

Artículo de investigación

THE INNOVATIVE MARKETING APPLICATIONS AND ONLINE CONSUMER BEHAVIOR

ИННОВАЦИОННЫЕ МАРКЕТИНГОВЫЕ ПРИЛОЖЕНИЯ И ОНЛАЙН-ПОВЕДЕНИЕ ПОТРЕБИТЕЛЕЙ APLICACIONES DE MARKETING INNOVADORES Y COMPORTAMIENTO DEL CLIENTE EN LÍNEA

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Abstract

Actuality and Scientific Value of the topic of this Work is determined by the fact that the innovative marketing applications are not so widely used in Russia, Uzbekistan as in Europe. Meanwhile nowadays an efficient online marketing without a usage of the innovative marketing applications is not possible. The key target of the the current paper was to define the innovative marketing applications and to consider the online consumer behavior. The given article is managed comprehensively explore a concept of the innovative marketing applications. Such researchers as J. Evans (1996), E. Collinson, E. Shaw (2001), A.R. Andreasen (1994) studied such aspects of online marketing as the innovative approaches of the marketing. There was determined the typology of the innovative applications in the given article. There were also determined the vectors of the interactive consumer behavior in the innovative marketing applications in the given article.

Keywords: electronic marketing; marketing applications; interactive innovations; web behavior; innovative marketing applications; online consumer behavior.

Аннотация

Актуальность и научная ценность темы данной работы определяется тем, что инновационные маркетинговые приложения используются в России и Узбекистане не так широко, как в Европе. Между тем в настоящее время эффективный онлайн-маркетинг без использования инновационных маркетинговых приложений невозможен. Основной целью настоящей работы было определение инновационных маркетинговых приложений и рассмотрение поведения потребителей в интернете. Данная статья посвящена комплексному исследованию концепции инновационных маркетинговых приложений. Такие исследователи, как Дж. Эванс (1996), Е. Коллинсон, Э. Шоу (2001), А. Р. Эндрюсен (1994) изучали такие аспекты интернет-маркетинга как инновационные подходы маркетинга. В данной статье определена типология инновационных приложений. В данной статье также определены векторы интерактивного потребительского поведения в инновационных маркетинговых приложениях.

Ключевые слова: электронный маркетинг; маркетинговые приложения; интерактивные инновации; веб-поведение; инновационные маркетинговые приложения; онлайн-поведение потребителей.

Resumen

La actualidad y el valor científico del tema de este trabajo está determinado por el hecho de que las aplicaciones de marketing innovadoras no se utilizan tanto en rusia, uzbekistán como en europa. mientras tanto, hoy en día no es posible un marketing en línea eficiente sin un uso de las aplicaciones de marketing

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innovadoras. el objetivo clave del documento actual era definir las aplicaciones de marketing innovadoras y considerar el comportamiento del consumidor en línea. el artículo dado se gestiona de forma exhaustiva y explora un concepto de las aplicaciones de marketing innovadoras. investigadores tales como J. Evans (1996), E. Collinson, E. Shaw (2001), A.R. Andreasen (1994) estudió aspectos del marketing en línea como los enfoques innovadores del marketing. se determinó la tipología de las aplicaciones innovadoras en el artículo dado. también se determinaron los vectores del comportamiento interactivo del consumidor en las aplicaciones de marketing innovadoras en el artículo dado.

Palabras clave: marketing electrónico; aplicaciones de marketing; innovaciones interactivas; comportamiento web aplicaciones de marketing innovadoras; comportamiento del consumidor en línea.

Introduction

The work is dedicated to the issue of the online consumer behavior in the innovative marketing applications. The main purpose of this work is to determine marketing aspects of the electronic consumer behavior.

The given article was aimed at study of the peculiarities of the innovative marketing applications. The work was aimed at:

- to give a concept of innovative marketing applications;
- to consider the types and peculiarities of the innovative marketing applications;
- to give a concept of the online consumer behavior;
- to distinct the types or the vectors of the web consumer behavior in the electronic applications.

Such researchers as J.Evans, B. Berman (1996); E.Collinson, E. Shaw (2001); J.G.Covin, M.P.Miles (1999); E. Nettleton, I.Turner (2008), A.R.Andreasen (1994) studied some aspects of the innovative approaches of the electronic marketing. The online consumer behavior was deliberated by S. Khurana (2017), E. Constantine (2002), S. Srinivasan (2004), J.Kim and J. Park (2005), A.Mukherjee (2007), J.Karjaluo (2007) and some others.

Actuality and Scientific Value of the topic of the given Work is that nowadays the issue of the online consumer behavior in the marketing applications is relatively new in the scientific discourse.

