



CUSTOMER EMPOWERMENT THROUGH DIGITAL MARKETING: REVIEW OF LITERATURE

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Abstract

The report revolves around the topic of digital marketing and customer empowerment and the various concepts associated with it. For the better understanding purpose many concepts has been discussed in detail. Furthermore it has been observed that digital marketing can also be used as a marketing tool,that can empower the customer. The relationship between the digital marketing and customer empowerment has been studying by discussing the earlier works in these areas. Based on this trying to know the works that have been covered in these two concepts and make the entire discussion more authentic and informative.

Keywords: Digital Marketing, Customer Empowerment, Internet, Tools and Techniques

Introduction

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Its development during the 1990s and 2000s changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops. Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email and their websites to connect with current and prospective customers. This can also be referred as 'online marketing', 'internet marketing' or 'web marketing'. In simple terms, any form of marketing that exists online is called as Digital Marketing. In

the marketing literature, customer empowerment is defined primarily in two ways. First, customer empowerment can be defined as giving customers power through resources such as greater information or greater understanding. Second, customer empowerment is defined as a subjective state, caused by perceptions of increasing control. from the above statements we define Customer Empowerment as customer's subjective experience that they have greater ability than before to intentionally produce desired outcomes and prevent undesired ones and that they are benefiting from the increased ability. As such it is only the perception of increasing control which evokes empowerment and empowerment may be experienced whether control actually increases or not.

Purpose of the Study

The purpose of the study is to review the articles in the area of Digital Marketing and Customer Empowerment. Through this study to gain the knowledge and information regarding the digital

marketing and customer empowerment and also to know what other authors have proved in these areas and what they have left. Through this study try to find out the research gap and also this study will help the prospective researchers to know the research gap in these areas.

Approaches to Digital Marketing and Customer Empowerment

1. Customer Empowerment Strategies

Here the authors studied the customer empowerment in the point of Brand. When they are positively involved in the creation of product, then they will consider as empowered. Here the authors also explained the customer empowerment strategies i.e. create engagement and select engagement. In this article they have studied only customer empowerment strategies. There is no empirical study to know how customers are empowered, and also they failed to explain clearly the concept of customer empowerment and digital age. They have seen the customer empowerment in the view point of Brand only. They did not consider any other factors.

2. Customer Satisfaction, Perceived Value And Loyalty - Consumer Empowerment

This article concerns the evaluation of the effectiveness of information system that support the electronic commerce in the B2C environment. Then the authors argue that EC success can be considered as the extent to which customer satisfaction, perceived value, and loyalty are positively affected. The authors considered the customer empowerment as a key factor in determining satisfaction, perceived value and loyalty. They have studied the background of information system effectiveness measures and also they studied customer satisfaction, perceived value and loyalty as a consequence of EC success. The authors also explain the concept of customer empowerment and the internet. Conceptual Model also explained in the view of EC success. There is no empirical study.

3. Privacy And Consumer Empowerment

Here the authors studied the privacy preservation in two views. 1. Privacy as a protection against undesirable access of personal information i.e. securely storing data collected from the consumers. 2. Privacy and Control over collection and usage of consumer data i.e. Whether or not to obtain the consumer data and how to use it. The authors have studied only privacy of the consumers as a main factor. There is no explanation for consumer empowerment in online advertising. They did not explain the concept of consumer empowerment and online advertising.

4. Digital Advertising And Consumer Empowerment

In this article the authors explained that the internet is everywhere, giving people the opportunity to be online from the moment they wake up until they go to sleep. As a consequence, advertisers are now able to reach consumers throughout the day with a wide range of advertising formats. They explained growth and success of the digital advertising industry. They also explain the concept of Specifics of digital advertising; digital advertising can be tailored to the customer, involvement of consumers, reaching the young target groups, ethical consideration in digital advertising and content in the digital advertising. Here the authors not specifically explain the concept of consumer empowerment and there is no empirical study to know how they empowered in digital advertising.

5. Issues And Challenges In Consumer Empowerment

Here the author studied that online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over internet using a web browser. And also explained consumer empowerment is a positive subjective state evoked by consumer perceptions of increasing control. In marketing empowerment is providing consumers with options, tools and resources to facilitate decision-making, allowing consumers to tailor a product or brand experience to suit their own specific needs and desires. The authors had the objective of knowing demographic profile of consumers, to

analyse the consumer empowerment on online purchase, to identify the issues and challenges prevailing in online purchase and give suggestions.

The author conducted the empirical study to know the consumer empowerment.

