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INTERACTIVE MARKETING STRATEGIES: A NEW APPROACH
TOWARDS POSITIVE CONSUMER BUYING BEHAVIOR

Received: 16 September 2023 / Accepted: 25 June 2024

Abstract

Conventionally, when there is talk about advertising, it only flowed in one direction. While this is known that one-way communication random initiate a product dialogue; rather, it just carries a message to customers, who can accept or reject it without having full information. But in recently the discipline of marketing is rapidly changing and growing with the advent of internet. The new study focuses on a combination of factors which are changing marketing in fundamental ways. Customer engagement, interactive content, permission marketing, personalization, direct response marketing, service quality/relationship marketing, behavioral targeting, and enhanced user experience are all examples of interactive marketing strategies that have a significant impact on customer engagement, buying behavior, and satisfaction. The study takes primary data from 252 respondents through online survey, which was then analyzed using Pearson's Correlation, Regression, and ANOVA using IBM SPSS Software 21. The main objective of the research is to look into interactive marketing tactics and practices that businesses may employ to respond to ongoing developments in marketing to stimulus a consumer's purchasing decisions via customer engagement and to enhance customer satisfaction.

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JEL CLASSIFICATION: M31, D12, C836

KEYWORDS: CUSTOMER SATISFACTION, BUYING BEHAVIOR, PERSONALIZATION, CUSTOMER ENGAGEMENT, RELATIONSHIP BUILDING

1. Introduction

Advertising has traditionally flowed in one direction. A marketer will create an advertisement, purchase ad space, and then wait for the results to appear in the cash register. This one-way communication doesn't start a conversation about a product; instead, it merely sends a message to customers, who can accept or reject it. Today with increasing digital-savvy consumers and customer expectations, traditional marketing strategies no longer serve the function of increasing consumer engagement. Customers now expect to be welcomed and be respected participants in the brand they love. Interactive Marketing is one such Digital marketing technique used by the marketers with an aim of increasing customer engagement. Interactive Marketing not only attracts customers but also enables them to actively participate in company's marketing strategy by paving way for consumer empowerment. Customers express their preferences through interactive marketing, allowing marketers to create more relevant marketing messages. Through Interactive Marketing, marketing has moved from a transaction-based effort to a conversation. Because consumers can join in a discourse about their favorite items, this communication leads to higher customer satisfaction and longer brand loyalty.

Interactive marketing is a subset of digital marketing that entails a more sophisticated level of engagement between the brand and the user. The primary distinction between interactive and static marketing is that interactive marketing is completely driven by user data and behavior.

According to John Deighton "the ability to address an individual and the ability to gather and remember the response of that individual" leading to "the ability to address that individual once ore in a way that takes into account his or her unique response" (Deighton & Kornfeld, 2009). Interactive Marketing is a process through which marketers create interest in customers for a product or service through interactive ways of communication. Generally, interactive marketing better meets customer's needs because companies act in response to customer actions. The ability to remember what customer has said has become easier by the collection of customer information online. In response

of the audience's actions the marketer then formulates his marketing Strategies.

Because they already know what their customers want, companies that use interactive marketing successfully reduce risk and improve sales. Interactive marketing, when done correctly, creates a personalized experience that leads to longer site visits and more transactions. There are various advantages to interactive marketing, including increased sales, more consumer happiness, and cheaper marketing expenses (It is more cost-effective to keep a customer than to acquire a new one). Companies can use interactive marketing to get to know their customers better, provide better offers and recommendations, and remove the need for them to repeat themselves, all while using an automated approach (gives customers the recommendations they want based on their actions).

2. Literature review

This section offers a thorough examination of the extant literature on the issue. The research are displayed in chronological order, with the most recent studies appearing first, followed by the subsequent studies. Research gaps have been identified, and suggestions have been suggested.

2.1 Moderating Variables or Demographic Factors

Moderating variable or age, gender and income have significant impact on buying decision. It is highlighted in few research that young Indian has a positive influence on the product purchase decision (Maney & Soney, 2021). Here many times buying may get affected by age. And income obviously playing a critical role in buying decision making. Few research shows that lifestyle and demographic variables affects buying decisions (Jain, 2020).

H1- Buying Decision is influenced by Moderating Variables like Income and Age.

