

CONTEXTUAL MARKETING AND ITS IMPACT ON ONLINE CONSUMER BUYING BEHAVIOUR OF ORGANIC FOOD STAPLES IN BANGALORE CITY

Monica Janet Clifford

Research Scholar, Department of Commerce, Christ (Deemed to be University) Bengaluru, E-mail: monica.clifford@res.christuniversity.in

Dr Kavitha R

Assistant Professor, School of Commerce, Finance and Accountancy, Christ (Deemed to be University) Bengaluru, E-mail: r.kavitha@christuniversity.in

Abstract

The advent of diverse technological innovations, such as personal digital assistants (PDAs) and interactive television, has provided a multitude of prospects for effectively engaging with customers in real-time within virtual environments. This offers a multitude of opportunities for businesses. Customers have the capability to establish a connection to the Internet and gain access to the World Wide Web through their wireless devices, irrespective of their geographical position or preferred duration of usage. Contextual marketing is a strategic methodology that entails the provision of personalized and pertinent information to customers precisely when they need it, taking into account their present circumstances. The primary objective of the present study is to investigate the impact of contextual marketing in terms of contextual accuracy and contextual intention on the online purchasing behavior of consumers residing in Bangalore city, with a specific emphasis on organic food staples. The study is addressed using a descriptive research design. The study employs a convenience sampling method to select a sample of 200 customers who purchase organic staples. To analyze the effect of contextual marketing on online customer purchasing behavior, the AMOS-SEM model is used in the study. The study's findings hold considerable importance for marketers of organic food staples in their efforts to effectively target and engage with broad demographic segments. The organic food market is experiencing significant growth, with increasing consumer interest in purchasing organic food staples. The contextual marketing industry has the potential to enhance this industry by effectively disseminating accurate information at the appropriate time and location.

Keywords: Contextual marketing, online consumer buying behaviour, Organic food staples, Contextual accuracy, and contextual intention

INTRODUCTION

The organic food market in India is currently experiencing robust growth. One of the primary drivers of the demand for organic food in the Indian market is the increasing levels of health consciousness within the country (Basha, M. B., et al., 2015). There has been an increasing inclination among Indian consumers to prioritize the nutritional composition and overall quality

of their food, resulting in a growing demand for organic food products. Furthermore, propelled by various factors including robust economic expansion, urbanization, and escalating income levels, there has been a substantial surge in consumer spending on health and wellness products (Demirtas, 2018).

According to a FiBL survey conducted in 2021, India expanded at the fastest rate in the world (in absolute terms) because of the addition of almost 3.6 lakh hectares of organic land. It also predicts that the organic business would develop at a quicker rate in India, aided by a resurgence in demand for organic products following the outbreak of the pandemic. While the epidemic has caused supply chains all over the world to be disrupted and farmers all over the world to be upset, it has also encouraged people to choose more organic food choices. According to the research, the Indian organic food industry has seen a boom, with a market size of \$820 million in 2020, up from just over \$200 million in 2018. The market is expected to increase at a compound annual growth rate (CAGR) of 24 percent between 2021 and 2026.

The retail sector in India has undergone a transformation from conventional brick-and-mortar retailing to the emergence of online shopping platforms Andreatta, S. L. (2000). The increasing dynamism and complexity of consumer behavior necessitates a comprehensive understanding of consumer purchase patterns in the online context Deacon, J. H., & Harris, J. (2011). The shopping habits of consumers are subject to continuous evolution due to the increasing prevalence of network technology. In contemporary times, online shopping has emerged as the predominant mode of consumer transactions, particularly in light of the Coronavirus Disease 2019 (COVID-19) pandemic Rosário, A. T., Lopes, P. R., and Rosário, F. S. (2023). The e-commerce sector has had a substantial impact on users' online impulse buying behavior (IBB) and has emerged as a crucial pillar of the market economy, as evidenced by numerous research studies Kenny, D., & Marshall, J. F. (2000).

