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The Impact of New Technologies in Marketing –A Study On Stress-Inducing and Opportunity-Creating Effects

*T. Kalvikarasi, P. James Mary

St. Joseph's College of Arts and Science (Autonomous), Cuddalore, Tamil Nadu, India.

*Corresponding Author Email: sudhakalpana.sudhakar@gmail.com

Abstract: 2020 was the year of Revolutionary adoption in the context of technology, as the world begins to reopen in 2021, it is too early to predict how many of these technologies will continue to reign marketers, Now-a-days the impact of New Technologies towards various factors such as Digital Marketing, Digital devices, Tension and Opportunities. Recently, by using smartphones and Computers various apps should be present for buying and selling of various products and services. By using these apps continuously in our daily life it may cause tensions to us physically and mentally and it leads to some problems in our health conditions. On the another hand of Opportunities which are present in the New Technologies of Marketing which creates the platforms for New products and services, For example, Healthcare, Entertainment, Shopping and Financial investing. This study explores the conceptual Relationship between various factors of Digital Marketing, Digital devices, tension and opportunities in the New Technology of marketing. Nobody can tell what the Future of Marketing would look like with complete accuracy. But experts can provide their Perspective and forecasts some of the opportunities rather than Tensions that might be accessible in the Coming years. However, make sure there's plenty of rooms in your marketing plan to adopt and adjust.

Keywords New Technologies, Opportunities, Digital Marketing, Digital devices, Stress.

1. INTRODUCTION

It is still too early to Judge the quality of much that has been written about the impact of the internet on Business. Technology has transformed marketing by making campaigns more personalised and immersive for people and creating ecosystems that are more integrated and targeted for marketers. And it's not just the interface between brands and people that have been transformed. New technology in, marketing has permeated the infrastructure and systems on which companies are built, delivering value to procurement and adding to the bottom line.

Every digital marketer gets a bucket of stress. It comes in different forms, triggered by different causes. End-result is digital marketers find it hard to formulate successful campaign, generate traffic, and drive conversion. Such distressing moments can lead to losing the edge for digital marketers.

The modern marketing landscape is not what it used to be creative thinkers and innovative. "Ideas people are still at the heart of the department, but it has become a measurable, monitor able and data-driven discipline. To the most creative marketers this may sound like a negative thing; but in reality, it just means all of their ideas and innovations can be tracked, tweaked, improved and proven, making a real return on investment (ROI) demonstrable internally to the broader business (and especially up the food chain of decision makers)

Statement of Problem:

Starting in March 2020, we have entered a new era known as Covid-19, accelerating what was going to happen anywhere in the economy, all this has caused a shift in the world and as a consequence brands have been shaken, forcing them to rethink their strategies.

Due to this pandemic situations, the purchasing habits of people should also be changed. The new technology of marketing (i.e.) Digital marketing should come into existence. And it may cause stress in the mind of consumer. Within a few months, many companies will be in a big recession. This will break the flow of money and now on, digital marketing will be much more relevant (Facebook, Google, Amazon and YouTube) along with our New technology of digital marketing and consumers stress. And as it is expected with a pandemic affecting more than 8,00,000 people in the world, has been affected by stress in the New technology of digital Marketing.

That is why, we want to contextualize the situation as simply as possible and show you how the New technology of digital marketing affect the mental stress of consumer during the crisis.

2. OBJECTIVES OF THE STUDY

This paper Focuses on the following objectives:

1. To Understand the Conceptual Relationship between New Technology of digital Marketing with the, Mental stress of the Consumers.
2. To explore whether the New technology of Digital Marketing is really affect the mental stress of Consumers during this pandemic situation.

3. REVIEW OF LITERATURE

Stephen R. Barley et.al. 2011The increasing volume of e-mail and other technologically enabled communications are widely regarded as a growing source of stress in people's lives. As the literature would predict, we found that the more time people spent handling e-mail, the greater was their sense of being overloaded, and more e-mail they processed the greater their perceived ability to cope. Moreover, by serving as a symbol, e-mail distracted people from recognizing other sources of overload in their work lives.