Celebrity Endorsement

Celebrity endorsements are certainly an efficient way of marketing communication. The customer attitude and buying behavior influence by endorsers. And this is the reason a marketers must make a crucial decision on celebrity endorsements (Knoll & Matthes, 2017). Celebrities who have some expertise in that field and are considered to be trustworthy, may positively influences the purchase intention (Adam & Hussain, 2017). There is a positive impact of celebrity endorsement on the buying behavior of

consumers. There are various parameters like attractiveness, credibility and image of celebrity among the public. (Baheti, Raguvanshi, & Toshniwal, 2023). People get more attracted towards celebrity endorsed advertisements than the ones that doesn't have celebrities into them which ultimately leads them to recall the products (cosmetics) much easier because celebrities appeared into those advertisements (Adam & Hussain, 2017) .

H2 - Celebrities endorsement influences customer's buying decision.

Customer Feedback and Relationship Marketing

According to Berry (2002), relationship marketing is a good technique for recruiting new consumers, retaining existing customers, and improving client relationships. Both field service marketing and industrial marketing have embraced the concept of relationship marketing. The effective implementation of Relationship Marketing strategies along with regular feedback mechanism in banks certainly will result in quality services, positive-word-of-mouth, positive switching barriers and perceived-risk towards alternatives (Ganaie & Bhat, 2023).

H3 - Customer feedbacks have a significant impact on buying decision of customers.

Personalization and Information Sharing (Privacy Concerns/ Permission Marketing)

Interactive Marketing Contributes to Customer Satisfaction. Customer satisfaction is aided by interactive marketing. Trust, relationship commitment, quality of personnel, quality of atmosphere, familiarity, personalizing services, and complaint handling are the seven elements that support interactive marketing (Dushyenthan, 2012). Websites can use information from on-site surveys and "the trails users leave as they browse through a website" to collect and update customer preferences, which can then be used to tailor interactions like permission-based email communication. If consumers are very concerned about their privacy, the negative effects can at least be compensated for by designing interactive marketing content that fits their needs. The same attenuating interaction effect can be observed when both expected entertaining content and privacy concerns are pronounced. As soon as individuals are concerned about their personal data, the strong positive

effect of anticipated entertainment on the willingness to grant permission will be mitigated. (Krafft, Arden, & Verhoef, 2017).

H4 - Customization has a significant impact on Buying Decision of customers.

Communication (promotion) for customer participation/ engagement

(Deighton & Kornfeld, 2009) Claim that consumer-controlled, interactive communication is replacing marketer-directed, one-way communication (Promotion) and that the new marketplace promotes more participatory, honest, and less directive marketing methods. Consumers are becoming increasingly important in the marketplace and there is more focus on customer participation in recent marketing strategies to make it more interactive and engaging. Study conducted by (Sicilia & Palazon, 2023) reveal that integration efforts at a communication level should be added to integration efforts at a channel level to better capture their potential influence on customer engagement behavior, Which leads better promotional activities.

H5 - Promotional offers has significant impact on customer satisfaction.

Some more important Factors are:

Customer heterogeneity

(Ansari & Mela, 2003) show that individual customization helps to accommodate consumer choice heterogeneity, resulting in increased web site traffic and better consumer targeting.

Service quality

(Bolton & Saxena-Iyer, 2009) Stated that Interactive services are those that allow customers and businesses to interact in some way. Customers may interact with a company's technology, procedures, and people during the design and delivery of services, thereby directly influencing service quality.

Research Gap Identified after Literature Review

- Interactive Marketing requires an amazing understanding of Human Behavior (Consumer Behavior).
- Interactive Marketing is not possible without data collection.
- Consumers may face problems of Security and Privacy.
- Customers are prone to be affected by another user's negative comment.

Objectives of the study

This research is focused on fulfilling the below-mentioned purposes:

1. Study of the Factors that affect Interactive Marketing strategies.
2. Impact of Interactive Marketing on Consumer Buying Behavior and Satisfaction

3. Methodology adopted

3.1 Survey instrument

A standardized questionnaire was created for the survey, which included questions about gender, age, occupation, education, monthly household income, and marital status, which indicates demographic aspects. The questionnaire was divided into several sections. The first section dealt with socioeconomic, demographic, and geographic issues. The remaining sections of the questionnaire were all matched with specific characteristics that influenced interactive marketing, such as purchasing power, customer engagement, interactive content, and communication channel employed, among others.

To check questionnaire language and understanding of consumers a pilot study on 25 people was conducted.

