



Review Article

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Consumer Behaviour and Meta Marketing

Srinivasan Iyer*, Surbhi Mathur, Jagriti Singh

Directorate of Online Education, Manipal University, Jaipur, Rajasthan, India.

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ABSTRACT

Meta Marketing is an online marketing platform designed to help businesses reach their marketing goals. With Meta Marketing, businesses can create and manage their marketing campaigns, analyze their marketing performance, and take advantage of advanced features like automated segmentation and targeted messaging. Meta Marketing helps businesses streamline their marketing efforts by automating campaign setup, segmentation, and targeting tasks. Businesses can also use Meta Marketing to create and manage their campaigns, track and analyze their results, and customize their messaging for each target audience. This article focuses on the impact of Meta marketing on consumer behavior.

Purpose: To Study the consumer behavior of meta-marketing. To understand the strategy adopted by meta-marketers in influencing the behavior of the consumer

INTRODUCTION

Meta Marketing provides powerful tools for analyzing marketing performance, including measuring ROI, comparing performances across campaigns, and identifying trends and insights. The platform offers advanced features like automated segmentation, which allows businesses to target their campaigns to specific audiences. Meta Marketing offers integrations with popular email marketing and social media platforms, allowing businesses to better manage their campaigns from one place. The platform also includes tools for tracking website performance, providing insights into how customers are engaging with a website. Meta Marketing is an effective and powerful online platform that helps businesses reach their goals. The platform offers a range of features designed to make managing marketing campaigns easier and more efficient while providing powerful analytics and insights to help businesses make informed decisions.

Background

Meta marketing is a type of marketing used by many organizations, including large corporations, small businesses, and non-profit organizations. Examples of

meta-marketing include using social media, search engine optimization, and content marketing. Some statistics on meta marketing include: • Over 80% of marketers are using content marketing as part of their overall marketing strategy. • Over 70% of marketers are using social media to reach their target audience. • Over 60% of marketers use search engine optimization to increase their online visibility. • Over 50% of marketers are using email marketing to engage their customers. • Over 40% of marketers are using video marketing to reach their target audience

(Source : Article by Mateusz Makosiewicz, Content Marketing Statistics for 2023 (ahrefs.com))

Models of Meta Marketing

Meta-marketing is a form of marketing that uses consumer behavior data to inform marketing decisions. It involves analyzing consumer behavior data to identify patterns and trends that can be used to inform marketing strategies. This data can be used to target specific audiences, optimize marketing campaigns, and measure the effectiveness of marketing efforts. Some models of meta-marketing include:

*Corresponding Author: Srinivasan Iyer

Address: Directorate of Online Education, Manipal University, Jaipur, Rajasthan, India.

Email ✉: drsrinivasan0819@gmail.com

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- Customer Journey Mapping: This model uses consumer behavior data to map out the customer journey from initial contact to purchase. This helps marketers understand how customers interact with their brand and what steps they take to make a purchase.
- Predictive Analytics: This model uses consumer behavior data to predict future customer behavior. It helps marketers understand what customers are likely to do in the future, allowing them to tailor their marketing strategies accordingly.
- Segmentation: This model uses consumer behavior data to segment customers into groups based on their behavior. This helps marketers target specific audiences with tailored messaging and offers.
- A/B Testing: This model uses consumer behavior data to test different marketing campaign versions to determine which is most effective. This helps marketers optimize their campaigns for maximum effectiveness.

Review of literature

Fatima (2012) in the article titled “Empirical study on factors influencing consumer behavior with Metaverse”, this study contributes to a deeper understanding of the impact of different factors on consumer behaviorists analyses the relationship between several independent variables, such as cultural, social, personal, psychological and marketing mix factors and consumer behavior (as a dependent variable) on the market. This study aims to identify factors that influence consumer preferences and behavior in hypermarkets. The data used to analyze factors influencing consumer purchasing decision-making were obtained through a questionnaire in December 2011. The study’s main findings indicate that, Overall, the overall independent variables have a weak association with the dependent variable. However, in-depth analysis shows that social, physical, and marketing mix factors are closely related to consumer purchasing behavior. These analyses help discover consumer decision rules. The results have helped manufacturers and retailers understand consumer behavior and improve their satisfaction with meta-marketing.

Rajendraprasad, K.Hanagandi, Filipe Roduguese Melo and Shrinivas Patil (2012) in their study on “Analysis of Relative Customer Satisfaction and Metadata” marketplace. ”, explain that customer satisfaction is the key to business boom and sustainability in today’s competitive marketing world. Businesses need to know how customers feel about products and services. Research allows businesses to examine changes in customer satisfaction levels so they can act quickly to satisfy them. Evaluating customer satisfaction for continuous improvement is a prerequisite for any business. Customer retention is also a source of revenue; Businesses will increase profits by retaining and satisfying customers. Dissatisfied customers will tell twice

as many people as satisfied customers. The sample size of 300 respondents was taken from three major cities: Hubli, Dharwad and Belgaum of North Karnataka. Therefore, it is analyzed using statistical tools such as standard deviation, arithmetic mean and hypothesis testing using chi-square test.

