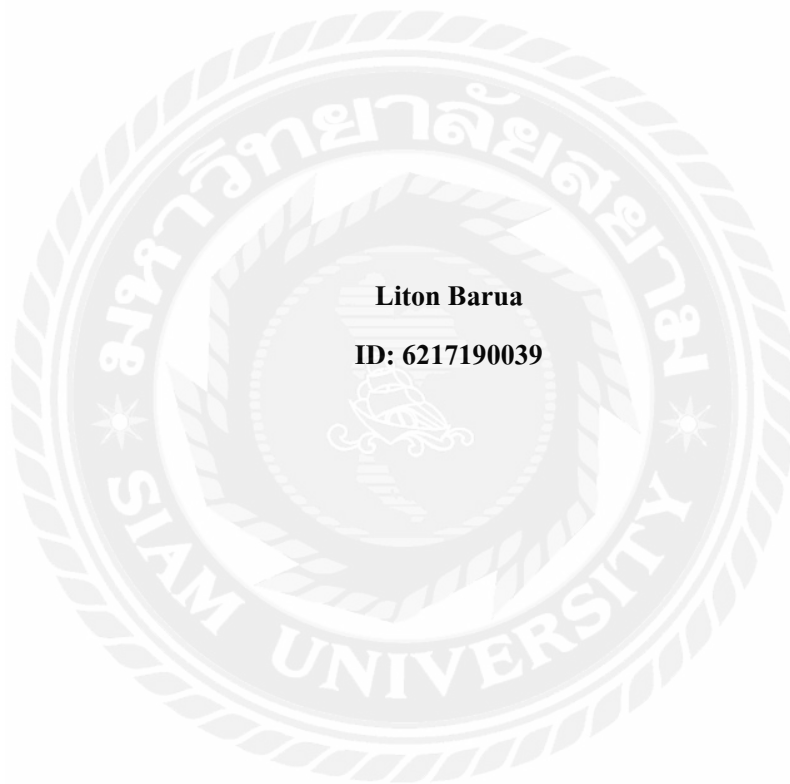




**Consumer demand in digital marketing and sustainable business development**



**SUBMITTED AS A PARTIAL FULFILLMENT REQUIRED FOR  
THE MASTER OF BUSINESS ADMINISTRATION DEGREE  
INTERNATIONAL PROGRAM, GRADUATE SCHOOL OF BUSINESS,  
SIAM UNIVERSITY, BANGKOK, THAILAND**

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**Title of Research:** Consumer demand in digital marketing and sustainable business development  
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**This independent study report has been approved to be a partial fulfillment in the Master of Business Administration (MBA) program.**

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**Abstract**

**Research Title :** Consumer Demand in Digital Marketing and Sustainable Business Development

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**Degree :** Master of Business Administration Program (International Program)

**Major :** Marketing Management

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The research aimed to analyze the factors related to consumer demand and digital marketing, and to draw the research results that modern internet marketing strategies that use digital marketing with consumer demand could help companies promote sustainable business development. This article used literary research methods. Based on the research of consumer demand, it was found that the development of modern Internet technology has made consumers' shopping and consumer demand diversified, personalized and multi-layered. Consumer psychology has created consumers with higher expectations for shopping. The emergence of digital marketing was to meet the changing shopping needs of consumers. Green marketing, low consumption and high efficiency not only enhanced the consumers' shopping experience, but also met the future sustainable business development of enterprises. So digital marketing strategies formulated through consumer demand were effective for promoting sustainable business development of enterprises. Understanding consumer demand could provide guidance and recommendations for sustainable business development of enterprises.