6. The Internet, Consumer Empowerment And Marketing Strategies.

Here the authors arguing that increasing use of information and communication technologies (ICT) is shifting market power from suppliers to consumers, the ensuing consumer empowerment is presented as an unintended consequence of marketing. Marketing implications arising from this consumer empowerment are examined in terms of a process where control and management by suppliers over consumer access and enablement are increasingly difficult. Authors are also explained history of consumer empowerment, consumer power and quality gap, Strategies approaches to consumer empowerment i.e. CRM and CSS. They have considered only marketing strategies to know the consumer empowerment. The authors failed to explain the concepts of internet, consumer empowerment, marketing strategies clearly. The results are based on the historical data. There is lack of empirical data to know how consumers are empowered.

7. The Customer Advocacy And Digital Myopia.

Various developments in the marketing terrain in combination with the emergence of a new breed of Information and Communication Technologies have been transforming market dynamics and customer behavior over the last two decades. One of the most noticeable changes, recently attracting a growing attention of the media and academia, is the apparent transfer of market power from the traditional domineering marketplace masters (corporations - producers) towards the previously weaker party namely the consumer / customer. Customer empowerment brings about a number of important changes in consumer behavior and in relationships between buyers and sellers. This event has also

significant consequences for various aspects of the marketing practice like the market needs, the demand for products, services and information, the communication models, the role of the mass media and the nature of competition. Strategists and Marketers failing to understand the impact of the new technologies and the importance of customer empowerment on their business suffer from Digital Myopia, a condition that could threaten the growth if not the survival of their business in the future. The authors also explained the main dimensions of the problem and identify the consequences for the marketing practice, proposing possible ways to deal with it. The author only explained the concepts of internet, customer advocacy and digital myopia but he failed to explain that how these concepts are interrelated. It is completely a conceptual study.

8. Consumer Empowerment Model

The author explained that the consumer empowerment is an influential phenomenon that is transforming today's web 2.0 world, He also has opinion of that there is no study which aims to understand how consumer empowerment works and functions on the internet. The main aim of this study is to discussing the changing consumer power with a newly proposed conceptual model, consumer empowerment model (CEM), on the internet. The author discussed the each component of CEM in detail in order to illustrate how this new form of consumer empowerment is actualized. The author explained Consumer Empowerment Model. He considered the economic self-efficacy, social self-efficacy and legal self-efficacy and perceived consumer power and trust and consumer trust in the website and Internet Company and attitudinal and behavioural consumer power. There is no empirical study to check the CE model The concepts explained here is difficult to understand.

9. Trends And Challenges In E-Consumer's Protection

Here the authors explained the Electronic Commerce and Trends in e-consumer protection in India, like Consumer Protection Act 1986 and Challenges in e-

commerce, like filing complaints against an electronic retailer based on overseas can be challenging, expensive, time consuming, jurisdiction complex. The authors did not clearly explain the concepts of e-consumer protection in India. They did not use the simple terms to understand. It is conceptual study.

10. The Relationship Between Consumer Empowerment And Social Interaction

The author explored the interaction between consumer empowerment and social interactions as fundamental social media elements. They have studied their relationship in both experiential and informative social media setting where social media complements an offline consumer activity. They also explained three experimental designs that manipulate the empowering and socializing elements of complementary activities to show their effects on both the complementary online and the complemented offline activities.

The words used in the article are difficult to understand

They failed to explain the concepts clearly. Conceptual study

11. Digital Marketing In Indian Context

The author explained the Digital Marketing, facts about Indian Digital marketing industry, reason for Digital Marketing in India. They have also explained Indian companies using digital marketing for competitive advantage. The author studied impact of technology growth on traditional marketing, reasons for failure of digital marketing in startups and commandments of digital marketing. The author did not study the techniques of digital marketing.

They have explained the concept of impact of technology growth but no empirical study.

12. The Pitre Model

The authors had explained the concepts of interactive advertising and e-wom consequences.

They have developed the PITRE model, which includes variables such as Product development, Intrusiveness, Time watching the ad, Brand recall. have

collected the data from 338 sample. They have used Mean, SD, Alpha, CR, AVE. They introduced the PITRE model to clarify the challenging phenomenon of consumer empowerment by focusing on the central role of consumers in controlling communication in modern interactive advertising formats.

The authors have taken only few variables to know the Consumer Empowerment.