A recent research study conducted by the Institute of Advanced Studies (IAS) titled "The Power of Context in India" involved the surveying of a sample size exceeding 500 Indian consumers. Indian consumers exhibit a high level of receptiveness towards advertisements that are contextually relevant. The report indicates that a significant majority of consumers in India, specifically 90%, consider contextual relevance to be crucial and acknowledge its influence on their perception of brands and advertisements in their environment. Contextual relevance is highly valued in various sectors within India Vos, L., & Armstrong, K. (2019). Consumers consistently exhibited a preference for contextual relevance when presented with articles from various verticals. Consistently, consumers associated the advertisements they favoured with articles classified within the corresponding content category Smith, T., et al. (2015). Indian consumers tend to exhibit a preference for and better recall of advertisements that are contextually relevant Swezey, M. (2020). The influence of contextually relevant advertisements extends beyond consumer preference. Not only were relevant advertisements found to be more memorable, but they also had a higher likelihood of cultivating a favourable consumer opinion towards the brand.

In the year 2022, contextual targeting emerges as a significant prospect for brands, offering them a valuable opportunity. It is imperative for brands to comprehend the impact of context on consumers' perception of advertisements in order to effectively engage consumers and sustain their interest in purchasing essential products through online platforms. It is imperative for marketers to differentiate themselves in highly saturated markets and generate desired outcomes through advertising efforts."

Therefore, it is imperative to investigate the impact of contextual marketing on the online impulsive purchasing behaviour of organic food staples in India. By incorporating contextual marketing, the grocery e-commerce sector can examine customer behaviour and determine the most optimal marketing strategy and compelling advertising techniques to achieve a higher level of efficiency in terms of return on marketing investment.

The first section of the study gives an overview and background of the study. The second section focusses on the review of literature. The research methods are specified in the third section and the fourth section presents the results of the study. The last section of this research concludes with limitations and scope for further research.

REVIEW OF LITERATURE

The present study utilized a systematic literature review methodology to examine prior academic publications that were relevant to the research questions being investigated. The articles were obtained from reputable academic journals and underwent rigorous examination to assess the level of quality demonstrated by each study. The databases mentioned include Elsevier, Routledge, and CRC Press Taylor and Francis. The databases utilized in this study include the Emerald Group Publishing database, the Springer Nature database, and the Sage database. A number of additional scholarly articles were obtained from reputable academic databases including Wiley, Academia, JSTOR, and Guildford Press.

Literature review on contextual marketing

Contextual Revolution defines contextual marketing as the strategic utilization of contextual factors to establish a resonance between consumers and products, with the aim of attracting consumers and fostering a sense of affinity towards the products Kenny, D., and Marshall, J. F. (2000). The mobile application serves as a communication platform facilitating interactions between businesses and consumers. According to Professor Liu Xiang, the concept of context continues to serve as a marketing tool and an idea deeply ingrained in humanity's historical development Zheng, X., Lin, F., and Cai, X. (2021, January). Moreover, it represents an endeavour to gather and analyze user data within the era of mobile internet. In her book, Maribel Lopez asserts that while many individuals perceive context as solely encompassing location information within the realm of mobile Internet, it actually encompasses a broader range of factors Lopez, M. (2014). These factors include the type of devices being used, the behavioural status of individuals, prevailing weather and environmental conditions, social roles and relations, temporal aspects, movement status, and the current processing status Deacon, J. H., and Harris, J. (2011).

The primary objective of contextual marketing is to deliver relevant and valuable information to the appropriate individuals on their devices, precisely when it is most advantageous Luo, X., and

