SENSORY AND AUTOMATED MARKETING AFFECTING CONSUMER BEHAVIOUR AND CONSUMER TARGETING THUS IMPACTING THE GDP OF A COUNTRY

Abstract

This research aims to find out the application of sensory and automated marketing affects the consumers' behaviours. The impact of these marketing techniques on the GDP of a nation is also emphasised in this analysis. Chapter one of this research deals with background, aim objectives and research questions relating to the sensory and automated marketing impact regarding the change in the behaviour of customers. The significance of the research has also been added to the initial section. It helps in analysing the effectiveness of this research in the investigation of the impact that sensory and automated marketing can cause on customer purchasing behaviour and the GDP of a nation.

Chapter two is a literature review of this research, evaluation of the information regarding sensory and automated marketing has been critically introduced in this section by articles and journals about the selected topic. Chapter three in this research work is the methodology section in this research. Research method and data collection techniques have been introduced in this section along with research philosophy, design and approaches. Secondary data collection has been emphasised in this research.

Chapter four is the section of findings; this section was helpful in the presentation of the vast secondary range of information that was collected from the available sources on the internet. None of this information was taken from any kind of confidential source. Each of the information presented in this section is from sources available to the public. Themes were developed from collected data in the section of analysis. After that, chapter five discuss and implementation of the resultant data gained after conducting the theme-based analysis process. A concluding discussion about the topic was introduced in chapter six. Findings that are available in the previous chapters through investigation were evaluated in the conclusion. After each of these factors, a reflective statement was influenced that helped in reflecting on the knowledge gained from this research.

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Chapter 1: Introduction

1.1 Introduction

The crisis of Covid-19 has influenced online shopping systems across the globe. According to information from the United Nations analysis, *23.3%* of the number of online customers was visible after the impact of the pandemic in 2020 (News.un.org, 2022). The terms of automated market and sensory market have increased after the development of online shopping. Targeting customers and introducing purchasing behaviour analysis helps in preserving the products that are most desirable in front of customers becomes possible father the introduction of an automated market. This helps in making the amount of business including total sales rate and increase in the purchase rate higher. The GDP of a nation can influence after the introduction of such changes in customer behaviours by the implementation of the automated and sensory market. The development of the socio-economic condition of a country can be influenced by changes in sensory marketing. Achievement of the necessary changes that these marketing processes can make in the lifestyle of the people living in an area shall be analysed in this research work. The process that is used by the global business owners in attracting customers to the product that they are introducing to the market is the possible application of successful sensory and automated marketing by application of online platforms.

1.2 Aim

This study aims to evaluate customer behaviour change and consumer targeting trends by automated and sensory markets affecting the GDP of a nation

1.3 Objectives

- To analyse the impact of the sensory and automated market on product demand
- To understand the impact of the sensory and automated markets on socio-economic factors and the GDP of a nation
- To evaluate the reasons behind the implementation of the automated and sensory market
- To identify the necessary process that can be followed for the introduction of automated and sensory market

1.4 Research Questions

- What are the impacts of sensory and automated markets on product demand?
- How can the sensory and automated market affect the socio-economic factor and GDP of a nation?

- What are the reasons behind the completion of the automated and sensory market?
- Which process can be followed for the introduction of the automated and sensory market?

1.5 Background

Decision making of customers at times of purchasing a product plays a major role in the business development of the retail sector. Sensory marketing involves the top priority activities of customers at times of making a purchase. Getting an idea about these activities in business helps in gaining control of customers' decision making habits. Presentation of products before customers are looking increases their willingness to purchase in customers (Hussain, 2018). Analysing the needs of customers reduces the impact of product failure. On the other hand, the sales rate of a product increases dramatically after the introduction of such an effective marketing process.

The introduction of better marketing techniques that are capable of gaining the attention of customers belonging from all segments of a nation is possible after the introduction of sensory and automated marketing processes. Getting attention from all the customer segments in a nation helps in faster business development (Sarracino, 2019). The economy of a nation can be influenced by the introduction of correct products in front of customers to influence the buying behaviour of those people. Change in the overall socio-economic structure of a nation becomes possible after the introduction of such

The introduction of software platforms and technology design for the marketing of an organisation is flourishing in the modern world through the introduction of online and social media advertisements (Assenmacher *et al*., 2020). Many of the times introduction of a better online platform the company owners are made with free access to the public for making necessary purchases. For instance, the online site *Amazon* also allows customers to gain products from *eBay* (Amazon.co.uk, 2022). Access to their online site can be gained from advertisement based links from social media platforms like Facebook.

The application of sensory marketing helps in getting a notice of the customer segment that a product is being aimed at. The process of automated marketing helps the customer in self-exploration of the products on online platforms. The willingness of customers in purchasing the product can directly lead them in the direction of the online organisation through social media

from the hyperlinks provided in the social media advertisements (Al Qudah *et al.,* 2020). Such techniques are highly effective in changing the purchasing decision of a customer.

1.6 Research Rationale

The process that global organisations are using in the digital era regarding the classification of customer segments and presentation of products according to their preference was gained from this research. Information regarding the scale that is used by global organisations like Amazon, eBay and Flipkart in gaining the attention of customers developing from different segments of income was decrypted after conducting this analysis. Changes in preference of customers are also analysed by global organisations in sensory and automated marketing practice in modern times was evaluated in this research work. The problem statement in this research is, "*sensory and automated marketing leaves an impact on the purchasing decision of customers, and the economic condition of a nation*".

1.7 Significance of the topic

Researching this topic will allow knowledge to increase over the factor of the sensory market and the benefits of automation in driving customers to their desired products. Conducting data collection and detailed investigation over the topic shall assist in gaining information regarding the economy of a nation getting impacted by these marketing processes. Impact of the socio-economic factor of a region that can be gained from this study. The process that can be applied for gaining the attention of a major customer segment in the online marketing platform shall be possible after conducting this research. This information can help at times of launching new products in the market. Understanding the purchasing harbour of customers is necessary for making changes to the products for the better interest of customers. Detailed investigation on the topic shall assist in gaining a sight over the method of influencing the decision making of customers. All of the above applications of the sensory and automated marketing technique to bring a positive impact on the GDP of a nation can be achieved after the introduction of these marketing techniques.

1.8 Dissertation Structure
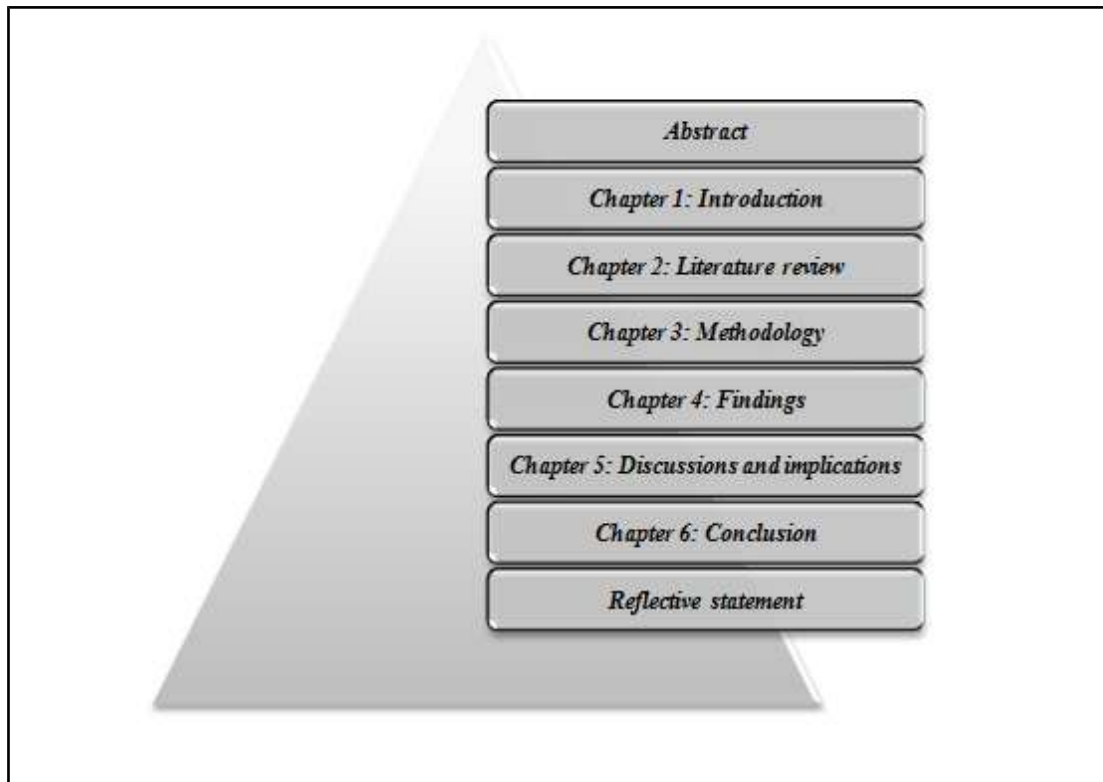
Figure 1.1: Dissertation Structure

(Source: Developed by the researcher)

1.9 Summary

It can be summarised that introduction of the research aim and objectives regarding the sensory and automated marketing techniques has been effective. It helped in getting the attention of the researchers to the factor of investigation that was followed in the section of literature review, methodology and analysis of collected data. The detailed background information about the selected topic provided the researchers with an overview of the information that investigated the section of literature reverie and data collection.

Chapter 2: Literature Review

2.1 Introduction

Marketing activities of the company's business management and social process through which people and organisations fulfil their needs by producing, providing, and transferring desirable services and products to everyone (Verma *et al.*, 2021). Market forces are two of the most important economic aspects that advertisement, and typically the purpose of promotional activities is to increase consumption. Whenever demand is strong, the cost of the goods might be

higher as well, improving a company's profitability; on the other side, when growth is poor, the price drops. According to Verma *et al.,* (2021), the GDP is a reflection of a country's financial status, regardless of whether it is prosperous, emerging, or impoverished. In this chapter, the objective of the research has been described to comprehend the scholarly context regarding the impact of the marketing activities of the company on the growth of the nation.

