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## MICRO-MOMENTS, THE NEW APPROACH TO CONNECT WITH CUSTOMERS

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### ABSTRACT:

As of late, in the appearance of worldwide web accessibility and similarly ubiquitous cell phone use, online client conduct that would conduct together with the subsequent content. Clients don't just invest more energy on the web, they counsel online assets and look for data for different objectives and are inspired by an assortment of requirements: those plan driven activities are scattered for the duration of the day (or night) and incorporated inside their day by day exercises. The client conduct is controlled by explicit small-scale minutes which are really the snapshots of buyer needs and in this way the minutes the advertisers should be a piece of. Besides, cell phones and cell phones specifically, have the capacity to speedily meet the quick needs of their clients along these lines melding new open doors for advertisers to catch and use. So as to have a superior comprehension of online client goal and personal conduct standards, the paper gives a Knowledge of late investigations of client smaller scale minutes inside the computerized condition. The fundamental objective for this research paper is to give a diagram for the later scholarly proficient papers. On the progressions in online client content and conduct recommend hypothetical foundation for the use of additional exploration. Cell phones can straightforwardly impact client conduct and passionate states.

**Keywords:** micro-moments, mobile device, online user experience, user behaviour.

### OBJECTIVES:

1. To study the changes in online consumer experience and behaviour, and impact on marketing.
2. To study how marketing channels can directly influence on consumer behaviour.

### HYPOTHESIS:

Micro-moment of marketing directly influences on consumer behavior.

### 1 INTRODUCTION

As of late, there have been huge changes in examples of data search and data utilization matched with exceptionally quickened data courses through various surroundings and related transmission [Nicholas et al., 2013]. Data access and communication have been intensely impacted of utilization about the cell phones, for example, convenient PCs (workstations), cell phones, tablets, wearables, and comparable gadgets. Cell phones are profoundly individualized specialized apparatuses [Bacile et al., 2014] these empowered purchasers' worldwide access to advanced data while enabling for starting commitment with a wanted substance at the time and spot of their inclination [Fulgoni, 2016].

A mind greater part of shoppers in created and rising economies the same are cell phone clients [Nielsen Research, 2013]. For 2016, the quantity about the cell phone clients overall is estimated to arrive at 4.61 billion while a similar reference venture more than 5 billion versatile telephone clients in 2019 [Statista, 2016a]. Inside that dominant part, the level of cell phone possession is on the ascent.

Cell phones are generally portrayed as cutting-edge cell phones with information that gets to abilities and a large number of programming concern [Mang et al., 2016]. In 2016, the quantity of cell phone clients is relied upon to arrive at 2.08 billion worldwide and by 2019, the number of cell phone clients ought to outperform 2.66 billion [Statista, 2016b]. Cell phones have been quickly adjusting client conduct: the change is clear in the way clients search, communicate, mingle with buys [Ghose et al., 2013]. This sort of progress is influencing the whole client content crosswise over different projection screen, gadgets, and the channels [Adams et al., 2015]. Cell phones speak to "the most significant disengagement in the authentic correspondence stream from brands to shoppers" [Fulgoni, 2016]. Besides, in numerous nations, a larger number of searches occur on cell phones than on (work stations. Adam set2 al. [2015] recommend that versatile hunt conduct is a decent impression of developing client dependence on cell phones around the world. Avci [2013] recommends that concurrent use of a few media arrangements and gadgets is conduct prompting a 'look culture' where clients split their consideration between assortments of consolidated media structures. Inside this conduct change, shopper frames of mind, desires, and qualities are changed and molded towards new shows. The worldwide web and cell phone nearness similarly empowered the potential reach of their clients: it enabled advertisers to arrive at their intended interest group continually and all the more legitimately [Grewal et al., 2016]. Considering the diminishing client capacity to focus and lower tolerance plane, it is moderately simpler to give all the important data through cell phone [Sarvepalliet al., 2016], recognizing the client's explicit needs and inclinations. The capacity to help area-based applications is a critical component that is quite certain to versatile gadgets [Grewal et al., 2016]. These are interrelated gadgets enable memory access to a scope of context based furthermore, area-based administrations which was beforehand inaccessible.

