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Consumer Behavior Research in the Marketing Field in the Last Five Years: Literature Review

Abstract: *Introduction.* In recent years, research about consumer behavior has not lost its relevance in the face of increased competition and global economic change. In the marketing field specialists are also constantly looking for new solutions that scientists are researching in consumer behavior and vice versa. Modern research on consumer behavior in the market has been conducted mainly by scientists in the USA, Germany and the United Kingdom. It should be noted that a large part of the research is based on the study of psychological and social aspects of consumer behavior, but less on the modeling and prediction of consumer behavior. *Purpose and methods.* The aim of this study is to investigate the effects of marketing on consumer behavior, including special attention to different age groups if they have been studied over the last five years and to answer the question – what is the role of marketing in customer behavior? To address the research question, the author conducted a systematic review of the literature following the rules proposed by David Denyer and David Tranfield. The process of the systematic literature review followed in this study aims to identify the relevant literature related to consumer behavior in relation to marketing and select and synthesize the themes with respect to the research question in a transparent, complete and rigorous manner. *Results.* Over the last five years, from 2018 to the beginning of 2022, research on consumer behavior in relation to different marketing directions has been studied extensively and in different countries. Marketing provides opportunities not only to learn about consumers, but also to tailor activities to appeal to new and existing products. Research has shown that green marketing seeks to change consumer behavior to make it more sustainable. *Conclusions.* Researchers' studies on consumer behavior is becoming more relevant. The role of marketing in consumer behavior is important regardless of the industry, country and customer age.

Keywords: consumer behavior, marketing, systematic literature review.

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1. Introduction

The problem formulation. Although the academic literature on consumer behavior in relation to marketing is constantly growing and gaining new directions, such as socially responsible behavior and other related topics in sustainability, there is no uniform answer in the extensive literature on marketing performance in consumer behavior, especially in the intergenerational context, concludes the author.

State study of the problem. Consequently, the field of consumer behavior now largely draws on psychological insights – mental and physical activities that consumers engage in when searching for, evaluating, purchasing, and using products and services (Cole, 2007). In the marketplace, consumers exchange their scarce resources (including money, time, and effort) for items of value (Cole, 2007). To understand consumer behavior psychological approaches also explore emotions, lifestyles, the role and motivation of self-conception, which in most cases are not included in neoclassical views of consumer behavior. Based on neoclassical economics, consumer behavior is one of the most extensively researched areas of the microeconomics.

One of the most important of the early approaches was utility theory, which stated that the consumer who has complete information about each product, who consciously and thoroughly evaluates this information and as a result chooses the product that has the greatest utility (subject to constraints of money, availability, etc.). However, critics argue that it is absurd to assume that consumers choose the brand with the maximum utility, as individuals have limited processing of information and also tend to make mistakes in their judgments. Consumers are also unlikely to have all of the information about all brands, and the information they do have is subject to perceptual and motivation biases (Michael & Ng, 2004).

The Consumer behavior survey formally examines individual characteristics such as demographics, personality lifestyles, and behavioral variables (such as usage rates, usage patterns, loyalty, branding, and willingness to make recommendations) to try to understand people's preferences and consumption patterns. In the 1940s and 1950s consumer behavior emerged as a separate sub-discipline of marketing, but it has become an interdisciplinary social science that combines elements from psychology, sociology, social anthropology, anthropology, ethnography, marketing and economics and especially in behavioral economics (Keller, 2001, 2009). But studies show that consumer behavior is still difficult to predict even for experts in the field; however, new research methods such as ethnography, consumer science and machine learning shed new light on consumer decision-making (Danaher et al., 2006).

Modern research on consumer behavior in the market has been conducted mainly by scientists in the USA, Germany and the United Kingdom. It should be noted that a large part of the research is based on the study of psychological and social aspects of consumer behavior, but less on the modeling and prediction of consumer behavior. Consumer behavior research is an essential part of business decision-making. By finding out and forecasting consumer behavior, company managers can plan sales volumes, company development opportunities, and make reasonable investments (Lejniece, 2012). One of these investments is marketing – marketing communication is a general concept that includes all communication processes with the use of all elements of the marketing complex. The main elements of communication that lead to different forms of outreach to consumers include planned sources of communication (advertising, public relations, promotion, etc.) and unscheduled messages (promotion, etc.) (Keller, 2009). Every company strives to have an optimal set of communication that provides a marketing management system. However, according to Keller K. (2001) In today's dynamic world, it is becoming difficult to assess the effectiveness of a set of communication tools to influence consumers. Different means of communication compete with each other to get the same consumer attention.

Unresolved issues. Particularly in the aim of this study which is to investigate the effects of marketing on consumer behavior, including special attention to different age groups if they have been studied over the last five years.

Main unsolved issues are:

- how marketing affects consumers in different industries;
- how marketing affect different age groups, etc.

The author hopes to gain an understanding of the following research question:
What is the role of marketing in customer behavior?

2. Purpose and methods

The purpose and research tasks. The purpose of the article is to find an answer to the question – what is the role of marketing in customer behavior?

In order to answer the question, the research sets tasks:

- select articles;
- analyze articles;
- make conclusions of analyzed articles.