2.2 Impact of automated and sensory marketing on product demand

Emotions play an important part in customer impressions and have a significant impact on purchasing decisions. Professionals have long attempted, though in a restricted and fragmentary manner, to incorporate emotions into brand messages. Sensory marketing is now widely regarded as an important method for strengthening brand-consumer relationships by exciting all of the senses and eliciting emotions (HAMACHER and BUCHKREMER, 2021). Marketing automation is indeed the technique of employing technologies to automate marketing chores for optimal client engagement in order to comprehend the perceptions of potential customers through which the product can be increased by comprehending the demand of the customers. As a result, when it comes to maintaining information and guiding prospective customers through the sales pipeline, mechanization can save advertisers a huge amount of time.
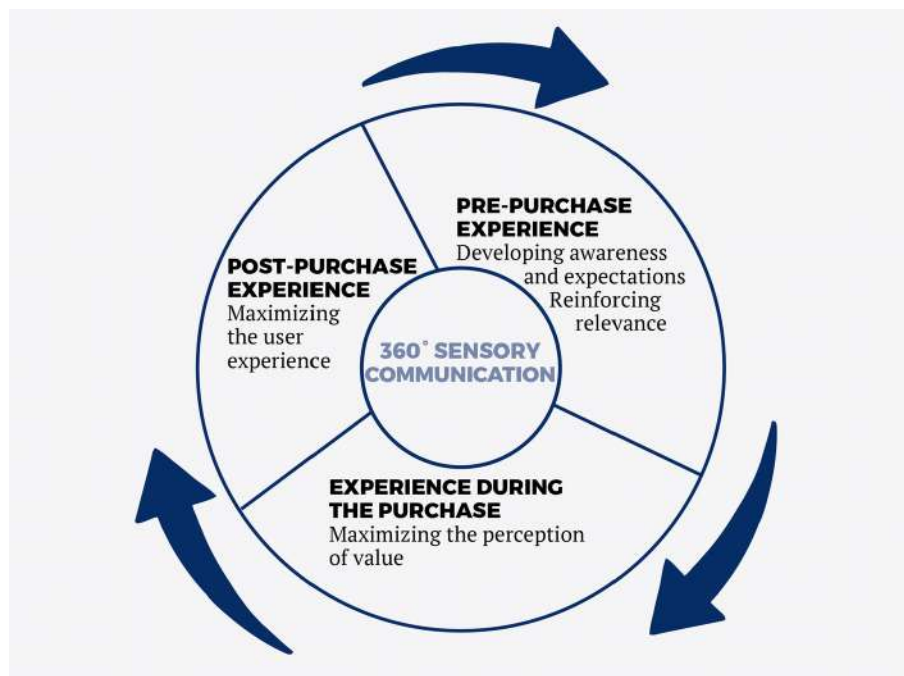
Figure 2.1: Impact of Sensory marketing

(Source: Ie.edu, 2019)

For companies, establishing the proper kind of customer experience, whether real or online, is a top responsibility. A memorable perspective can help consumers form a closer relationship with an item or brand, boost happiness, and affect their behaviour and attitudes (HAMACHER and BUCHKREMER, 2021). As a consequence, the customer is more likely to buy products again, invests more time and resources in the outlet, is exposed to a wider range of products, and is thus more liable to produce purchase intention (Ie.edu, 2019). The brand's reputation is also improved by starting this approach. Sensory marketing helps to develop consumer behaviour by encouraging creativity throughout every level of the purchase process. As a result, such 360° sensory promotion helps to establish the points of interaction between the customer and the business at each stage of their activity.
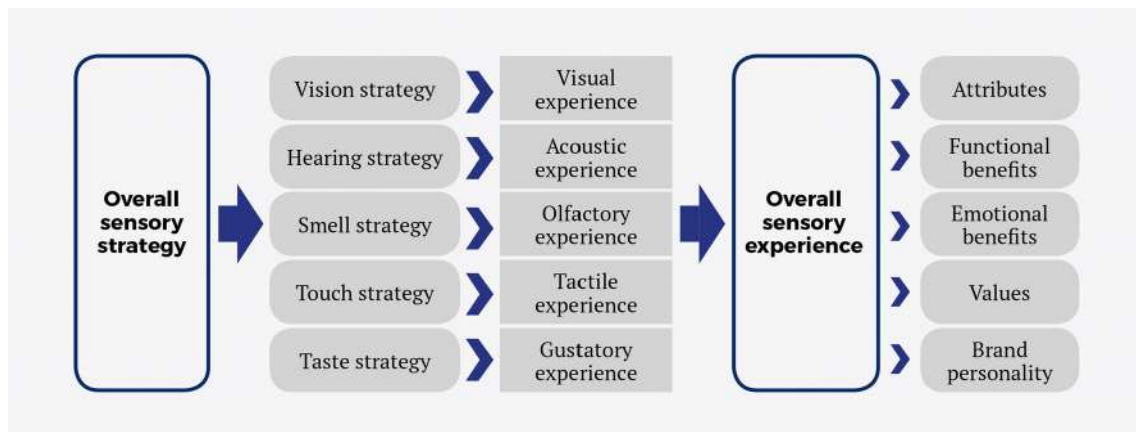
Figure 2.2: Strategies for creating the suitable experiences through sensory marketing

(Source: Ie.edu, 2019)

The primary strategic goal of visual merchandising, also known as sensory branding is really to convey brand recognition. The purpose is by using the sensory experiences to strengthen the product's characteristics, product attributes advantages, moral standards, and character, while also assisting to interact the company's brand recognition and, most notably, interacting with the product's disparity worth for a specific subset of consumers in an extremely competitive world. Sensory advertising is created by a sensory approach that identifies which perceptions will be employed in visual storytelling and ties each sensation to the customer, as well as the statements and emotions that each feeling will build (Ie.edu, 2019). The formation of a company's sensory identity, or the principal perception related to a good or service, is indeed an important aspect of sensory promotion. The perceptual fingerprint identifies and distinguishes the item, as well as conveys the main points that the advertiser wishes to express.

2.3 Impact of product demand on country's GDP

Through the GDP, the production rate of the country, and the valuation of the services and products in the nation's economy can be measured. It is worth mentioning that the production rate of the company's existing in a country is equal to the nation's production (Maliszewska *et al.,* 2020). In fact, the production rate is also directly proportional to the demand for the product of the consumers according to the "***Law of supply and demand***" (Inoua and Smith, 2022). In this context, it is important to understand the concept of Aggregate demand since it is indeed a macroeconomic phrase that indicates the extent of growth in sales over a certain time frame at any specific price. Since the two measures are determined in the same method, aggregate demand for the products equates to gross domestic product (GDP) throughout time.

It is clear that the increment in product demand means the increment in customer consumption which again refers to the increment in the household income. Apart from current earnings, a lot of those other variables affect household expenditure. Household consumption will normally grow if people anticipate better earnings in the upcoming. Likewise, if household incomes rise, as a result of increased housing values, household expenditure will inevitably increase as well (Maliszewska *et al.,* 2020). Therefore, from the above discussion, the impact of product demand on the GDP of a country is found to be significant.

Figure 2.3: Relation between product demand and country's GDP

(Source: Rba.gov.au, 2022)

In fact, it is worth mentioning that the investment in the companies in a specific country, therefore, depends on the customer consumption situation of that market. Investment, from a financial perspective, is expenditure by companies and customers to expand the economic growth ability to generate products or services. This involves the construction of new homes and

workplaces, the purchase of equipment, the roadways as well as other national infrastructure, the purchase of technology, and indeed the conduct of R&D activities (Rba.gov.au, 2022). Interest rates, predicted profits, regulatory frameworks, and technological advancements all influence the amount of money invested in the economy.

Since the generation of tax increases due to greater customer spending, therefore, the government also spends more on developing the infrastructure of the country through which the nation becomes more favourable for business and gradually influences the GDP of the nation. The overall output of commodities in the nation's economy is referred to as quantity supplied. The number of resources utilized to generate products and services, as well as how effectively these commodities are utilised, defines the quantity supplied (Rba.gov.au, 2022). Productivity increase happens when companies develop strategies to generate more with the same quantity of workers and investment (Maliszewska *et al.*, 2020). Economic expansion is frequently linked to efficiency gains and technological advancements. As a result, improvements in quantity supplied to boost the country's economic and industrial output, also known as total output. As a result, the volume of exports of a country can increase and if that surpasses the import volume there the country becomes prosperous.

2.4 Impact of GDP increment on country's socio-economic condition

2.4.1 Change in the HDI of a nation by automated and sensory marketing

Automated marketing processes help in the development of a nation by introducing a better lifestyle for people in that nation. The supply of materials to the customer according to their needs and demand at a faster pace becomes possible after the introduction of online marketing. Gaining better revenue in business and providing customers with products at a controlled price range shall help a nation in the development of its economic condition (Landazuri-Tveteraas *et al.*, 2018). These online marketing process also becomes successful in maintaining an effective supply chain in business.