They have considered only young customers

13. Impacts Of Digital Marketing

The author had explained that the world is shifting from analog to digital and marketing is no exception. As technology development is increasing, the use of digital marketing, social media marketing, search engine marketing is also increasing. Internet users are increasing rapidly and digital marketing has profited the most because it mainly depends on the internet. Consumer's buying behavior is changing and they are more inclined towards digital marketing rather than traditional marketing. The author also explained the various channels of digital marketing and importance and its advantages and disadvantages. he world is shifting from analog to digital and marketing is no exception. As technology development is increasing, the use of digital marketing, social media marketing, search engine marketing is also increasing. Internet users are increasing rapidly and digital marketing has profited the most because it mainly depends on the internet. Consumer's buying behavior is changing and they are more inclined towards digital marketing rather than traditional marketing. he world is shifting from analog to digital and marketing is no exception. As technology development is increasing, the use of digital marketing, social media marketing, search engine marketing is also increasing. Internet users are increasing rapidly and digital marketing has profited the most because it mainly depends on the internet. Consumer's buying behavior is changing and they are more inclined

towards digital marketing rather than traditional marketing. The world is shifting from analog to digital and marketing is no exception. As technology development is increasing, the use of digital marketing, social media marketing, search engine marketing is also increasing. Internet users are increasing rapidly and digital marketing has profited the most because it mainly depends on the internet. Consumer's buying behavior is changing and they are more inclined towards digital marketing rather than traditional marketing. The author explained the concepts only The author failed to explain how digital marketing is impacting on customer

14. Empowerment By The Internet

The author focused on the concept of empowerment and the ways in which the Internet is being utilized as an empowering tool. This analysis ranges from the personal to the global levels and the consequences of that empowerment are also discussed. They proposed a four-level model that serves to explain what we term E-empowerment and the effects that can be observed at each of the four levels, ranging from (1) the personal; (2) the interpersonal; (3) group; and (4) citizenship. The potential for future development of E-empowerment is also discussed.

The concepts are difficult to understand
Only theoretical in nature

15. E Mail Marketing In The Era Of The Empowered Consumers

In this article the author clarified why, when and how e-mail marketing can be used to empower and to give ideas for future scholarly research. E-mail allows an active, interactive and personalized communication fulfilling the preference of an empowered consumer. E-Mail marketing can be used to empower consumer by sending e-mails based on permission, by making consumer active participants in the communication process and by making e-mails relevant for the recipients. however , current e-mail marketing strategies need to be updated to get the maximum benefit out of the channel.

The author had narrowed down the study, which means that they should cover more data to explain the concepts.

It is a conceptual study.

Discussions

- ❖ The authors should clearly define the concept of customer empowerment and digital age
- ❖ Apart from the brand they should also consider the other factors for customer empowerment.
- ❖ The authors should conduct the empirical research to see the degree of Electronic Commerce success.
- ❖ The authors can also explain the other factors to know the customer empowerment.
- ❖ The authors should clearly explain the concept of online advertising
- ❖ The authors should conduct the empirical research to know the Privacy and Consumer Empowerment in online advertising.
- ❖ The authors should clearly explain the concept of consumer empowerment and digital advertising
- ❖ The authors should conduct the empirical research to know the Consumer Empowerment in digital advertising.
- ❖ The author can briefly explain the consumer empowerment and online purchase
- ❖ The authors can use simple statistical tools to explain the difference between the issues and challenges in online purchase and consumer empowerment in online purchase.
- ❖ The authors can clearly explain the concepts of internet, consumer empowerment and marketing strategies
- ❖ Empirical study can be conducted to know the consumer empowerment
- ❖ Model also needs to be tested empirically to observe major deviations from theoretical discussions in order to reach a robust model infrastructure that reveals the paths to transforming consumer power for the benefit of all in tomorrow's digital markets.
- ❖ The authors should use the simple terms to understand the concepts

- ❖ They should give the full information regarding the consumer protection act.
- ❖ The authors should clearly explain the concepts of social media, consumer empowerment, social interaction.
- ❖ They can use the simple words to understand the concepts easily.
- ❖ They can conduct the empirical research to know the relationship between the consumer empowerment and social interaction.
- ❖ The author can explain the entire concepts of Digital Marketing. Many concepts were not explained.
- ❖ The authors can consider the other variables to know the consumer empowerment.
- ❖ Along with young customers, they can also consider the other age group customers.
- ❖ The author can conduct the empirical research to know how customers are impacted
- ❖ The authors can use simple words to understanding the concept.
- ❖ The author can conduct the empirical study to know the empowerment of consumers through the e-mail marketing.

Summery and Conclusion

In this study tried to collect the articles relating to Digital marketing and Customer Empowerment. Many concepts like impact of digital marketing, trends and challenges in e consumers protection, Consumer Empowerment model, Empowerment by the Internet, e mail marketing, the relationship between consumer empowerment and social interaction, digital marketing in Indian Context, Digital advertising were studied. Many articles were explained the theoretical concepts but there is no empirical study to know the customer empowerment.

From the overall evaluation of the collected data, it can be observed that digital marketing can be used as a viable tool towards marketing. There are various tools and techniques associated with it. By implementing these tools and techniques will ensure that giving proper choices and selection for the customers. Customer Empowerment can be achieved through

the digital marketing over the traditional marketing. Because digital marketing has the various advantages of buying online, like anywhere anytime and everywhere.

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