

Research Article

Role of Artificial Intelligence Enable Technologies in Revolutionising Digital Marketing

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Abstract

Information technology and its applications have advanced rapidly in the recent decade. This has influenced both our perceptions of the world and how we do business. With improvements in efficiency, production, and the bottom line, both business and commerce have benefited from the wave of information technology. Productivity gains have made it possible to produce vast quantities of goods quickly and accurately. Emerging "third-platform" technologies like data analytics, mobile devices, automation, and artificial intelligence (AI) are fundamentally altering how society and people interact. A microcosm of how new software solutions, machine learning, and big-data analytics are altering the game may be seen in marketing usage.

Keywords: Artificial Intelligence, Marketing, Real-Time Data, Business Forecasting

1. Introduction

Artificial Intelligence is a concept that is becoming more widely used but lacks a single, precise meaning. It is the process of making machines intelligent, where intelligence is the trait that allows an entity to perform correctly and predictably in its surroundings. Artificial intelligence, in technical terms, is a process that integrates cloud computing, network devices, robotics, computer and digital content generation, as well as numerous business processes, systems, and day-to-day operations. Artificial intelligence computers have existed in the past, is now in use, and will be in the future. Embracing Artificial Intelligence's growth and development is critical for future marketing initiatives. Artificial intelligence software is being used by businesses every day to optimise their operations, cut overhead, minimise turnaround time, and increase productivity. Technology is advancing at an unprecedented pace, and companies who have already begun to commercialise AI software have a tremendous edge in terms of being the first to market the next breakthrough. To begin with, marketing is a technique for communicating, creating, exchanging and delivering offerings that have value for customers or consumers, clients and partners. Initially, it does not seem easy to relate the field of Artificial Intelligence with various marketing strategies as one has to think out of the box to study or explore this field. It is even harder to imagine any field that AI has not impacted.

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The development of Artificial Intelligence has altered the dynamics of marketing across the world.

2. Literature Survey

Thomas Davenport [1], in his research paper, proposed a structure for comprehending the effect of AI, specifically on the influence of AI on marketing strategies as well as customers' behaviour. He concluded: AI's short- and moderate-term impact may be more limited, and if AI augments (rather than replace) human managers, it will be more effective. Neha Soni [2] elucidates the impact of AI on business – from innovation, research, market deployment to future shift in business models. She explains the two major factors responsible for making AI the core technology for extreme automation. Furthermore, she describes the concept of "AI Divide" or "The dark side of AI". Muhammad Zafar Shahid [3] did qualitative research by interviewing marketing professionals from different firms to analyze the parameters that contribute to integrating AI with marketing. His findings highlighted the benefits of amalgamating AI in marketing, whereas technical compatibility was most challenging. Gijs Overgoor [4] elaborated how Cross – Industry Standard Process for Data Mining (CRISP-DM) structure can be used for developing AI Solutions to Marketing problems. He illustrated this idea with an interesting case study of Automatic Scoring Images for Digital Marketing. In her research, N. Ramya [5] reviewed different factors influencing consumer buying behaviour. Brands can develop strategy and personalized marketing message by recognizing and comprehending the factors that impact their customers. Nausherwan Raunaque [6] study focuses on the factors that online buyers consider while shopping online. His findings include and how their security and privacy concerns about online marketing influence their online buying behaviour. Dr Md. Tabrez Qasim [7] presents different types of forecasting and AI techniques that are useful in business forecasting. In his research, he examined some current approaches of AI that seemed to be beneficial and promising for business forecasting. Albert Annor-Antwi [8] states that AI, when integrated with other technologies ML, Big data, Data Analytics, would yield more accurate results than any other forecasting method. He elaborated shortcomings of AI, being costly and cybercrime threats to AI-powered forecasting. In this study, Naresh K. Malhotra [9] amalgamates both academic and practitioner outlook to examine the issues and emerging trends that will shape the role of marketing research. The objective of the research by Dhanushanthini Ajanthan [10] is to examine and identify the effect on brand equity, whose major dimensions are: Brand loyalty, brand awareness, brand image and perceived quality of social media marketing. Neil A. Morgan [11], in his research, not only unveils the important challenges to marketing strategy research but also uncovers numerous opportunities for generating highly pertinent modern and creative theories. Anyuan Shen [12] did investigative research of customers' lived experiences of commercialized recommendation. According to him, researchers may discover a new standpoint – the customer's outlook – to analyze theories of personalized marketing. Jerry Vesanen [13], through his research paper, makes the meaning of personalization clear to the maximum extent. Findings reveal that personalization is not yet widely applied as most marketers do not clearly understand it as it has different meanings for different businesses. Ki Youn Kim [14] did a study intending to qualitatively recognize topologies and characteristics of the big data marketing strategy. She focused on the impacts of Big Data Analytics from a business perspective, with the execution of Q methodology. Alexandra Amado [15] evaluated the implementation of Big Data in Marketing, intending to spot trends in these fields. His findings exhibited that theirs is an increasing interest in Big Data in marketing over the years. Hence it is necessary to expand efforts concerning the business so that Big Data can flourish in the Marketing sphere. Stefan Lessmann [16] research focuses on empirical targeting models. The author argues that standard practices to thrive, such models, do not gauge sufficiently for business objectives. Ayse Bengi Ozcelik [17] elaborates on recipients' psychological interpretation or behaviour in the effectiveness of online ads customized using behavioural targeting. Aman Abid [18] tested the impact of

