

Consumer Purchasing decision: Choosing the Marketing Strategy to influence consumer decision making

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Received: 28 Oct 2022; Received in revised form: 18 Nov 2022; Accepted: 25 Nov 2022

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Abstract

The purpose of this study was to investigate the role that marketing strategy plays as a determining element in the decision-making process of consumers. The current study made use of the quantitative research approach by customizing a questionnaire based on information gleaned from academic sources. This particular study had a sample size of 162 participants, all of whom were selected at random throughout the selection process. According to the findings, penetration pricing exerts a substantial and beneficial impact on the decision-making process of consumers at the 5% level. According to the findings, price skimming has a substantial and favorable effect on the decision-making process of consumers at the 5% level. According to the findings, marketing sharing websites have a considerable beneficial impact on the decision-making process of consumers at the 5% level. The findings indicate that blogs have a considerable and beneficial effect on the decision-making process of consumers at the 5% level. According to the findings, competitive pricing has a substantial and favorable impact on the choice-making process of consumers at the 5% level. Furthermore, every beta value exceeds the.001 threshold. All of the models have extremely high adjusted R², which indicates that the models are very capable of explaining the variance in consumer decision-making that is caused by the variation in the independent variables. The F-value demonstrates that the explanatory variables are jointly statistically significant in the model, and the Durbin-Watson (DW) statistics demonstrate that there is autocorrelation in the models. Both of these findings are supported by the model's positive autocorrelation.

Keywords— Marketing, Consumer Decision Making, Strategy, Marketing Strategy

I. INTRODUCTION

People mostly employed two methods of marketing prior to the development of all of these technologies. The first kind is public broadcast marketing, which encompasses all forms of public media such as radio, television, and newspapers. It doesn't matter who you are, as long as you have access to newspapers, you can read them (Jamil et al., 2022). In spite of the fact that broadcasters try very hard to sway viewers to join them, they do not have a good handle on the type of people that make up their audience (Ahmed & Faeq, 2020). Marketing that needed private communication between two individuals, such as one-on-one interactions such as a phone call, was also allowed for a brief time. This type of marketing was the only one available. This type of engagement is known as "dyadic interaction." People were able to get together in groups in person, but group-based

interactions through marketing channels like the telephone were unusual at the time (Jwmaa et al., 2022). Since the introduction of the internet, the line that formerly divided public and private marketing has become increasingly blurry. It is possible to send an email to several recipients at once. As an alternative to cluster marketing on CB radio, online mediums such as bulletin boards, specialty forums, chat rooms, and blogging have gained a larger audience (Sadq et al., 2021).

Through the use of mass marketing, information, fundamentals, and concepts are communicated to audiences that range from the broad to the particular (Mahmood et al., 2022). They are crucial resources for accomplishing objectives related to public health. On the other hand, having a conversation about health in marketing is difficult and calls for a diverse set of talents. "When it comes to

promoting public health, using mass marketing is analogous to trying to navigate a wide network of highways without any traffic signs." Faeq (2022) "It is quite possible that you will miss your deadline if you do not know either where you are going or why you are there" (Ismeal et al., 2021). Recent pricing strategy studies, as well as books and articles devoted to a single, distinct platform, such as Facebook or Twitter, have placed a strong emphasis on specific websites. Two, it is self-evident that you must consider Twitter as a platform, including the company that controls it and how it operates, as well as the terrible marketing strategy funded post that must be under 140 characters. When it comes to the reasons why marketing strategy is important, the substance rather than the medium is what counts the most from a social scientific point of view (Faeq et al., 2020). Content genres move merrily between very different platforms, as our individual ethnographies of marketing strategy from around the world have shown, appearing one year on Orkut and the next year on Facebook, one year on BBM and the next year on Twitter. This phenomenon is illustrated by the fact that content genres are like musical chairs (Anwar & Shukur, 2015). As an illustration, Facebook often revises its functioning, both in terms of appearance and the addition of new features. As a consequence of this, this study is not an examination of a forum; rather, it is an investigation into the topics that people post and discuss on various platforms, as well as the reasons why we prefer to post and the results of our postings (Hamad et al., 2021). We worked at a total of nine different field sites, and throughout that time, we found that each of those sites had quite distinct materials. Material causes innate experiences and disagreements to appear and undergo transformation. Our research has thus far shown itself to be the most in-depth investigation of the ways in which marketing strategies have altered the world (Faeq et al., 2021). It is quite clear that the method that we once took to networking and engagement is not a case of "one size fits all." To begin, we would need to determine what those potentials are, and then we would investigate what the rest of the world has done for them (Anwar, 2016). If we imagine a world in which pricing strategies were nonexistent, it is much simpler to understand what they are now. As a consequence of this, let's go back in time to a period in which Snap Chat and Spunk, Facebook and QQ, MySpace, and Friendster did not exist (Gardi et al., 2021). People mostly employed two methods of marketing prior to the development of all of these technologies. The first kind is public broadcast marketing, which encompasses all forms of public media such as radio, television, and newspapers. It doesn't matter who you are, as long as you have access to newspapers, you can read them (Faeq et al., 2022). The people who make up a broadcaster's audience are not

