

## EVOLVING ROLE OF TECHNOLOGY IN MARKETING PRACTICES

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### ABSTRACT

*Technology and communication facilitate the growth and success of businesses, the formation of new relationships, the improvement of organizational effectiveness, and the ability of individuals to become better acquainted with one another. The proliferation of technologies including the internet, social networking sites, and management systems for customer relationships has a significant effect on how organizations connect with potential customers. These new modes of communication are affecting both the structure of the media and the communications tactics employed by corporations. The use of new technology is having an increasingly profound impact on marketing practice, which presents both opportunities and challenges for marketing professionals. The techniques that organizations employ to advertise their products and services to consumers are one of significant aspects of human life that have been profoundly affected by the arrival of modern technologies. The comprehension of recent innovations that have had an impact on contemporary marketing is the main goal of this study. In addition to this, the article delves into the ways in which technological developments have altered marketing paradigms.*

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**Keywords:** *Technology, Marketing, Information Technology, Digital Marketing.*

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### Introduction

Technology has been defined as the means "of making, usage, and knowledge of tools, machines, techniques, crafts, systems or methods of organization in order to solve a problem or perform a specific function", Comparatively, marketing terminology defines technology as a manner or channel that facilitates the dissemination of the marketer's deliverables to the end user. From television commercials to online marketing, technology has played a dynamic role. Information and communication technologies facilitate the growth and prosperity of enterprises, facilitate the formation of relationships, enhance the efficiency of organizations, and enable individuals to understand more about one another. It is essential for modern marketing techniques to keep integrating new forms of information technology. Digitalization permeates every facet of an organization's business strategy - from how organizations provide value for their customers to how businesses generate money - and could revolutionize every aspect of a company's operations. Digitalization affects a company's entire business model. Businesses are changing quickly as they adapt their business models to technology opportunities. It is necessary to investigate and make a case for the integration of marketing-oriented IT developments and general IT into marketing. Present study aims:

- To understand and review the role of technology in marketing.
- To review the literature and opens the scope to investigate the study further in this area.

The ways businesses promote their goods and services to end customers have been drastically impacted by modern technology. In addition to the Internet, increasing processing dimensions, mobile devices, and apps, and social media, new revolutionary inventions are evolving. These recent developments in technology are having a significant impact on the marketing industry. Some of these advancements are connected to artificial intelligence (Davenport 2018), and robotics (Mende et al. 2019).

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## **Digital Marketing**

Direct marketing includes attentively listening to the customer to comprehend what they are attempting to express. Marketers must have a thorough awareness of the additional capabilities that digital marketing provides and does not provide. The digital medium offers neither a voice nor a platform for marketers to express themselves. Since the invention of the printing press, marketers have had a voice, and for the better part of three centuries they have placed advertisements in newspapers (1704) and magazines (1853). Advertising has been carried on radio (1922) and television (1941) for more than a century, and technological improvements in the field of telecommunications have given marketers a stronger voice.

Digital marketing relates to all marketing techniques that employ electronic devices or the internet. Businesses rely heavily on digital channels like search engines, social media, email, and their own and operated websites for communicating with current and potential customers. This marketing strategy is well known as "web marketing," "internet marketing," and "online marketing." The term "digital marketing" refers to the practice of engaging with clients where they spend the majority of their time, namely online, using a variety of digital strategies and channels. The success of digital marketing depends on technology. In 1971, Ray Tomlinson transmitted the first email, allowing machines to share and receive files. In the 1980s, computers were capable of storing vast quantities of client data. In lieu of a limited list broker, businesses began implementing internet tactics such as database marketing. These databases enabled firms to track client information more, hence transforming buyer-seller interactions. Companies added marketing, sales, and customer support applications to their software in response to competition. With e CRM software, marketers could store voluminous online consumer data after the advent of the Internet. Companies can update client information and discover their priorities.

### **Case 1: Technology in Health-Care Services**

The changing healthcare landscape, fueled by technological advances and regulatory shifts, requires a marketing approach as it shifts from episodic and reactive measures to continuous and proactive assessments, "from rewarding volume to rewarding value" (Burwell 2015), and "from provider-centered to patient-centered" (Grewal et al., 2020). These developments change the precision, and variety of well-being of patient data (Agarwal et al. 2010; Agarwal et al. 2020). Research on recommendation systems could allow patients choose treatment regimens based on risk and result preferences. Patient information and well-being data can influence predictive analytics so physicians can focus wellness, therapeutic, and treatment programs based on genetic profiles, health complications, predispositions, and adverse outcomes. Marketing approaches could improve the design of health initiatives and customer churn models could predict treatment adherence. Academics and practitioners can apply customer experience, relationship management, and customer satisfaction concepts to improve patient experience.

### **Case 2: Technology in In-Store Outlets**

The retail and service sectors have used new in-store and digital technology to enhance the customer experience (Grewal et al., 2017). Big data improves these industries' analytical and predictive capacities (Bradlow et al. 2017). In the context of the global market, the retailer is responsible for addressing a number of issues, including but not limited to the following: providing the appropriate products, traffic building, the design and location of retail stores, customer satisfaction, technology, and so on. Technology has evolved into the fundamental component that holds the retail sector together in the modern day. Individual retailers are ultimately responsible for determining whether to employ technology to obtain a competitive advantage. Every part of retailing utilizes technology, including customer information, product mobility (through RFID), point-of-sale (via scanners and kiosks), network technologies (online shopping carts and purchase recommendations), and more (Shekar, 2020). In-store technologies may offer manufacturers and merchants win-win chances to improve customers' shopping experiences and boost sales and profits.

## **Conclusion**

To conclude, it is highlighted that the role of marketing in an organization's success is evolving. Marketing communication can generate cooperation and even money in addition to enhancing a company's reputation. Imitating the traditional marketing position, early users of digital techniques were just responsible for impressions. In the future, they may be forced to earn quarterly revenue and a reduced overall cost-to-revenue ratio. Technology is widely considered as one of the fundamental capabilities that provide the potential for the retail establishment and add value to the company. Without

the use of technology to strengthen relationships with customers, there is no way to properly capitalize on their insights. Information on marketing, sales, and operations is gathered via technology, and then that information is analysed. Since the 1990s, the world's economies have been undergoing unexpected shifts as a direct result of the implementation of various reforms; retailing has not been exempted from these developments. It has undergone a dramatic transformation as a result of the implementation and utilization of the most recent technology in order to fulfil the requirements of the customers and facilitate operations. In addition to this, it makes it easier for businesses to get rid of the customer in a timely manner.

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