-	Rank	Country	HDI value (2019)	Life expectancy at birth (years) SDG3	Expected years of schooling (years) SDG 4.3	Mean years of schooling (years) SDG 4.6	Gross national income (GNI) per capita (PPP $) SDG 8.5
	1	Norway	0.957	82.4	18.1	12.9	66,494
	2	Ireland	0.955	82.3	18.7	12.7	68,371
	2	Switzerland	0.955	83.8	16.3	13.4	69,394
	4	Hong Kong, China (SAR)	0.949	84.9	16.9	12.3	62,985
	4	Iceland	0.949	83.0	19.1	12.8	54,682
	6	Germany	0.947	81.3	17.0	14.2	55,314
	7	Sweden	0.945	82.8	19.5	12.5	54,508
	8	Australia	0.944	83.4	22.0	12.7	48,085
	8	Netherlands	0.944	82.3	18.5	12.4	57,707
	10	Denmark	0.940	80.9	18.9	12.6	58,662

Figure 2.4: Human Development Index of 2021

(Source: Hdr.undp.org, 2022)

Analysing the demand of customers helps in maintaining better control of the life-cycle in a nation. The demand of customers is being fulfilled by the retail units by better purchasing behaviour analysis and better supply chain management. According to Sarracino (2019) the socio-economic well-being in a nation, based on their author's point of view, is a sensory marketing and automated marketing are capable of fulfilling the demands of customers in a nation. HDI of a nation can be influenced by this process of marketing and the living standards of customers increases after availing of such good service from business owners.

2.4.2 Classification and Targeting Customers based on the Wage gap

The gap between wages helps in the identification of customers segment in the sensory marketing process. According to these data gained about a customer, presentations of products are made in front of him or her from the previous online search habits in the shipping site (Abd Hamid *et al*., 2018). This data can even be used on a large scale for understanding the income propensity of customers in a region. Critical decision making at times of product introduction becomes possible after gaining an idea about the preferred products and price range. Preference for the products in a community can bring good revenue to the business if the correct products are offered to the customers (Axon *et al*., 2018). The rate of consumption can also increase after the correct application of sensory and automated marketing by the retail sectors in business. All

of these factors can be influenced by the classification and target set of customers based on income and consumption rate.

2.4.3 Living Standards Evaluation of Different Socioeconomic Classes

Living standards evaluation of different socio-economic classes becomes necessary before pitching any kind of new product to a particular segment of customers. This process helps business owners in analysing the capability of that customer group in purchasing that product (Vitaloni *et al.,* 2019). Information about these products helps the organisational leaders in target setting at times of introducing a product in the market.

Figure 2.5: Living standards and quality of life influencing purchasing behaviour of customers

(Source: Developed by the researcher)

Increase in the SEO marketing for a particular customer after analyzing their purchasing power and behaviour of that peculate segment of customers. These are the factors that can be influenced by introduction of sensory and automated marketing processes.

2.5. Reason for the implementation of automated and sensory marketing

Jiménez-Marín *et al.,* (2021) effectively shed systematic illumination associated with the influence of marketing automation in the business domain. The streamlining of the business operation was systematically manoeuvred by it while assisting the entrepreneurs in formulating a healthy relationship with the consumers. Automated marketing effectively assists the organisation to maximise its "ROI, customer fulfilment and overall growth of the organisation". Satti *et al.,* (2019), thus pointed out that the growth of the organisation positively impacts the GDP of the country efficiently.

Rappaport *et al.* (2018) effectively commented on the reduction of cost due to the incorporation of automated marketing. According to the survey put forward by "Keap", around 23 per cent of

the entrepreneurs collect contact data manually. However, marketing automation tools such as "Keap" are potent enough to accomplish the task of fifty employees at once. An efficient example can be incorporated in this particular scenario. A small organisation in the domain of France named "Small bed and breakfast" incorporated automated marketing and the workload of the organisation was minimised by thirty per cent. Thus, the expenditure of the organisation has minimised significantly and profitability increased significantly. Thus, it impacted positively the GDP growth of the country. Agrawal (2019) commented that "Big data" is regarded as the "buzzword" in the domain of Information technology in recent times. However, there are numerous instances that the organisation suffers miserably as they failed to collect it systematically. "Marketing automation" platforms such as "Marketo, Eloqua" and many others are potent enough to put forward efficient" marketing campaigns" while predicting the shift in the consumer attitude systematically. The auto-generated profile thus effectively assists in manoeuvring the strategy effectively.
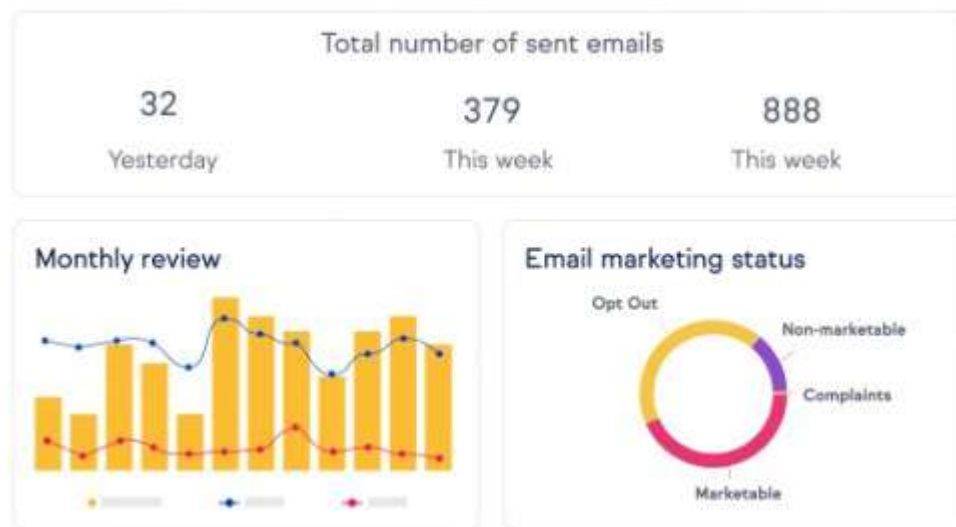
Figure 2.6: Big data management through automation marketing

(Source: Huang and Rust, 2021)

On the other hand, Satti *et al.,* (2021) commented that the incorporation of sensory marketing is manoeuvred in the decade 1940. In that decade, the marketer emphasised the importance of sight to influence consumer decisions. However, in this particular time, the key medium of "advertising" was the assimilation of posters. There are instances that the marketer used to incorporate emphasise the effect of distinct colours on consumers. In the present scenario, Starbucks tend to incorporate sensory marketing to woo its consumers. The organisation has

assimilated an agreement with Spotify so that the loyal consumer of the organisation can experience "Starbucks audio" at home.
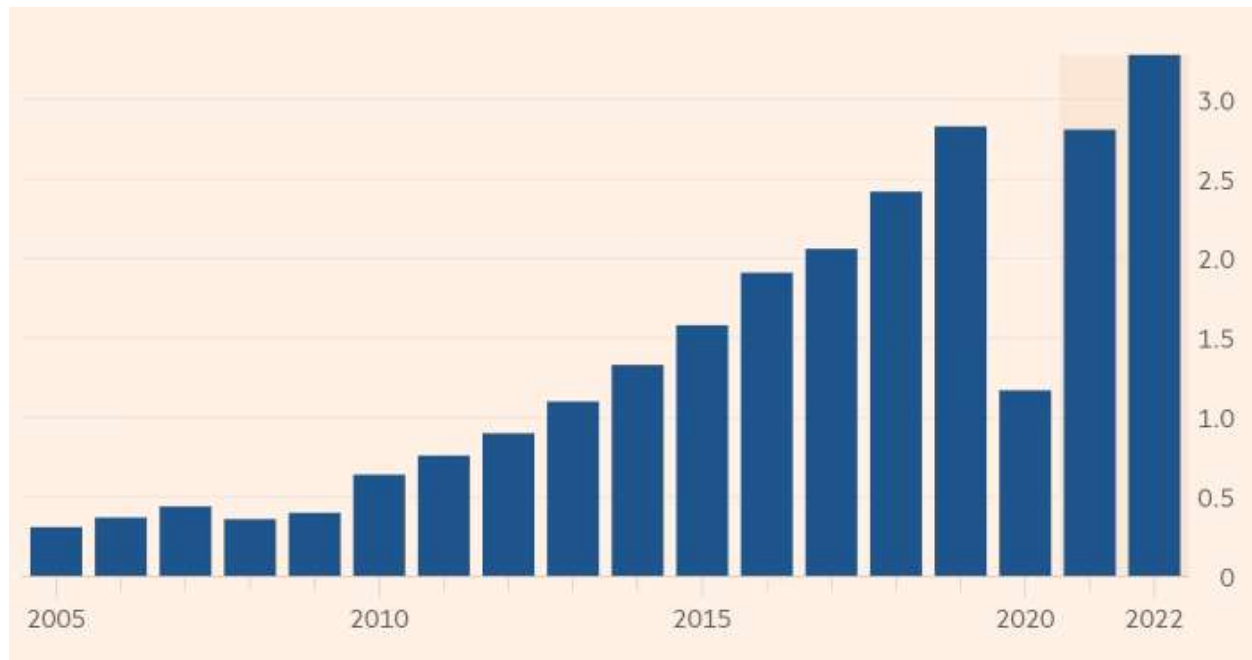
Figure 2.7: Starbucks revenue generation

(Source: Huang and Rust, 2021)

The revenue generation of the Starbucks organisation was maximised significantly due to their innovative sensory marketing. Hence, it adds positive value to the GDP of the US.

