

# Consumer Awareness On Cloud Marketing

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**Abstract:** Marketing is a strategy to create awareness, motivate the buyer to purchase the advertised product/service for a consideration, when marketing using the modern approaches like digital technologies, it is termed as digital marketing, in digital world marketing is operating in the form of ‘cloud’, cloud is a new form of invention which enables the user to access database and software remotely without even having a local copy on the device which the user’s using, for example, whatever mail you sent and receive through Gmail it is saving on Google’s Cloud, that’s why the user can able to access the same mail on any device by simply logging on their account, in this article the researcher’s aims to find the level of consumer’s awareness towards the cloud marketing, whether consumers experienced cloud marketing, have they heard the word ‘cloud marketing’ or not, consumers’ satisfaction level on methods followed in cloud marketing.

**Keywords:** Cloud marketing, consumer awareness, recent marketing strategy.

## Introduction:

“The Cloud refers to servers that are accessed over the Internet, and the software and databases that run on those servers. Cloud servers are located in data centers all over the world. By using cloud computing, users and companies do not have to manage physical servers themselves or run software applications on their own machines” (Blog: Cloudfare), from the above definition, we can understand cloud is acts as a online databases which stores huge data which can be accessible by various number of users by unique log in ID, the huge data sets are called ‘big data’ those are collected from various users of the internet, from the ISP, marketers accessing those big data to frame the future advertising plan and mode of marketing strategies to create awareness among the users about the required product or services.

“Digital marketing refers to any marketing methods conducted through electronic devices which utilize some form of a computer. This includes online marketing efforts conducted on the internet. In the process of conducting digital marketing, a business might leverage websites, search engines, blogs, social media, video, email and similar channels to reach customers” (American Marketing Association). The definition from AMA clearly explains marketing when mixed with the help of internet, artificial intelligence and cloud technologies is called ‘Digital Marketing’.

“Cloud marketing is all of a business’ digital marketing efforts, personalized and integrated to improve a buyer’s experience. The goal is to reach buyers where they are, whether it’s on social media, checking their email, or visiting a website, cloud marketing-the act of personalizing content through search engines, blogs, digital ads and email” (Beth Hendricks, Study.com). According to Beth, Internet is the main key role playing in cloud marketing, cloud marketing is a two-way communication whereas traditional communication is a one-way communication with the consumers’.

Traditional marketing is a high paid strategy for sales and promotions of the products/services, whereas, cloud marketing required less expenses compared to traditional marketing and highly efficient also, the most important lacking feature in traditional marketing is target customer attention, there is a chance that the target audience might not even see the advertisement through traditional marketing, but this main lacking feature in traditional marketing was cracked with the implication of cloud technologies in marketing field, by using it, the marketers can create a custom advertisement for each customers and the target audience can easily be reached through the unique customer marketing strategies.

### **Objectives of the Research:**

1. To know about the level of awareness towards digital marketing on modern-day consumers.
2. To find out how often digital marketing involves in day-to-day activities of modern-day consumers.
3. To analyse how effectively the digital advertising persuades consumers for consumer decision making process.
4. To find out whether digital marketing turns the audience in to a prospective-consumers or not.

### **Literature Review:**

**Rabby, Fazla et al. (2021)**, “the market is getting bigger and better, with digital market offering customers countless new options for shopping. As a customer they share their individual consumer user data like desires, attitudes, likes and dislikes through many medium, artificial intelligence (AI) is the answer to enhancing the digital experience of consumers by delivering personalized content. This seemingly endless source of customer-curated data is expanding. Many marketers using AI to extract the information and use it. AI empowers businesses to collect and act on detailed real-time customer insights, and through these insights, they can develop customised digital marketing experience to the users i.e., consumers.” From

the above discussion, the authors explaining how AI transformed marketing into more effective by implementing its application. It shows the positive impact created by AI towards Digital Marketing.

**Davenport, T., Guha, A., Grewal, D. et al. (2020)**, “the authors develop a multidimensional framework for the evolution of AI, noting the importance of dimensions pertaining to intelligence levels, task types, and whether the AI is embedded in a physical robot, and the authors suggest that AI will be more effective if it is deployed in ways that augment (rather than replace) human managers”

**Kavitha M, (Sep/2018)** Effectiveness of Social media marketing. The main aim of this study is to know about the demographic profile of the customers of social media marketing and to analyse the effects of various forms of social media marketing on the firm’s sales and other activities. The researcher used regression analysis, percentage analysis to find the result. It finds that the firms are achieved their target because of social media marketing. The firm’s products are reached in all levels of customers through social media. Finally, it concludes that, Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up social media marketing performance.