different content characteristics and cues on followers' online expression and understood the moderating consequences of content curation. He evaluated the role of marketer generated content in building online relationships. Samira Khodabandehlou [19] developed a framework for customer churn prediction, which included six stages for precise prediction and averting customer churn in business. The author found that the discount, reception of returned items, prize, number of items and distribution time came best predictor variables apart from frequency and monetary (RFM) variables. Jean-Paul Simon [20] provided an outline of the key trends in Artificial Intelligence and a global overview of regions and companies. The author says that legal, ethical, socio-economic aspects (ELSE) can turn into barriers to the deployment of AI technologies and explains how demand seems to be uncertain for AI on both sides, i.e., business and consumer. Thanos Skouras [21] layout a collation and assessment of reception of pricing by disciplines of economics and marketing. The major reasons for differences in both approaches are different historical origin, key concerns and doctrinal evolution.

3. AI in Marketing

Artificial Intelligence (AI) is becoming more and more vital to the digital world every day, and there is no exception in the marketing and publicity business. Artificial Intelligence revolutionised industries one by one, from snarky and clever Siri to Tesla's self-driving Google AI vehicles, which can learn about video games in only hours. Artificial Intelligence applications vary from identifying data patterns to mitigating market risks, improving customer service through virtual staff or even analysing millions of documents on the computers of a corporation to find compliance problems. However, only lately have organisations been able to forecast and envisage prospects for the future of the business world for Artificial Intelligence and for Robotics. Artificial intelligence uses methods like data mining, pattern recognition, and natural language processing to exploit self-learning systems. Hence, artificial intelligence has high scalability, leading to substantial cost savings regarding its primary commercial benefits over human intelligence. In addition, consistency and regulatory programmes of artificial intelligence assist companies to limit their mistakes. Its endurance and constant advancements, and its capability to record procedures are lucrative opportunities for the company. AIM is a technique that makes the best use of technology and consumer data to improve customer experience.

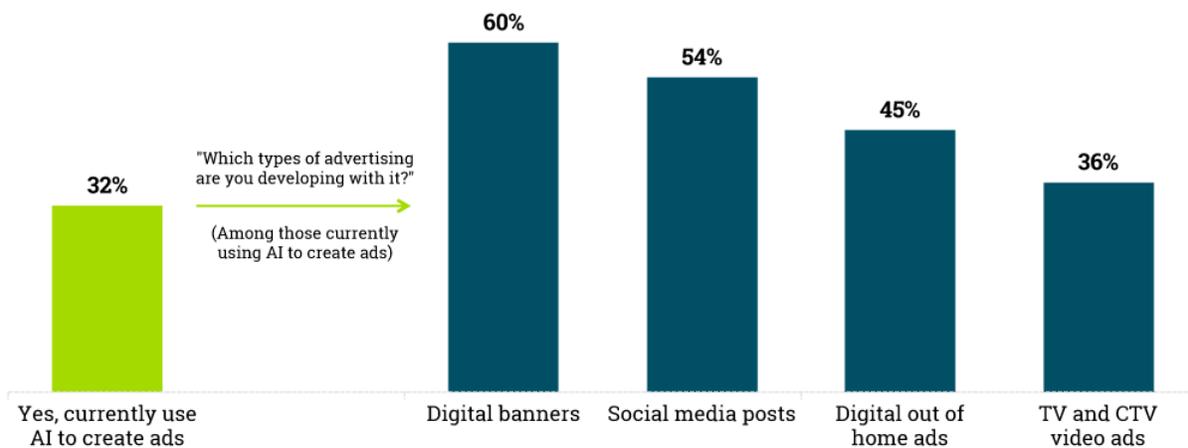


Fig. 1. % of Marketers' use AI tools in Marketing, global survey report 20 [6]

