

A LITERATURE REVIEW ON CONSUMER BEHAVIOUR AND INNOVATIVE MARKETING

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Abstract

The study was conducted to examine the available systematic literature on creative marketing and how it affects customer behaviour. This study gives insight on marketing innovation trends, customer preferences, and consumer behaviour. Highly acclaimed peer-reviewed published works were examined to gen up requisite research work details. A comprehensive technique for searching the Google Scholar database was used, and journals spanning 1960 to 2022 were chosen. Initially, papers on innovation, marketing, and consumer behaviour published in top marketing journals were accessed. Top-ranking, peer-reviewed publications from the ABDC Journal were used for the study (A and A* for the literature review and A, A*, B, and C categories from ABDC only for the rest of the study).

Keywords: Innovation, Marketing, Consumer, Behaviour, Creative, Influence, Purchase, Brands.

Introduction

Marketing is the conveyance of an offering to the outside world, where as altering the offering at a utility level and functional level precisely termed as innovation and it could also be understood as incorporation of new elements into an existing concept or practice. The basic function of a business is to acquire customers by selling innovative products or strengthen their relationship with current customer base. An Aspect in consideration of any modern business is to define the cost of innovation and ultimium commercial success it translates into. Innovation develops novel concepts, which are then commercialized to produce results (Franklyn & Manu, 1996). Today's successful businesses are those that constantly generate fresh knowledge. Due to altering markets, advancing technology, and changing client preferences, the company's models must be altered (Medrano & Olarte, 2016). Innovation is the most prominent theme in marketing literature. Due to their overlap, the two disciplines are closely linked. (Ennis, 1987) Unmet customer needs generate a perception, which initiates the design, production, and sale of a new opportunity. Consequently, innovation with market research encompasses invention, product creation, marketing, as well as adaptation and improvement of subsequent items. Tourism organisations have a significant competitive edge due to their propensity for innovation. With the emergence of

new offering and the supply of these new services, marketing innovation sales tactics must also be radically revised (Nieves & Diaz, 2016). Despite the intensive research and innovation procedure of the product, unique marketing methods have received little attention. With product innovation, there are innovations in the process of product marketing, advanced and technically highly reliant marketing tools, and established processes that play a significant part in the industrial revolution (Chen, 2006). However, according to (Ozomser et al., 2015), there are numerous examples of such marketing, including notable and important changes in packaging and product design (e.g., refill ketchup bottles, QR codes on interactive packaging, authenticity of products can be checked with invisible watermarks on labels, recyclable packaging), and new vistas for promoting various brands and products, such as various promotional contests on social media, sharing of customer reviews, and customised advertising (e.g., prepaid, dynamic pricing). According to (Gupta & Malhotra, 2013), because of rising levels of competition and higher expectations from customers with greater business acumen and fewer regional constraints, the evolution of traditional business models is needed. These novel strategies in product development, pricing, distribution, and advertising highlight the importance of studying marketing innovation.

Review of Literature

According to (Purchase & Volery, 2020), with an aim to gauge the intensity of a specific kind of innovation that drives marketing practices by succeeding at bringing about a commercial offering which enhances the existing the brand image and suffice to the four P's of the world of marketing and innovation have become increasingly close due to this advent. As technology improves, so do the characteristics of many products. Inspiring new product ideas and promoting their sale go hand in hand (Leeflang et al., 2014). The emergence and advent of digital technology has further eroded previously established distinctions. Marketers are attempting to combine various marketing innovations in order to reach customers and create new value. These innovations include marketing strategies that align innovative product offerings, design to facilitate task completion and increase aesthetic experiences, advertising with optimal targeting, and a unique pricing method to capture customer attention (Park & Smith, 1990).