2.6 Theoretical framework
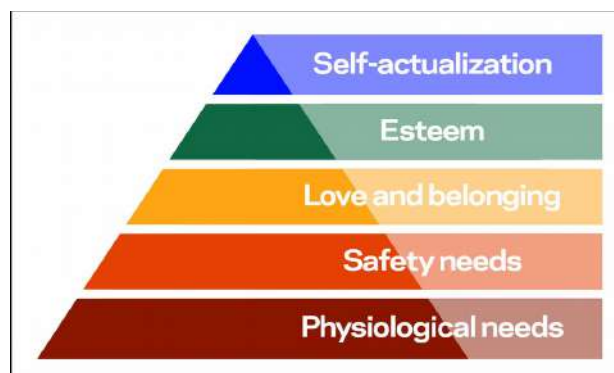
Figure 2.8: Illustration of Motivation-Need Theory

(Source: Created by the researcher)

Maslow's Hierarchy of Needs Theory

Motivation, according to Maslow, stems from a human's effort to meet five general requirements which are physiological, security, societal, prestige, and consciousness. These requirements, as

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per Maslow, might cause compressive forces that impact a person's conduct. As a result, marketing efforts should prioritise transactions that impart importance and immediacy by engaging customers in a style through sensory marketing which ties to the actual degree of need (Hopper, 2020). Advertisers who are well-versed in motivation-need consumer attitudes can develop marketing strategies and commercials that are centred on such a fake demand that they might manipulate the potential customer. Therefore, this theory is significant for guiding the development of consumer-tailored promotional statements for sensory marketing for increasing the demand for the product among the customers.
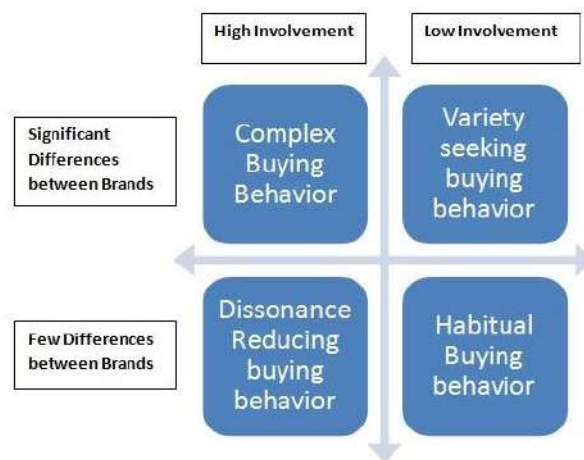
Figure 2.9: Different purchasing behaviour of the customers

(Source: Created by the researcher)

Buyer Behavior theory

The core idea of the buyer behaviour model is that buying process is often predictable and inclined to develop a familiar purchase routine in order to reduce time-spending and streamline the decision-making procedure. In response, the concept aims at identifying the components of that choice process, observing any modifications, and determining whether such components arose from an economic and social context that every approach to sensory marketing may impact (Ganapathy, 2019). Impulses, alternative products, action plans, and also any judgment facilitators that connect the intentions with all those options influences a buyer's favoured brand preference, as per this customer behaviour model. Hence, by using this theory companies can develop a robust sensory strategy for generating a favourable experience for its customer every time they visit the outlet so that they become loyal customers.

2.7 Literature Gap

The gap in the literature can be termed as the "missing pieces" of a particular research topic. It is worth mentioning in this scenario that the researchers have employed a secondary data collection method while collecting data. Therefore, the issue associated with authenticity has arisen during the research. Additionally, the researchers face enormous difficulty in fetching data in this particular scenario. Because there is a paucity of literature on the research issue in this study, the explanatory research design was used to fill the gap. Additionally, the researcher also faces a considerable amount of hindrance due to lack of time. It restricted the study groups in fetching relevant information in this context.

2.8 Conceptual framework
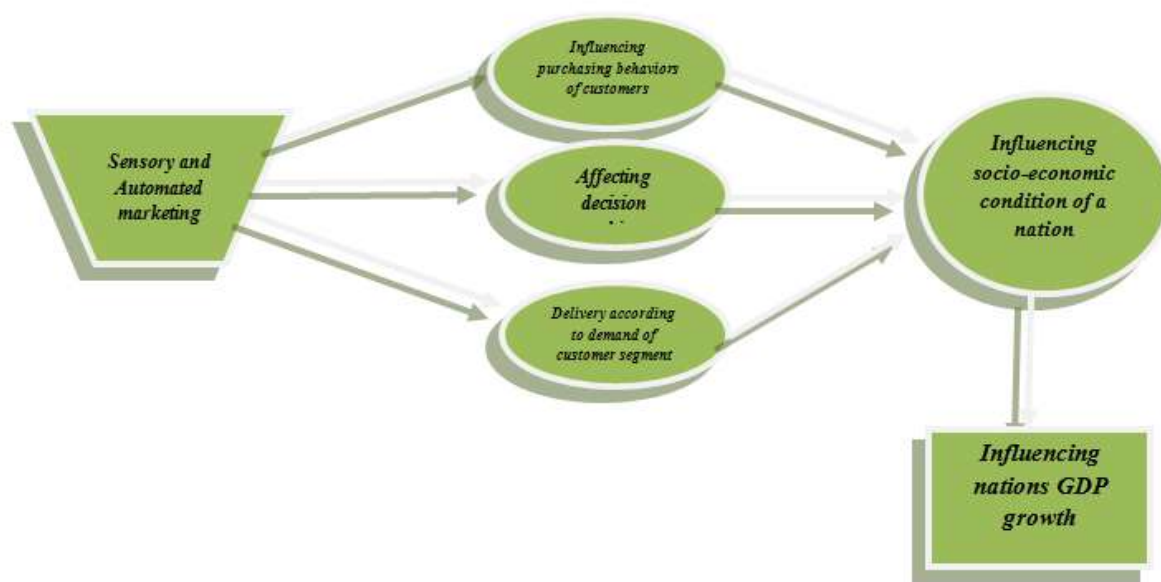
Figure 2.10: Conceptual Framework

(Source: Developed by the Researcher)

2.9 Summary

In this chapter, the critical evaluation of the research topic has been done for understanding the key elements and concepts associated with the research objectives. Thus, here the impact of automated and sensory marketing on product demand has been evaluated which has been found significant. Further, the relation between product demand and the GDP of a country has also been explored here showing a clear and strong connection between them. Also the impact of GDP on a nation's socio-economic factors such as the human development index, and the wage gap. Living standards of socio-economic classes that influence product demand has been

discussed. Along with it, different customer behaviour theory has been evaluated here for understanding the implementation of sensory marketing for generating customer demand.

Chapter 3: Research Methodology

3.1 Introduction

The methodology section of the dissertation is one of the important parts of the research as it portrays and justifies the selection of different methods for the completion of the research. This particular section of the research helps in understanding the appropriate methods that have been selected by the researcher for the completion of the research. It is worth mentioning that the methodology chapter of the research has been considered to be an integral part of the study. The researcher aims to select appropriate methods and techniques in order to understand the use of sensory and automated marketing activities which affect consumer behaviour and consumer targeting and its overall influence on the GDP of the country.

3.2 Research Philosophy

In the research, the philosophy indicates the personal belief of the research investigator regarding the methods in which the data regarding the study should be collected, evaluated, critically analyzed, and incorporated into the research. According to the research of Žukauskas et al., (2018), it is beneficial to gain a proper understanding of the opinions and acquired reasons. Moreover, it also helps the researcher to align the insights in the research problem properly for developing ideas and hypotheses for the research. There are five different types of research philosophies: ***"positivism, interpretivism, realism, pragmatic, and postmodernism philosophies"***.
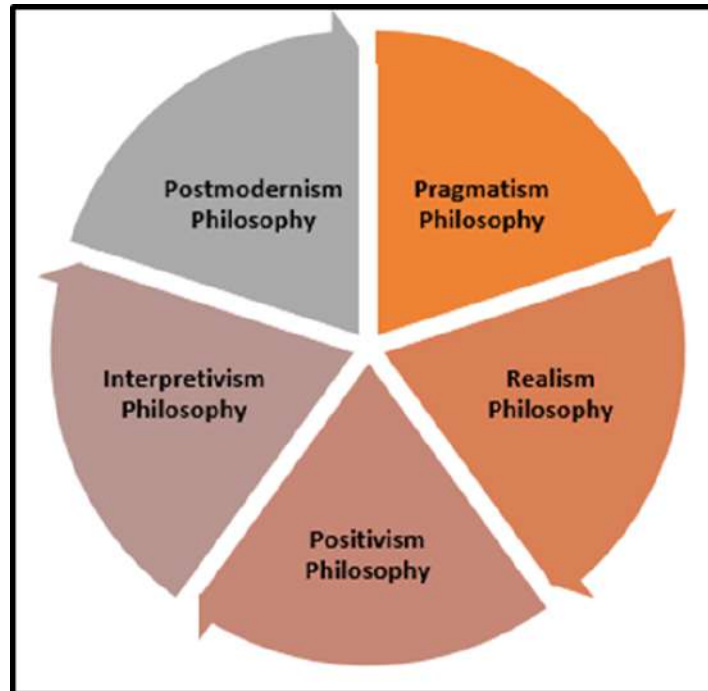
Figure 3.1: Research Philosophy

(Source: Created by Author)

In this particular research, the researcher has used ***"interpretivism research philosophy"*** for understanding how consumer behaviour and targeting are impacted by sensory and automated marketing activities and their overall influence on the country's GDP. As per the views of Hürlimann (2019), this particular philosophy is mostly used in secondary research as it helps to interpret the meaning of the social environment in a subjective way. As consumer behaviour is aligned with the people therefore this method has been selected for reflecting the true feelings and behaviour of the individuals.