The collected data was statistically analyzed using IBM SPSS 21 software. The relationship between numerous interactive marketing parameters was investigated using regression analysis with the help of Anova testing to know the impact of interactive marketing and Pearson's correlation to the existing relationships between variables.

In order to complete this project, a graphical representation of the response data was also necessary. Closed-ended and Likert Scale (a 5-point scale consisting of remarks on Interactive Marketing Strategies employed by brands) questionnaires were utilized in this study. For Likert Scale-based measuring items, "Strongly Disagree" was labelled as "1," and so on until "5", which is reserved for "Strongly Agree."

Data Sources- Both Primary (questionnaire) and Secondary data (research papers, articles, journals, books etc.) sources were used.

Data Collection- The data was gathered from Eastern Uttar Pradesh, India, using the questionnaire that had been designed. Consumers were chosen at random with the help of convenience sampling as the data collection method and were contacted to complete the survey. Over the course of two months, the data was collected. Three hundred and fifty people were contacted and

asked to fill out the survey form, with 252 people completing the entire questionnaire. To compare the data collected from 252 respondents, various statistical methods were used.

3.2 Data analysis and interpretation (Source: Primary Data)

Respondents' demographics are as follows:

1. Age

Table 1.

	Frequency	Percentage
Less Than 25	133	52.8
25-35 Yrs.	90	35.7
36-45 Yrs	22	8.7
More Than 45	7	2.8
Total	252	100.0

Majority age of respondents are less than 25 and below 35 which showing that youngsters taking more seriously interactive marketing communication and paying attention.

2. A company launches different interactive promotional schemes on its product. Which of the following methods will largely impact my buying decision?

Table 2.

	Frequency	Percentage
Discount on the product on sharing promotional scheme with 50 contacts	85	33.7
Free Home delivery service for the product	112	44.4
Free product on the purchase of a certain amount of product	55	21.8
Total	252	100.0

Interpretation - Receiving free delivery from brands influenced the buying decision of the majority of respondents (112 out of 252). While a free product with the purchase of a specified amount of goods and a discount on the product influenced the purchasing behavior of some of the respondents

3. I like to buy more often from a brand if I get an additional discount from it on my birthday or other occasion.

Table 3.

	Frequency	Percentage
Strongly Disagree	11	4.4
Disagree	22	8.7
Neutral	38	15.1
Agree	92	36.5
Strongly Agree	89	35.3
Total	252	100.0

Interpretation - From the above data it can deduce that for majority of respondents receiving a special discount on their birthday from a brand influenced the majority of respondents' purchase decisions.

4. Income of respondents

Table 4.

	Frequency	Percentage
Less than 3 Lakhs	170	67.5
3 Lakhs- 5 Lakhs	45	17.9
5 Lakhs – 7 Lakhs	20	7.9
Above 7 Lakhs	17	6.7
Total	252	100.0

Interpretation - The above data depicts that majority of respondents prefer visiting a store, whose staff are very supportive and friendly.

5. I prefer visiting a store whose staff are very supportive and friendly

Table 5.

	Frequency	Percentage
Strongly Disagree	9	3.6
Disagree	5	2.0
Neutral	22	8.7
Agree	112	44.4
Strongly Agree	104	41.3
Total	252	100.0

Interpretation - The above data depicts that majority of respondents prefer visiting a store, whose staff are very supportive and friendly.

6. I recommend a brand/store/website to my friends and family if I find its product and service good.

Tab. 6

	Frequency	Percentage
Strongly Disagree	12	4.8
Disagree	9	3.6
Neutral	25	9.9
Agree	103	40.9
Strongly Agree	103	40.9
Total	252	100.0

Interpretation - The above chart shows that majority of respondents recommend a brand/store/website to my friends and family.

7. My decision of buying a product is largely affected by the reviews of the product.

Table 7

	Frequency	Percentage
Strongly Disagree	9	3.6
Disagree	8	3.2
Neutral	25	9.9
Agree	101	40.1
Strongly Agree	109	43.3
Total	252	100.0

Interpretation - The above chart shows that for the majority of respondents the reviews about product largely affects their purchasing decision.

8. I would love to shop from brands which may prepare customized products for me.

Table 8

	Frequency	Percentage
Strongly Disagree	11	4.4
Disagree	6	2.4
Neutral	38	15.1
Agree	111	44.0
Strongly Agree	86	34.1
Total	252	100.0

Interpretation - There is an impact of personalization on buying behavior customer satisfaction. From the above Data, it can interpret that

Personalization customization motivates people to buy from a brand more frequently, according to 44 % and 34.1 % of survey respondents, respectively.