Seyedian, M. (2003). The conventional marketing approach involves the initial selection of products followed by the subsequent identification of target consumers, whereas contextual marketing entails the customization of products to cater to specific consumer segments Lee, T., and Jun, J. (2007). The genuine contextual experience arises from the diversity among users. The connection of diverse individuals across various groups within a given context generates a distinct value, leading to the development of contextual experiences and empowering users to engage in active consumption Luo, X. (2003). The utilization of contextual marketing techniques in mobile applications has the potential to provide individuals with an exceptional user experience, as it possesses a deep understanding of their specific requirements Barbosa, B., et al. (2023). The provided information and services exhibit intelligent and personalized characteristics, adapting appropriately to various occasions and timeframes Smith, T., et al. (2015). This adaptability enables individuals to effectively manage their needs, encompassing physical information and emotional states. For instance, individuals are able to seamlessly transfer the audio output from their mobile phone application to the car's audio system upon entering the vehicle Von der Au, S., et al. (2023). Similarly, the scheduling application will automatically synchronize with the car's navigation system to set the desired destination López-Pastor, et al. (2021). Furthermore, upon entering a conference room, the scheduling application will promptly distribute the agenda's contents to all attendees. This integration of technology is particularly relevant within enterprise settings Swezey, M. (2020). The application will facilitate the integration of employees' work progress and generate reports for managers Dou, X., Fan, A., and Cai, L. (2021). The catering application will suggest the most appropriate restaurant to individuals in the dining area by considering factors such as location data, individuals' previous dining preferences, and the current status of restaurant queues. In summary, mobile applications encompass various facets of individuals' lives Kotler, P., et al (2021).

- Contextual marketing refers to the strategic implementation of marketing techniques in a particular context, with a focus on personalization and customization.
- The objective of contextual marketing is to enhance the customer experience by delivering tailored marketing messages based on real-time behavioral data.
- Contextual marketing has become prevalent due to the widespread tracking of customers' online activities.
- The adoption of a contextual marketing approach, which involves offering personalized and timely information to customers when they require it, can confer a competitive edge in the realm of e-commerce.
- The primary aim of contextual marketing is to present users with advertisements that align with their pre-existing interests in products and services.

Koga, H. (2013) The primary objective of marketing is not merely to identify the customer, but rather to understand the underlying motivations and needs driving their behavior. The emphasis lies on understanding the circumstances rather than simply possessing knowledge.

In this particular instance, the context can be broadly categorized into the following classifications.

1. The diachronic context, which encompasses the purchase history, is a significant factor to consider.

2. Engaged in the customer's context of problem-solving, specifically Synchrony.

The meta-context that is involved in the process of finding constellations or constructing a narrative, specifically refers to the para-texts associated with these activities. The attainment of contextual marketing necessitates the presence of a well-defined strategy on the part of the marketer, in conjunction with a robust infrastructure of advanced and interconnected technological solutions Andreatta, S. L. (2000).

The context pertains to the exchange of data among multiple applications, as well as the capacity to mediate and deliver contextually relevant content, information, and offers instantaneously. Semantic technologies encompass language-based tracking methods, such as comprehensive content tagging and taxonomies, which aid in identifying the most suitable assets to be delivered to the appropriate device and customer at the optimal moment. Customer-centric view refers to a strong focus on various aspects of customer behavior, preferences, trends, feedback, and contextual needs Deacon, J. H., & Harris, J. (2011). The utilization of data to establish contextual factors (such as personal attributes, product characteristics, loyalty, location, and language) at various stages and touchpoints of the customer journey, through the process of journey-mapping. The process of collecting, listening to, aggregating, analyzing, and visualizing customer data. Swezey, M. (2020).

Predictive analytics refers to the utilization of advanced algorithms that are informed by machine learning techniques, as well as the process of conducting tests and optimizing models over a period of time. López-Pastor, et al. (2021).

The integration of teams, workflows, and systems is essential for achieving holistic contextual marketing at scale. Without integration, these elements would only result in the creation of isolated units, hindering the overall effectiveness of the marketing strategy. Therefore, connecting individuals, technologies, and processes is crucial in order to achieve a comprehensive and cohesive approach to marketing.

The implementation of personalized and localized content, services, or targeting strategies based on data sets pertaining to distinct segments or individuals. The content assets should possess the qualities of flexibility, dynamism, and reusability. These assets should not only be seamlessly integrated across various platforms but also capable of being fragmented, rearranged, and repurposed according to the specific context, such as the appropriate timing, location, individual, service, and platform. Dou, X., Fan, A., and Cai, L. (2021).

