

Chapter 2

The Nudge Thinking and Its Application With Marketing Strategies Based on Big Data: A Review

Paula González-Padilla
Rey Juan Carlos University, Spain

ABSTRACT

Nowadays there is a constant change in everything related to technology and the digital environment, influencing to a great extent all the processes that users perform on the Internet. These processes can be influenced by digital marketing techniques specialized in leading the potential customer to act in a certain way. The use of big data generates a determining point in this new form of digital marketing being able to bet on the personalization of all those strategies related to the nudge theory. This research aims to relate the concepts of digital marketing, nudge theory, and big data, to analyze the benefits and uses that can be given within the current digital strategies. The ultimate purpose of this study is to establish and relate the theoretical bases of the concepts and their practical uses, conducting a systematic literature review that results in a specific line of research to which it is intended to give continuity to further deepen the subject and applying new formats and technologies with which companies can improve their digital practices and business successes.

DOI: 10.4018/978-1-6684-6454-0.ch002

INTRODUCTION

In terms of current affairs, it can be said that one of the constants is precisely change. If we talk specifically about the business world, digital marketing has made it possible for organizations to know their audience and have more information to be able to respond to their desires and motivations, something very costly before and that is another revolution within the entire current business system. This possibility of knowledge and data is closely related to innovation and drives to define current and future needs, breaking the paradigm with what was done before. In this way, new experiences are offered to users, thus being able to obtain greater success and a lower percentage of risk, giving rise to new consumer trends (Alam, & Patwary, 2018).

Within this context it is understood that the strategies of companies have been helped by each of these changes and evolutions that have been happening in the world of marketing, being able to incorporate both theories and technologies, to reach their goals in an optimal way. From always in the history of the human being, and consequently, its day to day, has been determined by the constant decision making that must be executed throughout a day. Nowadays, this decision making has been exponentially increased due to the great amount of options that exist. This point affects the day to day with seemingly simple decisions such as the choice of the time you get up, what coffee you drink, what type of transportation you use, what you eat, and so on and so forth. Therefore, this decision making absolutely affects the commercial level, and that is where companies, due to the current high level of competition, can and should take action to motivate the sale of a particular product or service. Consequently, this decision making is also reflected in the work environment, both at a personal level with the actions of each of the employees, as well as with the joint decisions taken as a company or organization (Palos-Sanchez et al., 2019).

This research aims to shed light on a topical issue that is important for companies to delve into, thus being able to benefit from its results. There is a branch of economics, behavioral economics, which, in spite of being relatively modern, is already considered consecrated by the great social acceptance it has worldwide. This branch bases its studies on establishing general patterns in reference to the behavior of human beings (Pardo, 2017), taking as a starting point the psychological, cognitive, and social factors, which directly affect the making of one decision or another. In this way, it is possible to predict the behaviors of individuals and to act and create strategies accordingly. It is within this aspect (Pedwell, 2017) of behavioral economics that the Nudge Theory emerges, thanks to Sunstein and Thaler (Thaler & Sunstein, 2008). This nudge theory was born in 2008, which places it in a modern context in which individuals are considered to possess bounded rationality. This bounded rationality is conditioned by everything that human beings receive before making one decision

20 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/the-nudge-thinking-and-its-application-with-marketing-strategies-based-on-big-data/322191

Related Content

Immersive Whale Odyssey: A 360° Underwater VR Adventure for Eco-Tourism

Biju Kunnumpurath, Vishnu Achutha Menon and Ajith Paul (2025). *Advancing Smart Tourism Through Analytics* (pp. 215-232).

www.irma-international.org/chapter/immersive-whale-odyssey/362486

Exploring the Environmental and Social Sustainability of the Coffee Industry in South Asia: A Case Study of Starbucks Coffee in India, Bangladesh, and Sri Lanka

Kulsoom Siddiqui and Sablu Khan (2025). *Analyzing the Nexus of Big Data and International Trade* (pp. 197-222).

www.irma-international.org/chapter/exploring-the-environmental-and-social-sustainability-of-the-coffee-industry-in-south-asia/378118

A Novel Approach for Tenuous Community Detection in Social Networks

Muhammad Asif, Hassan Raza and Muhammad Imran Manzoor (2022). *International Journal of Data Analytics* (pp. 1-12).

www.irma-international.org/article/a-novel-approach-for-tenuous-community-detection-in-social-networks/297518

Fuzzy Bayesian Context-Aware System to Reduce Electricity Consumption

Kavita Pankaj Shirsat and Girish P. Bhole (2021). *International Journal of Data Analytics* (pp. 86-98).

www.irma-international.org/article/fuzzy-bayesian-context-aware-system-to-reduce-electricity-consumption/272110

Enhancing Tea Tourism Experiences by Utilizing Smart Tourism Analytics

Ashokkumar Palaniyandi, C. P. Sangeetha, R. Sridevi and V. Sathish (2025). *Advancing Smart Tourism Through Analytics* (pp. 165-182).

www.irma-international.org/chapter/enhancing-tea-tourism-experiences-by-utilizing-smart-tourism-analytics/362483