Extensive data analysis, machine learning and insights into our specific client industry are the numerous strategies employed to achieve such a job. It is evident from the above that these operations called this aeon "The Ai Marketing Era," which obliges marketers to radically alter themselves into prior patterns where they engage with clients. According to a poll carried out by Weber Firm, customers worldwide are aware of the positive rather than negative influence of AI on society. In addition, AI- Ready or Not, II commissioned by KRC Research, commissioned by Weber Shandwick in June 2016 by a poll of 150 CMOs in Britain, China and the USA, concluded that approximately 55 per cent of the CMOs believe that AI will have a considerable impact on marketing as well as on communications and customer relationships, better than social medicine Marketing is now AI's fourth most crucial resource use case, with around two and five fifty per cent of the whole sector investing in AI technology being the sixth most significant industry adoption.

4. Benefits of AI in marketing Sector

Evaluation of some ways that can help marketers shape marketing strategies and their outcomes using AI in the future scope are discussed.

Profound Hunting: With the rapid growth of technology, customers can find whatever they are looking for at any time with the help of rapid-fire search engines (Google, Yahoo etc.). What Artificial Intelligence does is help marketers in analyzing customers' search patterns and determining the key areas to which they must focus their efforts.

Genius Advertisements: With the availability of plentiful data, marketers can create more innovative and more effective online advertisements. AI solutions can deeply evaluate a customer's keyword searches and social profiles and aid in creating personalized advertisements.

Filtered Content: Audience analytics can help marketers to understand customers on an individual basis. AI can filter the potential buyers and create customized content that would be ideal and relevant to the potential customer's groups.

AI Bots: Customer retention is as necessary as the generation of new customers. AI serves as a significant driver for customer retention. AI Bots are used to run chat functions and direct-to-consumer engagement. Through this, a marketer can cut their extra expenditures and save time.

Progressive Learning: AI can use access to hidden insights and be taught to integrate formerly hidden insights into the latest campaigns. With the passage of time, these AI solutions will become even smarter and more effective in eliminating trash data and promoting real-time decision-making.

5. Core Elements of AI in Marketing

AI Marketing includes few key elements which make it as powerful as it is today. These elements function in series as they are explained below:

Big Data can be considered the basic concept of collecting a huge amount of data of customers' purchase patterns as well as new customers' purchase preferences. It can also be referred to as a marketer's competence to aggregate and segregate extensive data sets with minimal manual work. Such altered data can be used by the marketing teams for ensuring that the right message is being delivered to the right person at the appropriate time via a channel of choice. Machine Learning, in general, can be referred to as building and utilizing models based on recognized patterns.

Machine learning platform comes into the picture when marketers try to retrieve significant information from huge data repositories. This can help recognize and understand trends or common instances and successfully anticipate the insights and reactions, helping marketers understand the major factor and probability of certain actions repeating.

Powerful Solutions the end result provided by artificial intelligence marketing truly conceive the world in a similar manner a human would. The platforms provided by AI can recognize the significant concept and themes across huge data sets astonishingly fast. While considering the technical aspects, AI solutions also interpret communication, feelings, and desires like humans, making this platform widely accepted.

6. Ways to be Implemented in Marketing

displayed in particular advertisements in a specific interval of time. The advertisements viewed by customers differ according to their past searches and actions.

6.1 Websites Personalization: Artificial Intelligence ability is far from building websites from the basics; it helps marketers improve the visitor experience with intelligent personalization of companies' websites. Graph 3 exhibits various benefits of website personalization. Such intelligent AI algorithms can be used for personalization in two ways:

- Push Notifications- With behavioural personalization algorithms, specific push notifications can be flashed or sent on targeted customer devices.
- Website Experience- After complete analyses of data elements relating to a particular customer, including demographics, locality, interaction with website, device, etc. AI displays the most acceptable content as well as offers for that user. Out of the marketers surveyed 33% of them implement AI to provide customized websites, according to THE 2017 Real-Time Personalization Survey conducted by Evergage. Out of the same set of marketers (mentioned above), 63% stated that they observed enhanced customer rates, and 61% noted enriched customer experience.

6.2 Chatbots: Intelligent chatbots provide majestic customer support in different sectors like fashion, healthcare, insurance etc. Chatbots can even create personalized content for humans by accessing vast amounts of customer-centred data. They can comprehend position or environment-specific requests to understand patterns, identify problems and guide users for what is causing that particular issue. Chatbots are not limited to customer service only.