The separation of content management from content delivery: In order to effectively operate, a delivery stack must possess the ability to comprehend customer context across a diverse range of business functions and systems, including but not limited to regular content management system (CMS) content, e-commerce platforms, and pertinent customer service information. Typically, these are managed within distinct backend systems. To achieve a comprehensive and fully contextualized experience, it is imperative that the delivery tier encompasses all of these interconnected system Kotler, P., et al (2021). .

Contextual marketing is characterized by a high degree of personalization, wherein the content delivered to the recipient is tailored to their specific needs and preferences in a significant manner. Contextual marketing is commonly aimed at a specific target audience, referred to as personalization. This involves tailoring messages to individuals based on their name, gender, purchase history, stage in the sales cycle, age, and other relevant factors (Kotler, P., et al (2021)). However, context in marketing extends beyond personalization and encompasses various other highly relevant elements such as customer history (or lack thereof), location, device, and timing. The collection of contextual information has the potential to generate merchandising and product recommendations that are tailored to browsing or purchasing behaviors. Additionally, it enables the delivery of relevant advertisements to individuals through retargeting efforts. Furthermore, this information can be utilized to create personalized offers for loyal customers, as well as to customize search results based on an individual's database of intentions. (Kenny, D. and Marshall, J, (2000)).

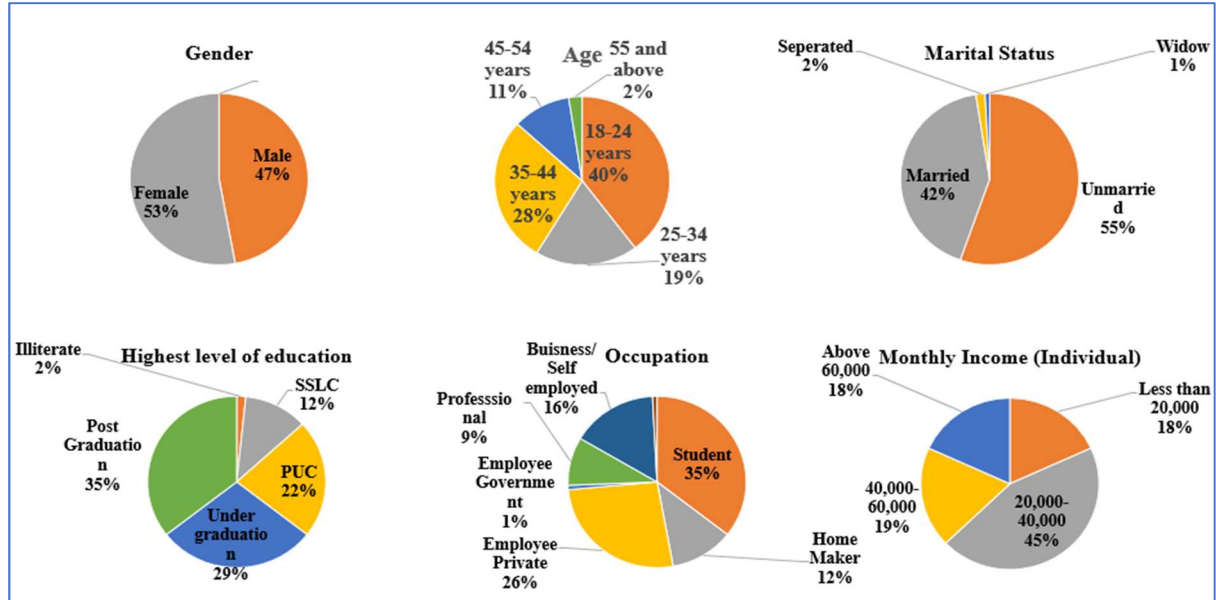
RESEARCH METHODOLOGY

According to Haydam, N. E., and Steenkamp, P. (2021), the research process can be visualized as an onion with each layer representing a progressively more comprehensive step. The current study is a positivism approach which is deduced from previous studies on contextual marketing and consumer buying behaviour. Owing to its nature the study is a mono method quantitative analysis which uses students as the participants of the study. Using the Kregcie morgan formula of Unknown population Chaokromthong, K., and Sintao, N. (2021) at 7.5% margin of error a sample of 170 students was considered viable. The researcher distributed 210 questionnaires and 190 responses were considered for the study after removing the Outliers. The data collection instrument was adapted from the previous studies. The items for contextual accuracy were adapted from Gao, Q., Rau, et al. (2010) and contextual intention were adapted from Wang, Y., et al. (2022). The statements for online impulsive buying behaviour were taken from Verma, Hemraj & Singh, Shalini. (2019). The questionnaire was prepared by adapting to the items mentioned in the previous studies to measure the types of stress. The questionnaire was first validated by 5 experts in the academic field followed by launching a pilot study. The pilot study results revealed that the instrument was reliable and consistent with a Cronbach alpha of 0.856 for 2 constructs measuring contextual marketing and 0.7641 for 3 construct measuring online consumer buying behaviour. The validity of the questionnaire was measured using the CR- Composite reliability > than 0.70; AVE – Average Variance explained > than 0.50; MSV – Maximum shared square variance > than AVE and MaxR(H) – Maximum reliability > than MSV. The second criterion to measure validity, the discriminate validity involves evaluating discriminant validity through the utilization of the Fornell-Lacker criterion Afthanorhan, A., et al.(2021).

