

Analysing The Degree Of Application Of Micro-Content In Digital Marketing And Its Role In Influencing Purchase Decision Making

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Abstract:

Traditional marketing strategies have indicated the path to innovative digital approaches that anchor the leverage of technology and interconnectedness. Among these approaches, the idea of micro content has arisen as an influential instrument that brought the possibility to reshape the dynamics of buyer behaviour as well as purchase decision-making. However, a lot of issues have been encountered to produce content for consumers to attract their purchasing decision. An online survey has been conducted for this current study and a questionnaire has been served to the 55 participants. On the basis of data collection, Google Forms has been employed for the graphical analysis of primary quantitative data.

Keywords- Micro content, digital marketing, purchase decision-making, digital technology, social media

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I. INTRODUCTION AND BACKGROUND

In the rapidly growing topography of digital marketing, marketing approaches have experienced a consequential mutation. As per the view of Pollák&Markovič (2021), traditional marketing strategies have shown the path to creative digital processes that anchor the influence of technology and interconnectedness. Among these techniques, the idea of micro-content has materialised as a powerful instrument that carries the possibility to reshape the dynamics of customer behaviour as well as purchase decision-making. Micro-content, represented by its brief and bite-sized qualities, contains diverse formats such as tweets, social media posts, snippets, captions, infographics, and so on (Erlangga, 2021). In the year 2022, the market size corresponded to nearly 300 billion Indian rupees, a noteworthy enlargement from the year 2016. Due to the continual expansion of the digital media market in India, digital advertising is expected to surpass half a trillion Indian rupees by the year 2024, indicating a growing trend over the years. In the year 2021, a survey was conducted in India which disclosed that almost 21 per cent of commerce administrators determined two main impediments to content digital marketing. The first issue was establishing the revenue influence of augmented social media spending, while the second was controlling numerous media and audiences across different locations. However, IT's position in determining the marketing technology employed by the organisation was not a consequential consideration.

The fundamental aim of the study is to analyse the extent of the application of micro-content in digital marketing and its function in exploiting buying decision-making. A lot of issues have been encountered to produce content for consumers to attract their purchasing decision. Revenue is one of the most generated issues that have been encountered by marketers to make micro-content in digital marketing.

II. LITERATURE REVIEW

Evaluation of the extent of the application of micro-content integration in digital marketing

In the current rapidly growing world, concentration spans are decreasing, and individuals are continuously inundated with data and information. As stated by Dumitriu et al. (2019), as an outcome, content marketers are discovering unique and creative manners to seize the engagement of their audience and provide information proficiently. One of the procedures is micro-content, a lot of data and information that can be disseminated fast as well as effortlessly. From uploaded posts on social media to short-form videos, micro-content is universal and it is evolving rapidly. The digital era has glimpsed an exponential advancement in the consumption of micro-content across diverse fora such as social media, websites, emails, and mobile apps. As per the opinion of Sundaram, Sharma & Shakya (2020), brands and marketers are advancing in identifying the effectiveness of micro-content in engraving through the noise and efficaciously entertaining their target audience. This modification is not only thoughtful of growing customer intentions but also signifying of the transformative function micro-content has played in the buying decision-making strategy.

Analysis of the role of micro-content in influencing the purchase decision-making of consumers

One of the fundamental goals of digital marketing is to impact consumer behaviour, specifically the buying decision process. As demonstrated by Kim, Kang & Lee (2021), the application of micro-content aligns seamlessly with this purpose, as its brief and visually attractive character encourages greater levels of concentration and data and details retention. This attention is essential in driving customers through the dissimilar backgrounds of the acquisition funnel, from attention to reflection and ultimately, modification. Furthermore, the majority of mobile devices have played a key position in driving the importance of micro-content. As explained by Thaha et al. (2021), with the plurality of users retrieving digital scopes via their smartphones and tablets, the demand for content that is effortlessly scannable as well as shareable has become essential. Micro-content has accommodated this need seamlessly, presenting users with a fast and fascinating method to interact with trademarks on the attempt. The consumer can present discernment to the product unit by assembling data about costs, product attributes, and product operation and so on. As per the illustration of Gurnathan & KS (2023), when consumers buy medicines, they are more willing to learn how the product acts within their body, and how it can merge with other drugs. These point to a “customer-led theory of digital marketing” and are more essential than the cost of medication to buyers.