**Keyword:** Digital Marketing, Consumer Demand, Sustainable Business Development

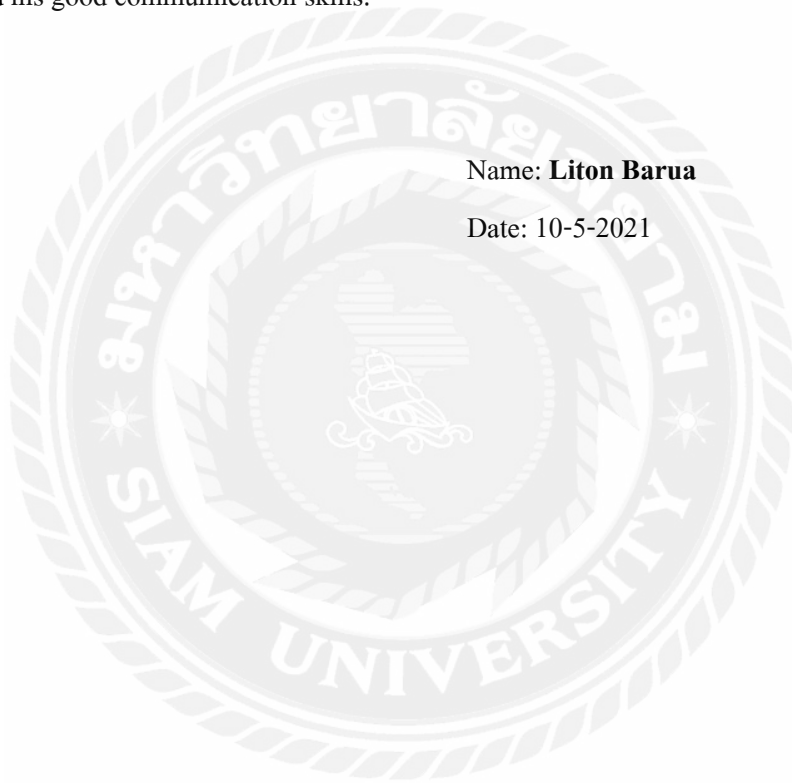


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Name: **Liton Barua**

Date: 10-5-2021



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Figure 1: Established Framework



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## **CHAPTER 1: Introduction**

### **1.1 Background**

Many companies realize that digital transformation is to better serve consumers and sustainably become a competitive advantage (Zhu, 2019). Fabin Zhao (Zhao, 2016) believes that the development of broadband, wireless and mobile Internet is rapidly increasing the number of people shopping through mobile smart terminals. Moreover, on websites, social media, mobile, etc., the ubiquitous large amount of data can help companies understand their customers, and companies need to streamline and refine their marketing processes through digital marketing (Li, Liu, Guo, Xu, Liu, & Lu 2019). With the development of these Internet technologies, the concept of sustainability is not only related to the environment, but also to sustainable development, the types of resources used by the company, and the technologies and tools used by the company, so the Internet is convenient, fast and low-consumption digital marketing. It was becoming a sustainable development tool for many companies. (Saura, Palos-Sanchez & Rodríguez Herráez. 2020). The pursuit of sustainability has begun to change the competitive landscape. In order to adapt to the changing consumer demand, this will force companies to change their way of thinking about products, technologies, processes and business models (Nidumolu, Prahalad & Rangaswami, 2019). Therefore, according to consumer demand, it is necessary for enterprises to carry out digital transformation. The purpose of digital marketing is to adapt to changing consumer demand, otherwise it can only be eliminated in an increasingly competitive market, and this is also the best choice for sustainable development (Kannan, 2017).

### **1.2 Research Problem**

In today's business environment, continuous growth and profit can never be guaranteed. Advances in technology have shortened the life cycle of products and services, business models have changed, and new competitors have emerged outside the industry. It is necessary to look for new business opportunities (Chetman, 2017). Consumers have fundamentally changed the way they make purchasing decisions using digital technology that they see fit (Stephen, 2016). Understanding this development in consumer demand After the trend, companies need to carefully push digital interactivity to the center of their marketing strategy, reconsider their priorities and budgets, and fundamentally change their processes and skills (Wind & Mahajan, 2015). Because consumers also want a better shopping experience, digital marketing has the potential for future growth and value (Smith, 2016), so analyzing consumer needs to find the role of transforming between traditional marketing and digital marketing has become possible. Key developments for sustainable business development. Based on the problems found, this article will analyze the relationship between consumer demand and digital marketing, and the relationship between sustainable business development, to support marketing strategies based on consumer demand, which can achieve sustainable business development for the company, and Guidance on development.

### **1.3 Objective of the study**

This research is designed to help marketers understand the impact of consumer demand on

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digital marketing and thereby promote sustainable business development. It can also be a way to encourage businesses to transform from traditional marketing to digital marketing. Because of the growing consumer demand for shopping, this article aims to provide guidance for businesses and marketers looking for new marketing strategies based on consumer demand. To this end, three goals were proposed:

- Analysis of factors related to digital marketing into consumer demand
- Analysis of factors related to sustainable business development into consumer demand
- Provide guidance for companies to develop digital marketing and to achieve sustainable business development based on consumer demand.

