

Marketing Automation And Customer Buying Behaviour

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ABSTRACT

Marketing automation involves using technology to simplify and automate marketing processes, ultimately enhancing efficiency and effectiveness. It is not just about automating existing processes but also about transforming marketing strategies to positively impact sales. This study focus the functions of marketing automation in Digital Marketing and to find the impact of marketing automation on customer buying behavior. The customers are inspired through Welcome email series, Abandoned cart reminders, Birthday promotions, Product recommendations, Dynamic content. Above all the factors. Welcome email series through the Marketing automation admires many customers and it influence over the buying behaviour

INTRODUCTION

Digital content marketing in a B2B context is about developing and spreading relevant content that will capture the customer's eyes at the right moment in their buying stage (Holliman and Rowley, 2014). Thus, the purpose of digital content marketing is to translate a customer's buying consideration into an actual business and at the same time promote brand awareness for the firm (Ibid).

Marketing automation involves using technology to simplify and automate marketing processes, ultimately enhancing efficiency and effectiveness. It is not just about automating existing processes but also about transforming marketing strategies to positively impact sales. By integrating automation into various operations, organizations can maximize their benefits in digital marketing and need to shift towards digitalization for successful adoption. Marketing automation methods may include setting conditions for customer engagement, analyzing data, determining actions based on this data, and storing relevant information for future use. Ultimately, marketing automation facilitates targeted and personalized interaction with customers, boosts sales, and strengthens long-term relationships

The improvements marketing automation offers complement the benefits of Customer Relationship Management (CRM) software. CRM and marketing automation interchangeable. It is installed in addition to your CRM, like any other integrated application, to operate data. Modern customers not only want but expect personalization in marketing campaigns and this is why 91% of users claim that marketing automation is highly important to the overall success of their online marketing activities. Marketing automation helps enhance the buyer's journey with personalized ads, faster feedback, and focused attention on customers' needs. A happy customer is more likely to be a loyal customer who will return to your brand again and again. Automation is transforming the customer experience in every industry.

Marketers use marketing automation to create new ways of appealing to customers by tracking and monitoring the progress of the marketing campaign. The software displays information statistically and graphically. It monitors the first time customers view a product and when those same customers convert and purchase the product. This data provides marketers with information on which marketing campaigns are the most effective. Marketers use marketing automation to create profiles and analyze customer-specific data. For example, with the CRM web-based software, marketers analyze customer retention statistics, track potential clients, develop a transactions history, and monitor web performance and customer behavior

REVIEW OF LITERATURE

(Dania TODOR, 2016) To achieve the desired marketing results, businesses have to employ digital marketing and communication services. These services are efficient and measurable thanks to the marketing technology used to track, score and implement each campaign. Due to the technical progress, the marketing fragmentation, demand for customized products and services on one side and the need to achieve constructive dialogue with the customers, immediate and flexible response and the necessity to measure the investments and the results on the other side, the classical marketing approached had changed continue to improve substantially.

(Benjamin Nilsson, 2019) This study is built and have extended discussions on previous studies regarding marketing automation's role in the buying decision, by exploring brand awareness and external branding's role in it. By extending the discussion, this study indicates that there are strategic benefits for B2B companies to focus on marketing automation as it serves to increase brand awareness and subsequently affect the buying decision, especially buying decisions that tend to be more complex perceived as high risk. In addition, it serves to positively affect external branding which again, subsequently, affects the buying decision by being able to connect with and influence industrial buyers at these new modern touch-points.

(Akhilasai et al., 2022) Marketing automation is the utilization of technology (i.e., software) to manage and automate -marketing processes across multiple channels. The improvements marketing automation offers complement the benefits of Customer Relationship Management (CRM) software. It helps marketers understand the customer journey, automate repetitive tasks, generate qualified leads, nurture leads and finally convert them into sales. Marketing automation software is ideal for saving time, personalization, multi-channel campaign management, consistent tone, thereby increasing productivity and achieving better ROI.

(IANKOVETS, 2024) DM automation is driven by great competition in the uncertain market environment and ensures, thanks to the collection, processing and analysis of a huge amount of objective customer data, the adoption of management decisions aimed at improving the customer experience, reducing time and resources, which directly affects the improvement of the efficiency of digital marketing and business in general.

