

Free article review on the consumer decision journey

[Business](#), [Marketing](#)



\n[[toc title="Table of Contents"](#)]\n

\n \t

1. [Primary Message](#) \n \t
2. [Primary audience](#) \n \t
3. [Support and evidence](#) \n \t
4. [Conclusions](#) \n \t
5. [How well the author conveyed message to reader](#) \n

\n[/toc]\n \n

Primary Message

In recent years, the market has witnessed tremendous change in terms of the availability of goods in the market and consumer preferences. This has necessitated a change in marketing strategies so as to be in a position to attract more customers to purchase various products. Some of the marketing strategies that characterize the market today include electronic commerce which has in a great way substituted the traditional physical stores that characterized traditional marketing. The author of this article seeks to explain to the reader that since, the level of competition in the market has changed due to the presence of better marketing tools like television and the social media, there is a dire need for traditional marketers to change their traditional marketing strategies so that they can be a position to handle the competition that is posed by the presence of diverse brands present in today's market.

Primary audience

One of the key things that comes out of this article is that the reader is aware that the audience that he is addressing are informed about the shifting paradigm that faces today's market. The authors of this article primary target consumers who are deeply into electronic commerce meaning that they shop for most of their from online stores. In addition, the authors of this article are intended for customers whose decisions are shaped by the marketing tools that the market today has to offer. These tools would include advertisements by the social media and television networks. The author intends to reach to these audiences because it is important for today's customers to be informed about the kind of market that they face today so that they can make better decisions in their consideration for various brands that the market has to offer. The making of better choices by customers ensures that customers do not waste their money purchasing goods that are not competitive and also save the amount of spending that goes to the purchase of various products.

Support and evidence

The author of this article supports the fact that today's market has faced tremendous changes in terms of marketing strategies by explains that online stores like amazon have devised techniques to be able to expand their consumer base. Among some of the strategies that have been adopted by amazon include the sending of messages to customers that sign up to their sites explaining to them some of the best offers that are available so as to influence the customers to take advantage of the offers that are available.

The authors are also keen in explaining that the dependence of many companies to traditional marketing is not a worse strategy but the fact remains that marketers cannot be in a position to attract today's customers who are more informed about the products that they are purchasing. It is therefore necessary for marketers to devise strategies to be able to convince customers that their brands are the best.

Conclusions

In conclusion, the author explains that marketers have to realize that customers have developed better strategies in terms of the way that they purchase products. Unlike traditional marketing where customers did not have the chance to be able to research more on the products that they buy, the electronic market today allows customers to be able to conduct a lot of research so as to increase their likelihood of buying quality products. This means that unless marketers change their marketing strategies, it is difficult for marketers to be able to market their products.

How well the author conveyed message to reader

The authors excellently conveyed their message to the reader. The claims that the authors made regarding the changing marketing strategies were well supported with evidence so as to convince customers that they need to be better informed before they make decisions regarding the products that they would like to purchase. I believe that the information provided by the authors in this article is of great value to the reader because there is a need for both marketers and consumers to realize that the markets today have changed and therefore there is a need for customers to research more on

products before purchasing them. In addition, marketers have to devise ways to increase their consumer base by developing better marketing strategies and taking advantage of modern technology in advertising their products.