Conceptual framework

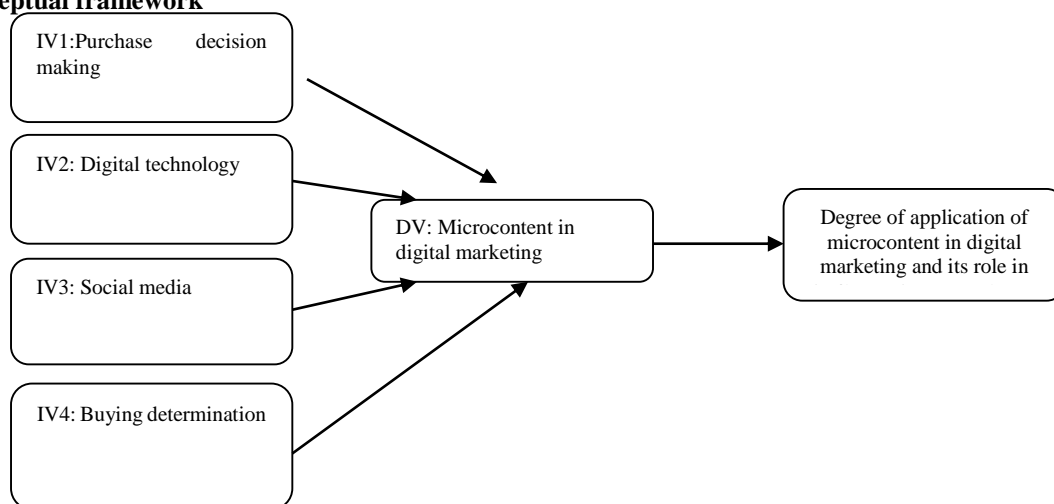


Figure 1: Conceptual framework
(Source: Influenced by Adam et al. 2020)

III. MATERIAL AND METHODS

In this section, the "primary quantitative data" collection process has been taken for several justifications. The data has been collected through an online survey by circulating a questionnaire to participants. As evaluated by Krizanova et al. (2019), this data proliferation strategy is paramount and carefully assumed. The strategy has equipped explicit and measurable data that could be without bias dissected. It has entitled experimenters to convey authentic information that could estimate utilising this methodology. Therefore, the primary quantitative data-gathering technique has been determined for this study.

An online survey has been conducted for this study and a questionnaire has been served to the 55 participants. The participants have been served with 13 questions, of which 3 questions are based on their demography and the rest of the questions were topically related.

Based on data collection, “Google Forms” has been employed for the “graphical analysis” of primary quantitative data. As suggested by López Garcia et al. (2019), this technique has permitted the summarisation and critique of complicated data sets concisely. By using graphical analysis, the study can determine the extent of the application of micro-content in digital marketing and its function in affecting buying decision making, delivering evidence-based suggestions (Djakasaputra et al., 2021). Due to its capability to proficiently investigate and summarise data, this analysis strategy has been preferred for this study.

IV. FINDINGS

Demographic analysis

Age

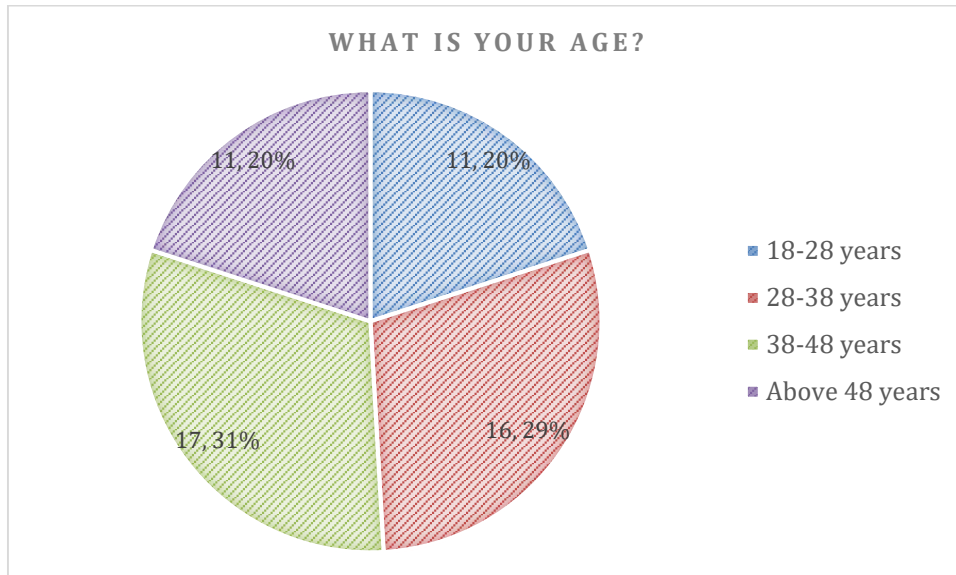


Figure 2: Age chart

The above figure has illustrated the age chart of the participants who partook in this survey. From the figure, it has exhibited that 30.9% of the total participants are from the 38 to 48 years age group. 29.1% of the participants are from 28 to 38 years of age status. Lastly, 20% of the total participants are from 18 to 28 years and above 48 years of age group.