Methodology and methods. To address the research question, the author conducted a systematic review of the literature following the rules proposed by D. Denyer and D. Tranfield (2009). A systematic literature review (SLR)

is driven by a list of specific steps that ensure the relevance of publications on a particular topic and the minimization of research bias and errors. The process of the SLR followed in this study aims to identify the relevant literature related to consumer behavior in relation to marketing and select and synthesize the themes with respect to the research question in a transparent, complete and rigorous manner. Furthermore, the author followed a review procedure that is based on an iterative cycle of identifying adequate search keywords, surveying the relevant studies, and carrying out the analysis in the last stage. A review protocol has been created to lay out the entire procedure from the execution of the protocol to the data collection and retrieval of final articles to be analysed and reviewed. *Table 1* describes in detail the selection of the search database, the collection of publications, and the filtering criteria.

Table 1. Research protocol

Research online database	Searches were conducted in Web of Science, which is a leading international citation database with multidisciplinary coverage of over 10000 high-impact journals in the sciences, social sciences, art and humanities, as well as international proceedings coverage for over 120,000 conferences (Caulfield et al., 2012)
Publication types	Only academic peer-reviewed literature was considered. The search was limited to journal articles to ensure that the research originated from academic sources
Language	Only publications in English were considered
Date range	Last five years (2018-2022)
Search fields	Title, abstracts and keywords
Search keywords	TS = “Consumer behavior” (AND marketing)
Inclusion criteria	Only publications that studied consumer behavior in the field of marketing were selected
Exclusion criteria	Publications with a deep and pure technical focus were excluded. Applications beyond the business and economic fields were filtered out

Source: own development

Information base. Based on the surveyed Web of Science database, the initial search queries resulted in a total number of 525 publications since 1996. To improve search results, the author excluded similar articles with missing information (e.g. abstract). The articles had to be available in full at the time they were analyzed. Articles should be accessible to the authors on the date

of the search task. The number of articles decreased to 370 publications. The publications were analysed and filtered according to the inclusion and exclusion criteria mentioned in Table 1. In other words, the reviewer closely examined all 45 papers. The author decide to include all publications that discussed the consumer behavior in relation with marketing. As a result, the 37 publications were filtered by content, and whether their titles, abstracts, and keywords were relevant to consumer behavior in relation with marketing. The number of papers that successfully passed the first screening was 37. After the full-text reading, 30 publications aligned with the objective of this study and hence were retrieved for the final analysis. These studies are relevant and they present the consumer behavior in relation to marketing and its influence. *Figure 1* shows in detail the process of data collection.

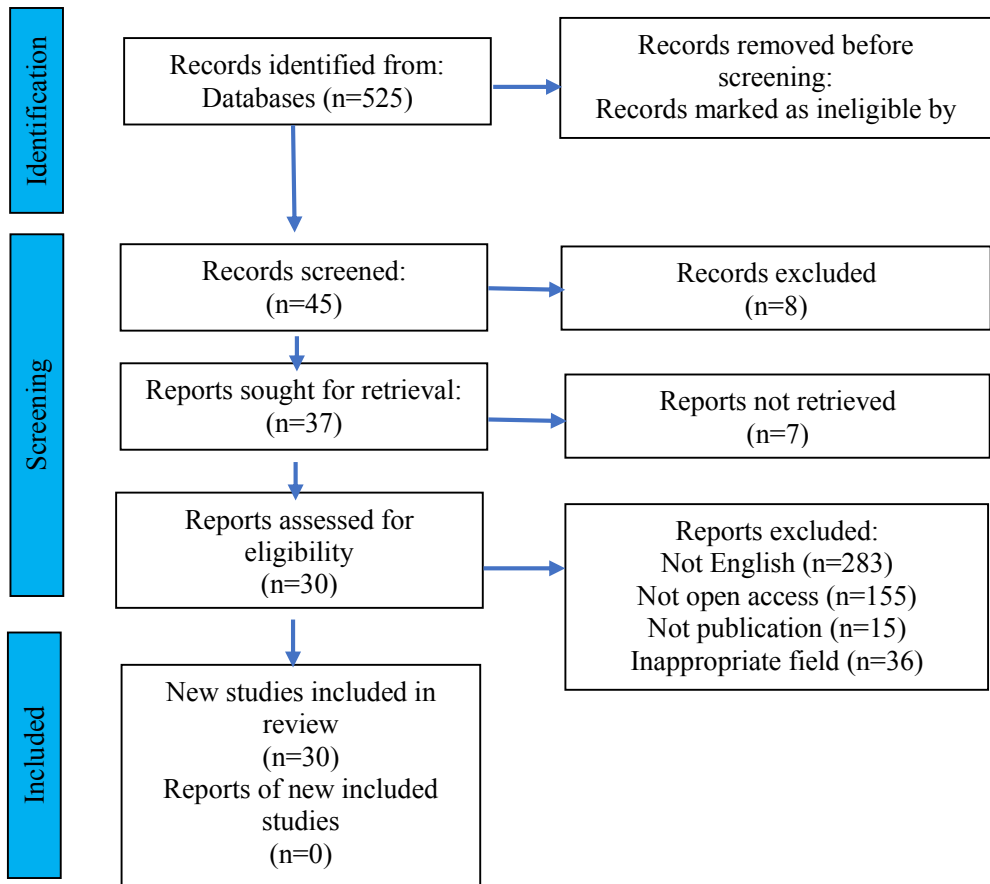


Figure 1. Prisma flow diagram schematic presentation of data collection
Source: own development

3. Results and discussion

3.1. Publications by year

The search was conducted on the 21th of May 2022. *Figure 2* presents the number of publications published by year and extracted from the execution of the research protocol. Although consumer behavior is not a new concept or idea, papers studying its relation within marketing were not large and mostly published in 2019 and 2020. There is a steep upward trend regarding the papers published in the field of consumer behavior in marketing. As shown in *Figure 2*, there is an upward trend observed from the year 2018 to 2019, where most of the papers were published in 2019. Although in 2022 only one paper was observed regarding the author's criteria, it shown scientific interest in the topic in the last five years.

