement Medium, Promotional Strategy and Consumer Behaviour.

**JEL Code:** M30, M37, O32 and P25

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## INTRODUCTION

The success of marketing strategies or programs plays a crucial role in the success of every business firm. Advertisement plays a major role in promoting the products to the consumer (Story and French, 2004; Caraher and Landon, 2007; Zolfani et al. 2012). In earlier

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days marketers used advertisements on television, radio, newspapers, websites etc to make their products popular among the public (Bezjian-Avery et al. 1998 and Carrascosa et al. 2013). Selection of media becomes crucial in reaching the advertisement to the potential customers. However, it is not the only factor influencing the reach advertisements to the potential customers. The reason is the carelessness of the public in looking into the advertisements in the media. There is a great chance for these advertisements in the media (television, radio, newspaper, magazine etc) to be skipped by the consumers for two reasons; the laziness to read/watch an advertisement or the assumption that the product may not be an interesting one for them. To overcome this problem firms attempted to understand each person's taste and preferences and send the advertisements personally only to the prospective customers. This strategy is called behavioural marketing. This is applied mainly through SMS and email. Firms catch the interested areas of customers by looking into the previous shopping behaviour in malls, search history through the internet, shopping on online websites, installation of cookies etc. This kind of smart marketing promises more interest in the customer to read or watch at least the advertisements that they receive personally. The present study aims to understand the level of success in applying behavioural marketing strategies adopted by corporate, to identify the most attractive personalised advertisement medium, and the most influenced advertisement medium in Indian market. The study analyses the difference in success rate among each domicile (rural, urban, semi-urban and metropolitan area) also. This finding will help the corporate to understand the success and the pitfalls of this strategy and thereby make it a much better one by rectifying the mistakes and improving the system. The next session gives a good outline of the previous studies related to this area.

## **LITERATURE REVIEW**

Many studies have been already done relating to the advertisement strategies of corporate in ensuring the reach of their advertisement to prospective customers. Some of the important studies related to advertisement strategy are as follows:

A study on the difference between the effectiveness of standardised and personalised advertising by using advertisement of the same product with the help of an experimental study by considering selected postgraduate students and consumers in French Market proved that personalised advertising has better efficiency than the former one (Bourliataux-Lajoinie, 2000). An attempt to understand what helps and slows down e-customers in interacting with the websites of marketers and the level of support or help from the decision support system

interface employed in the websites for helping them in browsing the products needed and the study concluded by giving a better designing approach in their websites for helping the product search (Spiekermann and Paraschiv, 2002).

The factors influencing willingness to accept advertisements on the mobile phone has been examined in detail both from the point of view of selected industrial and consumers based in Finland. The findings of the study indicate that their degree of acceptance is driven by the role of mobile medium, technology, one-to-one marketing strategy and regulatory issues with regard to personal information and privacy concern of consumers has been proved (Leppaniemi and Karjaluoto, 2005). The role of privacy concerns among the consumers in personalised advertisements has been once again taken into study topic and the results showed that a perfect technological design in accordance with the legal framework will prompt the success of personalised advertising (Beatrix, 2007). The trend and behaviour of customers towards internet marketing, its present shortcomings, and the potential for future in internet marketing through the application of biometrics in improving the behavioural marketing strategy have been discussed (Gilmore and Erdem, 2008).

A comparative study to inspect the difference in privacy concerns among the selected consumers in England, France and Romania due to personalised advertisements has been inspected and the study showed evidence to support that they feel privacy threats due to the personalised advertisements they receive (Gurău, 2009).

Along with the perception of privacy concern among the consumers, the accepting mentality of location-based advertisements and the difference in the attitude of privacy concern between push and pull strategies applied by the corporate have been considered for the study. The results of the study produced enough evidence to support that those consumers are very much happy to accept location-based advertisements but they have a negative attitude towards the privacy violation effect. (Limpf and Voorveld, 2015). The study also proved that only in the case of a push strategy, consumers are conscious of privacy concern, and not in pull strategy.

Role of privacy concerns among the consumers with regard to predicting mobile commerce activity and the findings indicate a variance of about 43% in mobile commerce activity (Eastin et al., 2016). Lack of interest in advertisements, and the boringness of repeated advertisements are the main factors that tempt people to block or skip the advertisements have been proved (Mogaji and Danbury, 2017). Advertisements that match the needs and interests of customers in a personalised advertisement strategy will play a much favourable customer response (Mogaji et al. 2020).