Gender

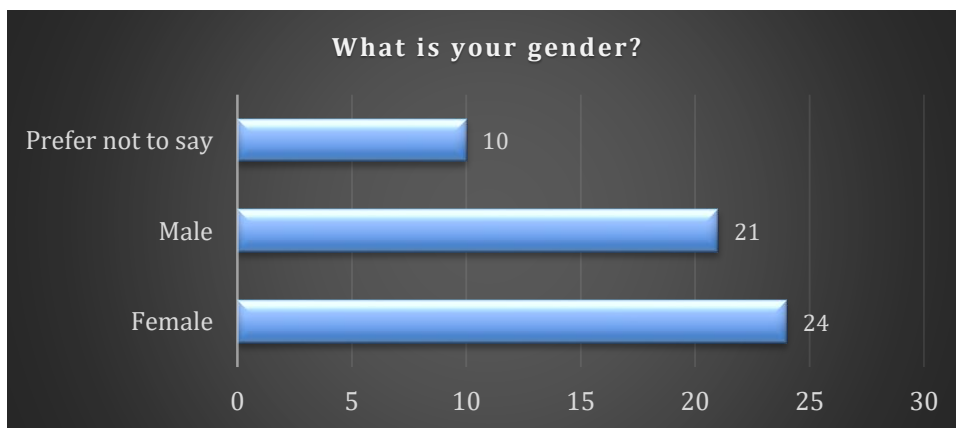


Figure 3: Gender chart

The above figure has enunciated the gender of the respondents who experienced this survey questionnaire. From the above figure, it has been shown that there is the highest percentage of participants in both the female groups which is 43.6%. On the other hand, 38.2% of participants are male. Constraints, 18.2% of the participants have not disclosed their identity.

Experience level

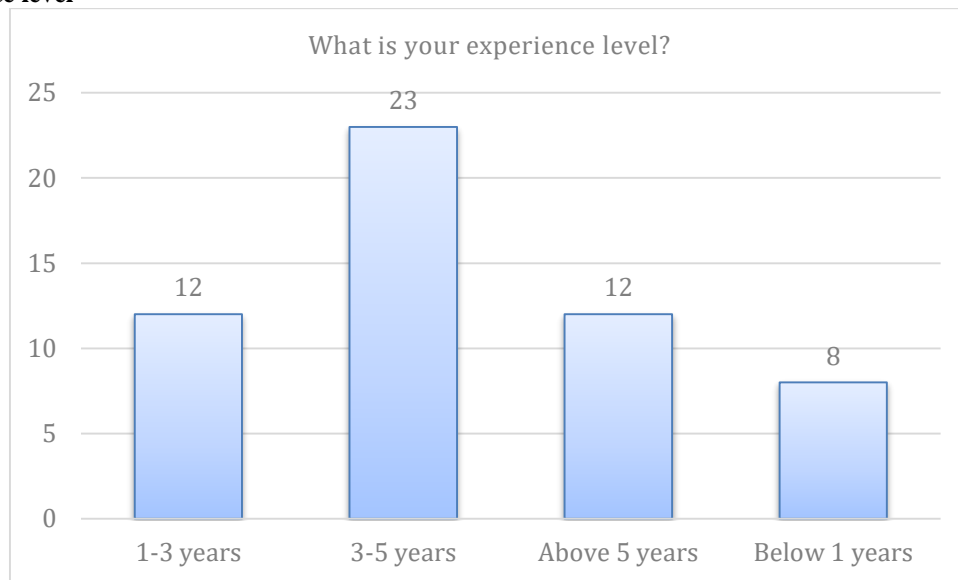


Figure 4: Experience level chart

According to the data presented in Figure 4, the participants were grouped by their experience level. Out of all the respondents, 41.8% were 3 to 5 years experienced in their organisation. The remaining 21.8% of respondents were 1 to 3 years and above 5 years experienced. Lastly, 14.5% of the participants are below 1 year experienced.

