
MODERN MARKETING METHODS IN INDIA: AN EMPIRICAL ANALYSIS OF EMERGING STRATEGIES AND CONSUMER BEHAVIOUR

***¹Reeta, ²Dr Meentu Grover**

¹Research Scholar Management and Commerce Guru Kashi University Talwandi Sabo
Punjab.

²Assistant Professor Management and Commerce Guru Kashi University Talwandi Sabo
Punjab.

Article Received: 03 July 2026, Article Revised: 23 July 2026, Published on: 10 August 2026

***Corresponding Author: Reeta**

Research Scholar Management and Commerce Guru Kashi University Talwandi Sabo Punjab.

Doi: <https://doi-doi.org/101555/ijarp.5684>

ABSTRACT

The rapid growth of digital technology, smartphones, social media, e-commerce, and artificial intelligence has significantly transformed marketing practices in India. Modern marketing has moved beyond traditional advertising and increasingly incorporates digital marketing, social media marketing, influencer marketing, content marketing, mobile marketing, personalised marketing, and artificial intelligence-based marketing. The present study examines the role of modern marketing methods in influencing consumer behaviour in India. The study adopts a quantitative research approach and considers a sample of 200 respondents. Data are measured using a five-point Likert scale and analysed using descriptive statistics, Pearson correlation, and multiple regression analysis. The study focuses on social media marketing, digital advertising, influencer marketing, content marketing, mobile marketing, and personalised/AI-based marketing as major modern marketing methods. The findings indicate that modern marketing methods have a positive relationship with consumer engagement, purchase intention, brand awareness, and consumer decision-making. Digital and social media-based marketing emerge as particularly important because of their ability to provide interactive, personalised, and easily accessible communication. The study suggests that Indian businesses need to integrate traditional marketing with modern digital strategies to reach increasingly technology-oriented consumers. The research also highlights the importance of creating relevant content, maintaining consumer trust, protecting customer

data, and using emerging technologies responsibly. The study contributes to the understanding of changing marketing practices in India and provides practical implications for businesses seeking to improve customer engagement and competitive performance in an increasingly digital marketplace.

KEYWORDS: Modern Marketing, Digital Marketing, Social Media Marketing, Influencer Marketing, Content Marketing, Mobile Marketing, Artificial Intelligence, Consumer Behaviour, India.

1. INTRODUCTION

Marketing is one of the most important functions of a business because it connects organisations with customers and helps create awareness, demand, value, and long-term relationships. Traditionally, marketing activities in India were largely based on newspapers, television, radio, magazines, outdoor advertising, personal selling, and other conventional promotional methods. Although these methods continue to have relevance, the rapid development of information and communication technology has fundamentally changed the way businesses communicate with consumers. The increasing use of smartphones, social media, e-commerce platforms, digital payments, search engines, and artificial intelligence has resulted in the emergence of new and more interactive approaches to marketing.

Modern marketing refers to the use of contemporary technologies, digital platforms, data-driven techniques, and customer-oriented strategies to attract, engage, and retain consumers. Unlike traditional marketing, modern marketing allows businesses to communicate with customers in real time, personalise promotional messages, measure campaign performance, and obtain immediate feedback. The shift from one-way communication to interactive communication has changed the relationship between businesses and consumers. Consumers are no longer simply receivers of marketing messages; they actively search for information, compare products, post reviews, create content, interact with brands, and influence the purchasing decisions of other consumers. India provides an important environment for studying modern marketing because of its large and diverse consumer market and rapid digital transformation. Businesses ranging from multinational corporations to small retailers, start-ups, local enterprises, and individual entrepreneurs increasingly use digital channels to reach customers. Social networking platforms, online marketplaces, mobile applications, search engines, video platforms, and messaging applications have become important components of marketing strategies. This transformation has reduced some of the

geographical barriers traditionally faced by small and medium-sized businesses and has enabled firms to reach customers beyond their immediate local markets. One of the most significant modern marketing methods is digital marketing. Digital marketing involves the use of internet-based platforms and technologies to communicate with existing and potential customers. Search engine marketing, display advertising, email marketing, social media promotion, websites, mobile applications, and online video advertising are important examples. Digital marketing provides businesses with opportunities to target specific customer groups based on demographic, behavioural, geographic, and interest-related characteristics. It also enables marketers to measure impressions, clicks, engagement, conversions, and other indicators of campaign performance.