6.3 Email Content Creation: Earlier was the time when marketing teams required to spend hours assembling and scheduling weekly emails for various customer sections. Even after the usage of intelligent subscriber segmentation, marketers could not deliver personalized email to every customer. After AI Marketing comes into the picture, these all steps are carried out by machines with less manual work. 80% of marketers believe that personalized content or email is more effective than non-personalized content (study by Demand Metric). After mapping the subscriber's email browsing data and website experience, AI-powered dynamic emails can be created. Compilation of dynamic emails can be done based on various factors such as user's wish list, previous website experience, time spent on a webpage or some external factors like most popular ongoing trends or content, interests of analogous visitors etc.

6.4 Churn Predictions: Marketers, with the use of AI-powered algorithms, can recognize disengaged customers who are about to leave or churn from their brand or product for a competitor. Such a tool can perform the task of gathering data, constructing predictive models and testing and

validating models on actual customers. Churn predictions help marketers in analyzing omnichannel events and find out about depreciating customers participation. The information collected can also depict the stage of churning of a particular customer. There can be two types of churning customers: quick-churn customers who tend to abandon product shortly and late-churn customers who have long-lasting relationships with a product or brand. Late-churn customers have a scope of being incentivized to keep using the product; on-contrary, it is difficult to re-engage quick-churn customers. Machine learning algorithms must be modified or even built from the ground according to different products or brands for finding churn predictions.

6.5 Dynamic pricing and customer insights: Duration required to complete crux data and compare them with the customer's behaviour pattern will be much greater if the task is done by humans, whereas AI can do the same task on the fly could smartly provide marketing insights. Dynamic Yield aids brands like Sephora, Armani, Under Armour to make actionable customer segments with applications on machine learning algorithms. Marketers can use these algorithms to avert the stock with a short supply from being advertised to shoppers who undoubtedly return products. With the help of dynamic pricing, marketers can optimize their sales when demand is high.

6.6 Automatic speech and image recognition: Nowadays, computers can be considered to have a vision just like humans, and it can be referred to as computer vision. This vision can be used in attaining a high-level understanding of digital image or image. Computer vision employs machine learning algorithms and pattern recognition to acquire the veridicality of human visual systems. Computer vision is now extended to voice recognition, which makes them recognize the user's voice and interpret their words. Marketers can use image recognition for better synchronization between store visits and online content. Image recognition has enhanced customer experience like; if a google photos user types dog in his search bar, the application will display all the pictures of the dog in his phone or even recognize human faces and segregate their photographs.

7. Applying Artificial Intelligence Across Customer Lifecycle

Analysing and predicting consumer journey is troublesome for marketers. Consumers convey their opinion in the form of blogs, Tweets, "likes," videos, search, comments and conversations and through various channels. Customer interaction and value are displayed over a period of time, along with the role of machine learning, propensity modelling, AI application during different stages. Customer experience is a competitive driver of growth when successful and the most significant source of risk when failing. Machine Learning comprehends the analysis of historical data from various business interactions with audiences and their responses. This data helps identify the success factors of a person's communications, including targeting, offers, copy and frequency. Algorithms for Machine Learning generate insights via predictive analytics, and it depends on marketers to take actions according to those insights or set specific directives for AI to act on them. Estimation of the possibility of subjects executing specific types of behaviour (e.g., purchasing a product) by considering independent covariates and confounding variables that affect such behaviour is known as propensity modelling. This conceivability is considered as a probability which is defined as propensity score. The four major stages of the customer lifecycle are explained as follows:

1. Reach For marketers, sometimes it is challenging to track when a need is triggered among customers as it eventuates at the category level rather than the brand level. A key marketing scheme is when consumers initiate deliberate possible offerings to match up to their requirements, to

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inculcate the brand into customers' consideration set. Marketer's job comprises of expanding the visibility of the brand and intensifying crucial grounds for consideration.

2. Act After customers pen down their brand preferences, marketers pitch to implant certain firings and coax them that they are making accomplish. AI help accomplish these objectives by predictive analysis, lead scoring, learning from consumers behaviour and providing real-time insights. Marketers can also employ emotional AI to perceive consumers' feelings about their brand publicly.

3. Convert After consumers deduce the worth of their preferred brand and the amount, they are willing to spend, marketers shift their focus from decision process to action process. They achieve this task by strengthening the brand's value juxtaposed with its competitors. The purchase process of the consumers can be transformed entirely with the help of AI. Marketers implement intelligent purchasing systems for their consumers and can also regulate the "sweet spot" for pricing known as dynamic pricing.