entirely within their control, regardless of how hard broadcasters try to get viewers to watch their programs. For a brief period of time, marketing strategies that required confidential interaction between two individuals, such as 1-5(2)-2021, were permitted. The terms "marketing," "news," "entertainment," and "advertising" are frequently used interchangeably. Fred Allen, who works in comarketing, believes that radio should be regarded as a medium because very little is done properly on it. Advertising spots are purchased on the internet, on television and radio, and in print media such as newspapers and magazines by marketing buyers on their clients' behalf (Hameed & Anwar, 2018). McLuhan, for our purposes, also clarifies the concept of platform. When he first introduces the concept of a medium in *Understanding Marketing*, he defines it as "any continuation of ourselves." The use of a hammer is said to stretch our arms and hands, while the use of a wheel is said to stretch our legs and feet. The second motivates us to push ourselves beyond the limits of what our bodies are capable of doing on their own. In a similar vein, language gives us the ability to convey to other people our most private ideas. In fact, given that our ideas are the result of the particular sensory encounters that we have had (Qader et al., 2021), we can consider speech to be a kind of meaning reversal. Whereas our senses typically bring the outside world into our heads, speech propels our sensorially-shaped minds into the outside world (Faeq et al., 2022). On the other hand, McLuhan frequently imagined a medium in the form of a growth medium, like fertile potting soil or agar in a Petri dish, for example. In other words, whatever causes a change, such as an expansion of our body, senses, or mind, is referred to as a medium. In addition, every one of our innovations, developments, ideas, and fundamentals may be understood as a type of McLuhan marketing since everything that we construct or produce results in some kind of transformation (Anwar, 2017). The infrastructure that is designed to appeal to a huge number of individuals is what is meant to be referred to as "mass marketing." It is the strategy that is employed most frequently, and it is utilized to target the great majority of people. Newspapers, magazines, radio, television, and the Internet are the forms of media that are utilized for mass marketing the most frequently. The general populace often relies on marketing as their primary source for news about political, social, and entertainment matters, in addition to coverage of popular culture (Hamza et al., 2021).

Interactions with a single person, such as over the phone, were also an option. Interaction between two parties is referred to as "dyadic interaction" (Faeq et al., 2022). People were able to get together in groups in person, but group-based interactions through marketing channels like the telephone were unusual at the time (Anwar & Shukur,

2015). Since the introduction of the internet, the line that formerly divided public and private marketing has become increasingly blurry. It is possible to send an email to several recipients at once. As an alternative to CB radio cluster marketing, online mediums such as bulletin boards, specialist forums, chat rooms, and blogging have garnered a far larger audience. Despite this, the two older forms of marketing, public broadcasting and private II, remained to exert a significant amount of influence over the majority of marketing's day-to-day interactions (Hamad et al., 2021). In the early days of social networking, the practice of individuals publishing content to teams was essentially a scaled-down version of public broadcasting (Faeq, 2022). These get-togethers could only consist of a few hundred individuals at the most. Many of the individuals who participated in the formation of those teams would frequently contact one another, for instance by providing feedback on the feedback provided by others (Abdullah et al., 2017). At around the same time, text messaging and internet services such as MSM and AOL came into existence. These networks progressed considerably further with the introduction of mobile technology, adding various cluster elements to elevate private electronic communications and emotional communication to new heights (Hamza et al., 2021). This pattern has become considerably more entrenched over the course of the past four years as a direct result of the astonishingly rapid expansion of networks such as WhatsApp and WeChat. These are more likely to form smaller, more intimate groups of roughly twenty people, in contrast to social networking sites like QQ or Facebook. They will not be concentrating on just one particular individual. Because they are group networks rather than individual ones, all members have an equal opportunity to post the vast majority of the time. Texting has become an increasingly common alternative to conversing on the phone among adolescents, making these points particularly pertinent (Faeq & Ismael, 2022). When choosing a marketing plan, it is obviously limiting to base your decision entirely on the options that are already available. For the purpose of ensuring the long-term viability of both our idea and our strategy, we need to take into account the newly emerging pricing strategy networks that are in the process of being developed, as well as the likelihood that some of them will become very widespread in the foreseeable future. Because of this, we are better able to identify a trend in the development of a new marketing plan (Anwar & Shukur, 2015). Several of these sources have become less reliant on public radio and more dependent on personal connections in order to fulfill their missions. When new networks are added in the future, it is possible that we will see a result that defines certain scales between the private and, therefore, the public, on which