The principal method used in the given work is the theoretic analysis of the literature on the issue of the innovative marketing applications. The main theories of the innovative marketing communications were used as an approach in the given work. The selective method of searching of the examples of the innovative marketing applications was also used.

Development

1. The concept of innovative marketing applications

According to (Evans, Berman, 1996) “electronic marketing communications” are considered as “interactive contacts which are directed for an ability, enterprising and intelligently conduct business online”. Undoubtedly, it is a simplified interpretation of the concept of the web marketing. An interactive marketing communication is a multilateral phenomenon. There are the following definitions of the “online marketing communications”.

According to (Collinson, Shaw, 2001), online marketing communications are “the online contacts intended for an anticipation, management and satisfaction of demand for the goods, services, organizations, territory and ideas through the exchange in Internet”. Similarly, (Covin, Miles, 1999) states that communications are considered to be “a process of coordinating the various aspects of the online commercial activities, the complex of interrelated elements of online business activity”. On the same concept insisted (Eriashvili, Howard, Zipkin, 2003), considering the electronic communications as “some kind of designing process and online implement of setting prices, advertising and implication of concepts, commodities and facilities with a help of the share of the objectives of the persons and companies”.

The new marketing strategies involve a set of the new technologies and trends. According to (Seyfullayev, 2004), “the one of the important technology trends now is the Internet of items, which guaranties the Internet into every person’s life are brought”.

Really, the online devices make smart and efficient facilities for our homes and the internet

of goods leads us to a revolution in the marketing communications.

According to the statistics (Nettleton, Turner, 2008), “they estimate that 75 billion units will be

conjugated by 2020, which for 10 times more units will be able to link to one another”.

The figure 1 shows how the innovative applications can affect marketing communications.

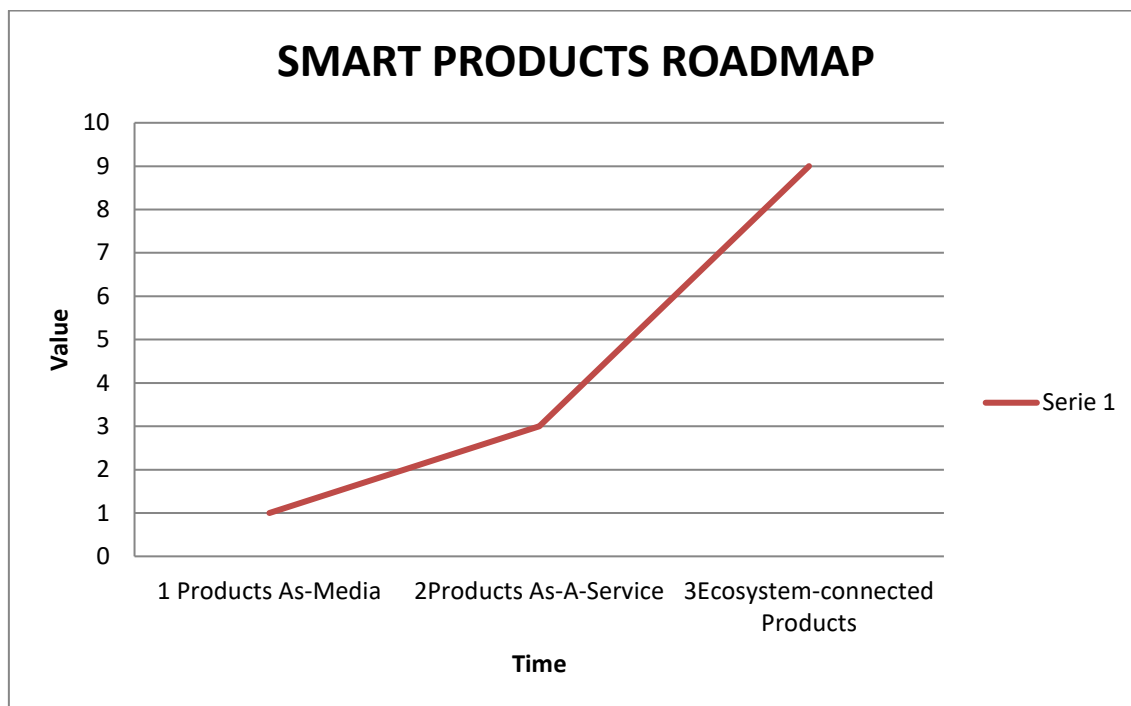


Figure 1. The innovative applications' effecting the marketing communications (Andreasen, 1994)

As we see the applications expand a marketing possibilities and become ever more relevant. We can talk about their great potential in the future. To approve the given thesis the online research was made.