Graph-Chart analysis

Micro-content in digital marketing approaches

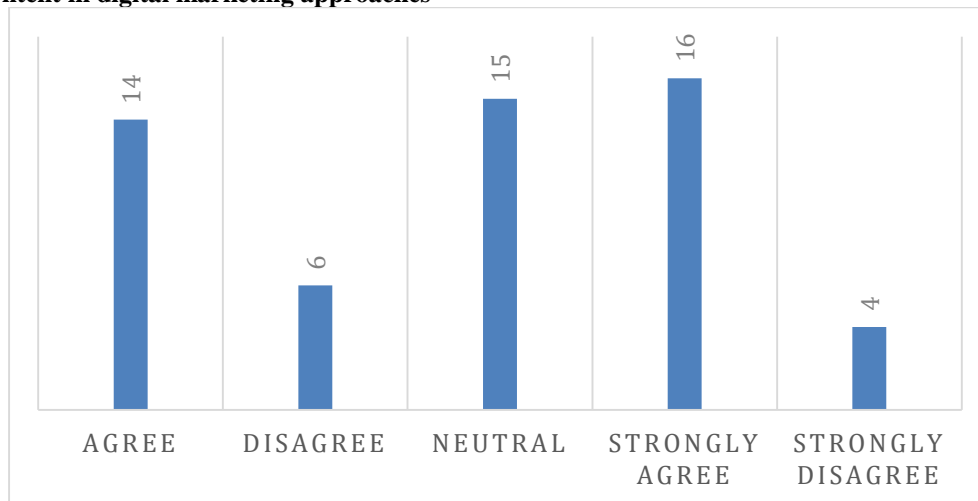


Figure 5: Micro-content in digital marketing approaches

From the above figure, it has been shown that the majority of the respondents strongly agreed and agreed with the statement, which is 29.1% and 25.5% respectively. Hence, it has been concluded that micro-content is a necessary component of digital marketing approaches.

Micro-content on purchasing decisions of customers

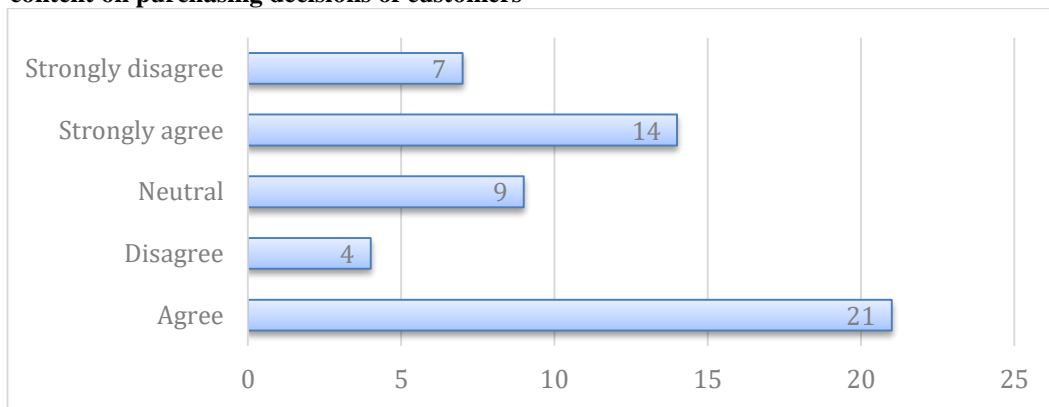


Figure 6: Micro-content on purchasing decisions of customers

From the above figure, it has been shown that the majority of the respondents strongly agreed and agreed with the statement, which is 38.2% and 25.5% respectively. Hence, it has been concluded that micro-content has a notable effect on purchasing decisions of customers.

