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The Link between Consumer Behaviour and Modern Marketing

Rotimi Sanni John

College of Arts and Sciences, Mindoro State University, Oriental Mindoro, Philippines

* Corresponding Author: **Rotimi Sanni John**

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Abstract

Consumer behavior refers to the buying attitude of the buyer at the time of purchasing the product. A seller to be succeeded in his business must analyze the consumer behavior. Analyzing consumer behavior is alone will not lead for the success the seller must also analyze by what factors the consumer's buying behavior is influenced. This paper examine the link between consumer behavior and modern marketing by analyzing the evolution of marketing philosophies, including production, product, selling, marketing, and societal marketing philosophies. Where the study emphasized on the relevance of the marketing and societal marketing philosophies to contemporary practices, asserting that modern marketing prioritizes consumer needs and long-term societal welfare. Through a focus on consumer behavior, the paper delves into the complexities of decision-making processes, examining the cognitive, emotional, and environmental factors that influence purchasing decisions. It also highlights the shift from viewing consumers as purely rational actors to acknowledging the interplay between rational and subjective forces in consumer decision-making. Also, the research identifies the pivotal role that marketers play in influencing consumer perceptions and behaviors through strategic use of stimuli. By considering both external environmental forces and the internal psychological dynamics of consumers, modern marketers are better equipped to meet consumer needs, build brand loyalty, and ensure sustainable, long-term customer relationships. This paper shows the essential nature of consumer behavior in formulating winning marketing strategies, as marketers increasingly recognize the importance of aligning brand positioning with the cognitive and emotional experiences of their target audience.

Keywords: Consumer, Buying Behavior, Decision Making, Consumer Decision Making, marketing, management

Introduction

The relationship between consumer behavior and modern marketing has been extensively studied in both academic and practical domains, as understanding how consumers make purchasing decisions is essential for developing effective marketing strategies. Defining marketing is complex, with wide debates over what constitutes an accepted definition. However, the following definitions illustrate the diversity of perspectives:

- The Oxford Dictionaries (2015) ^[15] define marketing as "the action or business of promoting and selling products or services, including market research and advertising."
- Kotler, Armstrong, Harris, & Piercy (2013, p. 5) ^[10] describe it as "the process by which companies create value for customers and build strong customer relationships to capture value from customers in return."
- The American Marketing Association (2013) ^[2] defines marketing as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

This study contributes to the existing body of knowledge on consumer behavior and marketing management by synthesizing current insights, identifying gaps in understanding, and offering practical recommendations.

By examining the factors that influence consumer behavior and their implications for modern marketing strategies, this research provides actionable guidance for businesses aiming to enhance their market performance and better engage with consumers.

Marketing philosophies, also known as marketing orientations, represent the different approaches or mindsets companies adopt to guide their marketing strategies and practices. Over time, these philosophies have evolved to reflect changes in the market environment, customer needs, and technological advancements. The five main marketing philosophies are:

The production philosophy is one of the earliest marketing approaches, focusing on the idea that consumers prefer products that are widely available and affordable. These philosophies have the characteristics of emphasizing on high production efficiency and economies of scale, focusing on improving production processes to reduce costs and limiting attention to consumer preferences and customization. For instance, Dangote Cement Plc in Nigeria focuses heavily on the mass production of cement, emphasizing efficiency, cost-effectiveness, and the large-scale supply of its product.

The product philosophy centers on the belief that consumers value quality, performance, and innovative features in products. Firms with this orientation focus on developing superior products with the belief that quality and innovation alone will drive demand. Also, these groups of philosophies strongly emphasized on product quality, design, and features, innovation and technological advancements are highly prioritized and assumed that customers will naturally seek out better products, regardless of price or availability. For example Apple, particularly during Steve Jobs' leadership, is often cited as a company that followed a product-oriented approach, producing high-quality, innovative products like the iPhone and MacBook.

The sales philosophy emerged during a time when companies realized that simply producing quality products wasn't enough. This approach focuses on aggressive promotion and selling tactics to persuade consumers to buy products. It often assumes that consumers will not buy enough of a company's products unless significant marketing efforts are made to push them. These groups focus on aggressive selling and promotional efforts, belief that consumers need to be convinced to buy through personal selling, advertising, and other marketing tactics and often prioritizes short-term sales over long-term customer satisfaction. An example of a company in Nigeria that operates with a Sales Philosophy (Sales Orientation) is MTN Nigeria, one of the largest telecommunications companies in the country, often emphasizes aggressive sales tactics, promotions, and marketing campaigns to boost customer subscriptions and product purchases.