4. Engage During this stage, consumers are in a position to evaluate their interest and satisfaction with a particular brand. They can scrutinize whether to repurchase from that brand, i.e., engaging with the name of the brand. Post-purchase services are one of deciding factors, and marketers using AI enable chatbots for better customer service. Marketers can segment their most valuable customers or loyal customers, and they can further focus in customer- relationship management campaign.

8. Real World Examples of Artificial Intelligence Marketing Application

Possibilities with AI are limitless for marketers. The following are some examples of how brands are implementing AI as an integral part of their marketing strategy:

- Norwegian Air, an airline company, tried figuring out critical markets based on various criteria like flight location. They developed a custom ML model to target users within their designated market areas (DMAs), who accounted for customers who are most likely to engage with their airline and complete booking. The campaign overreached Norwegian Air's targets, delivering a "cost per booking" CPA that was 170% lower than the CPA goal. The company's secondary goal is to aware key markets about "World's Best Long-Haul, Low-Cost Airline." was also accomplished by this strategy.
- Starbucks used predictive analytics by using loyalty cards and mobile user applications to gather and analyse consumer data. This strategic plan of application of AI and big data was presented in 2016. Starbucks delivered personalized marketing messages to customers, including recommendations. Their mobile application allowed users to place an order directly from their phone via speech commands. This implementation of AI helped the company increase annual revenue by 11% from the year 2018 in contrast to 2017.
- Wowcher, a leading e-commerce company, ramped up its social media in the year 2018 with the usage of AI-powered copy-writing technology. This tool was having the advantage of studying and analyzing emoticons as a part of speech and writing patterns. After this analysis AI engine developed an emoji based social writing which resonated with most users. Wowcher achieved a 31% reduction in cost per lead and a higher Relevance Score as a consequence of this technology.
- Nestle or Unilever used AI technology to harmonize insights from a pool of references like songs and popular media content in public domains for trends in food consumption.

Unilever discovered a relationship between breakfast and ice cream. Additional research displayed that brand such as Dunkin Donuts are so far serving ice cream in their breakfast menu, and sweet products were becoming popular in breakfast in the US. They considered this an opportunity, and they came up with a variety of cereal flavoured ice cream or "Breakfast for Desserts", which became an industry standard.

- Alibaba, a retail giant, launched "Fashion AI" outfitter in Hong Kong. It aimed to streamline the customers' fashion retail experience with AI implementation and to use smart garment labels. These labels recognize when the product is grabbed, and intelligent mirrors recommend correlated items along with the garment's description. The subsequent idea of Alibaba is to show a list of the virtual wardrobe of all the garments tried or touched by a user during his/her store visit. The employment of new technology by Alibaba is a need of the hour in consumers' ever-changing expectations. As per a survey conducted, 46% of respondents thought their encounter with technology instils additional credence in a specific brand showing trust and positive response.
- Nike launched a program wherein customers were provided with the flexibility to design their sneakers in their way at the store in 2017. According to their own choice, the technology permits users to design the pattern to be printed on plain Nike shoes. This is a great gimmick to increase the company's sales, and it helped collect vast amounts of information relating to customers' predilection about sneakers. With this information and machine learning algorithms, Nike developed designs for future products and delivered personal product recommendations or messages.
- Amazon pioneered personal recommendation in the early stages of AI Marketing. They developed new algorithms for the dynamic pricing of products. In recent years, they have launched checkout-free physical stores in San Francisco, Chicago, Seattle, which works on AI-powered sensors and detect automatically which item a customer has picked up and charges them automatically of amazon go application.
- Netflix provides personalized recommendations to every user with AI implementation based on what the user likes and what the user watches. It analyses customer reactions to different shows, documentaries, and films and then suggests the best one after looking into billions of records. Most of the shows watched by users are discovered with this AI-based recommendation system.

9. Discussion

AI Marketing is a new marketer playbook that moves them from marketing automation to marketing customization. There have been lengthy discussions about the need for personalization, reactive design, dynamic interaction, and AI's emergence as a catalyst for the necessary marketing change. The breadth of AI in terms of its use in marketing has increased. This aeon of marketing may be both exciting, challenging and terrifying. Automated and conventional marketing approaches were used with the emergence of artificial intelligence marketing. Such things as customization, voice and picture recognition, chatbots, churn forecasts, dynamic prices, and consumer insights emerged into the world of view. The large variety of data has enabled marketers to execute individual sales and marketing to the most significant degree feasible and meet client expectations. AIM is now in its infancy and is predicted to redefine marketing methods and company structures rapidly. Some themes in the market research may become irrelevant because computers take over these duties, and high-potential and knowledgeable professions will be

established. Both marketing methods and client behaviour will likely dramatically shift in the near future. AIM will certainly burst in the near future with many more shocks.

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