these outlets may be discovered. This is something that we can look forward to seeing (Aziz et al., 2021). The introduction of Web 2.0 is one of the most significant breakthroughs that has ever taken place in the field of business. Along with it came another buzzword: marketing strategy, which is an evolution of Web 2.0 that not only promotes user-generated content but also extends the emphasis to customers by enabling them to exhibit content in order to interact among networks. This makes marketing strategy a Web 2.0 evolution that promotes user-generated content (Faeq, 2022). During the course of the past decade, a revolution in technology has brought about significant changes to conventional marketing methods, leading advertisers into a new century. Penetration pricing is going to completely change the way that marketers interact with retailers, distribution networks, and end customers in the era of digital marketing. In today's digital era, consumers are constantly confronted with a barrage of numerous pieces of information. According to Anwar (2017), when businesses go about their business and interact with customers, they produce a large amount of digital "exhaust data," which is data produced as a by-product of other activities. In other words, "exhaust data" is data produced when other activities are carried out. The massive quantity of big data that is currently available through the use of social media networks, smartphones, and other consumer devices is the result of contributions from billions of individuals all over the world (Ali, 2020). Due to the vast amount of marketing strategy promotions, e-commerce websites, sales newsletters, forums, and so on, it appears that businesses of all types have been adapting their marketing strategies to the Internet due to the ease with which they can meet their target audience and the low cost of doing so. This is because of the ease with which they can meet their target audience and the low cost of doing so. (Qader et al., 2021) On the other hand, standard advertisements in forms of mass marketing communication such as newspapers, magazines, and television try to reach a bigger audience in the hopes of reaching the same individuals who are already interested. People are more careful and skilled at allocating their exposure to particulars as a result of the increased stimulation bombardment; as a result, marketers need to recognize the variables that appeal to particular consumers' desires and explore ways to speak to customers individually or in smaller groups (Faeq & Ismael, 2022).

II. LITERATURE REVIEW

The terms "marketing," "news," "entertainment," and "advertising" are frequently used interchangeably. Fred Allen, who works in comarketing, believes that radio should be regarded as a medium because very little is done properly

on it. Advertising spots are purchased on the internet, on television and radio, and in print media such as newspapers and magazines by marketing buyers on their clients' behalf (Sabir et al., 2021). McLuhan, for our purposes, also clarifies the concept of platform. When he first introduces the concept of a medium in *Understanding Marketing*, he defines it as "any continuation of ourselves." The use of a hammer is said to stretch our arms and hands, while the use of a wheel is said to stretch our legs and feet. The second motivates us to push ourselves beyond the limits of what our bodies are capable of doing on their own. In a similar vein, language gives us the ability to convey to other people our most private ideas. In fact, given that our ideas are the result of the particular sensory encounters that we have had (Anwar, 2016), we can consider speech to be a kind of meaning reversal. Whereas our senses typically bring the outside world into our heads, speech propels our sensorially-shaped minds into the outside world (Faeq & Ismael, 2022). On the other hand, McLuhan frequently imagined a medium in the form of a growth medium, like fertile potting soil or agar in a Petri dish, for example. In other words, whatever causes a change, such as an expansion of our body, senses, or mind, is referred to as a medium. In addition, every one of our innovations, developments, ideas, and guiding principles may be understood as a type of McLuhan marketing since everything we formulate or produce results in some kind of transformation (Sorguli et al., 2021). The infrastructure that is designed to appeal to a huge number of individuals is what is meant to be referred to as "mass marketing." It is the strategy that is employed most frequently, and it is utilized to target the great majority of people. Newspapers, magazines, radio, television, and the Internet are the forms of media that are utilized for mass marketing the most frequently. The general populace often relies on marketing as their primary source for news about political, social, and entertainment matters, in addition to coverage of popular culture. Through the use of mass marketing, information, fundamentals, and concepts are communicated to audiences that range from the broad to the particular (Anwar & Surarchith, 2015). They are crucial resources for accomplishing objectives related to public health. On the other hand, having a conversation about health in marketing is difficult and calls for a diverse set of talents. "Using mass marketing to support public health is like navigating a wide network of highways without any street signs," said one expert. "It just doesn't work." It is quite likely that you will miss your deadline if you do not know either where you are going or why you are there (Ismael, 2022). Recent pricing strategy studies, as well as books and articles specialized to a specific platform, such as Facebook or Twitter, have highlighted individual sites (Faeq & Ismael, 2022). Two, it

is self-evident that you must consider Twitter as a platform, including the company that controls it and how it operates, as well as the terrible marketing strategy funded post that must be under 140 characters. When it comes to the reasons why marketing strategy is important, the substance rather than the medium is what counts the most from a social scientific point of view (Anwer et al., 2022). Content genres move merrily between very different platforms, as our individual ethnographies of marketing strategy from around the world have shown, appearing one year on Orkut and the next year on Facebook, one year on BBM and the next year on Twitter. This phenomenon is illustrated by the fact that content genres are like musical chairs. As an illustration, Facebook often revises its functioning, both in terms of appearance and the addition of new features. As a consequence of this, this study is not an examination of a forum; rather, it is an investigation into the topics that people post and discuss on various platforms, as well as the reasons why we prefer to post and the results of our postings (Anwar & Ghafoor, 2017). We worked at a total of nine different field sites, and throughout that time, we found that each of those sites had quite distinct materials. Material causes innate experiences and disagreements to appear and undergo transformation. Our research has thus far shown itself to be the most in-depth investigation of the ways in which marketing strategies have altered the world (Ismael, 2022). It is quite clear that the method that we once took to networking and engagement is not a case of "one size fits all." To begin, we would need to determine what those potentials are. Then we'd look into what the world has done with those potentials. Going back in history to a period before pricing strategies were used makes it much simpler to understand what they are (Faeq & Ismael, 2022). As a consequence of this, let's go back in time to a period in which Snap Chat, Spunk, Facebook, QQ, MySpace, and Friendster did not exist (Abdulrahman et al., 2022). People mostly employed two methods of marketing prior to the development of all of these technologies. The first kind is public broadcast marketing, which encompasses all forms of public media such as radio, television, and newspapers. It doesn't matter who you are, as long as you have access to newspapers, you can read them (Anwar, 2017). The people who make up a broadcaster's audience are not entirely within their control, regardless of how hard broadcasters try to get viewers to watch their programs. Marketing that needed private communication between two individuals, such as one-on-one interactions such as a phone call, was also allowed for a brief time. This type of marketing was the only one available. This type of engagement is known as "dyadic interaction." People were able to get together in groups in person, but group-based interactions through marketing channels like the telephone were unusual at the