3.3 Research Approach

The process of the research helps in explaining the core reason behind the selection of the research strategy. In other words, it can also be said that the research approach describes detailed information regarding the ways in which the researcher aims to collect, analyses, and interpret the meaning of the data in the research. However, according to the research of Frew *et al.,* (2018), the selection of the research approach is completely based on the nature of the study and the associated research problem. ***"The inductive approach and the deductive approach"*** are the two commonly used approaches.
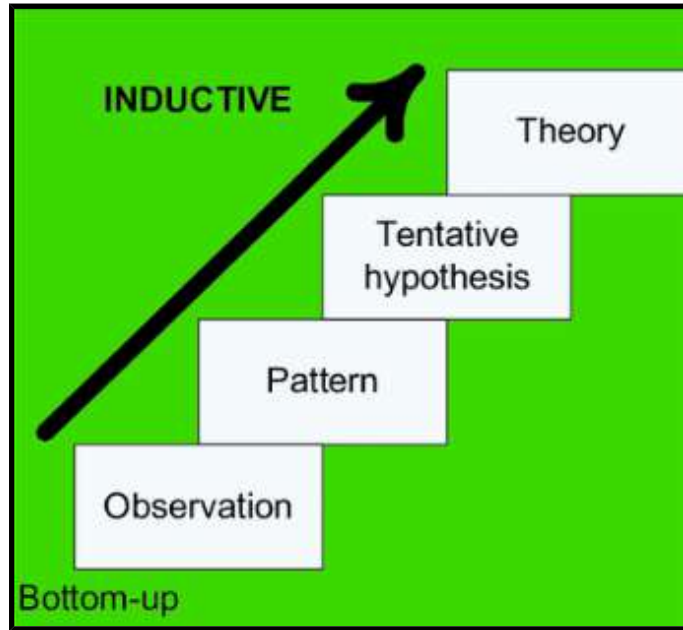
Figure 3.2: Inductive Approach

(Source: Cammaerts, 2020)

The research analyst has selected an *"inductive approach"* for the completion of the research. It is worth mentioning that the researcher has selected this particular approach in order to make the study flexible and support the development of a new theory (Roy and Uekusa, 2020). According to the aims and objective of the research, the inductive research approach is highly suitable because it allows a researcher to analyses and work with different possibilities and also expand the perception despite the gap of lack of information in the literature.

3.4 Research Design

The research design is one of the important parts of the research methodology as a guide to the methods which is used for the purpose of data analysis. It has been found that it helps the researcher to narrow down the probable objectives of the study. According to the research of Dannels (2018), it is worth mentioning that research design prepares a general outline or in other words, the timeline for the completion of the study by using different research methods. The success of the research and the reduction in the chances of error is highly supported by the design selected by the researcher. The five commonly used research designs are descriptive, correlational, explanatory, experimental, and diagnostic research designs.

An explanatory research design has been used by the researcher for the effective completion of the research. In this study, there is a lack of literature found regarding the research topic,

therefore, the explanatory research design has been selected for eliminating the gap and to increase the understanding of the research topic. In addition to the context, the explanatory research design also helps in making future assumptions (Bloomfield and Fisher, 2019). This particular Research Design also helps in an in-depth analysis of the research topic.

3.5 Method of Data Collection

Data Collection methods indicate the strategy used by the researcher for gathering relevant and reliable data and information for the completion of the study. According to the words of Moser and Korstjens (2018), the ways in which the researcher collects the data highly impact the credibility and quality of the study. It has been identified that there are two methods: ***"the primary method and the secondary method"*** in which data is collected.
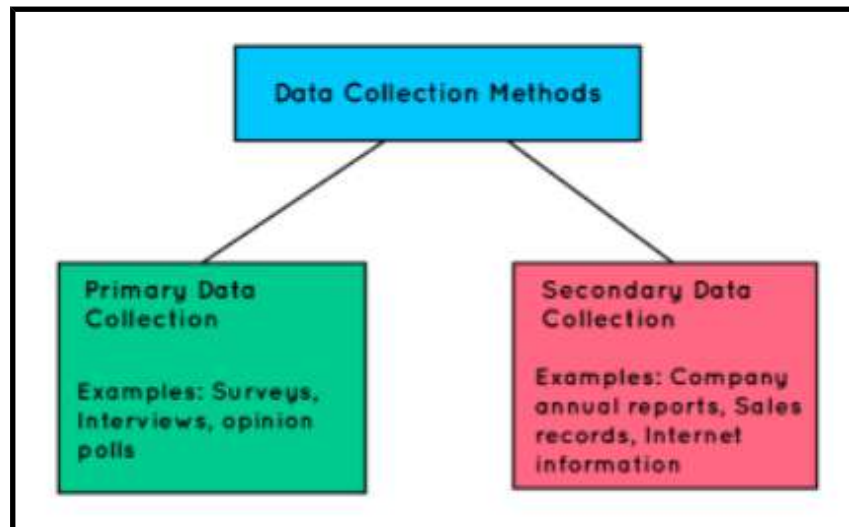
Figure 3.3: Data Collection

(Source: Dannels, 2018)

The secondary method has been implemented by the researcher in this particular study. For this purpose, the research analyst has extracted data and information from secondary databases in the form of articles, journals, and websites. This method helps the researcher to use the observation and findings of different authors and frame the study accordingly (Hirata *et al.,* 2019). The secondary method is a cost-effective and time-saving approach. However, in order to support the credibility of the research, all the publishment after 2018 have been selected.

3.6 Sampling Size and Techniques

Sampling size refers to the total observations which are used in the study. It has been identified as a sample size has an impact on the accuracy of the computation and the capability of drawing

conclusions in the research (Batur, 2022). In this particular study, 16 articles and journals have been selected by the research analyst. However, the sampling technique refers to the method which has been used by the researcher in order to select the above-mentioned samples. The most commonly used sampling techniques are cluster sampling, systematic sampling, purposive sampling, and simple random sampling.

In order to select the 16 articles and journals for this research, the research analyst has used purposive sampling. This particular method of sampling helps the researcher to collect accurate samples which is beneficial for the completion of the results (Zhou *et al.,* 2022). This method is also beneficial for the researcher in order to gather the qualitative responses which can support the study with better quality of insights and precise outcome of the research.

3.7 Method of Data Analysis

The data analysis method helps the researcher to identify the common patterns in the acquired data and help to interpret appropriate meaning from it. Data analysis aims to simplify the findings of the study (Assarroudi *et al.,* 2018). It is worth mentioning that the data analysis helps to portray the answer to the research question. As the researcher has performed secondary qualitative research, therefore, it thematic analysis has been used to analyses the data. This method of analyzing data helps in examining and evaluating the data by formulating relevant themes (Rettberg, 2020). The theme is designed for answering the research questions according.
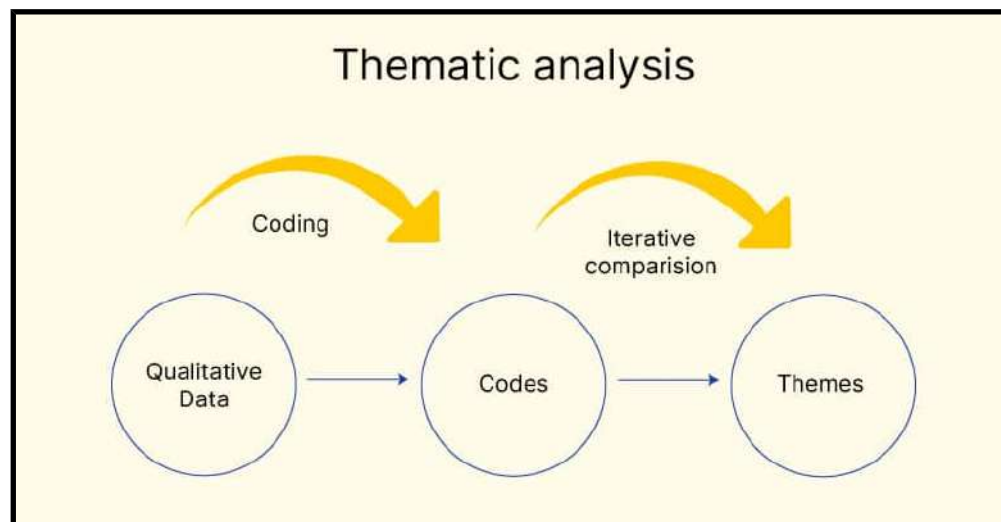
Figure 3.4: Thematic Analysis

(Source: Moser and Korstjens, 2018)

3.8 Reliability and Validity of the Research

The research reliability and validity have also been followed in this study in order to support the quality of the research. The researcher maintains these two aspects for ensuring that the information user research is accurate, replicable, and sound (Rose and Johnson, 2020). The successful maintenance of research reliability and validity helps the researcher to ensure the quality of the instruments and the integrity of the measurements.

3.9 Ethical Consideration

It is one of the most crucial parts of research that measures the integrity and authenticity of research. Moreover, to maintain the durability of the research researchers usually follow a few ethical considerations (Kiani *et al.,* 2018). That's why the researcher of this research has also followed a few ethical considerations. The copyright act 2012 can be considered the main ethical activity which will eliminate the chances of any copyright issue. By acquiring this act the researcher acknowledges the authors of all journals that have been used to collect relevant information regarding the topic (Cammaerts, 2020). Simultaneously, Data Protection Act 2018 also has been followed by the researcher to protect all the collected data until the final outcome has been fetched.

3.10 Summary

Thus, it can be summarized that this methodological chapter has been created to provide all the information regarding the technique based on which the entire research has been created. For this reason, the selected research philosophy, research approach and research design have been defined along with the proper justification. The exact data collection and data analysis techniques that help to accomplish this research also has been defined in this chapter. In the end, all the ethical considerations that have been followed by the researcher to maintain the authenticity of this research also have been discussed briefly.

Chapter 4: Findings

4.1 Introduction

In the context of a research paper, the finding chapter is referred to as one of the most essential chapters that are used to describe all the findings in an exact format. Moreover, the information in this chapter always ensures that the research questions, themes and hypotheses are critically related to the topic. The main importance of this particular chapter is it assists to confirm or reject the objective that underpins the research. In addition, on the basis of the information in the chapter, the research problem along with the mitigation techniques of the research can be understood from various perspectives which ultimately assist to decide the relevance of the research. That's why creating a few effective themes regarding the topic along with the aim are going to be evaluated in this chapter briefly.