According to (O'Dwyer, 2009), (SMEs) small and medium-sized businesses have challenges in their marketing efforts due to factors such as a lack of capital, a lack of marketing skills, the size of the firm, and strategic and tactical client concerns. According to (O'Dwyer & Gilmore, 2009), these new marketing strategies are crucial since these small-to-medium sized business employ millions of people. Innovative marketing consists mostly of product enhancement, alternative channels for product distribution, the investigation of new markets, and the implementation of new methods of operation. Innovative marketing comprises six aspects: customer focus, marketing variables, modification, market focus, the unique proposition and integrated marketing. As a result of product innovation, product marketing methods are developing. New marketing technologies and strategies contribute significantly to the industrial revolution (Carson, 1985). There are a number of distinct sorts of marketing innovation. According to creative marketing programmes, information about the consumer may be collected in novel methods, businesses can contact

consumers in more effective and efficient ways, and transaction or exchange costs for customers have been drastically reduced via the adoption of previously unfeasible pricing techniques or strategies (Chen, 2006).

According to (Gupta & Malhotra, 2013), there is a need for the development of traditional business models as a result of increasingly competitive markets and demanding customers with enhanced business abilities and no or very few geographical limitations. (Halpern, 2010) Previously, firms that wanted to expand globally faced significant obstacles. However, now that global markets are changing as a result of economic shifts and shifting customer purchasing power, growth is becoming a necessity for businesses, which is driving them to enter and operate in international markets. When foreign firms supply them with new economic opportunities, local businesses expand. According to (Shergill & Nargundkar, 2005), marketing innovation may be produced by partnership between foreign regions and local businesses, as well as through attracting customers in a growing economy.

According to (Medrano & Olarte, 2016), organisations with continuous innovation are successful because they continually generate new knowledge in response to changing markets, advancing technology, and evolving customer preferences. Once-used company models are insufficient for extended periods of time, necessitating their revision. Due to the intense competition to retain clients, businesses are now compelled to implement these new marketing strategies to meet their needs (Eremina et al., 2020). New ideas may completely revolutionize a value chain; a new method of selling a product is also an example of marketing innovation. Large corporations are more likely to employ marketing innovations. Businesses that engage in marketing innovation also undergo structural alterations (Weerwardena, 2003).

Tourism organisations have a significant competitive edge due to their propensity for innovation. With the emergence of product innovation and the supply of these new services, the sales strategy, which is a kind of marketing innovation, which must also change drastically. The different forms of communication tools/materials are new marketing innovations (creating awareness) in the hotel and hospitality industry that are backed by technical advancements in decreasing the cost of reservation for customers as well as businesses who previously spent a great deal of money (monetary) on marketing using traditional methods. The values of an organization's intangible assets are the major reason for its success. Employee learning abilities are essential for hotel organisations to achieve financial performance, since both individual and pooled knowledge contribute to its learning abilities. Accordingly, enhanced learning skills may also assist organisations in achieving their objectives (Nieves & Meneses, 2016).

According to (O'dwyer et al., 2009), the evolution of marketing in SMEs is dependent on the enterprise's life-cycle in terms of how they respond to a new product or market demands, while satisfying customer requirements. Leaving behind traditional marketing methods, businesses now focus more on how to personally contact customers, how customer information can be collected, and what innovation can be implemented. Gilmore (O'dwyer & Gilmore, 2009). A small to medium-sized business may be successful by inventing the skills of its employees, who see the

opportunity to reinvent the product. In addition, system integration and flexibility can enhance the innovation process in SME.

"Marketing is the neglected kid of most contemporary businesses," argues Levitt (1960). Few businesses are devoted to systematic initiatives like market testing and innovation. In the preceding decade, the market has seen several changes, such as the automation of assembly lines, which is a rather significant development. With cyberneticists present, everyone feels more assured in their marketing needs. Typically, marketing innovation is generated by new, tiny enterprises. According to (Parsons et al., 1998), management in the twenty-first century is becoming increasingly inventive, resulting in organised invention and profit-building. These continuing methodical business inquiries generate new products and production procedures. It is crucial for a company that successfully manufactures new, efficient items to explore more original and creative marketing techniques.

