What is Marketing?

Marketing Is Evil

Marketers use many psychological ploys to make you buy what you shouldn't.

Reviewed by Ekhia Hagan

Yes, sometimes, marketing is a worthy activity. For example, marketing people can help a company develop a more useful product. Also, marketing can help potential customers learn about a new product that's worth considering.

But more often, marketing attempts to manipulate you into spending on something that, if you considered all the relevant...
Marketing refers to activities a company undertakes to promote the \textit{buying} or \textit{selling} of a \textit{product or service}. Marketing includes \textit{advertising}, \textit{selling}, and \textit{delivering products} to consumers or other businesses.”

Evolution of marketing

Product
- Quality
- Optimisation
- Reputation

Sales
- Promotion
- Pricing
- Service

Marketing
- Customer
- Value
- Relationships
Beyond a business function

Customer-oriented philosophy

“Way of doing business” (McKenna)

New marketing

Digital Marketing

Achieving marketing objectives through applying digital technologies and media.' (Chaffey and Ellis-Chadwick 2019)

Who will we target? Segmentation and Targeting

- Identifying meaningfully different groups of customers within the broad market
- Selecting which groups or segments to target
- Designing marketing mix to attract target group
  - Product
  - Price
  - Place
  - Promotion
**Persona**

- Introduced as ‘a design technique for understanding and communicating the goals and needs of different user types’ (Cooper, 2009, cited Salminen et al 2018)
- A persona is the construction of an “ideal type” based on website visitor motivations.
- A persona template is developed that considers demographic data, psychographic data and market data
- Persona’s are applied in user-centred design thinking to test and develop online content and platforms.

Table 1: Benefits associated with the use of personas

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Communication</td>
<td>Personas facilitate user-oriented communication within and between teams in the organization.</td>
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<tr>
<td>Psychology</td>
<td>Personas enhance the immersion required for designing ‘for a person’ instead of fuzzy and complex target groups.</td>
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<tr>
<td>Transformation</td>
<td>Personas challenge existing assumptions about customers and orientate trade-off decisions when customers have conflicting needs.</td>
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<tr>
<td>Focus</td>
<td>Personas help focus design decisions on user goals and needs rather than on system attributes and features.</td>
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The Challenge of User and Customer Engagement

- Decreasing attention span (8 min*)
- Multidimensionality (thoughts, behavior and emotions)**
- Multiple stakeholders, content, systems
- Competing content and tasks, noise

Sources: *https://www.nytimes.com/2016/01/22/opinion/the-eight-second-attention-span.html
Social impact theory

Strength

Immediacy

Number of sources

Social Impact

The challenge of technology adoption

<table>
<thead>
<tr>
<th>Stage</th>
<th>Description</th>
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<tbody>
<tr>
<td>Awareness</td>
<td>• Becoming aware of the existence and function of the technology</td>
</tr>
<tr>
<td>Rehearsal</td>
<td>• Forming specific individual expectations of benefits, risks and outcomes of use</td>
</tr>
<tr>
<td>Trial</td>
<td>• Trial or testing of the technology to see if actual use matches rehearsal</td>
</tr>
<tr>
<td>Acceptance or Rejection</td>
<td>• Assessment of outcomes</td>
</tr>
<tr>
<td>Continuance or Discontinuance</td>
<td>• Ongoing patterns of behaviour of technology use</td>
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Awareness

- Knowing about the existence of the technology and gaining insight into how it works
- Awareness can be gained actively (solution driven) and/or passively (advertising driven)
- Change agents are used to influence adoption decisions
- Social Contagion (Le Bon, 1895) explains when large numbers of people use a technology it is harder to resist.

Rehearsal: Facilitators of Adoption

• To be adopted an innovation must have these attributes
• High - Relative Advantage compared to other options i.e. lower cost, greater convenience, more status etc.
• High - Compatibility with values, needs and experiences of adopters
• Low - Complexity
• High - Observability
• High - Trialability by being able to be experienced before full adoption

Rehearsal: Barriers to Adoption

• “Uncertainty” is the result of a lack of knowledge whilst “risk” is an informed evaluation of probable outcomes and their desirability.

• Risk: social, financial, performance, psychological, convenience

Trial

• “Trialability” and “Observability” reduce uncertainty and risk perceptions.
• “Innovations that can be divided for trial are generally adopted more rapidly” (Rogers 2010:171).
• The ability to observe others facilitates rapid diffusion.
• Learn what increases risk perceptions
• Important to know whether the adoption decision is voluntary or non-voluntary and whether it is a collective or individual decision.

Users choose the media they use, and are goal oriented in doing so.

what does the individual do with the media? i.e. what needs is it meeting?

UGT was revived with the advent of ICT. As new technologies increased media choice, motivation and satisfaction became critical components of audience analysis.

The Disenchanted Enchantment Model

- Paradox of the Impossible Realised
- Growing Promise of Gratification
- Ludic Satiation
- Normalisation and Rising Sense of Loss
- Different to the classic process theories that do not explain our continuous search for “new” technology

Q&A