4.2 Automated and sensory marketing has a positive impact on the demand for the product

The concept of automated and sensory marketing usually focuses on human behaviour as well as emotion rather than advertising gimmicks. According to Petit *et al.,* (2019), human emotions are referred to as the heart of perceptions that help to build demand for any particular product of a brand. With the help of multisensory marketing strategies, the marketers of several organizations usually guide opinions regarding their product or service by meeting the exact requirements of customers. Additionally, this sensory marketing always allows markets to perform strong market research to determine the customer's sense and requirements. After that, the most current and required product or service is usually launched in the market by hitting all the senses and requirements of customers with the help of sensory marketing. By doing this marketer can easily inspire the right mood in customers for purchasing.

For this reason, a huge number of global organizations usually focus on sensory and automated marketing to drive sales as it helps to increase the mood of customers which ultimately increases the demand for any particular product. Simultaneously, according to Haase (2018), automated marketing also drags customers towards any particular product or service. Because with the help of this particular marketing strategy the marketers usually send messages and emails frequently to their target customers regarding the impact and necessity of the product or service in accordance with their requirements which ultimately improves the customer experience. According to Acemoglu (2018), this increasing customer experience ultimately insists customers be focused on a few particular organizations or brands which ultimately increases the demand for

those brands in the market. It is worth mentioning that with the help of email marketing, SMS marketing and others this particular automated marketing is usually performed.
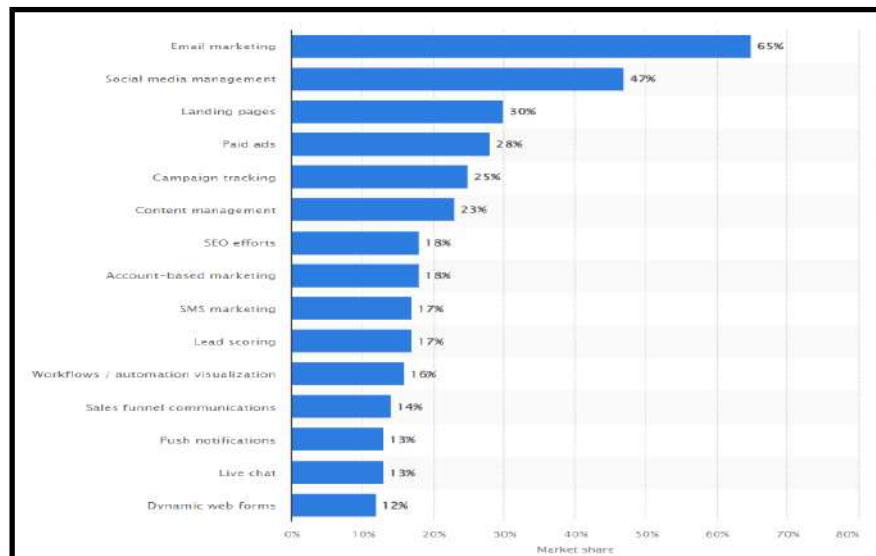
Figure 4.1: Usability Rate of Automated Marketing

(Source: Statista.com, 2022)

The above statistical model has been provided to determine the usability of automated marketing globally. Now from the above model, it can be said that with the market share of email automated marketing is highest as compared with others and that is 65% (Statista.com, 2022). It means most organizations usually focus on automated marketing to attract global customers. Hence, it is necessary to illustrate that automated and sensory marketing has a wide positive impact in increasing the customer demand for any product.

4.3 Demand of products of the companies in the industry employing automated/sensory marketing

The demand of the product in the company that uses automated/sensory marketing improves. There is increase in the demand of products as the customer preferences are known through tracking the buying pattern and which of the products are not getting sold due to not having certain features (Ie.edu, 2019). There is mining of customer data that is done and it leads to assurance of the fact that customer preferences are known (Acemoglu, and Restrepo, 2018). For example, a fashion retail company such as H&M does automate or sensory marketing through providing customer awareness content regarding the latest fashion trend. It has led to increase in knowing of the fashion clothes that are in preference as those images posted on Instagram or Facebook account of the company will get maximum shares (Babet, 2020).

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With help of the most views or shares, the company generates an idea of the topmost brand product or item. It them designs the automated email marketing strategy in such a way that the constant mails are sent to the customers preferring to use the fashion clothes of H&M. It has been identified that there has been increase in the demand of a particular product when the customers share their experience of gives feedback (Wertenbroch, 2021). Through automated marketing process, H&M has been able to post pictures of people wearing the company's clothes on different occasions. It has been one of the examples that has been identified which is used in form of automated marketing and this has led to increase in demand (Mero, Tarkiainen, and Tobon, 2020). If the public response after using a product is good, then the demand level increases or else with automation marketing, negative reviews also spread quickly. It can lead to decrease in the brand image and reduce the sales percentage, thereby decreasing demand.
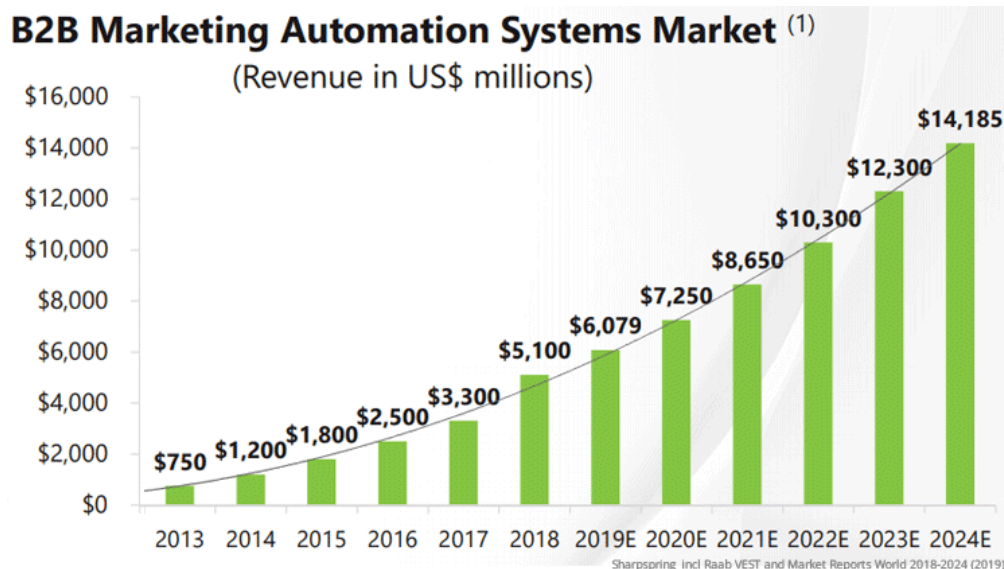
Figure 4.2: Marketing automation systems market

(Source: Cdn.emailmonday.com, 2019)

4.4 Overall GDP of the country and the economic impact of automated/sensory marketing having impact on the economic status of nation

Overall GDP of a nation has been identified to be increased when the marketing is done in an effective manner. It has been done in recent times through help of automated technology and this has resulted in targeting the specific buyers with the product that they require. It has led to increase in market penetration as the customers wanting the product has been identified (Watanabe *et al.*, 2018). There is gathering of market demand through sales intelligence feature

and it has led to increase in development of products that are preferred by the most profitable target audience (Sokolova, and Litvinenko, 2020). Overall GDP of a nation improves when there is high demand of the product and it is produced within the affordability range of the customers. The affordability range of a demography can be identified through help of automation marketing as it collects the customer journey points and track their buying behaviour (Watanabe *et al.,* 2018).

The creation of product as per the market gap and within price range leads to economies of scale. It leads to increase in GDP per capita and also enables the increase in standard of living. There is increase in socio-economic status of the people living in a region in which the company uses automation while marketing (Cumming and von Cramon-Taubadel, 2018). This has been due to fact that there has been increase in demand of products and the business organizations set up production units (Xu, 2017). It leads to increase in employment opportunities and also the suppliers gain more income as the demand of raw materials increase. There is need of having delivery staffs to make the product reach the customer (Fotis, Karkalakos and Asteriou, 2017). Hence, with help of automation technology and application of it in doing marketing increases the Human Development Index (HDI). There has been increase in the need of meeting demand and as a result, foreign investors and venture capitalists are also pitched of expansion plans. This leads to inflow of foreign currency and it leads to increase in GDP of the nation.

4.5 Ways in which technological advancement has impacted the applications of marketing by companies

There has been positive impact in the improvement of technology and it has been reflected in the field of data science. There has been development in the way in which data mining is done and with the advent of Big Data technology, there has been increase in data accumulation. It has led to creation of data set that consisted of the customer pain-points, number of buys in last one year of a specific product (Webengage.com, 2022). There has been increase in the chunks of data set as customer journey points have increased. This has led to the development of technology of Big Data through which the data mining can be done and it has led to development of the predictive analytics of the preference of specific demography in a region (Blog.marketo.com, 2020). This data has been taken and made to automate the marketing process. There has been development of machine learning through which algorithms are developed and led to visualization of the upcoming product trends (Technologyadvice.com, 2022). It has led to estimation of the demand