time (Faeq, 2022). Since the introduction of the internet, the line that formerly divided public and private marketing has become increasingly blurry. It is possible to send an email to several recipients at once. As an alternative to CB radio cluster marketing, online mediums such as bulletin boards, specialist forums, chat rooms, and blogging have garnered a far larger audience. Despite this, the two older forms of marketing, public broadcasting and private II, remained to exert a significant amount of influence over the majority of marketing's day-to-day interactions (Ismael et al., 2022). Individuals publishing to teams was essentially a scaled-down version of public broadcasting in the early days of social networking. These get-togethers could only consist of a few hundred individuals at the most. Many of the individuals who were responsible for the formation of such teams would frequently contact one another, for instance, by making comments on the remarks made by others (Anwar & Climis, 2017). At around the same time, text messaging and internet services such as MSM and AOL came into existence. These networks improved significantly with the introduction of mobile technology, adding a variety of cluster characteristics to elevate private electronic communications and emotional communication to new heights (Qader et al., 2022). This pattern has become considerably more entrenched over the course of the past four years as a direct result of the astonishingly rapid expansion of networks such as WhatsApp and WeChat. These are more likely to form smaller, more intimate groups of roughly twenty people, in contrast to social networking sites like QQ or Facebook. They will not be concentrating on a particular individual at any point. Because they are groups and not individual networks, the majority of the time all of the members have an equal opportunity to post. Texting has become an increasingly common alternative to conversing on the phone among adolescents, making these points particularly pertinent (Ismael, 2022). When choosing a marketing plan, it is obviously limiting to base your decision entirely on the options that are already available. For the purpose of ensuring the long-term viability of both our idea and our strategy, we need to take into account the newly emerging pricing strategy networks that are in the process of being developed, as well as the likelihood that some of them will become very widespread in the foreseeable future. Because of this, we are better able to identify a trend in the development of a new marketing plan (Anwar & Louis, 2017). Several of these sources have become less reliant on public radio and more dependent on personal connections in order to fulfill their missions. According to Sanclemente-Téllez (2017), as new networks are added in the future, we are likely to see a result that creates specific scales between the personal and the public, on which these outlets may be discovered. This is something

that we can look forward to seeing. People mostly employed two methods of marketing prior to the development of all of these technologies. The first kind is public broadcast marketing, which encompasses all forms of public media such as radio, television, and newspapers. It doesn't matter who you are, as long as you have access to newspapers, you can read them (Akoi et al., 2021). The people who make up a broadcaster's audience are not entirely within their control, regardless of how hard broadcasters try to get viewers to watch their programs. Marketing that needed private communication between two individuals, such as one-on-one interactions such as a phone call, was also allowed for a brief time. This type of marketing was the only one available. This type of engagement is known as "dyadic interaction." People were able to get together in groups in person, but group-based interactions through marketing channels like the telephone were unusual at the time (Chou et al., 2020). Since the introduction of the internet, the line that formerly divided public and private marketing has become increasingly blurry. It is possible to send an email to several recipients at once. As an alternative to cluster marketing on CB radio, online mediums such as bulletin boards, specialty forums, chat rooms, and blogging have gained a larger audience (Ismael, 2022). There are five separate sorts of marketing strategies that are explored in connection with entirely different types of marketing strategies, and they are as follows: 1) psychological pricing, 2) penetration pricing, 3) premium pricing, and 4) skimming 5) competitive. Each of these marketing strategy networks has supplied individuals and organizations, such as marketers and customers, with distinctive qualities and insights related to the marketing strategy area. According to some sources, penetration pricing is comprised of psychological pricing, microblogs (Sadq et al., 2020), social networks (such as Facebook and LinkedIn), video networking (such as YouTube and Flickr), social news, and engagement (Ismael, 2022). customers' sensitivity to the edges, such as time savings and enhanced tracking capabilities with huge volumes of correct data, low price notification, high business communication, and cost reduction, among other things. Nearly half of all people connected to the world's networks, including marketing strategy networks, use costs that have recently increased (Faeq et al., 2022). Penetration-pricing sites are websites like Facebook and MySpace that give users the ability to communicate with one another through the use of the site. According to the definition provided by one source, "penetration pricing sites" are "common terminology for sites that are intended to link people with similar backgrounds and interests" (Qader et al., 2022). These two websites have some characteristics, including the following: (1) Within the confines of a predetermined framework,