## RESEARCH GAP

Though a lot of studies focusing on advertisement strategies including behavioural marketing strategy have been done, previous studies focused mainly on the privacy concerns of consumers, location-based advertisement etc. But the present study examines the success of behavioural marketing, its promotional tactics, and the difference in the success of the domicile of consumers which has not been considered much before. This delineates the novelty of the study and the findings of it will highlight the present success level of behavioural marketing strategies by the corporate in Indian market.

## OBJECTIVES

1. To examine the success of behavioural marketing strategies of corporate and
2. To inspect the difference in the success of behavioural marketing strategies among different domiciles.
3. To find out the factors influencing successful behavioural marketing strategy.
4. To find out the attractive promotional tactics offered by corporate in the advertisement.
5. To find out the effective medium of personalised advertisement.

## HYPOTHESIS

H<sub>0</sub>: There is no significant difference between the success of behavioural marketing strategies among different domiciles of the country.

## RESEARCH METHODOLOGY

The present study aims to find out the success of behavioural marketing strategies adopted by the corporate in Indian market. The study aims to investigate this by clustering the respondents into four groups based on their domicile (rural, semi-urban, urban and metropolitan). A structured questionnaire has been designed to distribute to the public who are consumers. The quota sampling method is adopted as a sampling technique for the study. The reason for selecting quota sampling is to select an equal number of respondents from all four domiciles. The study collected 400 fully filled questionnaires from consumers residing in various parts of India. The study considered factors such as advertisement caption, promotional schemes, advertisement type (text/audio/video/animation), length of advertisement (simple and short), way of presentation, the product itself (interesting product), advertisement caption role of celebrity, and advertisement medium (Direct call/SMS or Whatsapp/Online Advertisement/Email) for investigating the factors influencing successful

behavioural advertisement strategy. Statistical tools like Chronbac’s Alpha test, average, percentage, One Way ANOVA, Tukey test for post hoc test etc are applied.

## RESULTS AND DISCUSSION

The sample collected from each domicile (rural, semi-urban, urban and metropolitan area) is 100 and thus the overall sample size is 400 consumers. Initially, the study examined the demographic profile of the respondents and the results are summarized in table-1 given below.

**TABLE-1**  
**SHOWING THE DEMOGRAPHICAL PROFILE OF THE RESPONDENTS**

Sl.No	Demographic Basis	Rural		Semi Urban		Urban		Metropolitan		Overall	
		Number	%	Number	%	Number	%	Number	%	Number	%
1	<b>Gender</b>										
	Male	60	60%	70	70%	50	50%	70	70%	<b>250</b>	<b>62%</b>
	Female	40	40%	30	30%	50	50%	30	30%	<b>150</b>	<b>37%</b>
	<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>400</b>	<b>100</b>
2	<b>Age</b>										
	Upto 20	10	10%	15	15.15%	17	17.00%	22	22.00%	<b>64</b>	<b>16.04%</b>
	20-30	35	35%	24	24.24%	25	25.00%	27	27.00%	<b>111</b>	<b>27.82%</b>
	30-40	25	25.00%	23	23.23%	27	27.00%	26	26.00%	<b>101</b>	<b>25.31%</b>
	40-50	17	17.00%	19	19.19%	20	20.00%	18	18.00%	<b>74</b>	<b>18.55%</b>
	50 & Above	13	13.00%	18	18.18%	11	11.00%	7	7.00%	<b>49</b>	<b>12.28%</b>
	<b>Total</b>	<b>100</b>	<b>100%</b>	<b>99</b>	<b>100%</b>	<b>100</b>	<b>100%</b>	<b>100</b>	<b>100%</b>	<b>399</b>	<b>100%</b>
3	<b>Marital Status</b>										
	Single	40	40.00%	46	46.00%	48	48.00%	55	55.00%	<b>189</b>	<b>47.25%</b>
	Married	60	60.00%	54	54.00%	52	52.00%	45	45.00%	<b>211</b>	<b>52.75%</b>
	<b>Total</b>	<b>100</b>	<b>100%</b>	<b>100</b>	<b>100%</b>	<b>100</b>	<b>100%</b>	<b>100</b>	<b>100%</b>	<b>400</b>	<b>100%</b>
4	<b>Annual Income</b>										
	Upto Rs 2.5 lakh	50	50.00%	42	41.18%	39	39.00%	43	43.00%	<b>174</b>	<b>43.28%</b>