The marketing philosophy represents a customer-centered approach, where companies strive to understand and meet the needs and wants of their target markets better than their competitors. This philosophy focuses on creating customer satisfaction as the key to achieving long-term business success. They prioritizes understanding customer needs and preferences, develops products and services based on market research and customer insights and emphasis on building long-term relationships with customers through satisfaction and loyalty. Innoson Vehicle Manufacturing (IVM) Nigeria's first indigenous automobile manufacturer tailors its products to meet the specific needs of Nigerian consumers. The

company focuses on understanding local preferences, such as affordability, durability for Nigerian road conditions, and availability of spare parts.

Finally, societal marketing philosophy builds on the marketing orientation but extends its focus to include society's well-being. It emphasizes the importance of balancing consumer needs, company profits, and the long-term interests of society as a whole. An example of a company in Nigeria that operates with a Societal Marketing Philosophy is Unilever Nigeria. Unilever focuses not only on satisfying consumer needs but also on promoting social responsibility and environmental sustainability. Through its brands like *Lifebuy* and *OMO*, Unilever runs campaigns on public health, hygiene, and environmental care. For instance, the *Lifebuy Handwashing Campaign* promotes hygiene practices to prevent diseases, while *OMO's* campaigns encourage recycling and sustainability.

The market concept dictates that consumer shall be focal point of organizations market activities. All activities should first target consumers. The consumer is the king. The implementation of the marketing concept requires that every member of the organization be involve in marketing to translate into identification and satisfy consumer need. The most revolutionary and interesting thing to have happen in the development and practice of marketing is the marketing concept. The importance of marketing cannot be over emphasized. The president of pepsi-cola of America once said "our business is the business of marketing". Note: there is a mark difference between selling and marketing, selling focus on revenue need of selling firm, while in marketing emphasizes is on consumer need selling is quick or short-term while marketing is prepare to keep long lasting relationship with customers.

Modern marketing has move a inches further to maintain emphasize from marketing philosophy into society marketing philosophy which while retaining the core values in market philosophy added the need for the consideration of the long term welfare of both 'the consumer and. the society at large. Even thought marketing concept was good, it lays emphasis on giving -consumer what they wanted, but not everything that the consumer desires is good for his I her long-term and or total welfare, e.g Tobacco, satisfy the need people in this form have devastating effect on their health, consumer and even the economy of the country, money use in treatment of tobacco related disease for example thus: the need to avoid "excessive" practicing the marketing concept for the good of the society, society marketing concept emphasize here is:-

- Need or want of consumer does not always agree with the overall societal interest
- In the long run, consumer will respect organization who considers their interest and design product for the long term society welfare.
- Thus in society marketing philosophy, marketing involve societal responsibilities, in addition to serving -customer profitability.

Consumer behavior and modern marketing are intrinsically linked, as understanding consumer behavior is fundamental to designing effective marketing strategies. Modern marketing relies on analyzing consumer preferences, purchasing habits, and decision-making processes to tailor products, services, and communications that resonate with target audiences. Insights into consumer behavior help marketers predict trends, customize messaging, and optimize

digital and traditional marketing channels. According to Kotler and Keller (2016) ^[9], consumer behavior analysis enables marketers to anticipate trends, customize messages, and optimize both digital and traditional channels to better meet consumer needs. Additionally, data-driven approaches in consumer behavior help in predicting market shifts and tailoring strategies accordingly (Solomon, 2020). By utilizing behavioral analytics, marketers can create more relevant and engaging experiences, fostering brand loyalty and enhancing competitive advantage (Schiffman & Kanuk, 2019). This integration of consumer insights into marketing strategies underscores the importance of understanding and responding to consumer behavior in the contemporary marketplace.