Micro-content advantages of products or services

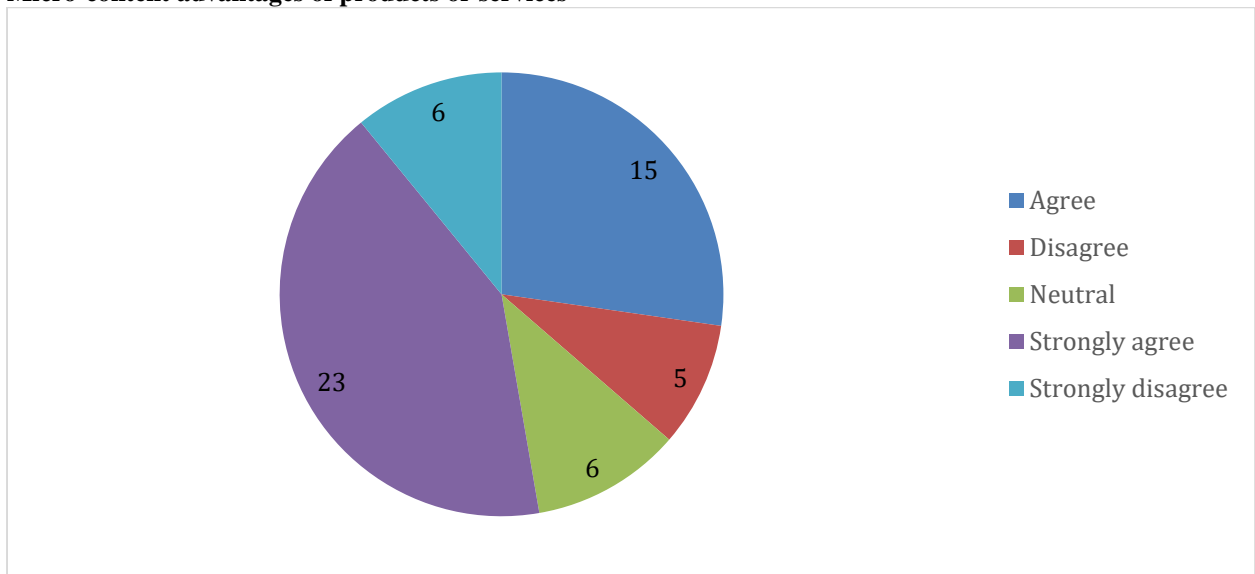


Figure 7: Micro-content advantages of products or services

From the above figure, it is depicted that the majority of the respondents strongly agreed and agreed with the statement, which is 41.8% and 27.3% respectively. Hence, it has been concluded micro-content effectively signifies the key components and advantages of products or services.

Micro-content in the attention of the consumers

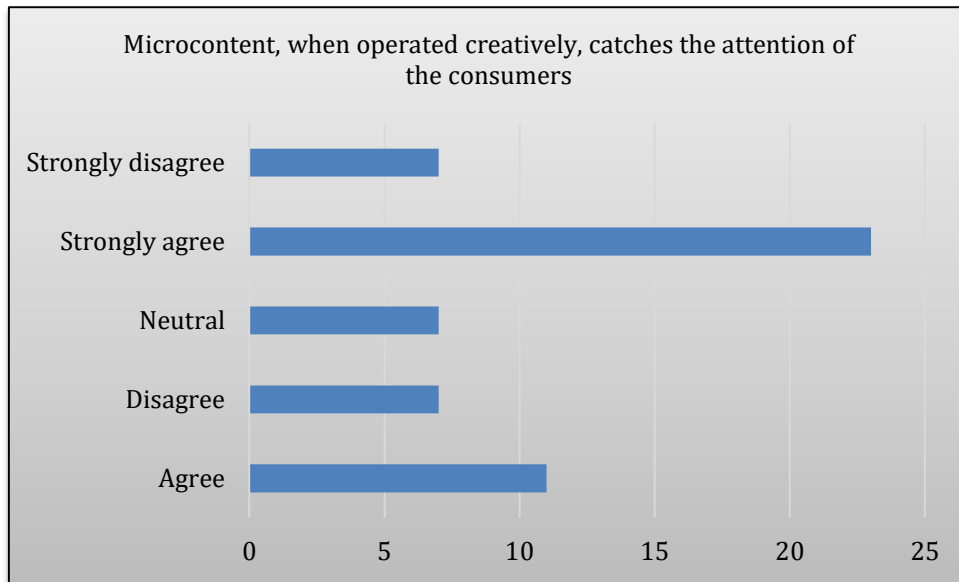


Figure 8: Micro-content in the attention of the consumers

From the above figure, it has been observed that the majority of the respondents strongly agreed and agreed with the statement, which is 41.8% and 20% respectively. Hence, it has been concluded Micro-content, when operated creatively, catches the attention of consumers.