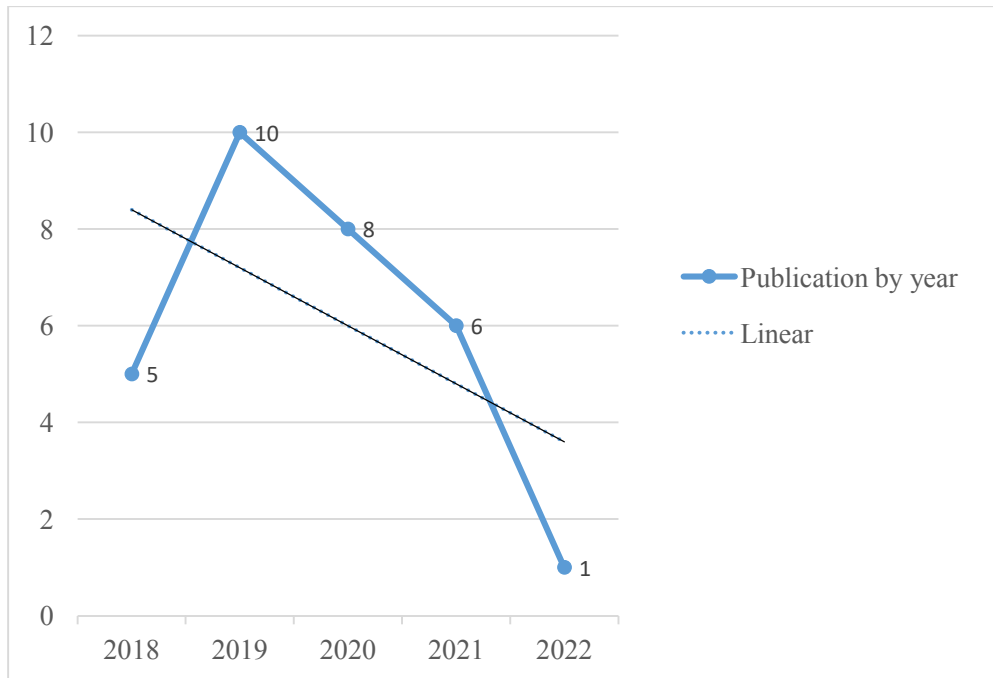


Figure 2. Publication details according to year
Source: own development

3.2. Publications by country

The authors' affiliations to different countries were extracted. It was observed that a significant contribution to consumer behavior in relation to

marketing comes from the United Kingdom (UK) with 8 papers from the 30 retrieved publications.

As illustrated in *Figure 3*, other countries made a contribution with one or a few articles, although some authors come from other countries, but published the same publication. Countries with two relevant publications were, namely, USA, China, Australia, Poland and Germany. According to the analysis of publications based on the continent of origin, European researchers were the most productive with 66.7%, after them Asian researchers with 33.3%.

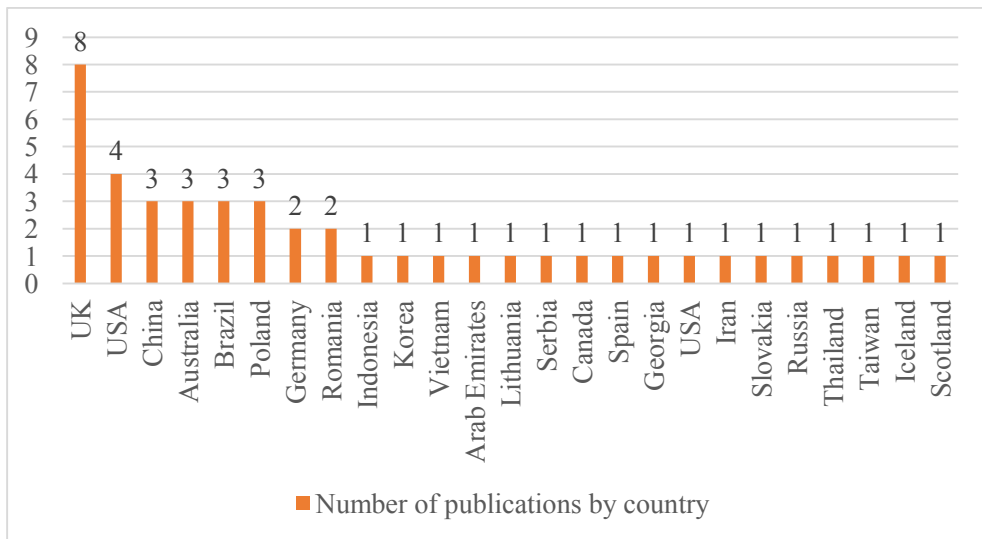


Figure 3. Publication details according to country
Source: own development

3.3. Publications by journal

The selected papers were published in a wide variety of academic journals (*Table 2*).

The articles were published in 15 different journals. In summary, 11 out of 30 articles were published under the acronym of Multidisciplinary Digital Publishing Institute (MDPI). Others were published in different academic journals as well as university journals. This fact alone increases the utility of this study and makes the findings of this review valuable to researchers. The content of the 30 journals covers different areas such as business research, management, marketing and others. Marketing and business journals dominate the list suggesting that consumer behavior attracts great interest in relation to marketing activities and adds more business value to companies.