Consumer behavior encompasses the psychological processes that influence individuals' decisions to purchase goods, services, or experiences. It is shaped by numerous factors, making it crucial for marketing management teams to comprehend these dynamics when creating strategies for businesses that directly engage with consumers. The study of consumer behavior involves multiple stages; including search, evaluation, purchase, consumption, and post-purchase behavior, while also considering environmental and personal characteristics. This body of knowledge examines various aspects of how individuals purchase and consume products and services. According to the American Marketing Association (AMA), consumer behavior is the dynamic interaction of cognition, behavior, and environmental factors by which individuals conduct the exchange aspects of their lives, with various social and psychological variables at play. Thus, Consumer behavior is the study of a customers' behavior, the principle of analyzing the activities, thoughts, drives and emotions of the consumers in the process of buying brand, product or services for use or for re-buy in an attempt to understand the mind set or how the consumer mind works in reaching a decision to buy or re-buy; endless question arises:

- When do consumers buy brands, what is the science of arriving at decision to buy?
- What biological structures are used, how they arrive at the decision to buy?
- Do consumer use rational and self- satisfying decisions to arise at buying decision?
- What are the timeline for the consumers first purchase decision?
- What is the timeline for a repurchase decision?
- What is the velocity of a typical brand purchase decision?
- Where in the human body does the decision to buy take place?
- What action, thoughts, feeling, precede and succeed consumer decision to buy brand for consumption or

further rebuys?

Thus consumer behavior is the core issue in marketing, thus it is believed by a school of thought that a brands success is based on how it is positioned in the mind of the prospect, not in the brand attribute. More and more professional have begin to see the amazing power of consumer behavior in driving smart brands, modern marketing and modern marketing manager must join this school of thought which consider consumer behavior as the starting point of wining marketing strategies and action (Ejionueme 2010; and Onokogu, 2013).

Consumer Mind Laying for Marketing Action

Consumer mind-laying for marketing action refers to the strategic approach of understanding and influencing the cognitive processes of consumers to guide their purchasing decisions. By analyzing how consumers perceive, process, and retain information, marketers can design targeted messages that align with their desires, beliefs, and motivations (Kotler & Keller, 2016) ^[9]. This involves creating mental associations between products and consumers' emotions or needs, ensuring that marketing efforts tap into the psychological triggers that drive decision-making. As highlighted by Solomon (2020), when marketers effectively influence the consumer's mind through branding, storytelling, and sensory cues, they can shape preferences and encourage favorable actions, such as purchasing or brand loyalty. This cognitive insight becomes essential in designing marketing actions that resonate with the target audience on an emotional and intellectual level.

The diagram below illustrates the stages of how consumer decision-making works and the corresponding marketing actions that can be taken at each level to influence purchasing behavior.

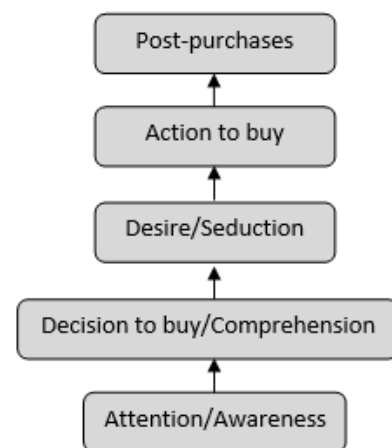


Fig 1: Illustrates the stages of how consumer decision-making works

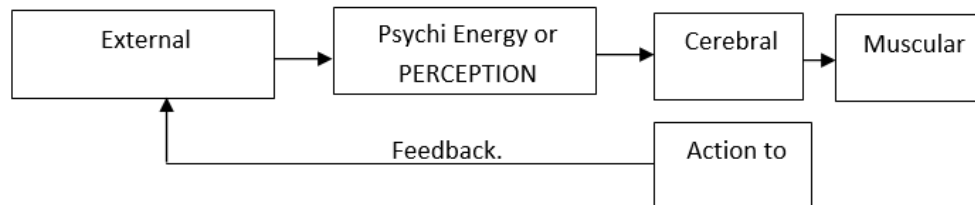
Table 1

Mind Layer	Approp Riate Marketing Action
Post purchase consumer mind	Carry out r search is customers satisfaction and can we further satisfy customer contact and relationship with them for life contribute to and keep customers buying
Action to buy	Make purchase simply, encourage purchase offer free distribution services give guaranty superior services, availability of spare parts and after sale service
Desire to buy/ seduction	Create desire to buy, seductive photograph about the brand, use successful brand to promote product, happy user, brand benefit reference people
Intention to buy/Comprehension	Express what you doing, beautiful and descriptive BUY/ brochure clear information on brand ingredient, generous display sensitization and educate on brand benefit'
Attention/Awareness	Appealing music, color, charge audience, product launch, free sample, road show awareness advertisement. living color, noise

....