FINDINGS

H1- Buying Decision is influenced by Moderating Variables like Income and Age.

Table 9.

Correlations Analysis of Hypothesis 1			
		Age	buying decision
Age	Pearson Correlation	1	0.174**
	Sig. (2-tailed)		.006
	N	252	252
A company launches different interactive promotional schemes on its product. Which of the following methods will largely impact your buying decision?	Pearson Correlation	0.174**	1
	Sig. (2-tailed)	.006	
	N	252	252

** . Correlation is significant at the 0.01 level (2-tailed).

Source - IBM SPSS 21

It is clear from Table that there is a positive connection between demographic factors such as age and income and purchasing decisions, with a value of 0.174 and a 0.06 level significance.

Table 10.

Correlations Analysis of Hypothesis 1			
		Income	buying decision
Income	Pearson Correlation	1	0.131*
	Sig. (2-tailed)		.038
	N	252	252
	Pearson Correlation	0.131*	1
	Sig. (2-tailed)	.038	
	N	252	252

*. Correlation is significant at the 0.05 level (2-tailed).

From Table it is seen that a positive connection between Income and purchasing decisions, with a value of 0.131 and a 0.038 level significance. So, first hypothesis that Buying Decision is influenced by Moderating Variables like Income and Age accepted.

Different interactive promotional schemes of company largely impact your buying decision?

H2 - Celebrities endorsement influences customer’s buying decision.

Table 11.

Correlation Analysis of Hypothesis 2		
		Celebrity endorsement
Different interactive promotional schemes of company largely impact your buying decision?	Pearson Correlation	-.254**
	Sig. (2-tailed)	0.000
	N	252

** . Correlation is significant at the 0.01 level (2-tailed).

Table shows Pearson's correlation analysis between factors such as Celebrity endorsement and buying decision have negative relation. This is possible as there may be some other factors too, involve in buying process. Hypothesis 2 Rejected.

H3 - Customer feedbacks have a significant impact on buying decision of customers.

Table 12.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	106.459	1	106.459	198.810	.000 ^b
	Residual	133.870	250	.535		
	Total	240.329	251			

a. Dependent Variable: [My decision of buying a product is largely affected by the reviews of the product]

b. Predictors: (Constant), [I recommend a brand/store/website to my friends and family if I find its products and service good] Customer Feedback/ Recommendation

Source- IBM SPSS 21

According to the numerical numbers in Table 12, the value of F, which is 198.810, indicates statistical significance because the p-value, which is 0.000, is within the 0.05 significance limit, implying that the regression model is overall fit.

- *Customer Recommendation is highly correlated with Buying Decision*

Table 13.

Correlation Analysis for hypothesis 3		
	Customer Recommendation	Buying Decision
[I recommend a brand/store/website to my friends and family if I find its	Pearson Correlation	.666**
	Sig. (2-tailed)	.000

products and service good]	N	252	252
Customer Recommendation			
[My decision of buying a	Pearson	.666**	1
product is largely affected by	Correlation		
the reviews of the product]	Sig. (2-tailed)	.000	
Buying Decision	N	252	252

** . Correlation is significant at the 0.01 level (2-tailed).

Table 13 displays Pearson’s correlation analysis between factors such as Customer feedback and Buying Decision. The outcome value of the Analysis is highly positive, which indicates a positive relationship between them.

H4 - Customization has a significant impact on buying decision.

Table 14.

Regression Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.393 ^a	.154	.151	1.026

a. Predictors: (Constant), How much is your buying decision influenced if you receive a price drop notification or email from your favorite brand? Buying Decision

Source- IBM SPSS 21

Table shows a positive connection between Buying Decision and the independent factor Personalization (R-value being 0393). From the R squared value indicated in Table, it can be observed that 15.4% of the variation in the item Buying Decision can be easily illustrated and countered with the support of the predictor Personalization.

Table 15.

ANOVA^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	47.983	1	47.983	45.554	.000 ^b
1	Residual	263.334	250	1.053		
	Total	311.317	251			

a. Dependent Variable: [I like to buy more often from a brand if I get an additional discount from it on my birthday or other occasion] Customized promotional Scheme

b. Predictors: (Constant), How much is your buying decision influenced if you receive a price drop notification or email from your favorite brand? Buying Decision

Source- IBM SPSS 21

As per the numerical figures indicated in Table 18, the value of F, which is 45.554, shows statistical significance as the p-value which is 0.000, lies within the 0.05 significance limit and thus endorses the overall fitness of the regression model

H5 - Promotional offers are correlated with customer satisfaction.