RESULTS AND DISCUSSION

Demographic profile of the respondents

Fig 1- Demographic variables of the respondents



The target audience consists of a majority of 53% females and 47% males. Approximately 40% of individuals fall within the age range of 18-24 years, while approximately 28% belong to the late 30s and early 40s age group. A minority proportion of the target audience consists of individuals aged 55 years and above. The data pertaining to the marital status of the target audience indicates that 42% of individuals are married, while 55% are unmarried. The remaining percentage comprises individuals who are either separated or widowed. A minute fraction of the participants exhibit illiteracy, while a mere 12% have successfully obtained a Secondary School Leaving Certificate (SSLC). The data reveals that a significant proportion of the population, specifically 29%, have obtained a graduate degree, while an additional 35% have pursued postgraduate education. Education plays a crucial role in comprehending the advantages of organic food products and serves as a significant socio-demographic variable in the context of this study. In terms of occupation, the data reveals that 35% of individuals identified as students, 12% as homemakers, 26% as employees in private companies, and 16% as self-employed individuals. The predominant income range for the majority of the target audience is between INR 20,000 and INR 40,000, with 19% earning above INR 40,000.

Item analysis for contextual marketing

The mean scores above 4.00 indicated that the customers of organic food staples are highly influenced by contextual marketing- Contextual accuracy ($M = 4.12$, $SD = 0.876$) and contextual intention ($M = 4.07$, $SD = 1.100$)

Item analysis for online consumer buying behaviour

The mean scores above 4.00 indicated that the customers of organic food staples are highly agree for the consumer buying behaviour statements- Intrinsic Motivation ($M = 4.16$, $SD = 0.911$), extrinsic motivation ($M = 4.22$, $SD = 1.278$) and hedonic motivation ($M = 3.98$, $SD = 1.233$)

Impact of Contextual marketing on online consumer buying behaviour

H1- There is a significant impact of contextual marketing on online consumer buying behaviour**Step -1 Exploratory Factor analysis**

The KMO measure of sampling adequacy, which is equal to 0.898, and Barlett's Test of Sphericity, which comes with a significance level of 5%, are statistically significant. It was found by chi-square analysis that the Chi-square value of the Bartlett test is 8209.750 with the significant value less than 0.05 and 127 degrees of freedom, which shows that correlation matrix, is not an identity matrix and that it looks to be factorable.

Communalities refer to the extraction values for each of the items and should be above 0.300 and the communalities for stress items were between 0.338 and 0.896

The total of squared loadings that has been removed accumulates to about 73.737 % of the original loadings. In social sciences a cumulative Rotation Sums of Squared Loadings is considered good if it is above 50%. 2 components are discovered while applying the approach of Factor Analysis, according to the results of the study.