Linear Consumer Buying Decision/Public Solving Model Need	Search for Information	Process Information	Buying Decision
Consumer research Consumer intendings Consumer observations	Get information to the consumer, supply the information packing information. Packing information just information I n consumer advert publicity persuading	<ul style="list-style-type: none"> - Consumer is analytical - Culture - Company - Give him data - Associate product with successful band 	<ul style="list-style-type: none"> - Yes I buy - No I don't - Repeat Purchase - Referral <hr/> Supplies and kick out No to buy

Pschi-cerebral-muscular / motor Energy Cycle in Consumer purchase Decision



Psycho-cerebral-muscular/motor Energy Cycle" in relation to consumer purchase decision can be break down to relate to the mind-body interaction that influences decision-making behavior in consumers.

Psycho (Psychological/Energy Input) Stage is where a consumer first encounters a stimulus that catches their attention. It could be an advertisement, product review, or social influence. The mind begins processing this information, invoking emotions, attitudes, and motivations towards making a purchase. At this stage, internal factors like desires, needs, and cognitive responses (beliefs, expectations) play a key role in influencing decision-making. Cerebral (Cognitive/Processing) Stage is the brain that evaluates and processes the input data. The consumer cognitively assesses the product or service based on personal knowledge, brand reputation, prior experience, and logical evaluation of the benefits versus cost. The cerebral activity here involves decision-making functions—comparing options, analyzing alternatives, and considering how the purchase will satisfy the need or solve the problem.

Muscular/Motor (Action/Energy Output) Stage here once the brain has processed the information and made a decision, it sends signals to the muscles to act. This could involve physical actions like clicking “buy” on a website, walking to a store, or even preparing for a post-purchase action like

reviewing or returning the product. This motor response is the final physical action that completes the consumer purchase decision process.

On the overall energy cycle, the energy flow moves from the psychological (emotional or mental stimulus) through the cerebral (cognitive evaluation and decision-making) and culminates in the motor (physical action) stage. This full cycle reflects the journey from consumer awareness or desire, through decision-making, to actual purchasing behavior. In essence, the "Psycho-cerebral-muscular/motor Energy Cycle" in consumer purchase decision illustrates the internal and external energy shifts from initial stimuli to the final consumer action, emphasizing how psychological factors, cognitive processing, and motor actions collectively shape purchasing outcomes.

The Stimulus-Organism-Response (SOR) model is a psychological framework used to understand consumer behavior, first proposed by Mehrabian and Russell (1974). It suggests that external stimuli (S) such as marketing cues or environmental factors influence the internal state of the organism (O), which includes consumers' emotions, perceptions, and attitudes. This internal state then leads to a behavioral response (R), such as purchasing or rejecting a product.

Sor Moder

Stimuli – mixture	Response Zones
Batteries of stimulation	
- Marketing information	- Consumer perception
- Brand benefit	- About to buy
- Customer care	- Brand rejection
- Brand attribution	
Brand emotion	
Pictures	
Brochure	

The SOR model emphasizes the role of emotional and cognitive processing in shaping consumer reactions to external stimuli, making it a valuable tool in modern

marketing strategies. Research has shown that emotions triggered by stimuli significantly affect purchasing behavior and decision-making (Donovan & Rossiter, 1982). The SOR

MODEL state that when appropriate batteries of positive marketing stimuli are exposed continually and intensely to the mind of the consumer, the stimuli will be processed using various mind stimuli to produce expected behavioural response which can be buy, re-buy, no purchase, also can be tri-force mechanism stimuli processing, and response zones. Consumer perception is formed through a combination of the external stimuli batteries which are checked at the consumer mind (1x2x3 effect). The brilliant of mind layer filter in the mind evaluate in carrying signals, information or Data to ascertain whether they are useful to the consumer or not, called stimuli filtering mechanism, the principal and real driving force in the consumer is the brand mind picture or perceptible. The psycho energy generates in consumer perceptible determine the energy of the purchase decision marketers need to plan for a high energy consumer perception. Thus as modern marketer we now infuse into the model clear, seductive and irresistible stimuli mix.