	2.5 lakh to 5 lakh	35	35.00%	39	38.24%	43	43.00%	30	30.00%	<b>147</b>	<b>36.57%</b>
	5 lakh to 10 lakh	15	15.00%	21	20.59%	15	15.00%	23	23.00%	<b>74</b>	<b>18.41%</b>
	10 lakh and above	0	0.00%	0	0.00%	3	3.00%	4	4.00%	<b>7</b>	<b>1.74%</b>
	<b>Total</b>	<b>100</b>	<b>100%</b>	<b>102</b>	<b>100%</b>	<b>100</b>	<b>100%</b>	<b>100</b>	<b>100%</b>	<b>402</b>	<b>100%</b>
<b>5</b>	<b>Education</b>										
	Upto SSLC	5	5.21%	7	7.00%	6	6.00%	4	4.00%	<b>22</b>	<b>5.56%</b>
	+2	32	33.33%	29	29.00%	28	28.00%	20	20.00%	<b>109</b>	<b>27.53%</b>
	Graduate	40	41.67%	40	40.00%	51	51.00%	46	46.00%	<b>177</b>	<b>44.70%</b>
	Post Graduate & Above	19	19.79%	24	24.00%	15	15.00%	30	30.00%	<b>88</b>	<b>22.22%</b>
	<b>Total</b>	<b>96</b>	<b>100%</b>	<b>100</b>	<b>100%</b>	<b>100</b>	<b>100%</b>	<b>100</b>	<b>100%</b>	<b>396</b>	<b>100%</b>
<b>6</b>	<b>Employment Status</b>										
	Students	27	27.00%	25	25.00%	21	21.00%	11	11.00%	<b>84</b>	<b>21.00%</b>
	Salaried Class	28	28.00%	24	24.00%	24	24.00%	27	27.00%	<b>103</b>	<b>25.75%</b>
	Professionals	5	5.00%	17	17.00%	21	21.00%	23	23.00%	<b>66</b>	<b>16.50%</b>
	Business	23	23.00%	25	25.00%	19	19.00%	26	26.00%	<b>93</b>	<b>23.25%</b>
	Retired	6	6.00%	4	4.00%	9	9.00%	5	5.00%	<b>24</b>	<b>6.00%</b>
	Housewife	6	6.00%	2	2.00%	4	4.00%	4	4.00%	<b>16</b>	<b>4.00%</b>
	Unemployed	5	5.00%	3	3.00%	2	2.00%	4	4.00%	<b>14</b>	<b>3.50%</b>
	<b>Total</b>	<b>100</b>	<b>100%</b>	<b>100</b>	<b>100%</b>	<b>100</b>	<b>100%</b>	<b>100</b>	<b>100%</b>	<b>400</b>	<b>100%</b>

**Source: Computed Data**

The study then inspects the reliability of the data by inspecting the Chronbac's Alpha test. The result of Chronbac's Alpha test shows a value of 0.858. Hair et al. (2006) and Kline (1999) recommend a value of 0.7 as a cut-off for the suitable value. Hence the value 0.858 is suitable to proceed with further analysis.

The study then examined the success rate of behavioural advertisement strategies made by corporate. The success factors for measuring the behavioural marketing strategy are

whether the advertisements received are of interesting product or service, type of advertisement (text/audio/video/animation), length of advertisement (simple and short), medium of advertisement (direct call, SMS/whatsapp, websites, email), and the level of purchase of those products. These factors were measured in a 5 point likert scale statement and compared to whether there is any significant difference in these factors among different domiciles of the consumers. The result of this is shown in table-2 given below:

**TABLE-2**  
**SHOWING THE DIFFERENCE IN THE LEVEL OF SUCCESS OF BEHAVIOURAL MARKETING STRATEGY AMONG DIFFERENT AREAS OF COUNTRY**

Sl.No	Domicile	Mean Score	F-stats	P-value	Homogeneity Test	
					Levene's Stastic	P-Value
1	Rural	3.20	13.711	0.000	0.847	0.469
2	Semi Urban	3.33				
3	Urban	3.43				
4	Metropolitan	3.94				
5	Whole Country	3.47				