and accordingly, the capacity of the companies to produce the goods have been increased or planned. There has been advancement of technologies such as social media marketing and social media analytics which has helped in reaching out to the intended audience. This has been a way through which the sales lead has been generated effectively and made to reach to the target customers in an automated manner. It has helped in increasing the efficiency of marketing process as the repetitive tasks are done by the machines.
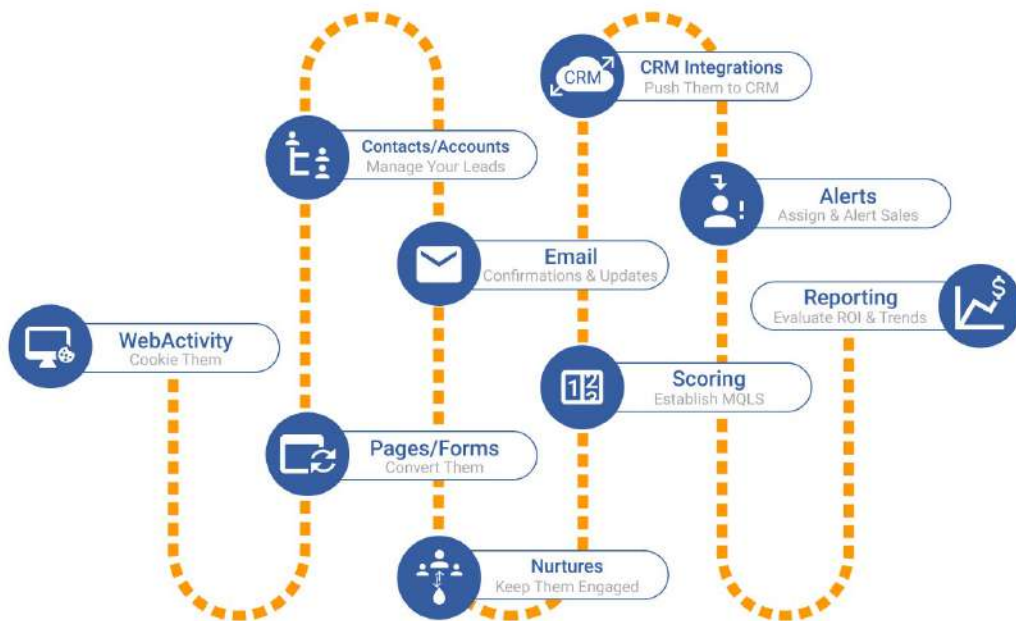
Figure 4.3: Marketing automation techniques

(Source: Miro.medium.com, 2019)

4.6 Summary

From the chapter documented, it can be studied that there has been increase in impact of automation technology on the ways in which marketing is done. It has led to increase in reach of the companies employing it and led to increase in generation of revenue. The findings stated that with such increase in revenue, there has been increase in GDP of the nation as the productivity has increased. It has led to regulation of economy throughout every level of the society such as there has been increase in demand of raw materials. This has led to increase in income of the supplier group and also employee recruitment demand has increased leading to enhancement in the standard of living (HDI).

Chapter 5: Discussions and implications

5.1 Introduction

In this section, a discussion of the findings has been done and the researcher has analysed the impact of sensory and automated marketing on the improvement of the demand for the company's products and its impact on the GDP of the company. In most cases, automated and sensory marketing tactics increase the product and service demand rather than decreasing the demand. In this context, an increment in the demand for the products increases the sales of the companies and this shows a positive impact on the GDP of the countries.

5.2 Impact of automated and sensory marketing on the demand for the products

Automated marketing is the process of using technological advancement in marketing activities and companies are using different software for the development of automated marketing. Companies are focusing on the ways by which they can increase the demand for their products with the different kinds of marketing activities and this helps the organisations in the growth of business and increment of the sales (Leonidou and Skarmeas, 2017). Along with the automated marketing techniques, another technology which is used by the company for marketing activities is sensory marketing. Sensory marketing is the process of the companies by which advertisements are done to appeal to all the five senses of the customers to attract them to business (Petit *et al.* 2019). This type of marketing campaign is related to the senses and emotions of the customers; thus the customers get influenced by the campaign more effectively.

Figure 5.1 Factors related to sensory marketing

(Source: Slideteam, 2021)

Both these marketing techniques are new to the market and these are more effective for the customers to increase their attraction towards the products and services of the companies. Business organisations are mostly trying different creative and innovative marketing activities by which they can increase sales and attract new customers along with their existing customers (Aksoy, 2017). These are helpful for the companies in increasing the demand for their products from the customers' end and this is facilitating their company to increase their customer base as well. A positive impact has been seen of the sensory and automated marketing processes for the increment in the demand for the products. There are many restaurants and food companies which used to offer sample food for tasting. This increases the interest of the customers in those foods. This is one of the ways of sensory marketing by which demand for the foods is increased by the food companies (Ifeanyichukwu and Peter, 2018). Another use of sensory marketing has been seen for the touch and this is more common for mobile phone companies.

Customers can use the demo mobile phones in the stores and they can feel the touch and way of using the phones for buying the mobile after that. This process is also more effective than other marketing activities and mobile phone companies can increase the demand for the products from their customers. In comparison to the companies who are not using the sensory marketing

activities, the demand for the products of the companies who are focusing on the sensory marketing is higher (Hung *et al.* 2017). The companies who are applying sensory marketing activities are having the customers automatically as they are engaging their customers more with the company. For example, restaurant businesses are using smell, taste, touch and sight-related factors in the marketing process when they are providing the chance to their customers to taste any food or dish for more orders. These ways of marketing are more effective for people as they are having the chance of using most of their senses for the companies (Rodas-Areiza and Montoya-Restrepo, 2018).

Another marketing technique is automated marketing and this is another advanced technique in many companies are using in their business. Automation for different tasks is used by the marketing departments. For example, companies are using automation software by which they are doing marketing activities such as doing email marketing frequently with the registered customers. With the help of the automated software, emails can be sent automatically to the customers whose email IDs are registered to the company (Agrawal *et al.* 2019). Another activity in which the automated software is applied by the organisations is social media posting. In this case, content for the social media posting, some common content can be entered in the automated software and the timing can be set as well. With the help of this automated software, the posts of the social media pages can be updated automatically and this can increase the engagement of the customers with these companies. Advertisements which are used to be shown in between the videos on YouTube are managed by Google Adsense and this process also uses the automated marketing principle (Soegoto and Semesta, 2018).
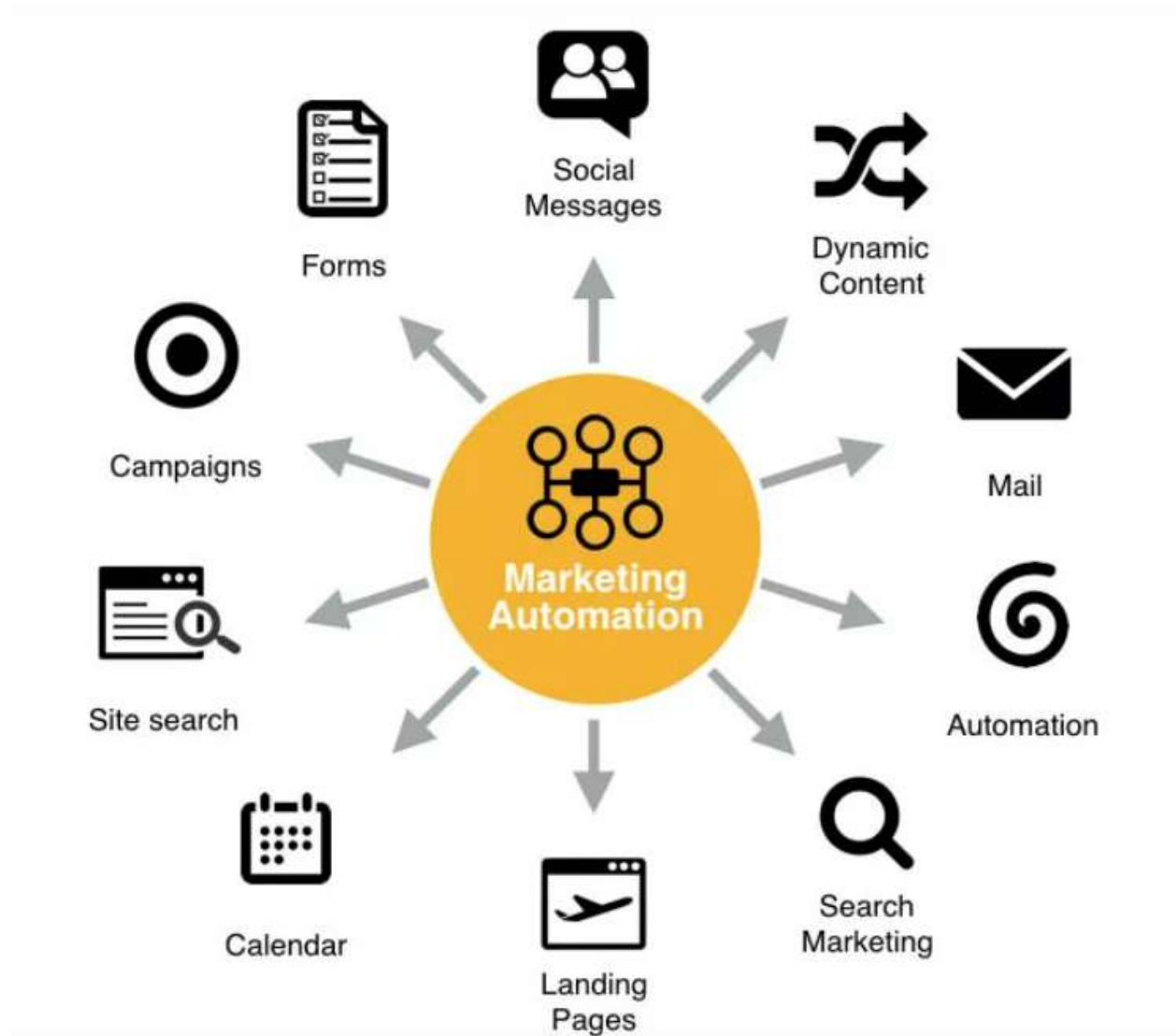
Figure 5.2: Automated marketing

(Source: Singlegrain, 2021)

Some other automated marketing has also been developed by the business in which customers are used to getting automatic replies when they try to make contact with the companies through messaging applications. Even after that the follow-up messages are also sent to the customers with the help of the automated marketing technique and this engages the customers more with the companies and this is one of the marketing activities of the organisations (Desai, 2019). As customers are having a value from their company, they try to increase the demand for trendy products from these companies and the companies are used to having a higher demand for their products and this changes their supply chain (Aday and Aday, 2020). Increment in the demand for the products increases the economy of the companies and this further impacts the GDP and

other economic factors of the countries. When multinational companies are using automated and sensory marketing to sell their products in the global market, then the demand increment helps the companies to contribute to their country's GDP positively. Providing opportunities to the customers to try the clothing products in the malls and clothing stores has a positive impact on them to change their intention of purchase and this can increase their interest in the products after the trials (Muñoz *et al.* 2020). As with this sensory marketing, following up with the customers with automated marketing and showing value to them can also improve the sales of the products of the businesses.