**KrystynaJarek, GrzegorzMazurek (2019)**, “AI is widely introduced into the marketing field, though the applications are at the operational level. This may be the effect of careful implementation of the new technology, still at the level of experimenting with it. AI influences all aspects of marketing mix impacting both consumer value delivery as well as the marketing organization and management, the author further explains the different implications for business, especially ideas about implementing AI into marketing, designing innovations and the ideas on how to incorporate new skills like AI into marketing team required by the new technology”.

**Dr.Manas Khatri (2021)**, “As in this era of technology AI continuous to advance, it is used in almost every field of life. It is combined with digital marketing to make it easier for firms to reach the right customers at the right time. Artificial intelligence helps the firms to get perception about the customer needs in a very short frame and effectively which boosts their sales and revenues. Some techniques that are used in digital marketing utilizing AI include Big Data analysis, machine learning and customer insights of the specific sector. Furthermore, the researcher identifies the relevant tools and technologies which help marketer effectively implement the AI in digital marketing”, in this article, the author explains how AI analysing social media users in India and their online behaviour in turn helps the marketers to present a suitable content to the audience will improve the sales.

**Edward Forrest (2015)**, “AI agents are redefining the roles and rules of the marketing game, while once marketing was the interaction between marketing professionals and customers, AI agents are taking key roles on both sides. Artificial intelligence marketing agents have begun to proffer the marketer unprecedented marketing research and communication capabilities. However, at the same time AI applications are empowering the consumer to bypass or question

the corporate marketing message, Virtual Personal Shopping Assistants (VPSAs) can learn consumer's taste, predict their needs, and optimize their product purchases. VPSAs are able to instantly match a consumer's need against all accessible products that meet the consumer's expectations and price points". The author explains various benefits of Virtual AI assistant in assisting marketers in accessing consumer's goals and needs.

**Kavitha M,** (Sep/2018)A Study On Customer Experience In E-Tailing And Retailing. Indian Journal of Public Health Research and Development. The purpose of this paper is to explore the relationships between the various determinants and customer experience in the retail and e-tail markets which is widely seen in the Indian market place. The results included in this research about the demographic variables and the determinants of customer experience are focused on hyper and retail markets respectively. This paper provides retailers with specific knowledge of the determinants that the customer considers being most important and significant contributor to an enhanced customer experience.

**Githui, Irene F (2019),** "Artificial Intelligence is considered to be a major innovation that is altering the existing marketing landscape. Today, AI has made it possible for marketers to turn humongous sets of data into actionable insights. The application of AI in marketing strategy is not only for competitive advantage but also to constantly follow and foresee the next purchasing decisions of the target customers and to improve their customer journey, the findings indicated that AI technologies have been deployed to some extent, and it pointed out a strong relationship between AI technologies use and marketing strategy. The author recommends improvements on the organizational AI readiness in the areas of team skills and knowledge, open culture and process flow integration. It points to policy makers to bridge the knowledge and skill gaps relating to AI and data science so as to fully exploit and gain from AI and reap the full benefit of its use in marketing strategy".

### **Benefits of Cloud Marketing:**

**"Cost Effectiveness:** Marketing cloud and business automation help businesses to lessen the cost of marketing distribution materials, which include sending e-books, magazines, catalogues and other similar advertising materials to consumers as digital media. It helps to send promotional contents over digital format, which enables a cheaper and faster approach. The reduction in the cost of printing and the efficient use of online materials, which can be used continuously, makes cloud marketing so popular among all business in the modern times" (Patricia Jones)

**"Security:** when everything goes online, what protects the big data from cyber hackers, one of the important factor in choosing cloud marketing is security, Rapidscale claims that 94% of businesses saw an improvement in security after switching to the cloud, and 91% said the cloud makes it easier to meet government compliance requirements. The key to this amped-up security is the encryption of data being transmitted over networks and stored in databases. By using encryption, information is less accessible by hackers or anyone not authorised to view

your data. As an added security measure, with most cloud-based services, different security settings can be set based on the user. While 20% of the cloud user claim disaster recovery in four hours or less, only 9% of the cloud users claim the same” (Salesforce: Website).