Table 16.

Correlations			
		Customer Satisfaction	Promotional Offers
[I like visiting a store more often which provide extra facilities to their customers] Customer Satisfaction	Pearson Correlation	1	.425**
	Sig. (2-tailed)		.000
	N	252	252
[I like to participate in contests, quizzes, games in lieu of a free product or service or a discount]	Pearson Correlation	.425**	1
	Sig. (2-tailed)	.000	
	N	252	252

** . Correlation is significant at the 0.01 level (2-tailed).

Source- IBM SPSS 21

Table displays Pearson’s correlation analysis between factors such as Promotional offers and Customer Satisfaction. The outcome value of the Analysis is positive, which indicates a positive relationship between them.

- *Promotional offers have a significant impact on Customer satisfaction.*

Table 16.

Regression Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.425 ^a	.180	.177	.93034

a. Predictors: (Constant), [I like to participate in contests, quizzes, games in lieu of a free product or service or a discount] Promotional Offers

Source- IBM SPSS 21

Table shows a positive connection between Customer Satisfaction and the independent factor Promotional Offers (R-value being 0.425). From the R squared value indicated in Table, it can be observed that 18.0% of the variation in the item Customer Satisfaction can be easily illustrated and countered with the support of the predictor Promotional offer.

Table 17.

ANOVA^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	47.619	1	47.619	55.017	.000 ^b
	Residual	216.381	250	.866		
	Total	264.000	251			

a. Dependent Variable: [I like visiting a store more often which provide extra facilities to their customers] Customer Satisfaction

b. Predictors: (Constant), [I like to participate in contests, quizzes, games in lieu of a free product or service or a discount] Promotional Offers

Source- IBM SPSS 21

As per the numerical figures indicated in Table, the value of F, which is 55.017, shows statistical significance as the p-value which is 0.000, lies within

the 0.05 significance limit and thus endorses the overall fitness of the regression model

RESULTS DERIVED FROM THE STUDY

Major findings have shown that there has been a positive impact of interactive marketing strategies on the respondents. Most respondents agreed that they used social media pages, blogs and websites of a brand for researching about a product, content about product, customer feedback before purchasing a product and agreed that play a major role in a regular person's buying behaviour.

Personalized brand communications via social media and email act as an interactive medium between a customer and fulfilment of his needs by providing them information regarding the relevant products and services and most respondents liked receiving such emails. In today's scenario it is highly evident that marketers target customers according to the actions. This helps marketer in targeted advertising according to the shopping preferences. Viral marketing (Lead generation) strategies used by marketers via customer's help lead to enhanced brand awareness.

If marketers consider interactive marketing strategies which involves customer participation, then most respondents preferred relevant Engaging content, Personalization, Targeted advertising methods, Enhanced User experience over traditional methods of marketing. It is also noticed that most of the respondents participated in Contests, Quizzes, giveaways, polls, and surveys hosted by a company. Thus, it can say these interactive methods of marketing were more influential than old methods and lead to better customer engagement and participation.

Most respondents agreed that they shared their personal information such as contact number, email id, address etc. with brands they shop from. This helps the marketer suggest them products/services according to their preferences.

Lastly, most of the respondents agreed that they liked to visit/buy from a brand or store where service quality was nice, and the staff were friendly, supportive, and interactive.

DATA PRIVACY AND ETHICAL CONSIDERATION

Data Privacy and ethical challenges in data science require a proactive and comprehensive approach to ensure that technological advancements are aligned with ethical principles and societal values, so that interactive

marketing may not get affected badly by data misleading or breach. A dynamic ethical landscape in data science, characterized by evolving standards and practices that are increasingly integral to data collection and analytical processes. Central to these findings is the recognition of consent and privacy as foundational elements in ethical data handling, alongside the need for adaptable and inclusive ethical frameworks to address the complexities introduced by big data (Okorie, Udeh, Adaga, & Oriekhoe, 2024).