## **2 .MICRO-MOMENTS OF USER EXPERIENCE**

Accessibility for the cell phones brought about changing client involvement with the advanced condition. The customary client venture is broken into many continuous plans driven minutes. Nonetheless, this word is that is used for the 'miniaturized scale minute' began to show up additional now and again in computerized data condition about 2012 yet was made by very mainstream by Google. Llewellyn (2015) proposes the miniaturized scale minute idea is a successor to the ZMOT idea and is affected by the undeniably developing condition of cell phone use among clients. Other than numerous accessible skillful nonfictional prose, the utilization of the statement small scale minutes that is still somewhat constrained for logical area. Ramaswamy (2015) alludes for miniaturized scale minutes as "goal-driven snapshots of basic leadership, what's more, inclination forming" that happen during the whole client travel and eventually decide how that adventure closes (Adams et al., 2015). These small-scale minutes happen when people nearly reflexively go after a gadget (typically a cell phone) to instantly follow up on any kind of prompt need. In these minutes, client desires are high since they anticipate that organizations should proactively envision their needs fueled by logical information (Husson, Ask, 2014). Moreover, carefully wise clients anticipate that organizations should promptly convey valuable substances to support them shape inclinations and at last decide (Milhinhos, 2015). It recommends an extra miniaturized scale minute sort: I-need to-adapt (even though it may be considered inside the I-need to-know classification). Notwithstanding the miniaturized scale minute classification, each small-scale minute is controlled by client aim, setting, and instantaneousness. Wan et al. (2010) notice small scale minutes with regards to data administrations of cell phone applications, yet the point by point elaboration of the term is absent. Be that as it may, similar creators keep on reasoning that customized data administrations of cell phones bolster numerous miniaturized scale minutes inside the movement procedure (Wang et al., 2013; Karanasios et al., 2015) what's more first CRODMA Conference 2016 70 to supporting fundamental travel exercises, for example, arranging,

reservation and route. The comparable impact on a client looking and buying exercises is clear over numerous cell phones (Ghose et al., 2013; Google, 2012).

A few appearances into (Luo et al., 2014; Bernoff et al., 2014) utilize the word moveable minutes in conjunction with smaller scale minutes. Luo et al. (2014) suggest that versatile minutes square measure specific circumstance Saturday the purpose once shoppers follow a cellular phone "for fleeting reaction to a second in setting". Besides, Bernoff (2014) separates the terms proposing that smaller scale minute is the versatile minute that needs simply "a look to differentiate and conveys brisk knowledge that you can either expend or follow au courant right away". Some showcasing consultants that would minute showcasing (Friedman, 2014;) smaller scale minute promoting (Lacoste, 2016) recommending that miniaturized scale minutes build a huge beginning stage of understanding the meant social group conduct. within the incidental to subsections, The impact of miniaturized scale minutes.

## **2.1 MICRO-MOMENTS IN MOBILE COMMERCE**

Important advertisers' objectives once you're time is inward at target crowd at the minutes, there obtainable to be compact and roused towards favored activity, to be specific purchase alternative (Samarhan, 2016; Court et al., 2009). A protracted time, minutes are appreciated by a pipe wherever shoppers assess numerous potential activities of decisions, eventually selecting one wished activity (Court et al., 2009). The channel approach recommends shoppers "methodically restricted the underlying thought set" assess choices thus on gain a politician's conclusion concerning the purchase (Samarhan, 2016). In any case, the pipe plan does not catch the complexness of the selection procedure (Baik et al., 2014; Marvin, 2015). The approach of consumer expertise is a smaller amount of direct and unquestionably progressively convoluted because it is concerned with completely different miniaturized scale snapshots of consumer expertise. (Lacoste 2016) recommends that understanding consumer aims, setting and wishes for immediateness and significance helps advertisers in inward at they are meant social group all the additional with success. Rigorously versed organizations catch they are meant social group before within the basic leadership method by creating valuable substance and victimization those miniaturized scale minutes.