5.3 Ways in which GDP of nation increases with automated marketing

There is a direct relationship in between Human Development Index (HDI) and Gross Domestic Product per capita of an individual. The GDP of the nation improves when the income increases as well as with the flow of the foreign economy into the nation (Cumming and von Cramon-Taubadel, 2018). The income will increase at every level when there will be sales of products or goods by a business organization. It has been identified that there has been increase in the sales of products through the usage of sales automation techniques (Fotis, Karkalakos and Asteriou, 2017). For example, with help of *lead scoring* which is an automated strategy adding or subtracting points from each lead can to tracking of demographic preferences and helps in providing a higher score so that lead can fit into the buyer persona. There is also personalization of website and automated marketing provide sales team with buyer preference information leading to increase in sales.

There has been identification of fact that with CRM system in place, automation marketing is done and companies are able to produce goods within the affordability range of target buyers. This has been possible due to automated marketing technologies and it has led to increased demand of the product (Cumming and von Cramon-Taubadel, 2018). This has led to development of factories and also attracted foreign currency seeing a market opportunity. It has led to the increase in Human Development Index (HDI) and also the standard of living has improved (Watanabe *et al.,* 2018). It has led to increase in wage of the employees appointed in R&D, marketing department, online delivery staffs of a company as they have to make products based on customer preferences. This has led to source of income for people coming from sectors of profession. This has led to increase in GDP and the status of living of people of certain socio-economic class within a society.

There are certain negative aspects of applying automation marketing technique as it leads to decrease in job opportunities for those who are not well-trained in working with software. Therefore, it has been a necessary aspect to make sure that the industry and the institutes collaborate on a national level so that the students pursuing a course at a graduation level can be equipped with all the modern technologies and knowledge of doing marketing (Cumming and von Cramon-Taubadel, 20180. This will lead to make them prepare to work in companies and apply automation marketing or analyse the results generated through sales reports. Overall, it has been observed that there has been increase in sales percentage with automated marketing and this has led to increased revenue, a part of which has been shared with the Government body in form tax (Fotis, Karkalakos and Asteriou, 2017). This has led to development of GDP as the employment has increased due to demand of workforce in various sectors of work with enhanced sales. With it, the HDI has increased and led to development of socio-economic status of the people.

5.4 Influence of technological advancement in the application of automated marketing done by organizations

There has been a huge impact of advancement in technology on the automated marketing aspects and this is seen in developed nations mainly where the companies are investing heavily on developing such infrastructure. Automation and sensory marketing is a process through which the software and technology use can be done to create as well as implement application for automating the repetitive tasks (Webengage.com, 2022). For example, generating social media calendar along with having email marketing is an effective automation technology which helps in reaching out to the target customers in an effective manner. There has been improvement in the automation technology and development of internet facilities such as easy access to 5G network (Blog.marketo.com, 2020). This has led to development of technology through which automatic lead generation is possible and also send recorded demonstration of the product or service through mail in an automated manner. The industry has been expected to reach 25 billion dollars with the year 2023. There has been positive impact on the advancement of technologies on the development of automation software and the software that is introduced involves Linda which helps in doing *social marketing and customize CTAs.*

There is also another software, named MAROPOST and it has helped in developing *sales intelligence and landing pages.* With the help of generation of sales intelligence, there is

identification of the type of product that is been preferred by a certain section of the customer. This has led to targeting of that group while a product has been launched with additional features that are market gap existing or are the attributes that will be required by the target audience (Technologyadvice.com, 2022). This has led to increase in demand and consecutively the sales have increased. One of the most advanced technologies that has been used in making the software with which automation can be done in terms of marketing is Pardot (Blog.marketo.com, 2020). It has been developed by Salesforce and helps in gathering market intelligence and identify the preferred customer group in the social media platform. The product which has been doing best in the market is promoted through every possible media channels. There is also availability of search marketing as an option in automating the process and also has the ability to develop a landing page.

5.5 Summary

From the discussion done, it has been identified that there has been increase in GDP of the nation with more product sales as it has been regulating the national economy. There has been prevalence of doing social media marketing through help of automation technique and lead sales can be generated. It has led to highlight of the promotion of a new product among the target customers and this has led to increase in sales of the goods. This has led to increase in revenue generation of the companies and as a result, the Government revenue has also increased along with attraction of foreign investment. This has led to increase in GDP per capita and HDI of the region.

Chapter 6: Conclusion

6.1 Conclusion

It is essential to note in this particular scenario that automated marketing effectively employs some tools and software that effectively assist in manoeuvring monotonous tasks very lucidly. Therefore, the business leaders in the present scenario tend to incorporate "automotive processes" that are potent enough to accomplish repetitive tasks such as "email marketing, social media posting, directing ad campaigns" and many other elements. It not only maximises the efficiency in the operation but also puts forward a varied consumer experience. Thus, the consumer loyalty of the organisation maximises significantly and the profit percentage tends to maximise as the by-product of the procedures. It positively influences the GDP of the country systematically.

On the other hand, the illumination associated with "sensory marketing" can be effectively inculcated through the teachings of "Philip Kotler". The professor effectively commented on the ever-evolving consumer behaviour. He demonstrated that the assimilation among consumers and brands would lose its recency and "sensory experience" would take over in the process. This particular framework is given further prominence with the framework put forward by Aradhana Krishna. She effectively commented on "sensory promotions" that are potent enough to engage all the senses of the audiences. Hence, it can systematically influence the "perception, judgement and behaviour of the consumer systematically". The paper in this scenario has tried to give a comprehensive inculcation in this particular scenario.

It is essential to note in this scenario the study group has effectively linked objective 1 of the research with the comprehensive discussion in theme 1. Additionally, theme 2 effectively accomplishes the purpose of objective 2. Additionally, objective 3 has been addressed in theme 3. Theme 4 effectively addressed the key determinants of objective 3. Through the thematic analysis, the researchers have tried to analyse the importance of automated and sensory marketing in the demand forecast of the organisations. Additionally, how these two tools can significantly influence the GDP of the country has also been highlighted. Hence, the uniformity of the research was achieved by the study group in this process.

6.2 Recommendation

Organisations need to incorporate sensory and automotive marketing to gain a competitive advantage in the business domain. Different software such as "keap" is very potent enough to

manoeuvre the marketing campaign of the organisations effectively. Hence, it is recommended that the organisation must incorporate platforms to effectively maintain the marketing strategy. However, "sensory marketing" is rather complicated and demands significant analytical skills in the process. Hence, it can be put forward in a multi-facet manner. It is recommended that organisations that deal with taste must incorporate a hybrid approach. Additionally, it is recommended for the organisation to effectively put forward a "pop up" stall to manoeuvre the "influx of sales". Additionally, it is recommended that organisations use all the senses as a marketing tool to gain a competitive advantage in the business scenario.

6.3 Research Gap

The "missing pieces" of a given study topic are referred to as gaps in the research paper. It's worth noting that in this case, the researchers used a secondary data gathering approach to gather information. As a result, the problem of authenticity has come up during the research. Furthermore, retrieving data in this setting is quite challenging for the researchers. The explanatory research strategy was employed to bridge the gap in this study since there is a scarcity of literature on the research topic. Additionally, due to a shortage of time, the researcher confronts significant challenges. It limited the research groups' ability to get useful data in this setting.

6.4 Future Scope

As mentioned previously, the researchers have faced numerous hurdles associated with the incorporation of relevant data. At the same time, the research has put forward a generic insight into the process. Therefore, the scope associated with this topic is enormous. Therefore, the researchers must put forward an empirical analysis based on a country or an organisation to effectively comprehend more methodical inculcation. A country-specific discussion would effectively put forward a sharp insight associated with the influence of automated and sensory marketing on the GDP of a country.

Reflective Statement

Even though it was a challenging procedure, both my soft and hard skills have increased during this procedure. It is not a hidden fact as we initiated secondary data collection, I have to spend a significant amount of time reading so that the most authentic information can be incorporated into the paper. Hence, both my reading and writing skills have improved significantly. A research paper demands "analytical attributes" while accomplishing the research. Hence, an

attribute associated with "critical thinking" has also been enhanced. Moreover, inculcation associated with automated and sensory marketing also illuminated me quite a bit. Additionally, the approach of the business to utilise these tools to gain a competitive advantage was an eye-opening learning experience.

As mentioned previously, I vehemently suffer from financial constraints. Additionally, I hardly find any useful and relevant peer-reviewed journals in this particular scenario. Moreover, it is worth noting that I also face numerous hurdles associated with "time constraints". On top of that, there were numerous occasions where disputes among the group members acted as a hindrance to pursuing the goal of the paper.

If I were not bound by the financial constraints, I could employ an online survey with the business leaders to gain comprehensive ideas and information associated with their employment of automatic and sensory marketing. On top of that, an interview session would be ideal to mitigate the research gap that occurred during the research.

I have developed much inculcation such as "presentation skills, creative skills, cultural and civic skills, and data analysis skills" and many others. This would definitely assist me in my future endeavours and would assist me to succeed in a professional rendering.

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