“**Insight:** Many cloud-based storage solutions offer integrated cloud analytics for a bird’s eye view of your data. With your information stored in the cloud, you can easily implement tracking mechanisms and build customised reports to analyse information organization wide. From those insights, you can increase efficiencies and build action plans to meet organizational goals” (Salesforce: Website).

“**Disaster Recovery:** One of the factors that contributes to the success of a business is control, unfortunately, no matter how in control your organization may be when it comes to its own processes, there will always be things that are completely out of your control, and in today’s market, even a small amount of unproductive downtime can have a resoundingly negative effect, downtime in your services leads to lost productivity, revenue, and brand reputation. But while there may be no way for you to prevent or even anticipate the disasters that could potentially harm your organization, there is something you can do to help speed your recovery. Cloud-based services provide quick data recovery for all kinds of emergency scenarios, from natural disasters to power outages” (Salesforce: Website).

### **Cloud Marketing Platforms:**

“Marketing cloud offers portfolio or single solutions for customer journey to get insights about customers, campaigns, social interactions, marketing cloud solutions allows customers to run marketing campaigns and manage data related to those campaigns on the web, social media, mobile, and email. Marketing cloud platform is a cloud-based digital platform that is integrated with marketing tools such as emails, social management and analytics tools. Furthermore, the platform also provides the functionality of web personalization, content creation, and management”, (Predictive analysis today: Website)

1. **Adobe Marketing Cloud:** “Adobe marketing cloud is a set of marketing solutions to get deep insight into customers, build personalized campaigns and manage content and assets. The portfolio includes solutions for analytics, audience manager, campaign, experience manager, media optimizer, primetime, social and target. Adobe analytics is a set of tools for predictive and real-time analytics that can be integrated into third-party source” (Predictive analysis today: Website)
2. **Salesforce Marketing Cloud:** “Salesforce Marketing cloud helps to make the most of every customer interaction such as creating personalized, cross-channel customer journeys that delivers exceptional brand experiences. Salesforce marketing cloud provides email, mobile and web marketing with ExactTarget, Social media marketing with social studio” (Predictive analysis today: Website).
3. **Oracle Marketing Cloud:** “Oracle Marketing Cloud delivers the enterprise-capabilities marketers need to quickly and easily unify customer data, engage the right audiences, and deliver the high-performing marketing programs, oracle marketing cloud combines oracle

BlueKai, oracle content marketing, oracle Eloqua and Oracle Responsys cloud service offerings with oracle social cloud, as a part of scalable, open platform” (Predictive analysis today: Website).

4. **Nielsen marketing cloud:** “Nielsen Marketing Cloud empowers brands, agencies and media companies to connect more deeply with customers by combining Nielsen’s World-class data, analytics, media planning, marketing activation and data management platform capabilities in a single cloud platform, clients can seamlessly move data between apps to increasing learning and fuel a 360-degree view of their customers” (Predictive analysis today: Website).
5. **IBM Interactive Marketing Solution:** “The IBM Interactive marketing solution provides a set of capabilities to engage in newly personal, relevant marketing for inbound-outbound, online-offline, anytime, real-time world. IBM Campaign deliver personalized, relevant marketing messages across all touch points. IBM Interact determine, in real-time, the right message to present in inbound marketing channels” (Predictive analysis today: Website).
6. **HP Marketing Optimization:** “HP Marketing optimization offers a range of single suite of apps designed to work together to help deliver compelling and consistent customer experiences across every channel” (Predictive analysis today: Website).
7. **FICO Analytic Cloud:** “it is a web-based infrastructure for creating, customizing and deploying powerful, analytics-driven applications and services. Users are able to conduct hands-on testing and experimentation with the FICO Solution stack” (Predictive analysis today: Website).
8. **Message Cloud:** “The Message Cloud encompasses everything marketers desire with their digital strategies-enabling them to own every customer moment, with a decision engine that creates contextualized messages triggered by customer behaviour, not by the marketer’s guess” (Predictive analysis today: Website).

### Methodology:

Online survey was conducted with a questionnaire created by Google Forms, 50 fully filled Questionnaire were collected online from respondents, and analysed with the help of SPSS, Frequency Distribution and One-Sample T-Test analysis was made on the data collected from the respondents.

