

Chapter 1

Big Data in Marketing Strategy

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ABSTRACT

Big data has changed how businesses operate by creating digital spaces; however, marketers are having a hard time using big data to create helpful information about customers that leads to good results for their business and the market. This paper aims to show how businesses can make the most of big data for their marketing strategies. This research works adopts the qualitative methodology. The study discovers that using big data can help improve marketing results. Big data helps with marketing strategies and is really important for understanding customers, predicting what they will do, and targeting ads more accurately. Moreover, big data is difficult when trying to analyze and process it. When it comes to handling data, problems with privacy and security are posing risks to people around the world. Thus, the study recommends that businesses should hire marketing experts to handle the complexity of big data, and also enhance the analytic skills of the current management.

INTRODUCTION

Big data is becoming important in many industries, changing businesses into ones that make decisions based on data (Lee, 2017). The worldwide use of new technologies, like smartphones, social media, and artificial intelligence, is changing how organizations work. These technologies rely on large amounts of digital data (Verhoef et al., 2021). The growth of data and big data analytics (BDA) creates many chances to learn about the market, find target customers, and gain important

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marketing ideas (Quinn et al., 2016). Using big data wisely has been proven to enhance the results, productivity, performance, and profit growth of organizations (Boston Consulting Group, 2020).

Power (2014) explained that “Big Data” is a marketing term that shows how businesses are changing the way they collect, store, and use data. Business leaders want improved tools that help them understand data, create strategies, and make decisions, even though they face big data challenges (Vriens & Kidd, 2014). Marketers are having a hard time using big data to create helpful information about customers that leads to good results for their business and the market. Researchers have studied how businesses are changing, using, and accepting big data today. There is not much research on business development strategies to boost financial performance and measure marketing problems (Leeflang, et al., 2014; Xu et al., 2016). Organizations are moving from just using big data to manage how decisions are made to using big data to improve business performance and marketing strategies.

Big data has changed how businesses operate by creating digital spaces. The amount and difficulty of information available online and offline has made it crucial for businesses to create plans to use this data effectively. With these methods, businesses can guess important details about what customers like and how they act. These estimates help businesses plan their marketing efforts and understand different types of customers. Using advanced big data tools, businesses can get better information to improve their strategies. Data helps marketers understand how customers behave, which gives them an edge in the market. Additionally, business people can understand what customers might need and guess how they will act. Erevelles et al. (2016) said that big data is often used to find hidden information about how customers act. With flexible and changing abilities, the information gained from big data helps a lot in creating value (Tellis et al., 2009).

Big data is often called “Digital Oil” because it has a lot of value (Yi, et al., 2014). It is also known as the new raw material of the 21st century. To gain an edge over their competition, companies in nearly all industries are using data (Provost & Fawcett, 2013). The main reason why “Digital 100” companies like Facebook and Twitter are worth so much money worldwide is that they are focused on collecting and using data effectively (Fusfeld, 2010). After that, big-data analysis starts. Kambatla, et al. (2014) said that big data is mostly used in businesses; they found that using data analysis can help a retailer increase their profits by 60%. According to research by Brynjolfsson, et al. (2011), using big data can significantly enhance business performance. As a result, it's becoming essential for business owners to focus on using big data.

Less than half of companies around the world see data as something valuable for their business. Many existing companies aren't taking full advantage of this new resource. This can lead to serious problems for their profits and ability to compete

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