Frequency of experiencing micro-content on consumers' viewpoint

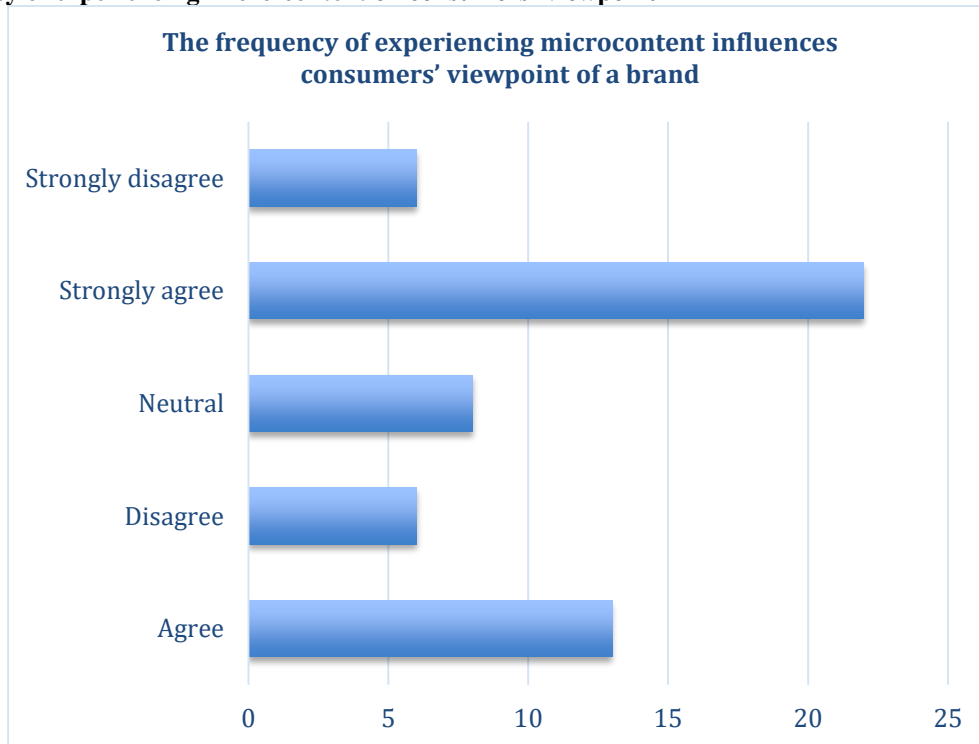


Figure 9: Frequency of experiencing micro-content on consumers' viewpoint

From Figure 9, it has been shown that the majority of the respondents strongly agreed and agreed with the statement, which is 40% and 23.6% respectively. Hence, it has been concluded the frequency of experiencing micro-content influences consumers' viewpoint of a brand.

Micro-content in shaping the viewpoint

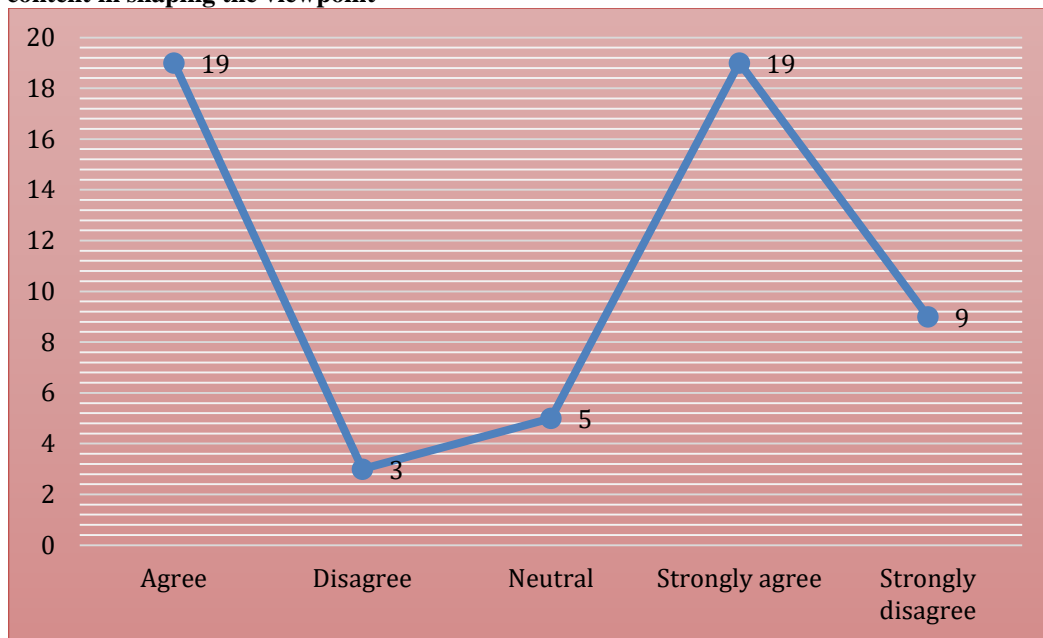


Figure 10: Micro-content in shaping the viewpoint

From the above figure, it has been shown that the majority of the respondents strongly agreed and agreed with the statement, which is 34.5%. Hence, it has been concluded micro-content has played an integral part in shaping the viewpoint of a brand's personality.