users are able to construct dynamic and personalized profiles that may be made public or semi-public, as well as (2) a list of suggested friends. (3) Read the list in its entirety and go through it (Faeq & Ismael, 2022). In terms of individuals and associations that have been facilitated within the system by third parties (Akoi & Andrea, 2020). The practice of price skimming and the use of social bookmarking sites like Digg, Reddit, and Scoop It, for example, are very much in vogue in today's internet culture. The primary advantage of what has been described above is that it motivates users to save and review the significant connections that they have discovered. Price skimming allows users to not only monitor their news feeds but also to submit and comment on material sourced from all over the Internet (Faeq et al., 2021). People may use price skimming to upload, save, and share their multimarketing assets, such as images, movies, and music, with other users. This includes the ability to share their materials (Sabah et al., 2022). There are many opportunities available through engagement with these platforms, as some of the outlets mentioned in the marketing strategy section have long been bulwarks for online communities. These outlets allow users to create their own podcasts using low-cost technology and propagate their equivalent "channels" through subscriptions, so there are many opportunities available through engagement with these platforms. The tag is required to be shown, and it is one of the aspects of price skimming that is considered to be among the most important. The application of a notion known as a "tag" to a piece of material in order to assist in describing it helps to ensure that companies are aware of the significance of search engine keywords (Ali et al., 2021). Blogs are a form of content management system (CMS) that are often maintained by individuals or groups and serve to disseminate the thoughts and opinions of the blog's authors to a more widespread audience (Anwar & Qadir, 2017). Because they can be inserted into websites and messages, penetration pricing makes good portals for other marketing tools (Faeq & Ismael, 2022). In addition, blog programming has a number of social features, such as comments, blog moves, trackbacks, and memberships. Other penetration pricing marketing tools can be accessed through psychological pricing (Ali et al., 2021). However, despite the fact that websites make it possible for anyone to disseminate information and participate in a wide variety of online discussions, a portion of bloggers do not have any publishing controls and are able to access the entire web. As a result, their posts can have a negative effect on the popularity of consumers, objects, or brands, according to research (Jamil et al., 2022). The Psychological Pricing Diary is a specialized form of journal that allows individuals and companies to carry on ongoing talks with one another.

People are able to read your website, leave comments on it, and connect with you through it, building a vast network with a broad variety of current and relevant information regarding psychological pricing (Akoi et al., 2021). The use of psychological pricing may take many forms in the world of marketing. In the practice of psychological pricing, for instance, businesses may often package banner advertising with blog feeds. Second, they want to employ product sampling to get their wares into the hands of prominent bloggers within the industry in the expectation that this would generate buzz on those bloggers' own sites. A fledgling wine firm was able to effectively sidestep the conventional launch procedure by shifting their marketing efforts towards wine publications. As a direct consequence of this, annual sales increased by more than 100%. Keeping an eye on relevant websites in search of marketing intelligence is the third method that marketers may utilize psychological pricing in their work. One industry professional believes that a company that does not take into account factors such as blogs, chat rooms, and psychological pricing is either foolish or lacking in ability (Sadq et al., 2020). The real-time information network known as Competitive Pricing is somewhat analogous to blogging, with the key difference being that each post is limited in length (in terms of the quantity of words), which enables a more expedient style of communication. Because of the reasonable cost, users are able to send brief text messages to one another using instant messaging, mobile phones, e-mail, or the Internet. For instance, Twitter was established in 2006 and is one of the first and most widespread microblogging platforms; as of 2012, it had over 140 million members and over 1.5 billion regular search queries. (Akoi & Yesiltas, 2020). Because so many organizations have been utilizing Twitter to concentrate their efforts on sales possibilities, influencers, and clients, those businesses are now in a position to capitalize on relationship growth, achieve on- and off-line market goals, and finish growing, among other things (Jamil et al., 2022). Miniatur- scale web journals are a hybrid of traditional web journals and interpersonal communication destinations. They have a high level of self-introduction and self-revelation, but a medium- to low level of social proximity and marketing lavishness. Miniatur- scale web journals are used as a means of online networking. Smaller- scale websites are web-based apps that allow users to exchange little amounts of information, such as a few phrases, a single picture, or a link to a video. Examples of this kind of content include brief sentences, single photos, and video links (Saleh et al., 2021). The study of consumer behavior examines the processes through which people or groups select, acquire, make use of, or get rid of goods, services, ideas, or experiences in order to satisfy their requirements and