#### **1.4 Scope of the study**

Researchers research the impact of consumer demand on digital marketing to promote sustainable business development. The research method is literature review. These figures focus on the Internet digital media industries such as retail and advertising. Research shows that consumers are one of the main drivers of sustainable marketing strategies due to consumers' sensitivity to socio-ecological issues and the perceived quality of socio-ecological quality (Belz & Schmidt-Riediger, 2016). Therefore, the research can analyze the factors related to consumer demand and digital marketing to find a positive attitude that can support the transformation of digital marketing.

#### **1.5 Research Significance**

This research is to help companies and marketers stay competitive and relevant, because the benefits of digital marketing can be seen as a revolution in the marketing world, because it is faster, more environmentally friendly and more effective than traditional marketing (Sinha & Singh, 2018). In the critical phase of the transition from traditional marketing to digital marketing, analyzing consumer demand can provide companies with more accurate digital marketing and sustainable business development strategies. For consumers, sustainable consumption has become more supportive (Brach, Walsh & Shaw, 2018), because consumers can not only improve their consumption experience, it is also beneficial to the environment or other resources to reduce consumption. The above is the significance of this study.

## **CHAPTER 2: Literature review**

### **2.1 Consumer Demand**

Consumer demand is at the core of digital marketing, and people also need valuable solutions to solve their problems (digital transformation, 2019). Due to the continuous improvement of people's material life, shopping and consumer demand have also begun to diversify. Personalized and multi-layered demand has also changed consumer psychology, consumption patterns, consumption levels and consumption structures due to changes in



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consumer demand (Su, 2016). With the rise of digital marketing, customer loyalty comes from hoping for value for money, instead of just accepting cheap products and services, and increasing shopping speed and consumer satisfaction (digital marketing on consumer behavior, 2019). The Internet is a great place to keep consumers up-to-date. The advent of digital marketing is a fast way for people to access information and buy products online (Internet Marketing, 2018), while also deepening the relationship between consumers and marketers (ul Haq, Majeed, Magoulas & Jamal., 2020). Such connections can make marketing more precise and give consumers the strongest digital shopping experience.

Data show that in digital marketing, 93% of online shoppers' purchases are affected by social media, 59% of users use Google every month to find nearby well-known businesses, and 77% of customers read online reviews before buying a product. Moreover, now 3 million advertisers use Facebook to attract customers (Heitzman, 2016). In the era of digital marketing, the behavior of the consumer decision process has been simplified. When consumers decide that they need a certain product, the Internet can find what they need almost instantly and accurately, and make fast purchase decisions (Alfrey, 2019), And the omni-channel green shopping experience simplifies the shopping process (Gao & Su, 2017), these changes all show that consumer demand for improving the quality of life is increasing.

## **2.2 Digital marketing**

Digital marketing is a marketing component (wiki) that uses the Internet and online-based digital technologies such as computers, mobile devices and other digital media and platforms to promote products and services. Meeting consumer demand is the best way to increase brand awareness and show potential customers the benefits of choosing your product, so for businesses, the development of digital marketing strategies can bring more possibilities to product sales (increasing demand, 2017). Second, it has transformed the marketing function, and the company has adopted more advanced digital marketing techniques and applications to attract, serve and maintain relationships with customers. Strategic and operational level transformations from traditional customer relationship management (CRM) to electronic CRM (E-CRM) and now social CRM (S-CRM) (Maheshwari, Sinnott & Morris, 2017).

A new Forrester report states that consumers are increasingly supported by new technologies, rich information resources, and numerous brand choices, and therefore demand digital innovation from businesses (Brien, 2016). Digital marketing enables brands to be visible through different channels and touch points, thereby maintaining relevance. Ordinary users can browse consumer content through TV, web pages, social software (Facebook, Line, Twitter, etc.), and smartphones, to a large extent Reduced communication costs (best practices for digital marketing, 2020). For example, Starbucks is known for leveraging digital media to improve

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the customer experience (CX), and the Starbucks app enables users to find stores, order through the app, use phone payments, and track stars and rewards (Taecharungroj, 2017). In the future, digital marketing will become the choice of more businesses.

