

THE ROLE AND IMPACT OF BLOCKCHAIN IN MARKETING LANDSCAPE

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Abstract

In the modern world, blockchain technology is having increasingly profound influence on the business. Blockchain is the technology that securely storing information and transaction, decentralized manner and other many potential applications for marketing. Nevertheless, marketing research and practice are still can not fully implement of blockchain technology in the practice. The goal of this editorial is to show advantages of blockchain technology in marketing research sphere and offer a path toward incorporating into marketing thinking.

The basic terminology and principles of the blockchain process will be reviewed in the additional work and provide a comprehensive overview of the potential impact of blockchain on several core marketing areas and propose research questions that can help advance both research and practice as this technology develops.

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Literature analysis

The article is accompanied by five research results by leading marketing scholars, which explore applications of blockchain to the following marketing topics: Advertising (Joo et al., 2022), Branding (Colicev, 2022), Creative Industries (Malik et al., 2022), Pricing (Zhang, 2022), and Privacy (Marthews & Tucker, 2022).

Introduction

Blockchain technology is the main technological development of this century. As a mechanism for storing information and transactions in secure, decentralized manner, blockchain technology has been mainly formulated to create cryptocurrencies such as Bitcoin (Nakamoto, 2008) and can still be primarily found in financial applications (Tapscott & Tapscott, 2017). Initial attempts have been undertaken to discuss the marketing applications of blockchain (Ghose, 2018, Harvey et al., 2018, Jain et al., 2021, Kowalewski et al., 2017, O'Leary, 2018, Stallone et al., 2021). This research stream is, however, in its infancy. The goal of this editorial is to encourage novel research that incorporates blockchain technology into scholarly marketing thought. This is in line with the editorial philosophy of IJRM to spur disruptive, innovative research that may define the future of marketing thought and practice (Schreier et al. 2021).

Initially, it is provided a short primer as to what blockchain technology is, and highlight the characteristics that have the potential to create value to marketing. After that, review possible

implications and the research questions emerging from them. We organize our insights around the strategic action of targeting, the 4 Ps of marketing mix (product, price, place, and promotion), and two fundamental market-based assets: brand equity and customer equity.

Blockchain technology

Blockchain is a technology for storing and logging transaction data. It is defined as a “digital, decentralized and distributed ledger in which transactions are logged and added in chronological order with the goal of creating permanent and tamperproof records (Treiblmaier 2018, p. 547)”. Blockchain is a form of *Distributed Ledger Technology (DLT)*, which is comprised of a chain of blocks that contains an ever-growing digital list of data records without the need for a central server.

Analysis

Benefits for marketing. Blockchain technology offers a decentralized, peer-to-peer, secure, immutable, tokenizable, public, pseudonymous and open-source logging, which makes it potentially valuable for marketing applications (Ertemel, 2018, Harvey et al., 2018, Boukis, 2019, Antoniadis et al., 2019, Jain et al., 2021).

Here some major benefits of Blockchain technology are demonstrated in marketing and marketing research. One of the key features of blockchain technology that marketers can use. It creates a digital record of a product's journey from raw materials to finished goods, including information on the energy used, the emissions generated, and the waste produced. By tracking a product's value chain from manufacture to purchase to disposal, we can gain a much more comprehensive understanding of its environmental and social impacts.

Moreover, using blockchain technology produces high quality data and feedback on advertising penetration. By using blockchain to track their advertisements, advertisers can receive improved data on how their advertisements are being received and adjust their strategy accordingly. This allows advertisers to create more targeted advertising campaigns that are likely to gain better traction with target audiences. Customers may also feel reassured their personal information is securely stored, making them more likely to provide it.

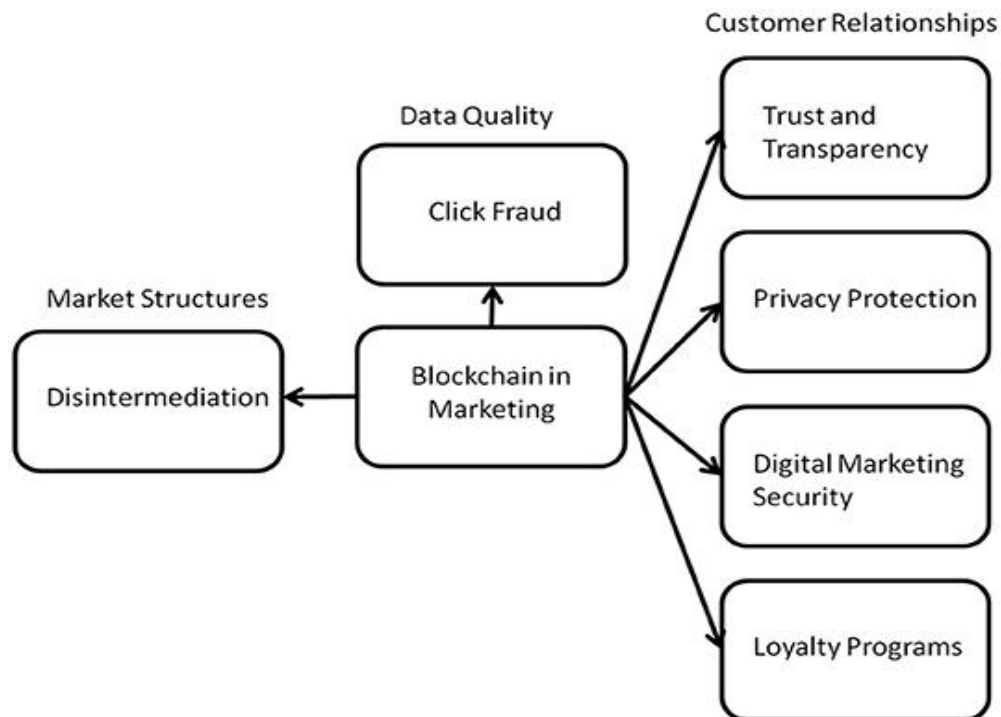


Figure 1.1 Impact of blockchain on marketing.

Using blockchain technology means that data collected from the respondents can be stored in the form of digital blocks. This data stored digitally can always be verified by those who are authorised to do so, but otherwise kept safe. The ownership of data lies with the respondents, but market researchers can use it with the owner's permission. Thus, implementing blockchain technology automatically brings about a high level of transparency and accountability. When the respondents are convinced that their data is safe and will not be used without their express permission, they give accurate and complete information during the survey. Getting complete and accurate data facilitates use of further technologies like big data for generating analytics for the clients.

Conclusion

Blockchain technology can enable creative loyalty programs. Many businesses exhibit a heavy reliance on technologies to offer seamless products and services to their existing customers. Emerging technologies can assist in better designing new products and services, improving data quality, and making the production process more responsive and economical. Today, brands are increasingly using technology to leverage their global reach by penetrating new marketplaces and creating consumer demand. In this process, the Internet has enabled marketers to reach consumers with enhanced electronic communications and interactive media. Meanwhile, consumers have become more knowledgeable about available offers and can make informed decisions in a convenient manner.