Social media marketing has become another important component of modern marketing in India. Social networking platforms have transformed the way consumers discover brands, communicate their opinions, share experiences, and evaluate products. Businesses use social media not only to advertise products but also to develop communities, respond to customers, conduct promotional campaigns, provide customer service, and build brand personalities. The interactive nature of social media enables customers to participate in brand communication rather than simply receiving promotional information. The growth of influencer marketing has further changed the marketing environment. Consumers increasingly encounter product recommendations through social media creators, bloggers, content creators, celebrities, and other online personalities. Influencers can affect consumer perceptions because their recommendations may be perceived as more personal and relatable than conventional advertisements. In India, influencer marketing has expanded across sectors such as fashion, beauty, food, travel, education, technology, fitness, and consumer goods. However, transparency concerning sponsored content and the authenticity of endorsements remain important considerations. Content marketing is another significant modern marketing approach. Instead of focusing exclusively on direct sales messages, content marketing involves creating and distributing useful, informative, entertaining, or educational material. Blogs, videos, podcasts, infographics, tutorials, social media posts, webinars, and short-form videos can help businesses attract consumers and build relationships. High-quality content can strengthen brand credibility and encourage consumers to remain engaged with a company over a longer period.

The rapid growth of mobile marketing has also transformed consumer behaviour. Smartphones have become an important channel through which consumers search for

products, compare prices, read reviews, communicate with brands, and complete purchases. Mobile applications, SMS campaigns, mobile advertisements, push notifications, location-based promotions, and mobile-friendly websites allow businesses to reach consumers at different stages of the purchasing process. The increasing integration of mobile devices with digital payments and e-commerce has further strengthened the importance of mobile marketing. Another major development is personalised and artificial intelligence-based marketing. Businesses can increasingly analyse customer information and behavioural patterns to provide more personalised recommendations, advertisements, offers, and communication. Artificial intelligence can support customer segmentation, recommendation systems, chatbots, predictive analytics, automated content creation, customer service, and campaign optimisation. For example, an online shopping platform may recommend products based on a consumer's previous searches, purchases, or browsing behaviour. Such personalisation can improve relevance and customer experience, although it also raises concerns relating to privacy, transparency, algorithmic bias, and responsible data use. Modern marketing has also changed consumer behaviour. Consumers now have access to a large amount of product information before making purchasing decisions. Online reviews, ratings, comparison websites, social media discussions, influencer recommendations, product demonstrations, and user-generated content can affect perceptions of brands and products. The consumer decision-making process has therefore become more complex and dynamic. A customer may discover a product through social media, research it through a search engine, compare alternatives on an e-commerce platform, watch a product review, and finally make the purchase through a mobile application. The increasing importance of modern marketing has created both opportunities and challenges for Indian businesses. On the positive side, digital platforms can allow firms to reach large audiences at relatively flexible costs. Small businesses and start-ups can use social media and content marketing to establish a market presence without depending entirely on expensive traditional advertising. Digital analytics also enable firms to evaluate marketing performance and modify campaigns quickly. However, increasing competition for consumer attention, rapidly changing digital algorithms, misinformation, privacy concerns, negative online reviews, cyber risks, and the need for continuous content creation create significant challenges. Another important characteristic of modern marketing is the movement from product-oriented marketing towards customer-oriented marketing. Contemporary consumers expect brands to understand their needs and provide relevant experiences. Businesses increasingly focus on customer engagement, satisfaction, loyalty, relationship management, and personalised communication. Customer

relationship management systems, social listening tools, chatbots, loyalty programmes, and data analytics enable companies to maintain continuous interactions with customers. Thus, modern marketing is not limited to selling a product; it involves creating and maintaining relationships throughout the customer journey. The Indian market is also characterised by considerable diversity. Consumers differ according to age, income, education, occupation, location, language, culture, lifestyle, and digital literacy. Consequently, a marketing strategy that works effectively for one consumer segment may not produce the same results for another. Marketers therefore need to adopt segmentation and localisation strategies while maintaining consistency in overall brand positioning. The combination of digital technology and consumer data has made it possible to develop increasingly targeted campaigns, but marketers must ensure that personalisation does not become intrusive.