gratifications. Consumers come in all shapes and sizes, from a six-year-old girl who asks her mother for wine gums to a senior executive of a multinational corporation who selects an prohibitively expensive operating system (Faeq, 2022). Consumables can be anything from canned beans to massages, democracy, rap music, or even other people. Consumables can even be other people (the images of rock stars, for example). It is necessary to satiate all of one's wants and aspirations, including hunger, thirst, passion, status, and even the urge to achieve spiritual satisfaction. The study of consumer behavior is becoming increasingly commonplace, not only in marketing but also in the social sciences more generally. This is the result of an increasing awareness of the role that consumption plays in our day-to-day lives, in the organization of our daily activities, in the formation of our personalities, in politics and economic development, and in global cultural flows, where consumer culture appears to spread, although in new ways, from North America and Europe to other parts of the world (Anwar, 2016). The transmission of consumer culture by means of advertising is not always met with approval by social critics or by consumers themselves. Consumption has been given the moniker "vanguard history" (Ali et al., 2021) because of the fact that it plays such a vital role in all aspects of our lives, including our bodies, our minds, our finances, our governments, and our cultures. According to studies conducted in the middle to late 1960s, the study of consumer decision-making was still a relatively new field (Hamad et al., 2021). Owing to the fact that it did not have its own body of study or tradition. Theorists in the field of marketing took substantial inspiration from the conceptual frameworks developed in other scientific disciplines, such as psychology (the study of the individual). Anthropology (the study of individuals) is closely related to sociology (the study of groups) and social science (the study of how people interact with one another in groups; the influence of society on the individual). The most recent marketing discipline would use economics as its basis for building its foundation. Many of the earliest models of market behavior were centered on economic theory, with the assumption that individuals behave rationally in order to enhance their rewards (Ismael & Yesiltas, 2020) when purchasing goods and services. This was the basis for many of the early market behavior models. According to later research, consumers are just as prone to make impulsive purchases and be affected by their mood, circumstances, and feelings as they are to be influenced by their families and friends, commercials, and role models. The combination of these two factors results in a comprehensive model of customer behavior that takes into account all rational and emotional aspects of consumer decision-making. This model is a

holistic representation of customer behavior (Gardi et al., 2021).

The procedures involved in grasping difficulties are referred to as "market decision making," and this phrase is used to characterize such processes. determining techniques, weighing the merits of many possibilities, settling on a course of action, and analyzing the outcomes of the collection. Customers can choose not only which product brand they want to use, but also how much of that product they want to buy. The works of Anwar and Surarchith (2015) Consumers make decisions in order to achieve their objectives, which may involve selecting the optimal action to take from among a number of possibilities and minimizing the amount of time required to come to a conclusion. Customers, to put it another way, make judgments "on the fly," with the process being impacted by the gravity of the problem, the consumer's experience and traits, as well as the features of the scenario (Ismael et al., 2022). The kind of decision-making procedure that a target market utilizes is an important factor that managers need to consider because it has an effect on all of the managerial technology domains. You have been a customer with the ability to make purchases for longer than you are aware of, beginning with the first time you were asked for the grain or toy you want (Qader et al., 2021). Over the course of your life, you have probably picked up a certain strategy for making decisions, even if you are unaware of it. A comparison procedure is followed by a number of different clients. This method is broken out in further detail in the first chapter of this section. The second part of this article takes a look at the situational, cognitive, and other elements that have an impact on whether or not individuals buy things, when they buy things, and how they buy things. Keep in mind, however, that no matter how comparable the products are, different consumers will choose to purchase them for a variety of reasons (Ismael et al., 2022). The purchase of a Savvy Auto can serve as a wonderful generator of ideas. You will have no choice but to purchase a Portage 150 tractor from the person who lives closest to you (Sadq et al., 2020). This is something that knowledgeable marketing professionals are aware of (Faeq et al., 2021). They are attempting to identify (Othman et al., 2022) shopping trends since they do not have budgets that are endless, which prevents them from advertising in a variety of ways to a huge number of individuals (Hamad et al., 2021). As a consequence of this, businesses are in a position to (Abdalla Hamza et al., 2021) communicate with members of the general public who are considering making a purchase of their wares at the most economical price (Faraj et al., 2021). The many phases of a customer's purchasing process are depicted in the figure, Stages of the Consumer's Purchase Process (Hussein et al., 2022). At any

given time, it is quite probable that you are engaging in some form of stage shopping (Hamza et al., 2022). You are thinking about the many different kinds of things that you require or will eventually buy, and you are attempting to identify the most straightforward options available at the most straightforward price, in addition to determining when and how you will acquire these things, and you are checking some products that you have already purchased. It's possible that some people are superior to others (Hamza et al., 2021).

III. METHODOLOGY

This study's objective was to investigate the role that marketing strategy plays as a determining element in the formation of customer behavior. As a consequence of this, the researchers utilized five distinct forms of marketing approach in order to make it possible for the study to assess the behavior of consumers: The fifth and last kind of pricing strategy is called psychological pricing, and it comes after penetration pricing, social news in marketing, marketing sharing sites, and psychological pricing. The five independent variables in the study are penetration pricing, social news, marketing sharing platforms, psychological

pricing, and microblogging. The dependent variable in the analysis is consumer behavior. In the current investigation, a quantitative analytic methodology was utilized, and a questionnaire that was derived from scholarly sources was used.