### **2.3 Sustainable Business**

Sustainable commerce is the future development trend, because green consumption is not only the demand of consumers, but also the best choice for enterprises in the fierce competition (Reints, 2020). A sustainable business needs to meet several basic conditions. The first is to include sustainability principles in every business decision. The second is to provide environmentally friendly products or services to replace the demand for non-green products and / or services. . Thirdly, it is more environmentally friendly than traditional competition, and fourthly, it has made a lasting commitment to environmental principles in business operations (wiki). The introduction of attention to intangible asset investment in research investment plans shows that stimulating sustainable value creation can play a vital role. Investment in intangible assets can coexist under long-term decisions in a short-term and low-growth environment (Painter, Hibbert & Cooper, 2018). This confirms Hanas's view that sustainability is no longer confined to the ecological environment. It can also be used to create long-term business methods for how social and economic environments operate. Sustainability is built on the assumption that Developing such a strategy can increase the life expectancy of a company (Hanas, 2016).

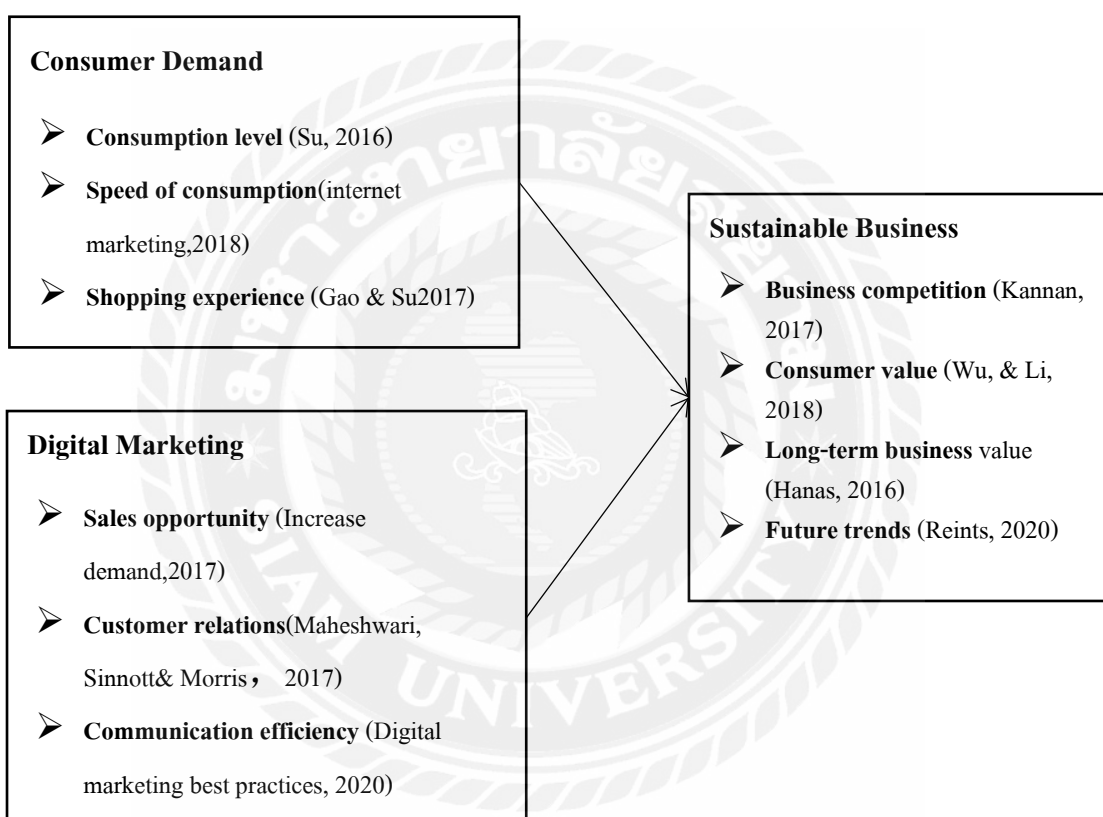
Sustainable companies such as Walmart, IKEA and H & M, they have moved towards more sustainable retail, mainly by leading to collaboration across the supply chain to reduce waste, increase resource productivity and optimize material use. Has taken steps to address local labor conditions with suppliers in emerging markets (Best practices for sustainable development,2015). Sustainability has the advantage of long-term and long-term vision (Yang, Evans, Vladimirova & Rana. 2017), so it seems necessary for today's companies to focus on sustainability.