Further more research has supplies the consumer perception theory, survey carried out by ESUT BUZZ school in Lagos metropoli in 2009, on 20 smart brand shows that 16. or 80% of the brand survey d conveyed a minimum of 3 consumer perception for each brand e.g. Eva-Water purity Clearness, fresh, premium good health, best world class drink, natural. The Consumer mind is very sensitive about creating perceptions mental pictures or impression. The mind values perception above physical product or services; the consumer mind is psych toward for caption, always hurry for perception mind than physical slide, filter pressure are mind active and modern marketer must take advantage of this proven fact, the deduction we can make is that marketers must sell perception to customer not products, we should design appropriate perception acceptance to consumer mind, this is facilitated by appropriate consumer research. Note this consumer perception dynamic exist in every human being without discrimination to your race or believe. This can be easy exploited to market any product or service

The consumer mind likes simplicity capitalize on it, like to see thought transparency utility this, device a market mix base on the research in the consumer mind system and perception package your smart mix of stimuli expose if to the consumer on all sides, all medium, you will surely achieve your marketeering objecting. Utilize the internal force of consumer behavior, the consumer mind, consume perception, consumer personality and consume motivation attitude, consumer doesn't see brand sell the perception of a product e.g. astel malt low sugar, made to world class the standard of sell brand perception, e.g. Guinness stout 1754. .

Ensure you bamboozle the consumer with positive stimuli mix so that it results in positive mind I picture perception. Perception is mind picture mind set external sensation or stimuli mix that are exposed to him/her. Carry out research for see if product is creating a positive brand perception, ensure it because consumer buy brand perception not the brand.

Attitude: A consumer pre disposition to act out ie an internal buildup of emotion ready to, prepare to do more. This buildup is a Carryover from the perception alert, the mind to build up to what is seeing. If you create a positive perception in a consumer it will alert consumer to get ready to test it, to have it to refer to it. Consumer behavior pattern is making brand successfully globally, thus universally modern marketer must catch on this modern marketers are utilizing their knowledge of consumer behavior to do great exploit in triggering consumer

decision to buy globally creating successful brands:

Understanding Consumer Behavior in the Modern Era

Consumer behavior refers to the processes by which individuals or groups select, purchase, use, and dispose of products, services, or experiences to satisfy their needs and desires. Kotler and Keller (2016) ^[9] argue that modern consumer behavior is increasingly shaped by psychological, cultural, social, and personal factors. Solomon et al. (2019) ^[19] emphasized that consumer behavior is shaped by a combination of psychological, social, and economic factors, which have been significantly influenced by the rise of the internet and social media. The study highlighted how marketers are now able to collect vast amounts of data on consumer preferences, allowing them to create personalized marketing campaigns tailored to individual behavior patterns. For example, personalized email campaigns, targeted ads, and recommendations based on browsing history have proven to be more effective than traditional mass marketing techniques, as noted by Smith and Zook (2021) ^[18].

Empirical studies have demonstrated that understanding consumer psychology is essential in modern marketing strategies. For instance, Dibb et al. (2016) ^[5] found that consumer behavior theories rooted in psychology, such as Maslow's hierarchy of needs and the theory of planned behavior, continue to be highly relevant. These frameworks help marketers identify not only what consumers want but also why they want it. As Dibb et al. (2016) ^[5] emphasize, modern marketing must consider consumers' emotional, psychological, and social contexts to create campaigns that resonate on a deeper level. This insight aligns with the shift toward customer-centric marketing, where personalization and emotional engagement drive consumer loyalty.

The Role of Digital Technologies in Shaping Consumer Behavior

Technological innovation has profoundly influenced consumer behavior, particularly with the growth of e-commerce and mobile technology. Modern consumers now have unprecedented access to information, which empowers them to make informed decisions, compare products, and engage with brands on a global scale (Chaffey & Ellis-Chadwick, 2019) ^[3]. Empirical studies suggest that technology has shifted consumer expectations, with many expecting seamless, multi-channel interactions and instant gratification (Lemon & Verhoef, 2016) ^[11]. As a result, modern marketing strategies must adapt to this new digital landscape by leveraging data analytics, artificial intelligence, and personalized communication.

A study by Verhoef et al. (2020) ^[21] examined how companies have embraced digital technologies to meet the evolving demands of consumers. They found that brands that effectively utilize digital platforms, such as social media and mobile apps, can better understand consumer behavior through real-time data. This allows them to create targeted campaigns that are responsive to consumer needs and preferences. Furthermore, Verhoef et al. (2020) ^[21] highlight that personalized marketing messages, powered by machine learning algorithms, have become a crucial component of modern marketing, as they allow companies to deliver more relevant content to specific consumer segments. This approach reflects the integration of consumer behavior insights into the development of digital marketing strategies.

The Impact of Social Media on Consumer Decision-Making

Modern technologies in marketing communication influence the consumer behaviour and the most significant of them will be described below. First of all the Internet has changed the moment when consumer decide to buy a particular product. The First Moment of Truth, three to seven seconds of first contact with the product on store shelf was believed to be crucial, however nowadays this moment is not anymore inside the store but even many hours before, when consumer goes online. People who are connected to the Internet provide an advanced research before making decision over a purchase. Consumers compare different products, look for information about them, compare prices and what seems to be another trend, do not count on friends and family opinions solely, but mostly analyze the comments on web pages or publish a general question on their social media profiles.

