

# Appropriate Marketing Communication Channels Affected by Consumer Behaviour and Segmentation

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**Abstract:** *Understanding consumer behaviour is crucial for marketers in order to identify market opportunities, target the appropriate client segments, and make better informed decisions in order to meet business objectives. This essay provides examples of how marketing communications affect customer behaviour and consumer segmentation. Utilizing both online and offline marketing communication methods, marketing communication has played a significant role in connecting with customers. Marketing efforts may be more successful if clients are divided into distinct generations since this allows marketers to communicate with different consumer generations using the most suitable and efficient marketing channels.*

**Keywords:** consumer, marketing, customers

## I. INTRODUCTION

Consumer behaviour is the decision-making process that consumers exhibit while seeking out, assessing, purchasing, utilising, and discarding products and services in an effort to identify consumer requirements. It investigates the factors drawn from social psychology, anthropology, economics, sociology, and psychology that persuade people to buy something or not. One of the marketing strategies that makes it possible to alter consumer purchasing behaviour is marketing communication, which includes both individual and corporate customers. Information is a crucial component of marketing communication since it may impact customer behaviour toward other brands while also influencing consumer perception, which is the fundamental mantrum of cognitive processes. However, it also affects the consumer's friends, social circle, and family, as well as changing the way of life in society. However, many customer segments, including geographic, psychographic, behavioural, and demographic segmentation, have varied approaches to marketing communication.

## II. CONSUMERS SEGMENTATION

When there are two or more purchasers for a product or service, the market might be subdivided (PIMT, 2014). Consumer segmentation refers to the division of a client base into groups of people who are specifically similar in terms of their age, gender, interests, and purchasing patterns. It enables marketers to focus their marketing efforts on these particular customer segments (Rouse, 2007). Geographic segmentation, psychographic segmentation, behavioural segmentation, and demographic segmentation are the four most often utilised basis for consumer segmentation. Geographical segmentation divides the market into several geographic divisions, such as a region, city, or town, whereas psychographic segmentation divides the population based on personality traits, way of life, or character. Consumer behaviour is segmented based on brand loyalty, use frequency, brand awareness, and attitude toward a product or service. The market is segmented into several categories according to age, gender, education, employment, or income in demographic segmentation (Sun, 2009). Age-based segmentation falls under the categories of demographic segmentation and includes persons with comparable ages and life experiences, such as Baby Boomers, Generation X, and Generation Y. Generation X refers to persons born between 1965 and 1985, whilst Generation Y refers to people born between 1986 and 2002. People who were born between 1946 and 1964 are known as Baby Boomers.

### **III. FACTORS THAT INFLUENCE CONSUMER BEHAVIORS**

Three elements—external circumstances, individual determinants, and decision-making processes—can have an impact on consumer behaviour. Subcultural influences, social class influences, familial influences, cultural influences, and other influences are examples of external causes. Figure 1 shows that the external environment, which is also the primary impact, is represented by the outermost circle. Personality, self-concept, and attitude are all examples of individual determinants, along with perception and information processing, participation and motivation, learning and memory. In Figure 1, the individual determinant is situated between environmental variables and the decision-making process. These factors, which are of a personal character, have an impact on how customers make decisions about goods and services. Problem identification, information search and appraisal, and post-purchase behaviour are all part of the decision-making process (Prasad Institute of Management and Technology [PIMT], 2014). The decision-making process for products and services is shown in Figure 1's innermost circle. When consumers often buy pricey goods but know little about them, making a selection is difficult and takes more time. Consumer behaviour, however, may vary depending on the individual and the circumstance. A person's decision to buy a smartphone, for instance, can be exceedingly difficult for them to make in one setting, but it might be easy for others to make in the same circumstance.

### **IV. MARKETING COMMUNICATION**

Communication is described as the sharing of thoughts, information, and emotions. It is the cornerstone of social interaction and one of the most emblematic of human endeavours. Since marketing communication emerged throughout the last decades of the 20th century, the industry has made great strides. In order to interact with a market, marketing communication employs linked media to convey messages. In a global market, it is described as having great dynamism and strong rivalry. In order for customers to grasp the features and advantages when they buy or use the products or services, businesses often determine the most effective approach to convey the information. Informing, persuading, and reminding are the three main goals of marketing communication. It aims to arouse interest and awareness among the target audience and provides information about the items' existence and where they can purchase them. Additionally, it serves to convince clients that a company's goods or services are superior to those of its rivals in terms of value. Then, it might prompt buyers to act by making a purchase by serving as a reminder (PIMT, 2014). In light of this, marketing communications are crucial to the success of a corporation. Communication and marketing go hand in hand, and their significance has grown over the past few decades. Nowadays, practically all organisations use marketing communication to carry out their goals and objectives.

### **V. THE ROLE MARKETING COMMUNICATION**

The American Marketing Association (AMA) defines marketing communication as the planning process that customers get from all brand interactions for a product or service that is pertinent to them and consistent over time. The goal is to make sure the message is delivered when using media. While the use of the marketing communication component is to deliver information to customers so they could have a better understanding of the distribution of the product and the product knowledge, consumer behaviour can be changed as an effect of gaining new knowledge from reading, observation, discussion, or actual experience. The primary objective of marketing communication channels is to influence and shape customer attitudes through the use of factors including products, prices, and distribution, as well as consumer attitudes.