### **2.4 Past Research**

According to a 2017 report from the Massachusetts Institute of Technology, only 25% of companies incorporate sustainability into their business models, although 90% of executives see sustainability as important. In addition, 24% of companies view sustainability as a competitive advantage area, but fail to comply with the fact that regulations are paramount (Vos, 2019). So in order to stand out in terms of sustainable development, companies should address these two gaps and understand all the risks of making them wrong. Geissdoerfer et al. Believe that to develop a more sustainable strategy, companies need to evaluate specific issues and define clear goals (Geissdoerfer, Vladimirova & Evans, 2018). Yang et al. Define a sustainable business model as "a kind of "Customer value creates a competitive advantage and contributes to the sustainable development of the company

and society." This recognizes that the core of sustainable business is still to create and provide consumer value (Yang, Evans, Vladimirova & Rana, 2017). Consumption Consumer value is realized by realizing consumer demand, and the ultimate service target of the company is consumers (Wu, & Li, 2018), so it is feasible to analyze consumer demand through analysis and formulate sustainable development strategies under the conditions of compliance with regulations.

### CHAPTER 3: Finding



**Figure:** Established Framework

This research found that due to the development of Internet marketing, modern consumers expect a more consistent and personalized experience, and the company was actively conducting digital marketing and digitally marketing its unique products and premium shopping experience to meet consumption. The consumer demand of consumers were adapted to modern tastes and attract modern customers, which was consistent with the research of Nidumolu et al. (Nidumolu, Prahalad & Rangaswami, 2019). Secondly, the advent of digital marketing has changed the market structure. It provides companies with equal opportunities to promote their brands globally, because digital marketing has advantages that cannot be compared with traditional marketing, such as a way for consumers to quickly compare product information. And simplify the purchase process, which was consistent

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with the findings of this article, <How to increase consumer demand for products and increase sales> (increase demand,2017). These discoveries were all derived from businesses in order to meet the changing shopping needs of consumers and provided consumers with the best shopping experience. Finally, through research, it was also found that the sustainable development motivation of merchants was oriented to business interests. Therefore, innovative exploration of business practices and business models, such as the use of digital marketing as a sales strategy, could solve related problems to a certain extent and promoted sustainable development. Sustainable development could be an effective way. This conclusion was the same as that of Yang et al. (Yang, Evans, Vladimirova & Rana, 2017).

#### **CHAPTER 4: Conclusions and Recommendations**

The project could serve as an incentive for businesses to transform from traditional marketing to digital marketing, helping companies grow future value and potential, thereby promoting sustainable business development. From an academic perspective, this article provides new references for studying the sustainable development of business, and could also serve as stronger evidence for subsequent research. From a business perspective, this research could explore new businesses for business areas to develop more efficient marketing strategies for products.

This project discusses the factors of consumer demand related to digital marketing, and factors related to consumer demand and sustainable business development. Then, through research methods of literature research, a modern internet marketing strategy based on consumer demand using digital marketing could be obtained. Research results to help companies achieve sustainable business development. The results of this study were consistent with the research by Yang et al. (Yang, Evans, Vladimirova & Rana, 2017), and thus could provide guidance for companies to develop digital marketing and achieve sustainable business development. Because of the rapid development of Internet technology and the changing needs of consumers, in order to formulate a more sustainable strategy, companies need to evaluate the specific problems of the company itself and define clear goals. It was not recommended to directly copy marketing strategies. And only by understanding what sustainable development means to its industry and customers, that was to set development goals based on consumer demand, could companies establish their major missions and formulate long-term strategies based on their value.

Due to time constraints in this research, most of the information came from limited literature research. It may not fully represent the conclusion that digital marketing strategies based on consumer demand could promote sustainable business development for companies. Second, what other marketing strategies could help companies further research was needed to achieve sustainable business development. For future research, it was

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recommended to add or modify marketing strategies to help companies achieve sustainable business plans. This study only studies digital marketing strategies. Whether other marketing strategies such as omni-channel online and offline product sales services could also achieve the company's Sustainable development, etc., can be used as further research. It was suggested that the development of the marketing research theory in this study could provided guidance and suggestions for the sustainable business development of enterprises.



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