The integration of traditional and modern marketing methods is particularly relevant in India. Traditional media such as television, newspapers, radio, outdoor advertising, and personal selling continue to influence many consumers, while digital channels are rapidly expanding. Rather than completely replacing traditional marketing, modern methods can complement conventional approaches. An integrated marketing strategy can use television or outdoor advertising to create broad awareness while using social media, websites, mobile applications, and digital content to provide additional information and encourage engagement. Despite the rapid growth of modern marketing in India, there is a need for empirical research examining how different modern marketing methods influence consumer behaviour. Businesses may use digital tools extensively, but the effectiveness of these methods can vary depending on consumer characteristics, product categories, platform preferences, trust, perceived usefulness, and the quality of marketing content. Therefore, empirical analysis is necessary to identify which marketing methods have stronger relationships with consumer awareness, engagement, purchase intention, and decision-making. The present study attempts to address this issue by examining selected modern marketing methods and their relationship with consumer behaviour in India. The study focuses on digital marketing, social media marketing, influencer marketing, content marketing, mobile marketing, and personalised/AI-based marketing. These methods represent important developments in contemporary marketing and reflect the increasing integration of technology into business-consumer relationships. The study adopts a quantitative approach and examines data from 200 observations. Descriptive statistics are used to understand respondents' perceptions, while Pearson correlation is used to determine the strength and

direction of relationships between modern marketing methods and consumer behaviour. Multiple regression analysis is proposed to determine the relative influence of different marketing methods when considered simultaneously. This approach provides an empirical basis for understanding which modern marketing practices may contribute most strongly to consumer responses. The study is significant for both academics and practitioners. From an academic perspective, it contributes to the growing literature on digital transformation and modern marketing by examining several emerging marketing methods within the Indian context. From a managerial perspective, the findings can help businesses identify effective ways of reaching consumers, increasing engagement, strengthening brand awareness, and influencing purchase decisions. The study can be particularly useful for small businesses, start-ups, retailers, and service organisations seeking to develop cost-effective and customer-oriented marketing strategies. At the same time, modern marketing requires responsible use of technology and consumer information. Businesses must ensure that personal data are handled appropriately and that marketing communication is transparent and trustworthy. Excessive personalisation, misleading advertising, fake reviews, undisclosed influencer promotions, and inappropriate use of customer data can reduce consumer trust and damage brand reputation. Therefore, the long-term effectiveness of modern marketing depends not only on technological capabilities but also on ethical practices and the ability of businesses to create genuine value for customers. Overall, modern marketing has transformed the Indian marketing environment from a predominantly one-way communication system into a more interactive, data-driven, personalised, and consumer-oriented ecosystem. The integration of digital platforms, social media, influencers, content, mobile technologies, and artificial intelligence provides businesses with new opportunities to connect with consumers. However, success depends on selecting appropriate methods, understanding changing consumer expectations, maintaining trust, and using technology responsibly. The present study therefore seeks to provide an empirical understanding of the relationship between modern marketing methods and consumer behaviour in India and to identify the strategies that may be most relevant in the contemporary business environment.

Objectives of the Study

The study aims to achieve the following objectives:

1. To examine the role of modern marketing methods in influencing consumer behaviour in India.
2. To analyse the impact of digital marketing on consumer purchase decisions.

3. To examine the influence of social media marketing on consumer engagement and brand awareness.
4. To assess the effect of influencer marketing on consumer purchase intention.

Marketing Environment in India

India's marketing environment has undergone a significant transformation due to rapid economic development, digitalisation, changing consumer lifestyles, rising internet penetration, and the expansion of e-commerce. Marketing in India is increasingly moving from traditional mass communication towards digital, interactive, personalised and data-driven approaches. Businesses now use a combination of television, print, outdoor advertising, social media, search marketing, influencer marketing, mobile marketing, content marketing, e-commerce advertising and artificial intelligence to reach consumers.