The rotated component matrix showed that due to the appropriate factor loadings no items were deleted in the study.

Step -2 Run the model**Table 1 - Measurement Model – impact of contextual marketing on online consumer buying behaviour**

Model Fit Summary				
CMIN				
Model	NPAR	CMIN	Degrees of Freedom	CMIN/DF (χ^2/df)
Default model	119	212.997	123	2.876
Criteria				<3.000
RMR, GFI				
Model	RMR	GFI	AGFI	PGFI
Default model	0.048	0.826		
Criteria	<0.100	>0.80		

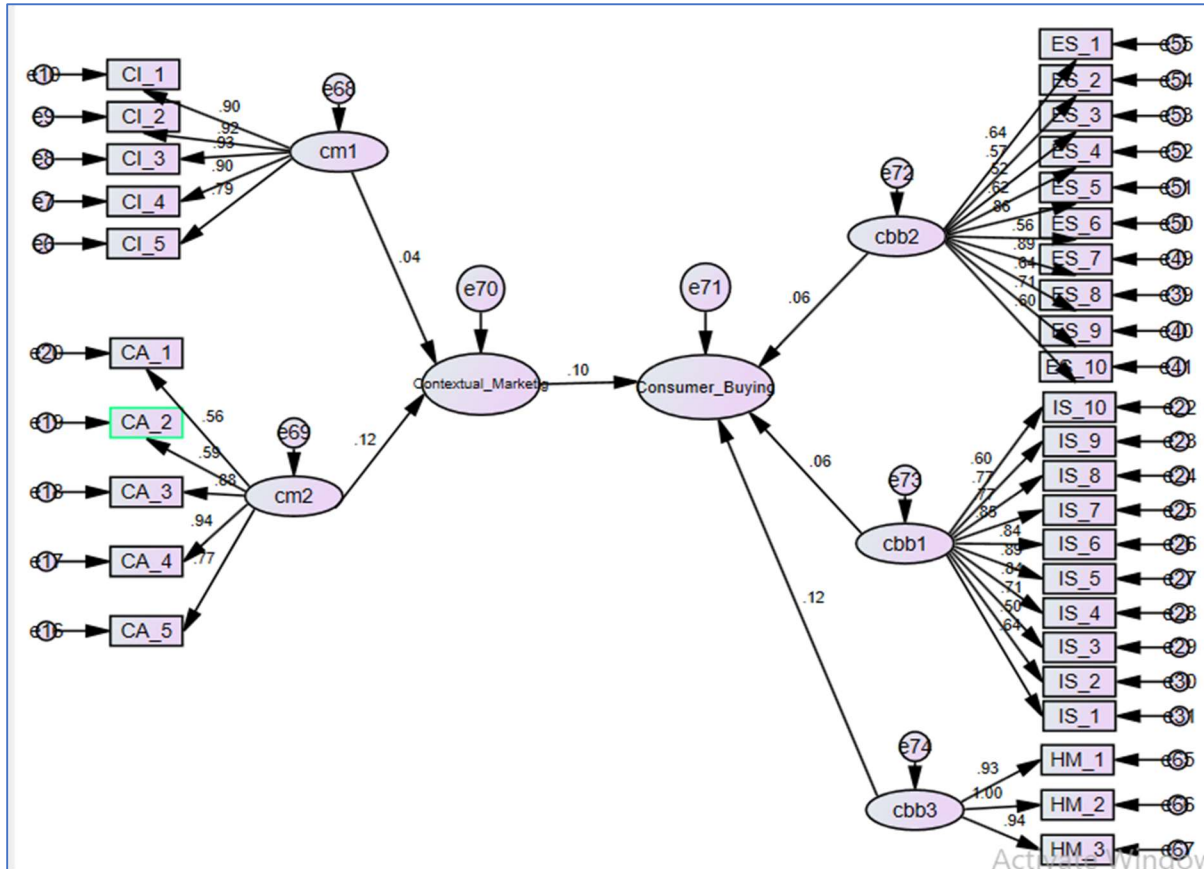
The table above displays the essential statistics for model fit. The chi-square divided by degrees of freedom (χ^2 / df) falls within the acceptable range of 3 (specifically, 2.876). The observed Goodness of Fit value (0.826) surpasses the proposed attributes. The boundary estimation yields a value of 0.048 for the RMR. The model in question has garnered significant recognition within the academic community, and its measures of fit are reasonably appropriate.