### **VI. IMPACT OF MARKETING COMMUNICATION ON CONSUMER BEHAVIOUR**

Online and offline marketing channels may be used to communicate marketing messages. Direct mail, radio, billboards, television, industry relations, public relations, and conventional printed media are examples of offline marketing channels. Internet TV, pay-per-click, search engine optimization (SEO), search engine marketing (SEM), e-commerce, email, affiliate marketing, mobile marketing, social media, and blogs are all examples of online marketing channels. Research has shown that compared to physical marketing communication, internet marketing communication has a larger impact on customer behaviour.

Based on the findings of market research and market segmentation, marketing communications can affect consumer behaviour processes. It conveys the message using the elements of the marketing mix while learning the value of

communication through a planned and executed marketing communication strategy. Consumer impression of goods, services, or even an organisation may change for a variety of reasons. The characteristics of the products are one of the causes. The findings indicate that a product's physical packaging or a feature of the product might alter how consumers perceive it. Therefore, brand image and brand distinction are related to customer perception, which is tied to marketing communication. Price, a further element of marketing communication, also directly affects perception. . The majority of the time, a consumer's preferences or decision are determined by how well they perceive the value of a product and how much they can expect to pay for it. As a result, the quality or advantages that consumers may obtain from the items or services and their willingness to pay a price for such qualities or benefits are related. Consumers' subjective perceptions of pricing, however, cannot be fully explained. The physical shop décor, location, product arrangement, services provided by the organisation and employees, and the type of distributions—which may be intense, selective, or exclusive—are all factors that affect how customers perceive a brand. The complicated process of motivation has the potential to be influenced internationally by marketing communication, particularly through marketing communications component.

#### **VII. MARKETING COMMUNICATION CHANNELS ON SEGMENTATION CONSUMER:**

To target certain consumers, marketers frequently utilise segmentation in marketing communications like advertising. The simplest segmentation method, generational segmentation, has several advantages provided the study is done well and used appropriately. It has nonetheless contributed to the creation of trustworthy target markets up to the present.

Experiences, values, beliefs, attitudes, preferences, sentiments, opinions, and ideas vary throughout generations. For instance, the use of online banking is perceived differently by various generations. Marketers may communicate with different generations of consumers by using the most suitable and successful technique by being aware of the distinctions between Generation X, Generation Y, and Baby Boomers. The retirement age for the Baby Boomer generation is rapidly approaching. Products that appeal to their feeling of nostalgia or health will appeal to them more. This generation of consumers is the wealthiest and spends less since they are starting to save money for their retirement. Health-conscious consumers are a possible target audience for advertisements in this generation.

Generation X consumers typically lead more relaxed, familial lifestyles. They will partake in leisure pursuits if they have free time. Since they are in the middle of their career, they place a high importance on balance and perspective in their lives. Customers from this generation are more inclined to purchase products and watch commercials that support family values. Group Y is the generation with the highest purchasing tendencies, and its size is three times that of Generation X. Researchers have found that Generation Y is more brand-conscious and has access to a wider range of advertising media, including as television, radio, and the internet, which are more common in this generation as a result of technical improvements since Generation Y was a young adult. Generation Y is known for being more focused on music, technology, and fashion. Therefore, it would be appropriate and successful to use members of the same generation in advertisements while including their musical and fashion tastes.

#### **VIII. DISCUSSION**

Numerous studies on customer behaviour have linked active participation in marketing communications. Consistency in message delivery is a must for effective marketing communications if you want to cultivate a favourable impression and earn target consumers' confidence. When utilised to transmit a particular and clear message via broadcast media like television or radio, marketing communication is successful in affecting customer behaviour, especially that of Generation Y consumers. Consumers' demands and needs are stimulated by advertisements in newspapers, magazines, billboards, radio, and television, but internet communication channels are the simplest and quickest ways for people to learn more about certain goods or services. Word-of-mouth marketing is used among friends and family to encourage customers who are interested in a certain product or service to find out more information online. The majority of Generation Y customers, as well as some members of Generations X and Baby Boomers, would combine online and offline marketing communications. To stimulate the requirements and wants of every type of customers, it is crucial for a marketer to employ both online and offline marketing communications channels.

### **IX. CONCLUSION**

Marketers should have a better grasp of which, why, when, where, and how consumers will spend in a culture that values ostentatious and comparative purchasing. For the marketing communication channel to be effective, marketers need to have a thorough understanding of customer behaviour and generational segmentation. Marketing professionals may use the most powerful marketing communication methods to address this complicated consumerism when they have a thorough understanding of consumer behaviour. Additionally, marketing communication is crucial for creating a personal connection between the consumer and the product. When marketers use marketing communication strategically, they may successfully alter consumer behaviour, build brand loyalty, and foster long-term customer trust. In addition, market segmentation helps an organisation since it helps it identify its target market and leverage the proper marketing communication channel. Consumers from various generations tend to approach the purchase of goods and services differently. As a result, marketers should design a suitable marketing communication channel that suits their requirements. Understanding customer preferences can help marketers manage marketing funds sensibly and execute efficient advertising campaigns, since brand loyalty frequently begins with great marketing messaging about the goods or services.

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