Micro-content in the buying determination

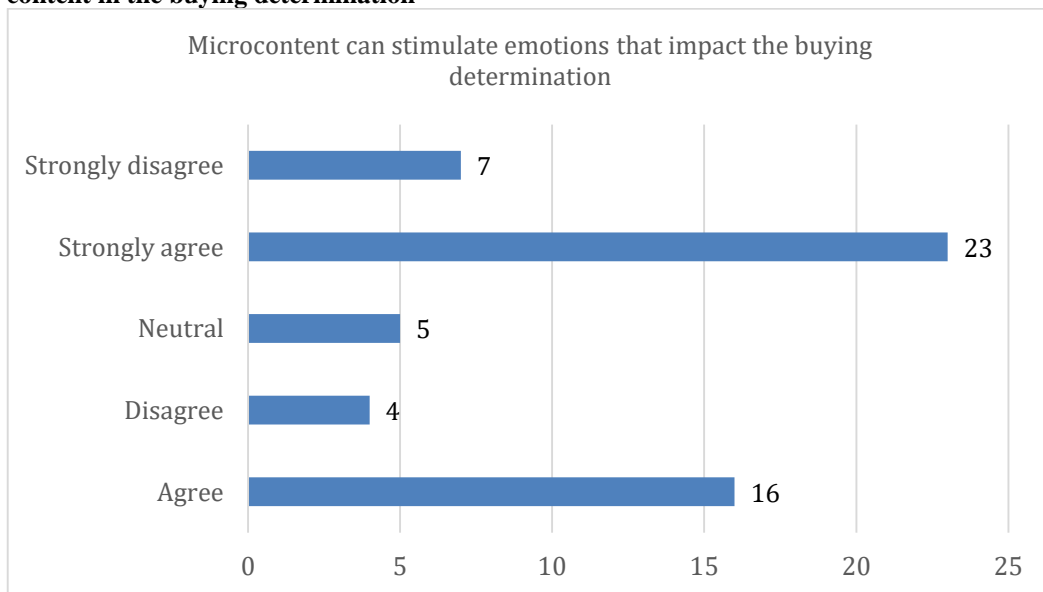


Figure 11: Micro-content in the buying determination

From the above figure, it has been shown that the majority of the respondents strongly agreed and agreed with the statement, which is 41.8% and 29.1% respectively. Hence, it has been concluded micro-content can stimulate emotions that impact buying determination.

Micro-content in driving the decision-making procedure

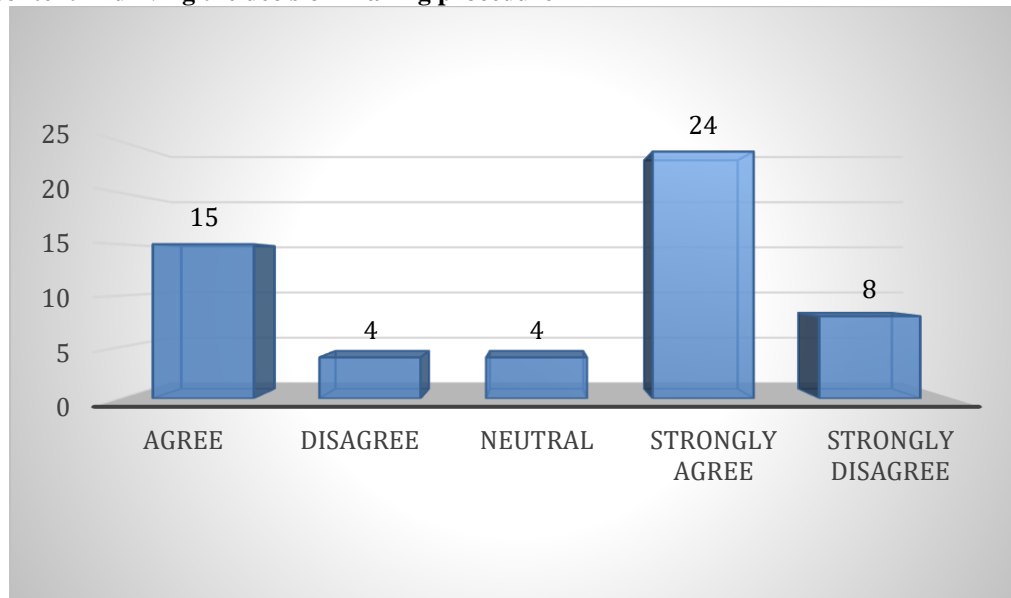


Figure 12: Micro-content in driving the decision-making procedure

From the above figure, it has been shown that the majority of the respondents strongly agreed and agreed with the statement, which is 43.6% and 27.3% respectively. Hence, it has been concluded micro-content has contributed to driving the decision-making procedure faster.