Research Hypotheses

H1: Penetration Pricing as type of marketing strategy will have a positive and significant relationship with consumer decision making.

H2: Price Skimming as type of marketing strategy will have a positive and significant relationship with consumer decision making.

H3: Premium pricing as type of marketing strategy will have a positive and significant relationship with consumer decision making.

H4: Psychological Pricing as type of marketing strategy will have a positive and significant relationship with consumer decision making.

H5: Competitive Pricing as type of marketing strategy will have a positive and significant relationship with consumer decision making.

IV. ANALYSIS AND RESULTS

Table 1: KMO and Bartlett Sphericity Test of Self-rating Items

No	Factors	N of items	Sample	KMO	Bartlett test	
					Chi-Square	Sig
1	Penetration Pricing	10	162	.802	3019.4	.000
2	Social news	8	162			
3	Marketing-sharing sites	9	162			
4	Psychological Pricing	10	162			
5	Micro blogging	8	162			
6	Consumer decision making	9	162			

As we can see in table (1), the result of KMO is .802 which is higher than .001 this indicates that the sample size used for the current study was more than adequate. Furthermore, the result of Chi-Square is 3019.4 with the significant level .000.

Table 2: Reliability analysis

Reliability Statistics			
Factor	Sample	Cronbach's Alpha	N of Items
Penetration Pricing	162	.739	10
Social news	162	.766	8
Marketing-sharing sites	162	.791	9
Psychological Pricing	162	.772	10
Micro blogging	162	.769	8
Consumer decision making	162	.782	9

As seen in table (2), the reliability analysis for 54 items used to measure the influence of marketing strategy (Penetration Pricing, social news, marketing sharing sites, Psychological Pricing, micro blogging) on consumer decision making. The above 54 questions were distributed as follow; 10 items for Penetration Pricing, 8 items for social news, 9 items for marketing sharing sites, 10 items for Psychological Pricing, 8 items for micro blogging, and 9 items for consumer decision making. The researchers applied reliability analysis to find out the reliability for each factor, the findings revealed as follow: as for Penetration Pricing was found the Alpha to be .739 for 10 questions which indicated that all 10 questions used to measure Penetration Pricing were reliable for the current study, the reliability for each factor, the findings revealed as follow: as for Price Skimming was found the Alpha to be .766 for 8 questions which indicated that all 8 questions used to measure Price Skimming were reliable for the current study, the reliability

for each factor, the findings revealed as follow: as for marketing sharing sites was found the Alpha to be .791 for 9 questions which indicated that all 9 questions used to measure marketing sharing sites were reliable for the current study, the reliability for each factor, the findings revealed as follow: as for Psychological Pricing was found the Alpha to be .772 for 10 questions which indicated that all 10 questions used to measure Psychological Pricing were reliable for the current study, the reliability for each factor, the findings revealed as follow: as for Competitive Pricing was found the Alpha to be .769 for 8 questions which indicated that all 8 questions used to measure Competitive Pricing were reliable for the current study, and the reliability for each factor, the findings revealed as follow: as for consumer decision making was found the Alpha to be .782 for 9 questions which indicated that all 9 questions used to measure consumer decision making were reliable for the current study.

Table 2: Correlation Analysis

		Correlations					
		Penetration Pricing	Social news	Marketing sharing	Psychological Pricing	Micro blogging	Consumer behaviour
Penetration Pricing	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	162					
Price Skimming	Pearson Correlation	.551**	1				
	Sig. (2-tailed)	.002					
	N	162	162				
Marketing sharing	Pearson Correlation	.549**	.559**	1			
	Sig. (2-tailed)	.000	.000				
	N	162	162	162			
Psychological Pricing	Pearson Correlation	.692**	.703**	.671**	1		
	Sig. (2-tailed)	.000	.001	.000			
	N	162	162	162	162		
Competitive Pricing	Pearson Correlation	.493**	.543**	.597**	.578**	1	
	Sig. (2-tailed)	.000	.000	.000	.000		
	N	162	162	162	162	162	

Consumer decision making	Pearson Correlation	.622**	.687**	.611**	.712**	.732**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	162	162	162	162	162	162
**. Correlation is significant at the 0.01 level (2-tailed).							

As it can be seen in table (2), the correlation analysis between organizational learning (Penetration Pricing, social news, marketing sharing sites, Psychological Pricing, and micro blogging) and consumer decision making. The finding revealed that the value of Pearson correlation ($r = .622^{**}$, $p < 0.01$), between Penetration Pricing and consumer decision making this indicated that there is positive and strong correlation between Penetration Pricing and consumer decision making, the value of Pearson correlation ($r = .687^{**}$, $p < 0.01$), between Price Skimming and consumer decision making this indicated that there is positive and strong correlation between Price Skimming and consumer decision making, the value of Pearson correlation ($r = .611^{**}$,

$p < 0.01$), between marketing sharing sites and consumer decision making this indicated that there is positive and strong correlation between marketing sharing sites and consumer decision making, the value of Pearson correlation ($r = .712^{**}$, $p < 0.01$), between Psychological Pricing and consumer decision making this indicated that there is positive and strong correlation between Psychological Pricing and consumer decision making, and the value of Pearson correlation ($r = .732^{**}$, $p < 0.01$), between Competitive Pricing and consumer decision making this indicated that there is positive and strong correlation between Competitive Pricing and consumer decision making.