Table 2. Journal and number of papers published

Journals	Number of articles
Journal MDPI	11
Journal Emerald Group Publishing	2
Czestochowa Univ Technology	2
Journal of Organizational Behavior Management	1
Journal Elsevier	2
Journal Aosis	1
Journal IEEE	1
Journal INST Eastern & Central Asia	1
Journal Sciendo	1
Journal Sumy State Univ, Dept Marketing & Mia	2
Journal Univ Eafit	1
European Journal of Marketing	1
Polish Journal of Management Studies	2
South African Journal of Business Management	1
Esic Market Economics and Business Journal	1

Source: own development

3.4. Discussion

3.4.1. Consumer behavior in the digital environment

An analysis of publications over the last five years has revealed the extent to which consumer behavior can be viewed in the context of marketing, one of this aspects is the digital environment. Online marketing has surfaced as one of the best mediums for associations to operate business in a largely competitive terrain. A large number of consumers is accessible through online media and operations, thus enterprises extensively use online access websites and other online media for their marketing purposes (Lister et al., 2008). The study of Internet users in Thailand set up that user's experience and website quality influence the decision timber of users, and the credibility of source does not have any moderating effect in determining the call to action among internet users of Thailand. The sample was named from excursionists resorts

of Thailand from three major spots: including Bangkok, Phuket and Pattaya (Khruanamkham & Joemsittiprasert, 2019). Admitting the wide use of social media and the exponential growth of digital technology, several estimable associations and small and medium-sized enterprises (SMEs) have shifted their traditional marketing tools to approach new requests for their businesses growth. The major concern is regarding sustainable marketing addressed regarding how products and services are promoted online. It's explored that most of the consumers tend to view online businesses by imaging essential factors that reflect sustainability, and, therefore, SMEs have started to dissect specific web atmospheric cues, which contribute to developing social media according to consumer behavior and their comprehensions (Khan et al., 2019). From the findings of Khan, Wang, and other authors exploration, it is anatomized that consumers are likely to perceive and give attention to social media by assaying specific cues, including illustrations, ethics, information, social, and security. It's concluded that SMEs could foster their online businesses by espousing effective sustainable marketing strategies aligned according to specific web atmospheric cues (Khan et al., 2019). Social media despite traditional measures executed in promoting the businesses, also provides openings to companies for using sustainable marketing strategies, which have guaranteed multitudinous advantages in the current date. Social media is also been used for utilitarian purposes, although numerous consumers have decided for social media while engaging social conditioning and entertainment. Due to changing trends in perspectives, most consumers tend to use these platforms for copping online products (Khan et al., 2019).

Both cloud journalism and broadband society in order to achieve engagement between the brand and the end stoner strengthen the use of social networks. In order to reach most of their implicit audience the colorful productive sectors try to optimize their online marketing strategies in networks. Similar is the case of telecommunications sector, which is innately linked with communication. The research in Spain verified social media as the main advertising strategy, but enhancement is demanded concerning their useful aspects as a tool for the advertising of mobile phone companies in Spain and for checking consumer behavior. The most habituated networks by users are Facebook and Instagram, and the brands with the most marketable impact, Apple and Samsung, are the best known as well. The quality of the product, the price, and the experience itself are the factors that most impact the decision to buy a smartphone. It's determined that there's no significant difference between the average standing of mobile phone advertising in social networks or the influence of these by gender or by age ranges. The advertising fitted in social networks doesn't serve all companies inversely, despite not detecting significant diffe-

rences by gender and age. Authors concluded that social media are an effective competitive tool in mobile phone companies, which should look for semantic social media marketing (SMM) results that help to make those investments profitable (Fondevila-Gascón et al., 2020).

D. Kaczorowska-Spychalska (2019) claims that we live in a time of information load. To a much lesser extent, introductory principles of marketing come personalized and contextualized, enabling brands to convert their current request exposure. Media and affiliated channels enforce the need to reuse dispatches and stimulants in a constant and continued way. Allowing various request players to join in an easier and further integral way than ever ahead in such an approach the upgrade connected with digital technologies becomes an essential element of marketing (p. 254). As a result, the digital revolution has reached a scale and position of the impact that no business, assiduity, or government can ignore. The unborn countries, businesses, and individuals will depend further than ever on whether they embrace digital technologies, which can break down geographic, artistic, and particular walls in amazing new ways (Lubián & Esteves, 2017). *D. Kaczorowska-Spychalska (2019)* claims that using chatbots in that process enables companies/ brands to consolidate consumers' different feelings and guests while adding their involvement and satisfaction. Chatbots become smarter and further cognitive in the space of algorithmic economy, for companies/brands one of the most popular and preferable channels of relations with consumers. Thanks to them, guests begin to cooperate with brands in the same way as they cooperate with people, further informally, intuitively, and frequently in realtime. It will, still bear a profound understanding of the rules of relations between consumers and chatbots (p. 256).

Since a variety of social media platforms are employed by the bulk of consumers – specifically Facebook, Instagram, Twitter, YouTube, and LinkedIn – it is vital to grasp that every platform has different performance and value criteria on the idea of which atmospheric web cues are applied. Still, consumers demand analogous preferences in using each of the platforms in line with their position of satisfaction and ease in optimizing opinions with applicability to the application of digital media.