Micro-content for underlining promotions

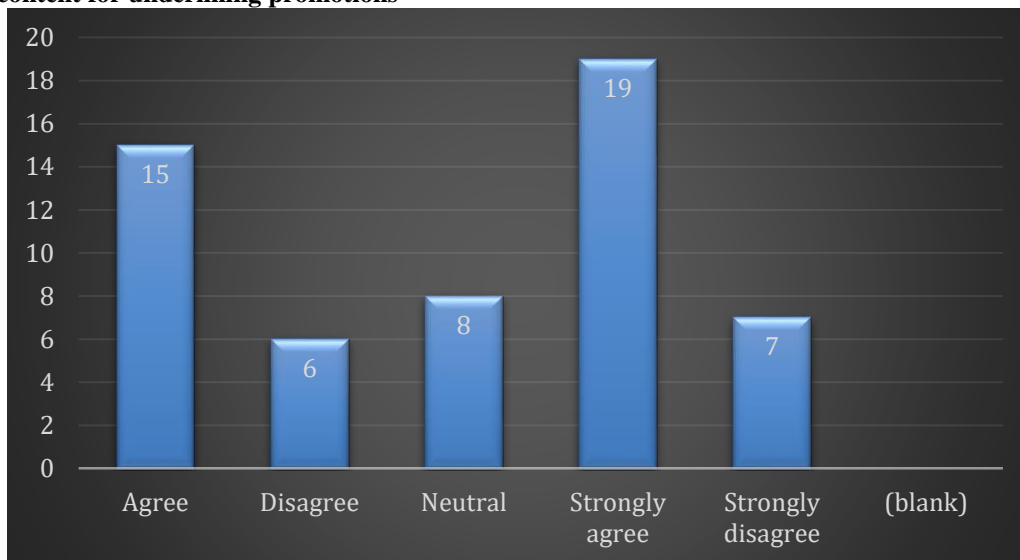


Figure 13: Micro-content for underlining promotions

From the above figure, it has been shown that the majority of the respondents strongly agreed and agreed with the statement, which is 34.5% and 27.3% respectively. Hence, it has been concluded that micro-content is an efficacious instrument for underlining promotions or limited-time offers.

Micro-content in controlling the notion of purchasing preferences

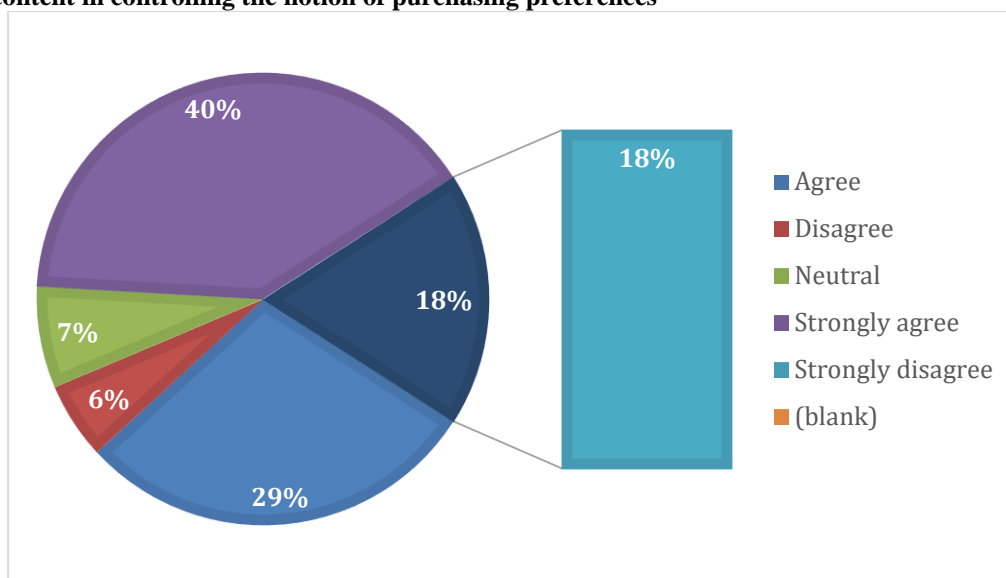


Figure 14: Micro-content in controlling the notion of purchasing preferences

From the above figure, it has been shown that the majority of the respondents strongly agreed and agreed with the statement, which is 40% and 29.1% respectively. Hence, it has been concluded micro-content has played a crucial function in controlling the notion of purchasing preferences.

V. ANALYSIS

The study in the area of shopper psychology has explained the mental strategies underlying buying decisions. The usage of micro-content has grabbed the benefit of these understandings by activating emotional reactions, making unique brand interchanges, and facilitating complicated notifications (Daud et al. 2022). As users have met micro-content that reverberated with their requirements, wishes, as well as pain issues, they are more receptive to design positive affinities with the trademark and its offerings.

VI. CONCLUSION

It has been concluded that micro-content has been described as bite-sized, succinct, and effortlessly digestible bits of content that are created to catch the concentration of users amidst the information excess prevailing on digital media. The introductory statement behind micro-content is to provide significant and impactful notifications within the restrictions of limited awareness spans, eventually causing preferred activities from the audience.

Future scope

The study is highly significant for future researchers and learners. The study has been completed with several concluding objectives. This study has evaluated the extent of the application of micro-content integration in digital marketing. Hence, the researchers and learners will be very much helped with the information. The current study has also articulated the role of micro-content in influencing the purchase decision-making of consumers. It has potential to impact different facets of marketing, such as the development of products, pricing, advertisement, as well as distribution. Therefore, this study will not only be helpful for researchers and learners, but also for marketers and market analysts.

Limitation

The experimenter has experienced a restricted cost issue with this “primary quantitative study”, due to the primary quantitative study being a cost-involvement technique. As this study analysis is founded on primary analysis, the experimenter has encountered time constraint concerns.

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