Rajarajan (2010) emphasizes the identification of behavior. The marketing mix influences consumer purchases. He discovered that consumer behavior is the study of what people consume and their choices, the factors that influence their purchases, and the level of marketing done by the company. Presently, current research concludes that yesterday’s luxury is today’s necessity. What matters is how the company presents it to consumers.

Strategies to influence consumers.

- Create Engaging Content: Marketers should create engaging, relevant, and informative content to capture the consumer’s attention. This could include blog posts, videos, infographics, and other content types designed to educate and entertain the consumer.
- Leverage Social Media: Social media is a powerful tool for marketers to reach and influence consumers. Marketers should create content that is tailored to the specific platforms they are using and leverage influencers to get their message out. However, meta-marketers are at ease using social media sites like Facebook, Instagram, and Twitter. A few platforms are worth taking into consideration, including DressX, Twitch, and RecRoom.
- Utilize Personalization: Personalization is key when it comes to meta marketing. Marketers should use data to create personalized messages and experiences for the consumer. This could include personalized emails, ads, and other content that is tailored to the individual consumer.
- Incorporate User-Generated Content: User-generated content is a great way to engage with consumers and build trust. Marketers should encourage customers to share their experiences and opinions on their products and services.
- Focus on Quality: Quality is paramount when it comes to meta marketing. Marketers should focus on creating content that is of the highest quality and that resonates with the target audience.

Challenges and remedial measures

- Understanding the target audience: Meta marketers need to understand their target audience to create effective campaigns. They need to research their target audience’s interests, likes, dislikes, and preferences to create content that resonates with them.
- Keeping up with technology: Meta marketers need to stay up to date with the latest technology and trends to

create effective campaigns. They need to understand the different platforms and how to use them to reach their target audience.

- Staying organized: Meta marketers need to stay organized to keep track of their campaigns and measure their success. They need to create systems and processes to ensure that their campaigns are running smoothly and that they can track their progress.
- Measuring success: Meta marketers need to be able to measure the success of their campaigns to determine which ones are working and which need improvement. They need to use analytics tools to track their campaigns and measure their success.
- Creating content: Meta marketers need to be able to create content that resonates with their target audience. They need to be able to create content that is engaging, informative, and entertaining to get their message across.
- Adapting to change: Meta marketers need to be able to adapt to changes in the market to stay competitive. They need to be able to adjust their campaigns and strategies to stay ahead of the competition. Meta marketers can overcome these challenges by staying up to date with the latest technology and trends, staying organized, measuring success, creating content that resonates with their target audience, and adapting to changes in the market.

Role of Consumer in Meta Marketing

Meta-marketing is a type of marketing that uses the power of social media and other digital platforms to create a buzz around a product or service. It typically involves creating content that is designed to be shared and discussed by consumers, such as videos, blog posts, and social media posts. Consumers tend to react positively to meta-marketing, as it allows them to engage with a product or service more meaningfully.

According to a survey by Sprout Social, 72% of consumers said they are more likely to purchase a product or service after seeing it promoted on social media. Additionally, a study by the Content Marketing Institute found that content marketing generates three times as many leads as traditional outbound marketing, and costs 62% less. Meta-marketing can also be used to increase brand awareness and loyalty. A study by the CMO Council found that 70% of consumers are more likely to recommend a brand after engaging with it on social media. Additionally, a survey by the Social Media Examiner found that 73% of marketers believe that social media has helped them increase brand loyalty.

Future of Meta Marketing

Meta-marketing is a form of marketing that focuses on analyzing and optimizing marketing campaigns and strategies. It involves using data and analytics to measure the effectiveness of marketing efforts and identify improvement areas. The future of meta-marketing is very promising. As technology continues to advance, so will the capabilities of meta-marketing. Companies will be able to use data and analytics to better understand their customers and target them more effectively. Additionally, meta-marketing will become more automated and streamlined, allowing companies to adjust their marketing strategies quickly and easily as needed. In the future, meta-marketing will also become more personalized. Companies will be able to use data and analytics to create customized marketing campaigns tailored to their customers' individual needs. This will allow companies to better target their customers and increase their chances of success. Finally, the use of artificial intelligence (AI) and machine learning will become more prevalent in meta-marketing. AI and machine learning will allow companies to quickly analyze large amounts of data and make decisions based on that data. This will enable companies to make more informed decisions and optimize their marketing strategies more effectively. Overall, the future of meta-marketing looks very bright. As technology continues to advance, so will the capabilities of meta-marketing, allowing companies to better understand their customers and target them more effectively.

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