During this research it was completed the following. The list of the companies that uses successfully the innovative marketing applications is given below. This companies' experience was analysed. The classification of the innovative applications in the online marketing was formed on the base of the obtained data:

1. The applications as Media were distintced.

Due to the applications products can be used to market themselves.

e.g. A bottle of alcoholic drink has a chip that connects you to your phone through bluetooth. If you want to publicate it in the social media it can be easily executed while a drink is openning. So, any product can become a media appliance capable to be represented itself into market.

e.g. Diageo plc, a British multinational alcoholic beverages company, has invented a way to promote its whisky in the market by nominating fatherhood of 10 000 bottles connected directly to the internet. So, every alcoholic beverage can be personalised sending a video message digitally to its producers. It is in effect some sort of advertising and creative message which should increase the sales. The agregate price of this advertising project has been returned for more than five times.

e.g. An American company Fitbit, Inc. Creates such products as activity wireless-enabled and wearable “pathfinders”. These are a device that estimates the number of steps strolled, heart beats, quality of sleep mode and other individual data. Sometimes we can allow a product to post the status that the FitBit accumulates and publicates in the Internet. In this way, the product is advertising itself. All the users can follow their friends using the product. It enhances the sales of this product.

e.g. Amazon's dash buttons link to your domestic wi-fi and connect to the Amazon appliance. They

can be pushed on at any place. The selected good will be brought up to your door in several days. Therefore, we can approve that the connected products through the applications can improve the sales of the products.

2. Application as a service.

The innovative applications give the possibility to differentiate a product / brand from others.

e.g. Tesla Motors, famous for their soil fracturing electric machines are using the devices capable to exercise the cars' the remote control.

e.g. Big Ass fans have designed the unit which can be controlled by a Smartphone application.

e.g. Gooee, an illumination provider placed their linked light lamps considerably ahead of the competition, because these applications have transformed the product into a service via connectivity.

3. Applications as eco-system connect products.

e.g. Uber and Spotify have connected their services. So, all the customers can call to Spotify account through their Uber appliance. If you in an Uber you can utilize the Uber App for playing music via the car's speakers in your Spotify account. These two applications are able to talk one to another and to a car.

These innovative marketing applications are locking the customers into their product ecosystem.

The peculiarities of online consumer behavior and the innovative marketing applications are interacting agents. The given classification was made independently according to the research which was executed on the web: "companies which used marketing online applications".

During the research there were distinguished several types of the innovative marketing applications:

- Applications as Media.
- Application as a service.
- Application as eco-system connected products.

Evidently, that such innovative marketing as eco-system connected products are appreciated more

and their value in the marketing technologies constantly increases.

We can also admit that the innovative technologies can activate and intensify the net consumer behavior.

Online consumer behavior

Consumer behavior or in other words how customers reflect and conduct themselves when buying is defined as "the branch of science on the customers behavior. As determined Khurana (Khurana, Kaur, 2017): "science on the why and when consumers buy for their limited or unlimited assets".

Similarly, (Constantine, 2002) states that "in net consumers' behavior mostly affected by their individual, social, psychological and cultural elements".

E. Constantine (2002) has invented the principal conception of complex marketing which offers the sending operations of web marketing. This method which is called the web-marketing Mix determines 4 components – sphere, website, joint efforts and network (Constantine, 2002). This conception was developed by Chang Su-Jane (2003), who presented the following model of Internet buying process: the focus of marketing should be fixed and exercised in the net area.

S. Srinivasan (2004) analyzed the significance of a confidence in the transaction process which influences the results of interactions in the e-commerce. The elements that proof the transaction confidence are determined. They are the following: 1) easy access to specification information about the selling goods and services; 2) simplicity of the orders' placement and orders' approval; 3) the order monitoring; 4) the postal services (Srinivasan, 2004).

J. Kim (2005) studied the consumer buying transfer from offline to web storage. The results have shown that personal approach determines the web purchase intention (Kim et al., 2005).

On the contrary, (Mukherjee et al., 2007) underlined the role confidence and obligation in the online marketing world. He stresses on the credibility of the websites which is necessary to gain. The loyalty of the buyers can lead to long term consumers' interrelations. Mukherjee considers the commitment-trust theory (CTT) of associated with interactive selling context.

To sum up the theoretical results of the deliberating of the concept of the online marketing, (Karjaluo, 2007) also described the main elements which influence the confidence in e-commerce. They represent an integrative confidence model which is based on the long term responsibility.

Therefore, we can conclude, that the basic concept of the web-marketing Mix include 4 elements: sphere, website, joint efforts and network.

During the given research there were distinguished 5 factors of the interactive consumer behavior:

- confidence;
- easy access to specification information about the selling goods and services;
- simplicity of the orders' placement and orders' approval;
- the order monitoring;
- the postal services (Fig.2).

We can confirm a necessity of developing policy of the end-to-end digital strategies and comprehensive digital operating models.