Research by Chen and Lin (2019) ^[4] found that consumers are highly influenced by social proof, such as online reviews, peer recommendations, and influencer endorsements. This shift in consumer behavior has made social media marketing an essential tool for brands looking to engage with their audiences in a more interactive and dynamic way. The study also showed that social media fosters a two-way communication channel between brands and consumers, giving consumers a sense of involvement and empowerment in the marketing process.

Another empirical study by Alalwan et al. (2017) ^[1] explored the effect of social media marketing on consumer purchase intentions. Their findings revealed that social media platforms offer unique opportunities for brands to create emotional connections with consumers, which, in turn, influence their purchasing behavior. Consumers tend to trust peer-generated content, such as user reviews and testimonials, more than traditional advertisements. This insight has led to the rise of influencer marketing, where brands collaborate with social media personalities to leverage their influence on consumer behavior. Thus, modern marketing must increasingly focus on building trust and credibility through social media channels.

Furthermore, fear of missing out (FOMO) also arouse consumer behaviours in response to social media spread. It is a fear of being excluded from social life, as a result consumers inform about every step taken in their life on social media. Such consumer behaviour can be identified while specific information are placed on social media sites like work change, partner change, change in marital status, what shops do they attend. This type of consumers is afraid that what the others do is more interesting as a result they observe other people's activity and copy it.

Importance of Personalization and Consumer Experience

Personalization has become a cornerstone of modern marketing, as brands seek to provide tailored experiences that meet the specific needs of individual consumers. Personalization is a strategy to gain a competitive advantage, encompassing learning, matching, and delivering products and services to customers. Customers benefit from personalization as it reduces disorientation by focusing on the options that meet their requirements. Personalization aims to improve customer satisfaction by improving decision quality, thereby inducing loyalty. If thoughtfully implemented, personalized marketing can improve customer value by

extending the relationship breadth (Lim & Weissmann, 2021) ^[12]. According to a study by Grewal et al. (2020) ^[8], consumers are more likely to respond positively to marketing efforts when they feel that their unique preferences are being acknowledged. The research showed that personalized offers and recommendations significantly increase consumer engagement and conversion rates. This aligns with the broader trend toward experiential marketing, where brands create memorable, personalized experiences that resonate with consumers on an emotional level.

Furthermore, empirical evidence from Pine and Gilmore (2019) ^[16] highlights the importance of experience in shaping consumer behavior. Their research demonstrated that consumers are more likely to develop brand loyalty when they have positive, personalized experiences. In modern marketing, this has led to the rise of experiential campaigns, where brands focus not just on selling a product but on providing consumers with an immersive, memorable experience that aligns with their values and lifestyle. This approach demonstrates the close relationship between understanding consumer behavior and creating marketing strategies that cater to individual preferences.

Conclusion

The link between consumer behavior and modern marketing is evident in the way businesses design their strategies to meet the evolving preferences and expectations of their target audience. As consumer behavior becomes more influenced by technology, social media, and personalization, marketers must continuously adapt their approaches to engage with customers effectively. Digital platforms, data analytics, and a focus on trust and transparency have reshaped how brands interact with consumers, emphasizing the importance of personalization and a seamless customer experience. By understanding consumer behavior, modern marketers can develop strategies that resonate with their audience and drive long-term business success. This study concludes that consumer behavior is central to shaping marketing strategies, leading to better customer engagement, satisfaction, and brand loyalty. The integration of behavioral insights into marketing practices ensures that businesses can anticipate market trends and adapt to the evolving needs of their consumers.

Recommendations

1. Companies should invest in continuous research on consumer behavior trends, utilizing data analytics to better understand their target audience's preferences and motivations.
2. Marketers should focus on delivering personalized experiences by tailoring their messages, products, and services based on consumer behavior insights.
3. With the rise of digital marketing, businesses should utilize social media, mobile apps, and e-commerce platforms to capture real-time consumer data and adjust their strategies accordingly.
4. Brands should aim to build emotional connections with their customers by creating content and campaigns that align with consumers' values, aspirations, and lifestyles.
5. Marketers need to remain flexible and responsive to changes in consumer behavior, adapting their strategies to new trends, technologies, and shifts in market demand.

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