3.4.2. Social and sustainable marketing to promote socially responsible behavior

In commercial marketing, a crucial focus is on creating value for the establishment and consumers through the product and delivery of goods and services. However, in social marketing, the primary focus is on creating value by promoting behavior and social change. Scholars have, therefore, identified that the significantly different context and focus of social marketing mean that

commercial marketing concepts and ideas cannot always directly transplant across (Peattie & Peattie, 2003). Directors and retailers are the driving force behind the relinquishment of the idea of sustainability. While preparing their product range offer, many organizations still pay attention to the same set of criteria: the size of the customers' earnings, how often they shop, and how much they buy when shopping. In general, sustainable values applied by consumers in their purchasing decisions are rarely taken into account in consumer segmentation (Wróblewski et al., 2018). For example, research on the Polish Coffee market indicated that over 13% of coffee consumers in Poland could be categorized in a segment I as "responsible, aspiring to be connoisseurs". This research shows coffee producers and sellers that there is a market segment that is environmentally conscious and, therefore, actively looks for sustainable products. Therefore, it is a signal for different institutions, whose mission is to promote the idea of sustainable development and sustainable consumption, to increase their educational activities toward promoting environmentally-friendly consumer behavior that is oriented not only toward the satisfaction of one's own short-term needs but also toward the concern for future generations (Wróblewski et al., 2018).

Another article about the international coffee supply claims that creating connections between consumers and producers (relational proximity) seems a promising approach to fostering sustainable consumption behavior in the international food supply. International food force frequently creates negative externalities, similar to the unstable distribution of pitfalls and benefits among force chain actors (McMichael, 2013), ecological damage caused by artificial husbandry (Weis, 2010), or high hothouse gas (GHG) emigrations due to long distance transportation (Prell, 2016). Yet, information and knowledge alone do not suffice to change behavior (O'Brien, 2013; O'Rourke & Ringer, 2016). Emotions and experiences are important drivers of sustainable behavior (Ives et al., 2018; Villarino & Font, 2015) and influence consumer choices (Holbrook & Hirschman, 1982).

Therefore, marketing that connects consumers through experience to a brand (Schmitt, 1999; Brakus et al., 2009) or places (Iaia et al., 2016), i.e., existential marketing, offers a promising approach to foster sustainable consumption behavior (Dettori, 2019; Eiseman & Jonsson, 2019). Researchers *H. Weber, D. Lang, D. Wiek, and A. Loschelder* (2021) indicated that experiential marketing tools, to varying degrees, indeed create connections from consumers to producers, thereby fostering sustainable consumption behavior. The findings can inform international food supply marketing efforts aimed at stimulating sustainable consumption. Social marketing utilizes marketing concepts and tools to promote pro-social behavior (French & Gordon, 2015).

Scholars considered using social marketing to promote socially responsible behaviors, such as energy efficiency (McKenzie-Mohr, 2011; Viardot, 2013; Yam et al., 2017). The central tenet is that consumers may not only perceive value in exchanging for (value-in-exchange), or using and experiencing (value-in-use) goods and services but also in performing behaviors. Although not a direct measure of behavior in its own right, value in behavior theorizes that consumers perceive value that is, or is not realized through the performance of behavior (Dann, 2010; Gopaldas, 2015).

Authors – *R. Gordon, S. Dibb, C. Magee, P. Cooper, and G. Waite* (2018) – in their research claim that consumers are shown to differ in their perceptions of the value of performing behaviors, and predictors of these perceptions are identified. The study also suggests that perceived value-in-behavior could usefully predict consumer behavior. The recrimination is that the value-in-behavior perspective can help further exhaustively understand consumer perceived value. In Australia to fight food waste researchers claimed that Despite efforts in food waste reduction (Schanes et al., 2018; Kim et al., 2019), consumer household food waste continues to be a prominent issue that negatively impacts society. Addressing a major gap in past food waste studies, namely the lack of consumer input into past campaigns, this research uncovers insights into which behaviors, strategies, and food items could be the area of focus for a household-level food waste campaign. Our main findings enabled us to identify the incongruence between expert and consumer expectations. As a result of the research, they gained new knowledge to guide campaign development on reuse behavior through food recipes and the use of technology. Findings indicate consumers prefer: (a) targeting leftover-reuse behavior, (b) using technology and avoiding door-knocking as a campaign strategy and (c) a focus on reducing fruit and vegetable waste. This study demonstrates the value of applying social marketing and the co-design process to the issue of household food waste (Kim et al., 2019).

Faced with increasingly serious environmental problems, promoting electric vehicles (EVs) has come as an important means of sustainable development. The study by *S. Yang, D. Zhang et al.* (2018) shows that the consumers and implicit consumers have cognitive and behavioral differences in three aspects information accession sources, price, and attention. In the information acquisition sources of actual consumers or potential consumers, TV and car vertical sites account for a high proportion, the two information channels both accounted for more than 30%, indicating more than 60% of consumers get information on EVs from news and advertisement. The difference is that the factual consumer's information accession channels are also substantially from several types of non-news advertising media (manufacturer's creation and bus show, cousins and musketeers, etc.). The main source of information for implicit consumers is still the media medium.