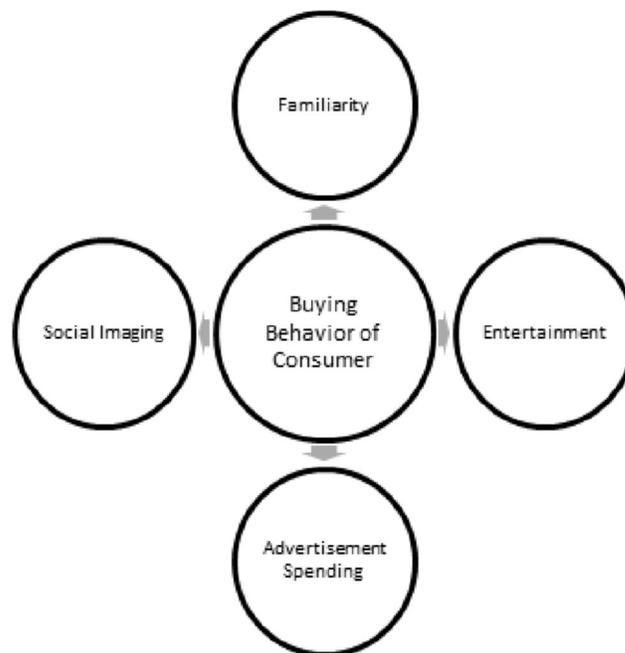


Figure 1: Aspects that influence consumer purchasing behaviour

This study investigates the characteristics of export innovation among a few companies who have just obtained their first export order. Numerous fields have embraced innovation, such as farmers embracing new agricultural techniques and physicians utilising innovative new therapies, etc. Adopting a new production technology and entering the international market are therefore both instances of innovation. In the research, the significance of agents who generated the invention was emphasised. According to (Simmonds, 1986), when a potential for change is identified, it is considered marketing innovation. This paradigm permits a sustained focus on the marketing function. Innovation is part of a company's marketing activities; these acts are more notable because the company is doing something for the first time. This innovation concept, according to (Samiee & Chirapanda, 2019), is vital to the marketing function in several aspects. Innovation, the

eighth paradigm, emphasises the marketing process as a marketing function. According to (Steenkamp & Baumgartner, 1992), marketing is what marketers undertake to generate market movements. Innovation is referred to be a driving factor in marketing. Change is important to marketing. Marketers are responsible for discovering, implementing, and tracking innovation.

Research Methodology

A comprehensive and thorough evaluation of the literature is conducted to identify and define future research and research gaps aspirations. The process of systematic investigation of literature is combined together and critically evaluated the publications on the issue, allowing access to replicability of the findings and any contradictions, if any.

The Selection Procedure

Articles on creative marketing, marketing evolution, and consumer behaviour are chosen and published in top peer-reviewed journals. A* graded journals on the list of (ABDC) are included in the literature evaluation. During the study, the following journals were chosen: (Economic and Political Weekly, European Journal of Marketing, European Management Journal, International Journal of Contemporary Hospital Management, International Journals of Management, Journals of Air Transport Management, Journal of Business and Industrial Marketing, Journal of Business Research, Journals of Consumers Marketing, Journals of Consumers Research, Journal of Economic and Management Strategy, Global Marketing Journal, Journal of Interactive Marketing, Journal of Management Studies, Journal of Marketing, Journal of Marketing Management, Journal of Strategic Management, Marketing Intelligence and Planning. Our exclusive emphasis is on publications published in major international marketing journals, which is also a constraint. The search does not take into account time period because papers from 1960 are also reviewed.

Database Lookup

Google Scholar is used to access an electronic academic database. Keywords in the exercise include innovative marketing, marketing innovation, and consumer behaviour. The keywords used in the exercise were searched in article titles, abstracts, and primary material. Following that, the selecting procedure was followed. Several research publications were chosen for further examination. In this study, no editorials or book reviews were used for additional investigation.

Findings

Initially, papers on creative marketing and customer behaviour published in top marketing journals and accessible via Google scholar were sought. Table 1 shows the method of selection, including which journals were picked and where they were obtained, the keywords used to search the articles, the era from which articles were chosen (1960-2022), editorials were deleted, book reviews were not taken, and the relevancy and final selection. To make the research easier, the selected journals' rankings and publication years are listed in Table 2.