Table 2- Structural relationship model - Impact of contextual marketing on online consumer buying behaviour

	Unstd Estimate	Std Estimate	P values

Online consumer buying behaviour	<--- Contextual Marketing	0.563	0.101	***
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Fig 2- Pictorial representation of Structural relationship model - impact of contextual marketing on online consumer buying behaviour



The results of SEM Analysis illustrate (Relationship between variables of unstandardized estimates)

➤ When contextual marketing goes up by 1, the consumer buying behavior goes up by 53 times (B=0.563,b= 0.101) and this relationship is statistically significant at p<0.05

The results of the SEM analysis show that there is a significant positive impact of contextual marketing on the consumer buying behaviour

The advent of diverse technological innovations, such as personal digital assistants (PDAs) and interactive television, has provided a multitude of prospects for effectively engaging with customers in real-time within virtual environments. This offers a multitude of potential opportunities for businesses. Customers have the capability to establish a connection with the World Wide Web and gain access to the Internet through their wireless devices, irrespective of their geographical position or preferred time of usage. Contextual marketing, also referred to as

CM and commonly abbreviated as CM, is a strategic methodology that entails providing customized and pertinent information to customers in accordance with their present context, precisely at the moment when they necessitate such information. The successful execution of this approach is of utmost importance in order to effectively appeal to potential customers and maintain the loyalty of current ones. In contemporary economies characterized by an abundance of information, clients demonstrate a desire for not only knowledge, but also products and services that are relevant, customized, and contextualized at the time of purchase.

Implications - Prior to integrating contextual advertising into their marketing strategy, marketers must prioritize the category, relevance, and consumer presence aspects. Understanding your customer in order to establish a strong connection with them is a concept that merits exploration. Elucidating the methodology for accomplishing this task entails a comprehensive process and system that necessitates marketers to allocate additional resources in terms of time and financial investment in order to enhance their performance. This model will now be adopted by all advertising platforms and publishers. According to experts, it is necessary for Display, Search, Native, and Social channels to depend on interest areas defined by consumers prior to the sale of advertisements. This requirement also extends to the ad buyers. Tu, Y., Neuhofer, B., & Viglia, G. (2018).

In order to effectively reach their target audience, brands must establish a clear definition of their intended recipients Ada, S., Abou Nabout, N., & Feit, E. M. (2022)., Additionally, they must develop a compelling format that captures the attention and interest of their audience. Lastly, brands should optimize their content to maximize its impact and effectiveness.

CONCLUSION

The emergence of various technological advancements, including personal digital assistants (PDAs) and interactive television, has presented numerous opportunities for engaging with customers in real-time within virtual settings. This presents a wide range of prospects for enterprises. Customers possess the ability to establish an internet connection and access the World Wide Web using their wireless devices, regardless of their geographical location or desired duration of usage. Contextual marketing is an effective strategic approach that involves delivering tailored and relevant information to customers at the exact moment they require it, while considering their current situation. The main aim of this study is to examine how contextual marketing, specifically in terms of contextual accuracy and contextual intention, affects the online purchasing behavior of consumers living in Bangalore city. The study focuses specifically on the purchasing behavior of consumers in relation to organic food staples. The findings of this study have significant implications for marketers of organic food staples, as they seek to efficiently reach and engage with diverse demographic segments. The organic food industry is currently undergoing substantial expansion, driven by a growing consumer inclination towards acquiring organic food essentials. The potential of the contextual marketing industry lies in its ability to enhance the dissemination of accurate information at the appropriate time and location within this industry.

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