The difference is that actual consumers pay more attention to performance, quality and appearance; potential consumers pay more attention to policy subsidies and usage costs. After the consumer's willingness to purchase is transformed into a purchase behavior, the factors of attention also change (Yang et al., 2018). Numerous countries, particularly developing ones, face high situations of air pollution, low water quality, high situations of business noise pollution, high situations of non-disposable waste, and rapid-fire reduction of energy coffers. Abnormal consumption and dangerous activities are the leading causes of environmental problems (Vafaei et al., 2019). Iran as a developing country suffers from similar challenges too. A study of global statistics and the world population in 2021 shows that, with a periodic product of about 4 million tons, Iran is ranked 17th in the product of plastic waste. Due to an increase in environmental concerns and the negative effects of abuse on human physical and mental health, encouraging people to consume eco-friendly products is a top priority in many countries' industrial policy (Malmir et al., 2018), and it is not surprising that social networks are one of the most important tools to encourage consumption of such products. Therefore, investigating how social networks marketing can affect Consumers' Sustainable Purchase Behavior is an important matter (Ebrahimi et al., 2021).

The results indicated that an increase in Eco-friendly station appreciatively increases the effect of word of mouth on consumers' sustainable purchase behavior. Meanwhile, Necessary Condition Analysis (NCA) revealed that to reach a 50% level of consumers' sustainable purchase behavior, six essential necessary conditions are required: an eco-friendly consumers' attitude at no less than 50%, the trend at no less than 57.1%, word of mouth at no less than 45.5%, interaction at no less than 42.9%, customization at no less than 35.3% and entertainment at no less than 26.7%. Furthermore, the Importance-Performance Matrix Analysis (IPMA) was investigated as a strategic tool. The results of IPMA showed that "buy products that use biodegradable material in packaging", "buy those products that are picked up and reclaimed", and "buy biodegradable products indeed if they belong to a less well-known company" show desirable performance and high significance and there's a great occasion for expansion in this area (Ebrahimi et al., 2021). Another way to look to social marketing is consumer- dominant sense (CDL) is a perspective that attaches supremacy to the agency of the consumer in any marketing process (Anker et al., 2015; Heinonen & Strandvik, 2015, 2018).

There has been little consideration of CDL in specific sub-disciplines of marketing, such as social marketing (French & Gordon, 2019). *T. Anker, R. Gordon and N. Zainuddin (2022)* in their research demonstrated how elements: power, agency, resources, value and responsibility are interconnected and

define their meaning, significance and implications in the context of social marketing and pro-social behavior change. They also identify this new form of social marketing as existing on a continuum depending on the level of involvement or dominance of the consumer and of social marketers; at one end of this continuum, exclusive consumer-dominant social marketing (CDSM) is entirely consumer-driven and does not engage with businesses or organisations, while on the other end, inclusive CDSM encompasses partnership with external stakeholders to achieve pro-social behavior change.

Researchers facing problems also in health-care. *B. George* and *L. Bucatariu* (2020) find out that consumer-initiated mental health treatment schemes are more common in more developed Western economies. Authors claimed that generic literature on consumer behavior does not provide direct answers to many of the problems in this regard, primarily because such literature does not take into account the deviant mental states of these patients. *George* and *Bucatariu* (2020) discussed the factors affecting consumer behavior towards mental health services. Both patient and service provider initiated mental health provisions were compared and contrasted. It was found that doctor-led service provision remained the most prevalent form of relationship building in Asia where as consumer initiated mental health treatment scheme were the norm in the Western world. They also discussed trends such as digitally-savvy identification, acquisition, and retention of the mental health patients.

3.4.3. Green marketing use to promote sustainability in consumer behavior

To increase the commercial development of eco-friendly products with cheaper expenses, low maintenance cost, high quality, and environment design trends of marketing went faster because of the global economy risks of consuming natural resources (*Balsalobre-Lorente et al*, 2018; *Palmer et al.*, 2018; *Fauziah & Mulyana*, 2018). The concept of green marketing is a process that includes colorful functions between stakeholders to keep a balanced exertion between business and consumers in marketing proposition (*Ryan*, 2016; *Guo et al.*, 2017). The study of *Alghaswyneh* explores factors of the growing supply of environment eco-friendly green products coupled with the purchase desire of consumers who have a trend towards preserving resources and the environment when buying such products. Findings revealed that there's a strong positive correlation between the social, artistic, particular, and cerebral variables and the purchase decision taken by the consumer. Meanwhile, the cerebral factors are the most effective in the decision-making process of purchase followed by the consumers' place of hearthstone. In addition, the social factor plays a critical part in making opinions about coping green products. Still, artistic factors played a significant part in this regard (*Al-Ghaswyneh*, 2019).

In the least advanced countries (LDCs) and new developing countries similar to Bangladesh, green evaluation is an arising issue as it ensures better products or food quality, especially for health and the terrain. Therefore, many companies have begun to apply green production and marketing strategies to meet customer preferences to achieve long-term business profits (Dangelico & Vocalelli, 2017; Polonsky, 2011; Sana, 2020). Green marketing has become one of the key developments in modern business, which is more applied in developed countries than in lower and middle-income countries (Kassaye, 2001; Hasan et al., 2019). Due to the growing importance of environmental sustainability, green marketing is becoming more popular (Dangelico & Vocalelli, 2017; Vafaei et al., 2016; Stefko et al., 2016).