Table 1: Selection Procedure

S. No.	Selection Stages	Criteria
1.	Journals Selected	ABDC based A* & A ranked market innovation and consumers behavior journal for literature review
2.	Search Criteria	Google Scholar
3.	Keywords	Innovation, Marketing, Consumer, Behaviour, Creative, Influence, Purchase, Brands
4.	Period	1960-2022
5.	Pre-selected articles	Excluded editorial, book reviews, etc.
6.	Relevance for search	Article title and abstract were considered for the search.
	Final selection	Articles with focus on innovative marketing, consumer behavior were considered

Table 2: Journal selection

S. No.	Journal	Ranking	Before 2010	2010-2022	Total
1.	Economic and Political weekly	B	1		1
2.	ABDC European Journal of Marketing	A*	3		3
3.	ABDC European Management Journal	B		1	1
4.	International Journal of Contemporary Hospitality Managements	A		1	1
5.	International Journal of Management ABDC	C		1	1
6.	Journal of Air Transport Management	B	1		1
7.	Journal of Business and Industrial Marketing	A		1	1
8.	Journal of Business Research	A	1		1
9.	ABDC Journal of Consumers Marketing	A	1		1
10.	ABDC Journal of Consumers Research	A*	1		1

11.	Journal of Economic and Management Strategy	A	1		1
12.	ABDC Journal of Global Marketing	B	1		1
13.	Journal of Interaction Marketing	A	1		1
14.	ABDC Journal of Management Study	A*	1		1
15.	ABDC Journal of Marketing	A*	1		1
16.	Journal of Marketing's Management	A		1	1
17.	Journal of Strategic Management	A	1		1
	Total 19				

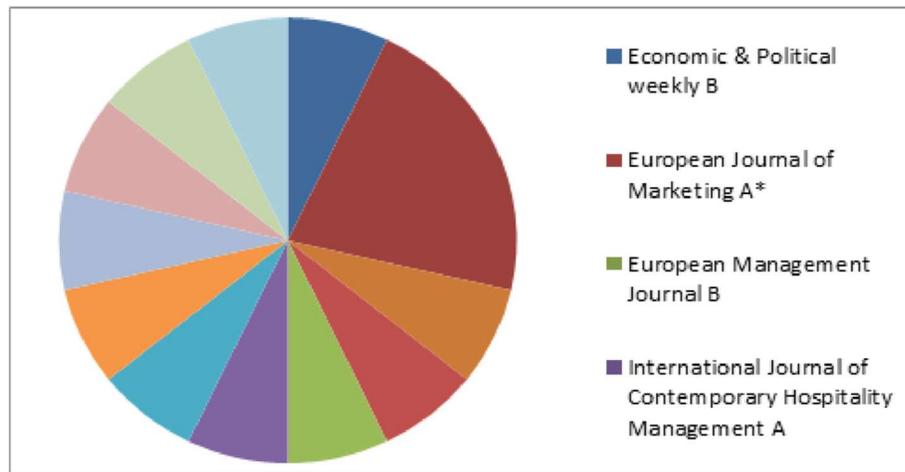


Figure 2: Pie Chart: Journals used for study

Conclusion

The study's goal was to collect and organise publications on consumer behaviour and creative marketing that were published in top and leading international marketing journals. Marketing innovation has an influence on customer behaviour. Figure 1 depicts the many aspects influencing customer purchasing behaviour, such as amusement, social imaging, and familiarity. The analysis demonstrates the significance of marketing innovation and its influence on customer behaviour. Table 1 shows the full process of selecting articles, such as what kind of ranking journals were chosen, for the literature review only A and A* journals were chosen, and for the rest of the study all A, A*, B, and C journals that were searched on Google Scholar were read. Table 2 shows the journals chosen for the study and the time span they cover, which is from the beginning year (1960) to the mid of the year (August 2022). Figure 2 depicts a pie chart of the several ABDC journals

chosen for the study. With the unpredictable nature of client behaviour and buying behaviours, marketers must embrace a constant revolution in order to promote their brands. Customers are now actively engaged in the entire purchasing process, and marketing innovation is concentrating on this. To ensure long-term growth, a well-designed marketing mix is required, which also serves as a crucial factor in marketing competition. Potential effects of creative marketing methods.

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