Table 2. Multiple Regression Analysis

Models	Fixed Effects Model			
			Coefficient	T-ratio
				P-value
Model 1 (H1) Penetration Pricing	Const	7.211	1.332	.0002
	Beta	6.92		.001
	Size		.7252	.003
	Adj R ²		.711	
	F-Value		19.585	
	Durbin-Watson		1.3959	
Model 2 (H2) Social news	Const	3.881	1.022	.0004
	Beta	.622		.0002
	Size		.3912	.000
	Adj R ²		.671	
	F-Value		16.552	
	Durbin-Watson		2.114	
Model 3 (H3) Marketing-sharing sites	Const	4.552	1.114	.0002
	Beta	.721		.0001
	Size		.6331	.0002

	Adj R ²		.736	
	F-Value		12.522	
	Durbin-Watson		1.022	
Model 4 (H4) Psychological Pricing	Const	9.889	1.441	.0002
	Beta	.641		.0003
	Size		.6331	.0001
	Adj R ²		.644	
	F-Value		12.522	
	Durbin-Watson		1.441	
Model 5 (H5) Micro blogging	Const	4.633	1.933	.0002
	Beta	.674		.0002
	Size		.6332	.0001
	Adj R ²		.723	
	F-Value		14.225	
	Durbin-Watson		1.391	

* significant at 0.10, ** significant at 0.05 and *** significant at 0.01 level.

The results show that Penetration Pricing has significant positive influence on consumer decision making at 5% level. The results show that Price Skimming has significant positive influence on consumer decision making at 5% level. The results show that marketing sharing sites has significant positive influence on consumer decision making at 5% level. The results show that blog has significant positive influence on consumer decision making at 5% level. The results show that Competitive Pricing has significant positive influence on consumer decision making at 5% level. Moreover, all beta value is higher than .001. All models have very high adjusted R2 (.711, .671, .736, .644, and .723 respectively) indicating the ability of the models explaining the variation of consumer decision making due to variation of independent variables is very high. The F-value shows that the explanatory variables are jointly statistically significant in the model and the Durbin-Watson (DW) statistics reveals that there is autocorrelation in the models.

V. CONCLUSION

The results of this exploratory study show that young individuals regularly spend several hours on pricing strategy websites, where they are very susceptible to advertising persuasion. Advertisers who use them, however, need to approach them differently from traditional marketers due to their unique properties, such as their ability

to search and their readiness to "congregate" people and index their views. Most importantly, they need to understand how to make the most of these marketing strategy networks, as social etiquette has made its way into the realm of marketing strategy in the shape of guidelines for appropriate conduct. Marketers in Iraq's Kurdistan region can't afford to "downplay" the appeal of their strategies anymore, because direct marketing communication with young people has become the preferred method of reaching them and has had a significant impact on their spending habits. Marketers are constantly faced with fresh obstacles and possibilities due to the ever-evolving nature of the promotional environment and the shifting habits of consumers. Due to the widespread adoption and utilization of pricing strategies, advertisers have been compelled to reevaluate their communication campaigns in order to maintain their competitive edge among millennials. In truth, young people spend a disproportionate amount of time on pricing strategy websites, making them more susceptible to the persuasive efforts of advertisers. Marketers need to find the most effective marketing strategy sites and use customer experience management and a focus on marketing strategy features and characteristics that improve the relationship with consumers to do so. The proliferation of marketing strategies as a means of spreading word about products has resulted in an overwhelming amount of promotional noise being generated "online." There is a significant obstacle

facing marketers who use pricing strategy websites to raise brand, product, and service awareness. In addition, when it comes to pricing, consumers are often influenced by advertisements for items and companies they are already familiar with or have a preference for, as well as those that have been recommended to them by their friends and family. If a marketer wants their promotional efforts in marketing strategy to be noticed by clients, the advertising messaging they use must be well thought out and unique. Price strategy users' privacy should also be respected while they are learning and having fun. Marketers need to evaluate the significance of real-time messaging delivered on pricing strategy sites and the effects this has on consumers' usage habits and purchasing behavior in order to maintain relevance with pricing strategy users. The results show that penetration price significantly influences consumer behavior at the 5% level. The results show that price skimming significantly influences customer behavior when implemented at the 5% level. The results show that marketing sharing sites have a significant positive effect on consumer behavior, even at the 5% level. The data demonstrates that blogs significantly affect consumer behavior at the 5% level. Findings indicate that competitive pricing significantly affects customer behavior at the 5% threshold. Furthermore, each beta value is greater than .001. Both models have relatively high modified R² values (.711, .671, .736, .644, and .723), indicating that they are very good at explaining variations in customer behavior as a result of changes in independent variables. The F-value and the Durbin-Watson (DW) statistics both point to autocorrelation in the models, suggesting that the model's explanatory variables are jointly statistically significant.

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