Regular security assessments and audits provide organizations with a proactive approach to identifying and addressing security vulnerabilities, ensuring the ongoing protection of AI systems and the data they process. By staying vigilant and responsive to emerging threats, organizations can mitigate risks, enhance security controls, and maintain a robust security posture. Privacy by design and privacy by default principles ensure that privacy protections are integrated into the design and operation of AI systems from the outset, and individuals' privacy rights are automatically safeguarded. Regular security assessments and audits help identify vulnerabilities, assess compliance, and ensure ongoing security of AI systems to ensure no data breach (Devinani, 2024).

MARKETING IMPLEMENTATIONS OF THE STUDY

Interactive marketing is typically 2-12 times more effective than traditional direct marketing if used by marketers wisely. Marketers can use the study's recommendations to make their marketing tactics more effective and consumer centric. Marketers can use variety of media, such as photographs, text, video, and games, to create a multimedia presentation. Personalization - Make each user's ad experience unique. Customers' privacy should be respected by only contacting them if they sign up for a programme (Permission marketing).

The ability to track client behavior using customer database. Data research, consumer feedback, and employee brainstorming are all places where marketers might uncover triggers to improve their business. Simple, straightforward, and inexpensive web design tools may help even the tiniest and most localized businesses run websites or blogs and improve user experience and online presence.

Marketers can include a Compelling Offer - Take advantage of online advertising's targeting capabilities to provide customers with exceptional specials or offers. Make It Immersive - The more a buyer interacts with

advertising, the more likely they are to buy anything. Make your communications as engaging as possible by using online tools. Marketers can use Viral Marketing for Lead generation via making it simple to share and transmit marketing messages via the internet.

Marketer may use new innovative strategy is conversational marketing (Ramadas & Begam, 2023). The Hubspot a software company uses chatbot's prompts to allow users to customize their own experience on the site, ensuring that they quickly get the information they are looking for.

Another strategy is augmented reality shopping (Rejeb, Rejeb, & Treiblmaier, 2023), which is used by Lancôme brand. The strategy allows visitors to Lancome's Instagram page to virtually "try on" some of the brand's products before purchasing, giving them the opportunity to purchase with more confidence.

SOME SUCCESS STORIES (PRACTICAL IMPLICATION)

Dutch brewing company, Heineken, used an interactive video as a part of a Human Resource campaign to represent the enjoyable company culture. The video verify the personality of applicants and presents them to the company. In the video, the employer asks 12 questions the answers to which let applicants decide on the fitness of joining with Heineken. The interactive marketing campaign has gone viral and the company has seen a 300% increase in number of applicants (Wier, 2016).

Oreo cookies has created great impact because of its good taste and packaging. People at Oreo came up with innovative and unique idea for this brand. They formed a 360 degree interactive video driven by Virtual Reality. The 1 minute video lets viewers immerse themselves in the world of an animated Oreo factory. The campaign promoted "Filled Cupcake Flavored Oreo Cookies" and this was a great hit. The video got more than 3.2 Million views. The Google trends show how the interest in the new range of biscuits peaked (Saluja, 2017).

Another good example is Alexa, with an interactive audio ad on the Amazon Music ad-supported tier on an Alexa-enabled device. Here customers can simply ask "Alexa, "play Amitabh Bacchan song," while playing song you can do other activities like "send me more," or "remind me after one hour" — without disrupting their streaming audio content (Saluja, 2017).

4. Conclusions

The study aims to determine the elements that influence Interactive Marketing Tactics and how marketers' use of interactive marketing strategies influences customer purchasing behavior. It is observed from the above data analysis that the majority of respondents believe that interactive marketing methods have a favorable impact on their purchasing behavior. Marketers' attractive offers, quizzes, contests, snappy content, product/service information, digital adverts, and personalization services, among other things, not only engage customers but also have a substantial impact on their purchasing behavior. Customer satisfaction rises because of effective two-way communication, effective complaint resolution, and acceptable service quality.

There are a few essential points that can be used to conclude this research report based on the study's findings. Demographic factors like Age, income do have a significant impact on consumers buying decision. Interactive Promotional Schemes used by the marketers also encourage a customer to buy more from a brand. Marketers can use relationship marketing for giving and honoring promises, showing concern for the security of client transactions, delivering excellent services, demonstrating respect for customers, meeting customer commitments, and continually seeking to increase customer confidence to improve consumer trust. Furthermore, good communication encourages customers to stick with a company. Engaging content used by marketer's increase customer engagement and Participation thereby influencing their buying behavior. Satisfaction can also be cultivated through the provision of timely and accurate information. Buying Behavior and Customer satisfaction are also influenced by personalization services or complaint handling.

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