**Source: Computed Data**

The results shown in the above table-2 indicate the mean score of the success rate of behavioural marketing strategies of corporate out of five points taking into the target the consumers in rural areas, semi-urban areas, urban areas, metropolitan areas and as a whole Indian market. As a whole, the present success rate is 3.94 out of five. The reason is they may be interested in the product but the level of purchasing that product may not be that frequent due to many factors such as the high price of the product, lack of offer, waiting for some better models/designs etc. The difference in the mean score among different domiciles is tested whether the difference is significant or not by using ANOVA. The null hypothesis assumed here is:

$H_0$ : There is no significant mean difference between the level of the success rate of behavioural corporate strategy among different domiciles of consumers.

As the p-value (0.000) is less than 0.05, the null hypothesis assumed is not accepted at 5% level of significance. The result shows that the strategy is most successful in metropolitan areas and least in rural areas. This explains that the corporate must come out with some better

strategies or ideas to ensure the reach of advertisements, especially among rural and semi-urban area consumers. The reason why this difference happens is investigated with the help of Tukey test as post hoc test because there is no significant difference in the variance of values. The result of Tukey test is illustrated in the table-3 given below.

**TABLE-3**  
**TESTING THE DIFFERENCE BETWEEN THE LEVEL OF DIFFERENCE IN SUCCESS LEVEL OF STRATEGY BETWEEN EACH CATEGORY**

Dependent Variable	I Category	J Category	Mean Difference (I-J)	Standard Error	P-value
Behavioural Marketing	Rural	Semi Urban	-0.13	0.117	0.711
		Urban	-0.23	0.120	0.241
		<b>Metropolitan</b>	<b>-0.74</b>	<b>0.123</b>	<b>0.000</b>
	Semi Urban	Rural	0.13	0.117	0.711
		Urban	-0.1	0.125	0.855
		<b>Metropolitan</b>	<b>-0.61</b>	<b>0.128</b>	<b>0.00</b>
	Urban	Rural	0.23	0.120	0.241
		Semi Urban	0.1	0.125	0.855
		<b>Metropolitan</b>	<b>-0.51</b>	<b>0.131</b>	<b>0.001</b>
	Metropolitan	<b>Rural</b>	<b>0.74</b>	<b>0.123</b>	<b>0.000</b>
		<b>Semi Urban</b>	<b>0.61</b>	<b>0.128</b>	<b>0.000</b>
		<b>Urban</b>	<b>0.51</b>	<b>0.131</b>	<b>0.001</b>

**Source: Computed Data**

The results in table-3 show that the difference in the success rate is highly significant between metropolitan and other domiciles. The difference between other domiciles is not showing a significant difference. As the p-value (0.000) is less than 0.01, the null hypothesis assumed is not accepted at 1% level of significance. Hence alternative hypothesis is accepted.

The study also analysed successful behavioural marketing strategies. This is analysed with the selected features of the advertisement by looking into its influence on the advertisements given. The mean score of each factor indicates the level of success. Higher the mean score more important the factor. The product itself (interesting product) is the major factor in influencing the decision followed by the advertisement caption. The least important was the role of celebrity in the advertisement followed by the medium of advertisement

chosen. The result of the importance of factors influencing is shown in table-4 given below and this will help the corporate to redesign their strategies in a much better way by improving the promotional schemes and taking good care in the selection of medium of advertisement.

**TABLE-4**  
**FACTORS INFLUENCING ATTRACTIVE ADVERTISEMENT IN THE SUCCESS OF BEHAVIOURAL MARKETING**

Sl.No	FACTORS	MEAN SCORE	RANK
1	Advertisement type	3.36	4
2	Length of advertisement (Simple and Short)	3.42	3
3	Medium of Advertisement	3.35	5
4	Interested Product	3.59	1
5	Advertisement Caption	3.57	2
6	Role of Celebrity	2.42	6

**Source: Computed Data**

The study then analysed the best medium of advertisement in reaching advertisements successfully to the consumers. This will help them to save their time and cost in giving publicity to their products. The results are illustrated in table-5 given below.