## **2.2 MICRO-MOMENTS IN ONLINE ADVERTISEMENT**

The recognition as well as international property of mobile tendency, its obvious that mobile advertising which are presents the major opportunities for numerous types of the businesses. the world mobile publicity market is the development, with an idea to achieve above \$100 billion and that account for additional of 1/2 total digital advertisement payment in 2016 (e Marketer, 2015b). Fulgoni (2016) recommend the explanation that is often} fewer advertising litter with the help of mobile devices as compared for ancient desktop computers. Which advertisements can be delivered nearer to the particular aim of purchase or, in additional terms, closely allied to the patron attitude apply the micro-moments of person expertise. Over saturation of advertising communication channels has historically advertising for the necessity of distinctive and completely contrasting at virtually price therefore antagonistic. The assemblage would be possibly reply to the originality of advertising messages, Gevelber ( 2015) attester that the customers' price service over originality that ends up in dreamed desired concern goals. Leverage the potential of mobile ad have evidenced for a big demand with slightly so-called effectiveness. (DelRey, 2012). additionally, an out sized proportion of customers understand flying ads as immaterial, therefore considering them as irritating and sometimes disregard that ads entirely. It will result in any positive have an issue on , perhaps produce a negative causing on client knowledge which turns into getting design. Previous analysis has shown that valid (Ghose et al., 2014; Nilotic et al., 2014).

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## **2.2 MICRO-MOMENTS IN ONLINE TRAVEL INDUSTRY**

Mobile devices “can change tourists’ behavior and emotional states by addressing a wide variety of information needs” but when empowering them for solving the problems more effectively, share their experiences and even preserve memories (Wang et al.,2013). Public travel utilization for smartphones include taking photos, social networking, viewing maps, finding transportation and searching for shops and restaurants (Mang et al., 2016). Smartphone apps activity tourists’ information processing activities in the intake stage, but also the activities in the pre-consumption and post-consumption stages of tourism services (Wang et al., 2010). Several act which has been traditionally conduit by tourists in the pre-travel and the post-travel stage (inquisitory for content, booking,feedback, reviews).

They are now bring into notice that is in the during-travel stage. Karanasios et al. (2015) refer to this as a ‘concertina effect’ on tourism-related activities. Location-based capabilities of mobile devices can foster “a scale of response and immediacy by tourists” which cannot be well-matched by any orthodox means of tourist attention-seeking (Brown et al., 2013).

## **3 CONCLUSIONS**

Now a days, there have been significant changes in patterns of information search and information consumption. For the purpose of increasing the use of number of mobile phone users in the worldwide, behavior of the user has been changing drastically and evolving at a significant step in the new journey.. Mobile devices have been rapidly altering user behavior of the customer and this the change is the proof for the way users search, interact, socialize and make purchases.

It is the new effective way to approach and Connect with your Customer at the right time. Whatever the change is there they are always affects for the entire user experience for all the customer across various screens, devices, and channels.

Furthermore, mobile devices enabled consumers’ global access to digital information while empowering them to initiate engagement with the desired content at the time and place of their preference. The user behavior is influenced by specific micro-moments which are truly the moments of consumer needs and therefore provide a significant platform of research. Micro-moments are intent-driven 67 moments of decision-making and preference-shaping that occur during the entire user journey. These micro-moments happen when individuals reflexively reach for a mobile device to promptly act on any sort of immediate need. In those specific moments, user expectations are very high because they expect businesses to proactively anticipate their needs powered by contextual data. The micro-moment is resolute by the user's intent, context, and immediacy. Also, mobile devices and smart phones, in particular, possess the ability for the users to promptly meet the immediate needs of the customers that they are the users. So,the shaping new opportunities for marketers to capture and utilize is very necessarily. The online user intention and behavioral patterns, the paper provides an insight into recent studies of user micro-moments within the digital environment.

The main goal of this paper is to provide an overview of recent academic and professional papers on the changes in online user experience and behavior and suggest the theoretical background for further research. The connote of these accumulation are crucial as they authorize the expectation of direct marketing in this digital era. So,to obtain a more panoptical apprehension of this type of issue, further research that is related with the encouraged for testing, observing and measuring the influence of micro-moments of user experience and behavior.

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