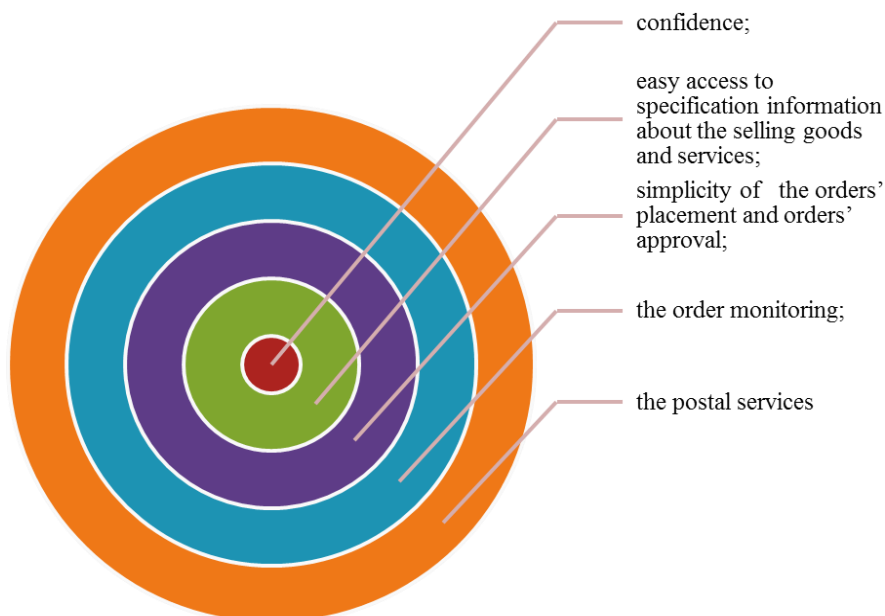


Figure 2. The main factors of the interactive consumer behavior

Results

There were distinguished the following effects of the innovative marketing applications on the online consumer behavior:

1. Activation of the consumer media activities.
2. A brand creation activities of the consumer.

3. Involving and participation in the the locked eco-system.

On the base of the theoretical analysis, (Fig. 3) the following vectors of the interactive consumer behavior in the innovative marketing applications were determined.

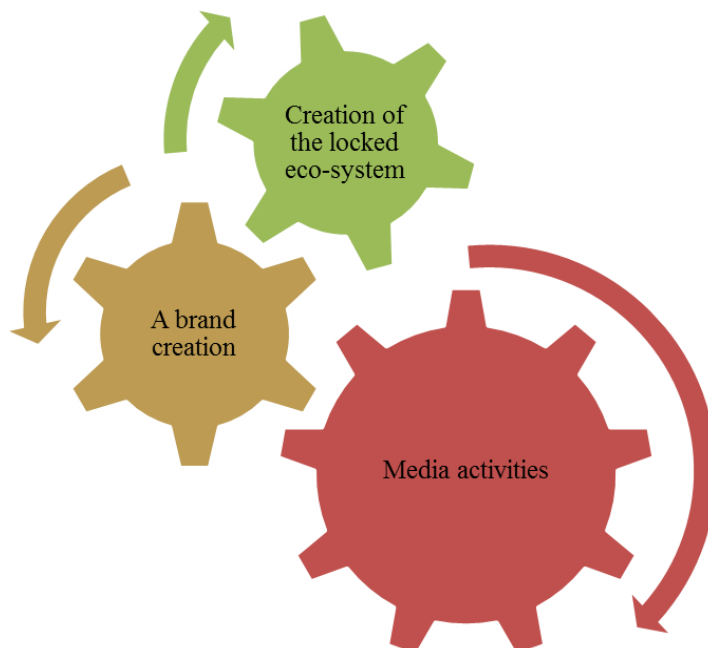


Figure 3. The vectors of the interactive consumer behavior in the innovative marketing applications

Conclusions

The given research allows to formulate the following conclusions.

The theoretical results are the following. The concept of the innovative marketing applications was studied and stated. There was also specified a concept of the interactive consumer behavior. There were independently found and distinguished such factors of the interactive consumer behavior as confidence; easy access to specification information about the selling goods and services; simplicity of the orders' placement and orders' approval; the order monitoring; the postal services (Fig.2).

The practical results are the following. The typology of the innovative applications was created independently on the base of the selective online research of the data in the web: "companies which used marketing online applications". The created typology includes: application as Media; application as a service; application as eco-system connected products. There were confirmed that the innovative applications can activate and intensify the online consumer behavior (Fig.1).

There were specified (Fig. 3) such vectors of the web consumer behavior in the innovative marketing applications as an activation of the consumer media activities; a brand creation activity of the consumer; involving into the the locked eco-system. It was confirmed the current

necessity of an implication of the end-to-end digital strategies and comprehensive digital operating models in the given work.

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