Thus, environmental marketing is one part of achieving SDGs, similar to icing sustainable food products, attaining food security, and perfecting nutrition. Consumers of Bangladesh believed that green marketing would be an excellent idea, and it'll be accessible in their country. Moreover, green marketing is part of the sustainable development goals (SDGs). Survey results show that 100% of consumers believe that green marketing may be more effective than regular marketing, and 60% strongly prefer green products. An average of 40% prefer green products to non-green products. It shows that purchase intention does not always correspond to actual purchase. The authors concluded that consumers do not always do what they say. Researchers concluded, based on these results, that the marketer needs to move forward to develop the market for green products. Further, marketers are encouraged to provide consumers with appropriate information on how they can consume nature's eco-friendly products (Nekmahmud & Fakete-Farkas, 2020).

Another case of marketing use in effecting sustainability was conducted in Hungary. Organic husbandry is one of the most developed and accepted product systems from the aspect of sustainability. In this study, the Hungarian organic request was segmented on the base of station-relating provocations of organic food purchasing. Based on the researcher authors *K. Nagy-Pércsi* and *C. Fogarassy* (2019) can call the group of health-conscious consumers a distinct group. It is a surprising result that this group can be influenced well by different marketing tools toward healthy eating. It is an intriguing finding for disappointed consumers that they try to get back the loss of consumer confidence in traditional products through their preference for the taste of the products. Consumer perceptivity to the price of the product is typical of the quality-price comparator group, but it's intriguing to observe from studies that consumers pay close attention to the price of products in almost all groups. Awareness of the brand and particular recommendations are of consummate significance to the safe-deposit box and Free Food Eaters group. The price comparison con-

sumer group is that they don't attach a particularly strong preference to either the product characteristics or the conditions under which the product is vented at the time of purchase. Producers should accommodate their force to the special need of the consumers' preferences to develop their products grounded on the requirements of each group of consumers.

3.4.4. The use of marketing in the context of different age consumers

The marketing aspect of consumer behavior is important not only in online transactions but also from an age perspective. The study aimed to investigate the effect of demographic variables of gender and age on online consumer purchase behavior (CPB) on Facebook in Hungary. In general, customers' tendency to purchase a product or commodity influences various parameters. Like the traditional purchase behavior model, online CPB depends on a series of personal, cultural, psychological, and social factors, etc., among which in various studies age and gender have been considered (Nejati et al., 2012; Estiri et al., 2018; Naeem, 2019). One of the main motivations for using the Internet is online social media claims *A. Munar* (2012). The study emphasized the importance of demographic variables of gender and age in the purchase behavior of Hungarian on the Facebook platform. There was a significant difference between consumer purchase behavior in all age groups and the age group over 50 years on Facebook. This important result emphasized the importance and impact of social networks as marketing channels on young people (Fakete-Farkas et al., 2021; Sorce et al., 2005) found that age did not impact consumer purchase behavior, and it is contrary to the results of a particular study. Different marketing strategies and approaches are necessary for the different consumer age segments in E-Commerce showed the results of the study (Nemati & Khajeheian, 2018).

As was found out from previous studies each generation of consumers possesses unique needs, wants, desires, opinions, values, or visions, therefore they should not be treated in the same way. Consumer's needs, wants, and desires differ by age which is why segmentation based on age cohorts/generation is frequently used (Hoskisson et al., 2008). New attitudes and perceptions of different age cohorts create new relationship patterns between consumers and companies (Vrontis & Thrassou, 2007). Consumers prefer healthy and natural products and also from food safety aspects, so today, the food market is experiencing huge attention from the side of consumers (Popp et al., 2018). To maintain their health many consumers are attracted by a healthy lifestyle and healthy eating habits. Researchers: *P. Šedík, E. Horska, B. Skowron-Grabowska, and C. Illes* (2018) – of the honey market found significant differences were detected among generations in terms of their preferences, their consumer and purchasing behavior – exploring Baby Boomers, Generation X,

Y, and Z. In contrast, in the wine business, a study of South African consumers revealed that there were both similarities and differences in the relative importance of wine attributes between the two age groups investigated. Both groups regarded the previous tasting of wine and recommendations by others as the two most important wine attributes when purchasing wine for their consumption (Pentz & Forrester, 2020).

Before addressing wine consumer behavior, however, it is important to reflect on the complex product under investigation, namely wine. The wine product consists not only of the beverage itself but also of those aspects – labelling, packaging, the information provided on the bottle, and brand name, linked to the total product (Barber et al., 2006). The different attributes and (or) components that make the total wine production can be divided into two wide categories – intrinsic and extrinsic attributes (Mehta & Bhanja, 2018) and they play an important role in the wine-selection process of consumers. Older and younger wine consumers group emphasized the importance of recommendation and having tasted the wine previously. This finding corresponds with several previous studies in this regard (Chrysochou et al., 2012; Cohen, 2009; Lategan et al., 2017).

Integrated marketing communication shows the way online search and traditional and new media influence consumer decision-making, for advertisers it is of paramount importance to consider the behavior of their target audience – younger consumers (generation Y and Z) are very different from previous generations in the way of multimedia content consumption and their perception of television advertising (Searle, 2019). Research on Slovakia students reveals that it still can be beneficial to include television advertisements in the communication mix aimed at these young consumers. To set all communication channels so that a brand in a TV advertisement can be considered in the consumer decision-making process consumer behavior need to be understood (Miklosik et al., 2020).