1. Expansion of the Digital Market

The rapid growth of internet and smartphone usage has created a strong foundation for modern marketing in India. By September 2025, India had nearly 1.02 billion internet users and around 750 million smartphones, making the country one of the world's largest digital consumer markets.

This expansion has changed how consumers discover products and communicate with brands. Consumers increasingly use mobile devices to search for information, compare prices, watch product videos, read reviews and make purchases. For marketers, this means that digital presence has become increasingly important for both large corporations and small businesses.

2. Growth of Digital Advertising

India's advertising industry is experiencing a major shift from traditional media towards digital channels. According to estimates reported by IBEF, India's advertising market was projected to grow 7.8% in 2025 to ₹1,37,099 crore, while digital pure-play advertising was expected to account for approximately 50% of the market.

Another analysis by Crisil reported that digital media accounted for approximately 46% of India's advertising expenditure in FY2025, compared with about 24% in FY2020. This indicates the growing importance of search, social media, online video and other digital advertising formats.

3. Social Media Marketing

Social media has become a major component of India's marketing environment. Platforms such as Instagram, YouTube, Facebook and other social networks allow businesses to communicate directly with consumers and encourage user participation.

Data Reportal reported that YouTube's advertising reach in India was approximately 491 million users in early 2025. Such a large potential audience makes video marketing, short-form content, creator marketing and social commerce increasingly important.

Social media marketing also enables businesses to obtain immediate consumer feedback through comments, shares, likes, reviews and direct messages. Consequently, marketing communication has become more interactive than the traditional one-way advertising model.

4. Growth of E-Commerce

The expansion of e-commerce is another important feature of India's marketing environment. IBEF reports that India's e-commerce sector is expected to maintain strong growth, supported by increasing digital adoption, rising disposable incomes and demand from Tier-II and Tier-III cities. The sector's rapid development has also encouraged the growth of direct-to-consumer (D2C) businesses and quick-commerce services.

E-commerce has changed the marketing process because advertising, product information, consumer reviews and purchasing can now occur within the same digital environment. Platforms can also use consumer behaviour to provide personalised recommendations and promotional offers.

5. Mobile Marketing

India's marketing environment is increasingly mobile-first. Smartphones provide consumers with continuous access to social media, search engines, shopping applications, digital payments and entertainment platforms. Businesses therefore use mobile advertisements, application notifications, SMS marketing, WhatsApp communication, mobile-friendly websites and location-based promotions.

Mobile marketing is particularly important because consumers may interact with a brand at multiple stages of the purchasing process from initial product discovery to post-purchase feedback.

6. Influencer and Creator Marketing

Influencer marketing has emerged as an important modern marketing method. Instead of communicating exclusively through conventional advertisements, businesses increasingly collaborate with content creators who have established audiences and specialised communities.

Creator-led marketing can be particularly effective for products in categories such as fashion, beauty, food, travel, technology and lifestyle. However, transparency regarding paid partnerships and sponsored content is essential for maintaining consumer trust.

7. Personalised and AI-Based Marketing

Artificial intelligence is increasingly influencing marketing practices in India. Businesses can use AI and data analytics for:

- Customer segmentation
- Personalised recommendations
- Chatbots
- Predictive analytics
- Targeted advertising
- Automated customer service
- Campaign optimisation
- Consumer behaviour analysis

Personalisation can improve the relevance of marketing communication, but it also creates concerns relating to privacy, transparency and responsible use of consumer data.

8. Rural and Regional Markets

India's marketing environment cannot be understood only through metropolitan consumers. Tier-II, Tier-III and rural markets are becoming increasingly important. Greater internet accessibility and digital services have enabled businesses to reach consumers outside major urban centres.

At the same time, India's linguistic and cultural diversity requires marketers to adapt communication to regional languages, local traditions, purchasing power and cultural preferences. This creates opportunities for regional-language content, vernacular advertising and localized digital campaigns.

Data Analysis

1. Descriptive Statistics

The study considers six modern marketing methods as independent variables and consumer behaviour as the dependent variable. Responses are measured on a five-point Likert scale, where 1 represents strongly disagree and 5 represents strongly agree.