**TABLE-5**  
**BEST MEDIUM OF ADVERTISEMENT**

SL. NO	MEDIA	MEAN SCORE	RANK
1	Direct Call	3.68	4
2	SMS/Whats App	3.93	2
3	Web Advertisements	4.01	1
4	E-mail	3.74	3

**Source: Computed Data**

From the above table-5, it is clear that advertisements hosted on the websites are the best medium for advertising to the targeted consumers, followed by SMS, and e-mail advertisements and the least preferred source is direct call. People may feel annoyed when they receive calls related to advertisements especially when they are busy with work, and

may not wish to make email junk. But the advertisement that hosts on websites seems to be more attractive.

The study also aims to find out the most attractive promotional schemes that influenced the customers. For this, the customers were asked to rate the different promotional schemes normally firms used to advertise. The result of the analysis is shown in Table 6 given below:

**TABLE-6**  
**MOST INFLUENCED PROMOTIONAL SCHEME AMONG THE CONSUMERS**

Sl.No	PROMOTIONAL SCHEME	MEAN SCORE	RANK
1	Buy One and get free	3.8	1
2	Gift Voucher	3.06	6
3	Loyalty Card	3.17	5
4	Discount	3.39	3
5	Free	3.47	2
6	Lucky Prize Inside	3.20	4

**Source: Computed Data**

The result indicates that buy offers induce the customers more to purchase as they feel that with one purchase, they will get two products at a time. Offering something free with the product is the second most promotional scheme that influenced the customer in their buying decision. The role of discount plays only third rank in tempting the customers. Showing a surprise prize inside the pack is also able to attract customers to buy the product. Gift voucher plays the least role in motivating the customer just before the role of the loyalty card.

## CONCLUSION

The present study analysed the advertising strategies which corporate deals with to ensure the reach of the product's publicity to consumers. But many previous studies already proved the tendency of the public not to notice most advertisements. This is a great challenge to the corporate and thus they developed a term called behavioural marketing. The present study inspected the success rate of behavioural marketing strategy employed by the corporate in the different domiciles of Indian market and the overall success level. The study also analysed the best medium to give publicity to their products in a tailor-made way by looking into the various data available. The result of the study indicates that the behavioural marketing strategy of corporate is successful to an extent. The degree of success is highest in the metropolitan area and the least in rural areas and there is a significant difference in the

result. But the post hoc test showed that the reason for the significant difference lies in the metropolitan area alone. The study also finds out the factors that influence attractive advertisements. As per the result of the study, online advertisements are comparatively successful in gaining customers' attention followed by SMS. Direct calls from customer care show the least attention value. This may be due to that the call comes to the customers when they are busy with something, which induces them to drop the call making the advertisement a failure. However, SMS/Whats App may still have a scope of getting attention when they become free and the customers may show some importance to all SMS. The present study looks into the success strategy of corporate from the angle of consumers in a broad manner. A study focusing on the success level of behavioural marketing on a particular category of the product may give more clear guidelines on each area.

## **MANAGERIAL IMPLICATIONS**

The customer is considered the uncrowned king of the market. The reason being if the customer is not satisfied, the firm cannot survive for a long period. Hence, the firms have to satisfy their customers and increase their number which will eventually help them capture the market with their product/service and increase their profit. It is the duty of the marketing department of the firm to give publicity about their product and catch prospective customers. Behavioural marketing is one of the modern marketing strategies developed by them. Hence, it will be an interesting topic for them to know the success rate and approach of the public towards their marketing strategies. Testing of success in the different domiciles of the country will be another achievement of this study to know the difference in the attitude of the consumers with respect to change in domicile. The findings of the study help the corporate to understand the present scenario and design future marketing ideas by rectifying the present mistakes if any and improving the present system.

To summarise, the managerial implications derived from the study gives importance of segment-specific marketing strategies, important factors in influencing advertisements, best attractive promotional measures. The emphasis given on these factors managers can enhance the success of behavioral marketing initiates by engaging consumers effectively.

## **LIMITATIONS OF THE STUDY AND SUGGESTIONS FOR FUTURE RESEARCH**

The area of the study considered was limited to a few selected places such as Kerala, Tamil Nadu, Pondicherry, Karnataka and Andhra Pradesh. The perception of the consumers is dynamic in nature because their interests, taste, fashion, preference, satisfaction etc change

from time to time. The findings of the study are based on the present period and the perception of the public in those places. Studies exploring the difference in the product category, and demographical profile of the consumers will be also interesting facts and hence future studies focusing on those areas will be interesting.

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