Another paper offers perceptivity into the geste exercised by five generational cohorts toward organic products, i.e., Generation Z, Y, X, Baby Boomers, and the Silent Generation. Results unveil that all generational cohorts demonstrate a favourable station toward organic food, and they identify the profitable extremity as an effect of low purchase behavior. Also, findings reveal that in all cases, generational cohort differences do live. Government policy through marketing communications can be acclimated to determine the advantages of organic food compared to conventional ones, convert consumers about the benefits, and, therefore, support convenient attitudes in association with profitable extremity conditions (Kamenidou et al., 2020). Korean fiscal institutions that want to work with senior consumer groups need to understand their credit card operation behavior, as it can be veritably attractive and give even-

tuality lead to sustainable growth for institutions. Kang's study examined the credit card operation behavior among senior consumers in Korea and the results showed that the number of cards owned was negatively affiliated with age and appreciatively related to income position. Not retired customers owned more credit cards than those who were. Although the average yearly expenditure by credit card was appreciatively related to income, as prognosticated, it wasn't significantly different in terms of age or withdrawal status (Jung & Kang, 2021).

3.4.5. The role of marketing in new product development to customers

The exploration findings show that product invention in the extension strategy has applicability to product segmentation, as well as competition in the business and consumer requests (Nijssen, 1999; Sondergaard & Harmsen, 2007; Trinh et. al., 2009; Kotler & Armstrong, 2013). Still, the proposition is infrequently touched by numerous experimenters in their studies (Trihatmoko et al., 2018). Transactional between suppliers and buyers are linked grounded on the type of business and the characteristics of the relationship between the business actors, videlicet in the environment of direct competition, exclusive and temporary contracts. The qualification of new products is erected upon the customers' needs. The increase in the number of customers is the wholesaler's client content, who buy the contending products in one product order according to the segmentation of each product. When a new product bought meets the customers need, the product will come to the request demand. The supplier understands the significance of the wholesaler since it acts as the distributor of the product. The target of distributors becomes to distribute new products for customers. The researchers *R. Trihatmoko, R. Mulyani, and I. Novela (2019)* showed the ensuing results in their study the channel capability aspects are the substance of buyers' responses, the effectiveness of new product invention, construction of business buyer behavior, and profitable medium and channel capabilities of dealing products.

Evaluation of a firm performance must consider the goods that its products and services have upon consumers. This can be fulfilled when measures of consumer behavior inform marketing strategies. Consumer behavior analysis, a field of exploration that integrates operant behavioral economics and marketing, has developed several measures of consumer buying patterns grounded on the identification of the types of underpinning, instructional or utilitarian, that are programmed by different products and brands, and of the compass of consumer behavior setting. *G. Foxall, J. Castro, and R. Porto (2021)* in their paper describe an exploration that espoused some of these measures and the main results deduced from them. The end of the marketing establishment is to induce profit. Establishment success is, thus, basically dependent upon its

strategic responses to changes in consumer behavior. Consumer behavior analysis provides an operant frame to interpret and prognosticate consumer behavior, which has been considerably espoused to probe a wide range of marvels, similar as a consumer choice in different settings, consumer verbal responses, product hunting and online shopping, with the use of several measures of behavior, including, for illustration, matching analysis, demand plianthood, and essential value of brands.

4. Conclusions

Studying consumer behavior is necessary because it helps marketers recognize what influences consumers' purchasing choices. Over the last five years, from 2018 to the beginning of 2022, research on consumer behavior concerning different marketing directions has been studied extensively in different countries. Among the research could be found both the application of the classic marketing mix to address consumers and more recent trends – the use of sustainable marketing, the use of chatbots, and other research. The issue of consumer behavior is relevant both in Europe and in other parts of the world, such as India, China, etc. They both examine the reports and discoveries of other researchers and explore issues that have received less attention so far.

1. Answering the question at the beginning of the study – what is the role of marketing in the context of consumer behavior – in many cases it is different, but always important – to understand how to address the consumer so that the company is noticed, regardless of the industry represented, such as wine (A. Miklosik et al.), issuing bank credit cards to the elderly (K. Jung and M. Kang), how to reach and address them, production of ecological and bioproducts, etc. For example, the results of a study by B. George and L. Bucatariu can be used as the basis for marketing strategies of drug manufacturers and mobile application designers in the field of online medical services, D. Wróblewski, S. Mokrysz, and G. Maciejewski conclusions may be used by manufacturing and trade enterprises operating in the coffee market to respond to the identified needs and expectations of consumers and this kind of insight into why marketing is important in the context of consumer behavior and how it can be used further in each study. Several studies have focused on generational differences and how age, as well as gender in other cases, affect consumer behavior.

2. Marketing provides opportunities not only to learn about consumers, but also to tailor activities to appeal to new and existing products. Research has shown that green marketing seeks to change consumer behavior to make it more sustainable.

3. It has to be concluded that the role of marketing in consumer behavior is important regardless of the industry, country, and customer age.

The scientific novelty. The novelty is confirmed by the time of the study and the selected studies conducted during the last five years. Given that the articles analyzed in the study were carefully selected, they constitute a broad and cross-cutting, and cross-country analysis of consumer research on marketing behavior, which has so far been less analyzed.

The significance of the study. The study highlights key findings from the last 5 years of research from Web of Science on consumer behavior in relation to marketing, including theoretical judgments from both theorists and emerging studies to provide focused information on the subject.

Prospects for further research. Further research may provide a more in-depth and comprehensive analysis of existing research. This research is limited by the number of keywords chosen, the timeout and the platform Web of Science. Re-conducting such a literature review study is essential to understand trends in consumer behavior research in the context of marketing, as well as to identify areas where in-depth analysis by researchers is still lacking.

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