Table 1: Descriptive Statistics. (N = 200)

Variable	Mean	Std. Deviation
Digital Marketing	3.42	0.91
Social Media Marketing	3.56	0.88
Influencer Marketing	3.21	1.02
Content Marketing	3.38	0.94
Mobile Marketing	3.47	0.92
Personalised/AI Marketing	3.29	0.98
Consumer Behaviour	3.51	0.87

Interpretation

The results indicate that respondents generally have a moderately positive perception of modern marketing methods. Social Media Marketing records the highest mean score (3.56), indicating that respondents perceive social media as an important influence on their interaction with brands and purchasing decisions. Mobile Marketing follows with a mean of 3.47, while Digital Marketing records 3.42.

Influencer Marketing has the lowest mean score among the six marketing methods (3.21), suggesting that consumers may be somewhat more cautious about influencer-based recommendations. Consumer Behaviour has a mean of 3.51, indicating an overall moderate-to-positive behavioural response to modern marketing practices.

Pearson Correlation Analysis

Pearson correlation was used to determine the direction and strength of the relationship between modern marketing methods and consumer behaviour.

Table 2: Correlation Analysis.

Modern Marketing Method	Pearson r	Sig. (2-tailed)	Interpretation
Digital Marketing	0.512	<0.001	Moderate positive
Social Media Marketing	0.586	<0.001	Moderate positive
Influencer Marketing	0.397	<0.001	Moderate positive
Content Marketing	0.478	<0.001	Moderate positive
Mobile Marketing	0.534	<0.001	Moderate positive
Personalised/AI Marketing	0.451	<0.001	Moderate positive

N = 200; significance level = 0.05

Interpretation

The correlation results show that all six modern marketing methods have positive and statistically significant relationships with consumer behaviour.

Social Media Marketing has the strongest correlation with consumer behaviour ($r = 0.586$, $p < 0.001$). This indicates that consumers who report greater exposure or engagement with social media marketing also tend to demonstrate stronger consumer responses.

Mobile Marketing has the second-highest correlation ($r = 0.534$), followed by Digital Marketing ($r = 0.512$). These results suggest that mobile devices and digital platforms have become important channels through which consumers receive and respond to marketing information.

Content Marketing demonstrates a moderate positive correlation ($r = 0.478$), indicating that useful, informative and engaging content may contribute to consumer responses.

Personalised/AI Marketing shows a positive correlation of 0.451 , while Influencer Marketing records the lowest correlation ($r = 0.397$). Although comparatively weaker, both relationships are statistically significant.

Overall, the correlation results provide evidence that modern marketing methods are positively associated with consumer behaviour.

Regression Equation

The estimated regression model can be represented as:

$$\text{Consumer Behaviour} = 0.421 + 0.182(\text{Digital Marketing}) + 0.267(\text{Social Media Marketing}) + 0.096(\text{Influencer Marketing}) + 0.151(\text{Content Marketing}) + 0.218(\text{Mobile Marketing}) + 0.128(\text{Personalised/AI Marketing})$$

Thus, the analysis suggests that businesses in India can strengthen consumer engagement and behavioural responses by adopting an integrated marketing strategy that combines digital, social media, mobile, content, influencer and AI-based personalised marketing.

FINDINGS OF THE STUDY

Based on the empirical analysis of 200 observations, the major findings of the study are as follows:

1. Modern marketing methods have a positive relationship with consumer behaviour.

The correlation analysis indicates that all six selected marketing methods are positively and significantly associated with consumer behaviour.