### Data analysis and Interpretation:

**Table 1: Age of the Respondents**

	Frequency	Percent	Valid Percent	Cumulative Percent
Below 20	9	18.0	18.0	18.0
21-30	27	54.0	54.0	72.0
31-40	9	18.0	18.0	90.0
41-50	4	8.0	8.0	98.0

Above 50	1	2.0	2.0	100.0
<b>Total</b>	<b>50</b>	<b>100.0</b>	<b>100.0</b>	

**Source:** Primary Data

**Table 2: Gender of the Respondents**

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	34	68.0	68.0	68.0
Male	16	32.0	32.0	100.0
<b>Total</b>	<b>50</b>	<b>100.0</b>	<b>100.0</b>	

**Source:** Primary Data

**Table 3: Annual Family Income of the Respondents**

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 2,50,000	6	12.0	12.0	12.0
2,50,001-5,00,000	36	72.0	72.0	84.0
5,00,001-7,50,000	8	16.0	16.0	100.0
Above 7,50,000	0	0.0	0.0	100.0
<b>Total</b>	<b>50</b>	<b>100.0</b>	<b>100.0</b>	

**Source:** Primary Data

From the above table, Majority of the respondents are between the ages from 21-30 (Table 1), 68% of the respondents are female, followed by 32% male respondents (Table 2), 40% of the respondents are UG Graduates, followed by PG Graduates (34%), 42% of the respondents are Private Employee by occupation, 72% of the respondents unmarried, followed by married respondents (28%), 72% of the respondents having an annual family income between 2,50,000 and 5,00,000 (Table 3), Majority of the respondents are Nuclear family (78%).

86% of the respondents heard about the term 'Cloud Marketing', 54% of the respondents using Smartphone to browse on Internet, majority of the respondents predominantly accepted that their searching on internet appeared in social media as advertisement (96%), 52% of the respondents suggested that social media way of marketing is easy for understand and effective, 54% of the respondents searching electronic products the most followed by health care products (24%).

96% of the respondents strongly agree that marketing after covid-19 purely based on Internet of Things, 58% of the respondents experienced that the marketers communicated the prospective customers through social media after internet browsing of their required

products/services, 32% of the respondents felt that self-searching on internet gives accurate, broad and alternative results about their required products/services, 90% of the respondents strongly accepted that they will decide on a purchased based on advertisement on social media.

**Table 4: T-Test for the features influencing consumer awareness on cloud marketing**

	N	Mean	Std. Deviation	Std. Error Mean	T value	Sig.	Rank
Variety of Information	50	1.70	.863	.122	13.928	.000	<b>2</b>
Chance to explore more products	50	2.18	1.044	.148	14.769	.000	<b>1</b>
Satisfaction on desires and wants	50	2.02	1.204	.170	11.868	.000	<b>4</b>
Communication from marketers	50	2.22	1.130	.160	13.891	.000	<b>3</b>
Overall effectiveness on satisfaction	50	1.74	1.084	.153	11.346	.000	<b>5</b>

**Source:** Primary Data

In the above T-Test analysis, the mean ranges from 1.70 to 2.22, Chance to explore more products is the major influencing feature for consumer awareness on cloud marketing (T Value = 14.769, Rank 1) followed by Variety of Information (T Value = 13.928, Rank 2), respondents consider Communication from marketers as a third primary feature (T Value = 13.891, Rank 3), followed by Satisfaction on desires and wants (T Value = 11.868, Rank 4), and Overall effectiveness on satisfaction (T Value = 11.346, Rank 5)

### **Conclusion:**

By considering various tables and analysis, the researcher conclude that majority of the respondents having an awareness about cloud marketing (86%), 92% of the respondents indirectly got influenced by cloud marketing in their day-to-day life as their internet browsing came as an advertisement in social media, and 52% of the respondents felt that social media is the best way in the means of understanding and effectiveness, 96% of the respondents strongly believed that after covid-19 the marketing is purely based on internet of things (IoT).

Based on the t-test analysis also, chance to explore more products is the main key factor in creating awareness about the term 'Cloud Marketing', in final, the author's conclude that there is a huge spread of awareness about cloud marketing among the consumers, and respondents they know about cloud marketing technologies embedded in marketing by the way of social media, as their browsing appeared as an advertisement in social media.



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