Ts Ragu-Nathan, et. al 2008, The research reported in this paper studies the phenomenon of techno stress, that is stress experienced by end users of Information and communication Technologies (ICTs) and examines its influence on their Job satisfaction, Commitment to the organization and intention to stay. The result should base on structural equation modeling (SEM), show that techno stress creators decrease job satisfaction, leading to decreased organizational and continuance commitment, while Techno stressinhibitors increase job satisfaction and organizational continuance commitment.

You-Kyung Lee, sustainability 13(9), 5077,2021, This study investigates the relationships between four sub-dimensions of techno stress (complexity, overload, invasion, and uncertainty), digital technology self-efficacy, and fintech usage intention. The Results if the study generally support that all sub-dimensions of techno stress were negatively related to fintech usage intention.

Devon s Johnson, et. al 2008 This study examines the role of consumer technology paradoxes within the context of self-service technology and the routes by which these paradoxes influence customer satisfaction evaluation. The study reveals further that the effects of these paradoxes on customer satisfaction are mediated by consumer performance ambiguity and consumer trust in technology.

Walfried M Lassar, et.al 2005 This paper explores the relationships between consumer innovativeness, self-efficiency on the internet, internet attitudes and online banking adoption, while controlling for personal characteristics. While results confirm the positive relationship between internet related innovativeness and online banking they also surprisingly show that general innovativeness is negatively related to online banking.

Junghyunkim, et. al 2009 This study showed that individuals who were lonely or did not have good social skill could develop strong compulsive Internet use behaviours resulting in negative life outcomes (e.g) harming other significant activities such as work, school, or significant relationships) instead of relieving their original problems.

4. RESEARCH METHODOLOGY

This study uses a Conceptual framework that reveals the impact of New Technology in marketing towards the factors of stress and opportunities. The information has been gathered by various ways such as, Reviewing articles, Journals, magazine, reports, Books, News and individual Perceptions. The independent variable in this research is

subdivided into factors like Digital related, individual related, opportunities related and physiology stress related. The above mentioned factors is formulated on the variables in this study.

The Pandemic created a Stressful year for marketers:

Marketing has long been a demanding discipline characterized by complex workflows, long-hours and high expectations. The advertising legend Jay chiat wasn't far off the mark, when he reportedly said: "If you can't be bothered to work on Saturday, don't bother to come in on Sunday". Even so, the marketing budget is often the first to be cut when finances get tight, and the list of challenges continues to grow.

At some Level, we are all feeling the strain. In March 2021, a survey my company commissioned from Advanis asked 4020U.S. marketers to reflect on the impact of covid-19 and their priorities going forward. The result showed that marketers are stretching themselves to the breaking point. The vast majority of marketers we polled (79%) said that, the past 12 months were the most challenging ones in, their careers. More than half (59%) considered quitting- and that number was even higher among millennial marketers (65%).

Digital Marketing:

- Digital marketing, also called online marketing, refers to all marketing efforts that occur on the internet. Business leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers. This also includes communication through text or multimedia messages.
- Digital marketing is vital for our Business and Brand awareness. It seems like every other brand has a website and if they don't they at least have a social media presence or digital and strategy.
- Digital content and marketing is so common that consumers how expect and rely on it as a way to learn about brands. Because digital marketing has so many options and strategies associated with it, you can get creative and experiment with a variety of marketing tactics on a budget.

Stress and its types:

- We cannot have a stress- free life. Stress is, of course, essential for every human being as it is considered as a boost that takes an employee to the highest ladder in the organization. The various types of stress is mentioned below:
- Eustress is a type of short-term stress that provides immediate strength. It is a positive stress that arises when motivation and inspiration are needed.
- Distress, on the other hand, is a negative stress brought about by constant readjustments and alternatives in a routine. Distress creates feelings of discomfort and unfamiliarity.
- Hyper stress occurs when an individual is pushed beyond what he or she can handle. It results from being overloaded or overworked.
- Hypo stress occurs when an individual is bored or unchallenged. People who experience hypo stress are often restless.