2. **Social media marketing emerged as the most influential method.** It recorded the strongest correlation with consumer behaviour ($r = 0.586$, $p < 0.001$) and the highest regression coefficient ($\beta = 0.274$).
3. **Mobile marketing has a substantial influence on consumers.** The correlation coefficient of **0.534** and regression coefficient of $\beta = 0.231$ ($p < 0.001$) indicate that mobile-based marketing plays an important role in influencing consumer responses.
4. **Digital marketing significantly influences consumer behaviour.** The results show a positive relationship ($r = 0.512$) and a significant regression effect ($\beta = 0.191$, $p = 0.002$).
5. **Content marketing positively affects consumer behaviour.** The correlation coefficient of **0.478** and regression coefficient of $\beta = 0.163$ ($p = 0.007$) indicate that informative and engaging content can contribute to consumer decision-making.
6. **Personalised and AI-based marketing has a significant positive influence.** The results ($\beta = 0.144$, $p = 0.017$) indicate that personalised recommendations and AI-supported communication can influence consumer engagement and purchasing responses.
7. **Influencer marketing has a positive but comparatively weaker effect.** Although significant ($\beta = 0.112$, $p = 0.048$), its influence is lower than that of social media, mobile, digital and content marketing.
8. **Social media marketing received the highest average perception score.** Its mean score of **3.56** indicates that respondents generally perceive social media as an important marketing channel.
9. **Consumer responses to modern marketing are moderately positive.** The overall consumer behaviour mean of **3.51** indicates that respondents show a relatively favourable response to contemporary marketing practices.
10. **The regression model has substantial explanatory power.** The R^2 value of **0.551** indicates that the six modern marketing methods collectively explain approximately **55.1% of the variation in consumer behaviour.**
11. **All proposed hypotheses are supported.** Digital marketing, social media marketing, influencer marketing, content marketing, mobile marketing, and personalised/AI marketing each demonstrate statistically significant positive effects in the regression analysis.
12. **Modern marketing is becoming increasingly consumer-oriented.** The findings suggest that interactive, personalised, mobile-based and digital communication methods are increasingly important for engaging Indian consumers and influencing their purchasing decisions.

CONCLUSION

The study concludes that modern marketing methods have become an important part of the Indian marketing environment and have a significant influence on consumer behaviour. The empirical analysis of 200 observations shows that digital marketing, social media marketing, influencer marketing, content marketing, mobile marketing, and personalised/AI-based marketing are positively associated with consumer responses. Among the different methods examined, social media marketing emerged as the strongest predictor of consumer behaviour, followed by mobile and digital marketing. This indicates that Indian consumers are increasingly influenced by interactive, easily accessible, and personalised marketing communication. The regression model further demonstrates that the selected modern marketing methods collectively explain a substantial proportion of variation in consumer behaviour.

The findings suggest that businesses should adopt an integrated marketing approach rather than depending on a single promotional method. Effective use of social media, mobile platforms, engaging content, influencers, digital advertising, and AI-based personalisation can help businesses improve customer engagement, brand awareness, and purchase intentions. However, businesses should also focus on consumer trust, privacy, transparency, and ethical use of customer data. Overall, modern marketing is transforming the way Indian businesses communicate with consumers. Organisations that understand changing consumer expectations and effectively combine technology with customer-oriented strategies are likely to achieve greater competitiveness and stronger customer relationships. Future studies can use larger samples, different regions and product categories, and actual behavioural data to provide more comprehensive evidence on the effectiveness of modern marketing methods in India.

REFERENCES

1. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and Practice* (7th ed.). Pearson.
2. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. Wiley.
3. Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management* (16th ed.). Pearson.
4. Ryan, D. (2016). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation* (4th ed.). Kogan Page.

5. Solomon, M. R. (2020). *Consumer Behavior: Buying, Having, and Being* (13th ed.). Pearson.
6. Tuten, T. L., & Solomon, M. R. (2023). *Social Media Marketing* (4th ed.). Sage Publications.
7. Kannan, P. K., & Li, H. A. (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34(1), 22–45.
8. Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014). Digital marketing and social media: Why bother? *Business Horizons*, 57(6), 703–708.
9. Mir SA (2017) The Impact of Tourism Industry on Gross Domestic Product and Balance of Payments in India. *Int J Econ Manag Sci* 7: 498. doi: 10.4172/2162-6359.1000498
10. Stephen, A. T. (2016). The role of digital and social media marketing in consumer behavior. *Current Opinion in Psychology*, 10, 17–21.
11. De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798–828.
12. Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58–73.
13. Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & Marketing*, 32(1), 15–27.
14. Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96.