(Boozary et al., 2024) Using artificial intelligence and advanced algorithms, this method enables the collection and analysis of large and diverse data sets, helping companies to accurately and precisely predict customer behavior and identify patterns. This leads to the provision of more useful information for strategic decision-making in marketing. Additionally, marketing automation allows businesses to maintain continuous and targeted communication with their customers. Furthermore, automation tools enhance the digital shopping experience by providing customers with quick and appropriate responses through relevant content, product recommendations, and special discounts. Ultimately, this method reduces the costs and time required for data analysis, as the process is automated and does not require human intervention

INTEND OF THE STUDY

To study the functions of marketing automation in Digital Marketing

To find the impact of marketing automation on customer buying behavior

ANALYSIS AND INTERPRETATION

Automation allows marketers to segment their target audience and deliver personalized marketing messages. This level of personalization enhances customer engagement and improves conversion rates.

Key functions of marketing automation in digital marketing include:

- **Lead management:**
 - Automatically capture and qualify leads based on their website activity, email engagement, and other interactions, allowing for lead scoring and efficient lead nurturing.
- **Personalized communication:**
 - Deliver tailored content and messages to individual customers based on their demographics, interests, and behavior across different channels, creating a more relevant experience.
- **Email marketing automation:**
 - Send automated email sequences triggered by specific actions, such as welcome emails, abandoned cart reminders, or post-purchase follow-ups.
- **Customer journey mapping:**
 - Design and manage automated customer journeys across multiple touchpoints, adapting content and messaging based on the customer's stage in the buying process.

- **Segmentation:**
 - Divide your audience into smaller groups based on specific criteria to deliver targeted campaigns that resonate better with each segment.
- **Social media automation:**
 - Schedule and publish social media posts across various platforms based on pre-defined timings and audience engagement.
- **Campaign management:**
 - Create, manage, and optimize marketing campaigns across different channels with automated workflows and reporting features.
- **Data analysis and reporting:**
 - Track key performance indicators (KPIs) and gain insights into customer behavior to refine marketing strategies.
- **Sales alignment:**
 - Integrate with CRM systems to seamlessly transfer qualified leads to sales teams, facilitating better communication and collaboration.
 - Overall, marketing automation helps businesses streamline their marketing efforts by automating repetitive tasks, allowing them to focus on more strategic initiatives and deliver a more personalized customer experience across multiple channels.

IMPACT OF MARKETING AUTOMATION ON CUSTOMER BUYING BEHAVIOUR

The Marketing Automation inspires customers in various ways and it influence over customer buying behavior is measured through linear multiple regression analysis. The results are shown below

Table 1 Model Summary for Marketing Automation				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.813 ^a	.675	.663	3.943
a. Predictors: (Constant), F1, F2, F5, F3, F4				

Source –Computed data

It gives in the above table R=.813 R square = .675 and adjusted R square .663. It has given that the Marketing Automation variable creates 66% variance over the customer buying behavior. The cumulative influence of all variables of Marketing Automation over customer buying behavior is ascertained through the following one way analysis of variance.

Table 2 ANOVA(b)						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3299.460	7	471.351	50.318	.000 ^b
	Residual	5487.987	353	15.547		
	Total	8787.447	360			
a. Dependent Variable: customer buying behavior						
b. Predictors: (Constant), F1, F2, F5, F3, F4						

From the above table illustrates that $f=50.318$ $p=.000$ are statistically significant at 5% level. This leads to all the variables cumulatively responsible for customer buying behavior. The individual influence of all this variables is clearly presented in the following co-efficient table.

Table 3 Coefficients(a)						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.965	.871		11.446	.000

	Welcome email series	.969	.196	.238	4.956	.000
	Abandoned cart reminders	.907	.327	.192	2.776	.006
	Birthday promotions	.882	.243	.158	2.822	.011
	Product recommendations	.715	.124	.147	.2665	.007
	Dynamic content	.691	.284	.142	2.434	.015
a. Dependent Variable: customer buying behavior						

Source –Computed data

It was explained in the above table Welcome email series (Beta=-.239, t=-4.956, p=.000), Abandoned cart reminders (Beta=.192, t=2.776, p=.006), Birthday promotions (Beta=.158, t=2.822, p=.011), Product recommendations (Beta=.147, t=2.665, p=.007), Dynamic content (Beta=.142, t=2.434, p=.015) are statistically significant at 5% level. This shows that welcome email series through the Marketing automation admires many customers and it influence over the buying behaviour.

FINDINGS AND CONCLUSION

Brands can use marketing automation tools to capture and apply everything they know about a customer in order to increase the likelihood they will follow through with a purchase during that visit, or return and complete their purchase. The customers are inspired through Welcome email series, Abandoned cart reminders, Birthday promotions, Product recommendations, Dynamic content. Above all the factors. Welcome email series through the Marketing automation admires many customers and it influence over the buying behaviour.

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