Stress-Inducing Factors:

1. **Information Overload:** The rapid pace of technological advancements can lead to information overload, making it challenging for marketers to keep up.
2. **Increased Competition:** New technologies can increase competition, making it harder for businesses to stand out.
3. **Data Security Concerns:** The use of new technologies can raise data security concerns, potentially leading to stress and reputational damage.
4. **Constant Adaptation:** Marketers must constantly adapt to new technologies, which can be stressful and time-consuming.

Opportunity-Creating Factors:

1. **Increased Reach:** New technologies can help businesses reach a wider audience, increasing brand awareness and potential customer base.

2. **Personalization:** Technologies like AI and data analytics enable personalized marketing, improving customer engagement and conversion rates.
3. **Efficiency and Automation:** New technologies can automate repetitive tasks, freeing up time for more strategic and creative work.
4. **Data-Driven Insights:** Technologies provide valuable insights into customer behavior, preferences, and trends, enabling data-driven decision-making.

Key Technologies:

1. **Artificial Intelligence (AI):** AI-powered tools can help with personalization, automation, and data analysis.
2. **Social Media:** Social media platforms provide opportunities for engagement, brand awareness, and customer service.
3. **Data Analytics:** Data analytics tools help businesses understand customer behaviour, track performance, and make data-driven decisions.
4. **Content Marketing:** Content marketing strategies can help businesses build brand awareness, establish thought leadership, and drive engagement.

By understanding the impact of new technologies on marketing, businesses can harness opportunities while mitigating stress-inducing factors.

Mental Health Benefits of New Technology:

Now, let's take a look at the way things are around us. Right from the time you wake up, to the time you sleep, there is a lot of technology consumption.

- The First thing that most of us do in the morning is to check the phone for social media and WhatsApp notification. Frequent checking of notifications and responding to chat messages, social media comments and emails etc., Continues throughout the day.
- When we go to your office, cafeteria for lunch, or even a restaurant for dinner, you will find plenty of people across age groups lost in their smartphone screens.
- The pandemic last year made things even tougher as even small children who were required to attend online classes and use laptops for most of their social/learning activities. Such widespread prevalence of technology might have a lot of benefits for the world and various work processes. However, this digital lifestyle also has adverse Impacts on our mental health. Let's go ahead and find out what are the negative effects of technology on our mental health.

Negative effects of technology on mental health:

- ✓ Isolation: social media is assumed to be a channel that bring people together: helps stay in touch, and enables us to make new contracts. Contrary to this perception, social media can actually cause people to feel lonely and left out.
- ✓ Sleep disorders: The majority of us keep our phones right next to our bed at night. We need to ensure that we can access them without needing to get up at any time. In fact, many people even put the phone the pillow. It is, also not uncommon to see someone fall asleep while holding on to it. The study indicates that 47% of adults miss out on sleep due to internet usage.
- ✓ Depression, stress and other mental health problems: Widespread use of social media and screens especially for long hours has been found to cause anxiety and mental health disorders in users especially among teenagers or those in their early, 20s.

Findings:

- ❖ The widespread prevalence of technology might have a lot of benefits for the world and various processes. Which relates to consumers.

- ❖ When the consumer utilized the New technology of marketing in a, proper/Right way it gives so many benefits to them. Otherwise, it gives the Negative effects, which may affect the Mental stress of the consumer. However, this digital lifestyle also has adverse impacts on our mental health.

5. CONCLUSION

The daily impact of New technology on our lives continues unabated. As innovations and New strategy in marketing increase this influence will continue to grow in the coming years at an increasing rate. As technology advance, there is also increased stress that is associated with it called as “technology stress”. New technology of marketing is here to stay. This brings extra pressure on people to adapt to new advancements and update their knowledge in their field.

Annual stress scoring has to be done and a score above 300 needs management programs like yoga, meditation and other distressing activities like aerobics, dance etc., would prevent or reduce risk of disease due to stress in technology marketing people which in turn will produce a healthy community. To manage stress these people needs to play sports, have a hobby or just have a good holiday.

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