INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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PARADIGMS OF MODERN DAY MARKETING - A LOOK AT CURRENT SCENARIO

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ABSTRACT

The world of business is changing every day and it is exerting pressure on marketers to sell more and to do it effectively as well as to contest in an overly crowded, exceedingly competitive segments. Forces of market and technological advances will continue to change how marketing is being practiced. This study looks at how promising innovations and latest developments may impact marketing in the future, especially in current scenario. Specifically, this study discusses how modern day advertising practices i.e. advergaming and product placement along with new emerging trends- will increase in importance due to socioeconomic and technological changes or advancements. Impact of developing consumer tribes and their effectiveness in modern marketing effort has been considered. The article also focuses upon how a more complete understanding of consumer roles with in consumer tribes can be leveraged to create sustainable loyalty. Other emerging elements of modern day marketing such as eye tracking, three dark horses, net promoter score, co-creation and other crucial trends are also being discussed.

KEYWORDS

Advertising Strategy, Competition, Consumer Behaviour, Marketing, Marketing Strategy.

INTRODUCTION

Modern day markets are competitive and that makes it mandatory for today's marketer to become more techno savvy and innovative as well as novel in his approach towards customer's needs. A marketing wrap-up of year 2011, the cat is out and all the new gimmicks adopted by marketers and latest trends developed and generated by marketing experts and gurus have been bought out. This has without a doubt been the year of Twitter. Last couple of years saw exponential rise of twitter and other social networking domains as emergent marketing grounds. In last few years big crowd of young people believed in and followed the principal of brevity. Brevity as defined uncharacteristically by a 140-character Tweet. In keeping with the change and swiftness of new technological advancements, let me get to the point right away and discuss the modernity of marketing as it is surfacing in new decade of 21st Century. Year 2011 was a turning point that revolutionised the markets and marketing practices as the world was coming out of global recession and the year started with new hopes and large part of the world believed that new strategies will be bought out and path breaking efforts will be made and the corporate will record historic performance and economies will see a complete turnaround. 2011 was the year of hope and desperation.

The year 2011 was also the year of challenges and rebuilding what was once a grand monument but shattered to pieces by brutal forces of recession. What was this marketing year 2011 all about? In order to make a better picture of the year 2011 and to analyze its impact on future marketing practices we need to understand the conventional marketing and the modernistic approach that marketing as a practice has developed over the decades and centuries.

A conventional perspective of marketing places individual consumers into market segments, to enable efficient and effective use of marketing resources. Common segmentation processes, however, have little appreciation of the presence of social connections and their potential influence upon consumption. Fortunately, post-modern research approaches offer a means to broaden our perspective of consumers (Gronroos, 2006) and examine their consumption within a social context. The dimensions of social context were aptly used by information technology and IT enabled entertainment companies for the launch of social networking websites along with loads of web based entertainment. The social networking grew leaps and bounds making inroads in everybody's life. The internet got accessed by 62 million people in India. 70% (percent) of them got on with devices that were not broadband led. Nevertheless, the killer application in use was the social networking site. Face book, Twitter and Orkut and many more, it seems the cyberspace one day may explode with the phenomenal rate of growth with which these sites are mushrooming.

Emergence of social networking sites have helped us in understanding segmentation, to be precise marketing segmentation, better along with customizing products only in accordance to catering to the users and non users of social networks. The biggest example was including application on single touch to get connected with your social network by all sorts of mobile phones be it a reasonable phone or a smart phone. A very important marketing funnel got created. Most top-end consumers of products and services alike got talking to one another socially first. This virtual interaction is creating a marketing concentration of significance. No marketer could dare to ignore, even making an effort to modify is to be established only at your peril. Remember, a very important thing is happening here, consumers are chatting with one another not only on the subject of their social engagement needs, but they swap over valuable information about products and services and most important of all, brands and the perceived value that each brand holds and the reaction of others within the network about these brands in addition to the values these brands bring about. Consumers are chatting with one another about brands before getting to the market, particularly for more expensive and more long-lasting products.

Marketers have always used technology to advance their art. The promising use of technology is evident by the growth achieved in advergaming, product placement and other electronic marketing mediums which were tested first in the year 2008 but got consolidated in the year 2010 due to desperation for revenue a crunch or pain felt by businesses at the peak of global economic crisis and these technology driven methods became a big marketing force in the year 2011.

The author believes that advergaming and product placement, both depending on technology, are the response to a growing difference in entertainment consumption between the affluent and the poor in industrialised nations. Online advertising supported entertainment, such as advergaming, is growing rapidly among those who are willing to expose themselves to more advertising in exchange for free or subsidised entertainment. This bargain is more attractive to those with less disposable income as they have fewer entertainment options.

Product placement is becoming more and more important, especially for reaching wealthier consumers, as the affluent have many more options for ad free media consumption. Therefore, market investigation and study department needs to do their job like training the qualified personnel for conducting research, evolving consumers on continuous basis and then to continuously research and study the features and trend of consumers. Thus, the whole process for modern day organization becomes "**N**eeds →**P**roducing →**M**arketing →**C**onsuming". This change indicates that the consumers' needs are in the important position. Pay attention to the long-term profit. With the development of marketing concept, the goal isn't changed, but enterprise needs to focus on the long-term profit.

The best way to keep gaining benefit is to make use of consumers' needs. The more satisfied consumers mean that the more benefits could be earned and vice versa.

Developments like eye tracking, use of Net Promoter Scores (NPS), co-creation as well as increase in teleshopping etc have revolutionised the marketing scene in India. The recent developments and the tone they set for future could be well understood only when we try to unearth the reasons for collapse of traditional marketing and advertising and also make an effort to analyze plus understand why marketing practices changed and how did old advertising underwent the change and how the new paradigms have emerged. The latter portion of this study will discuss all modern changes or some not so flush modernistic changes in brief furthermore make an effort to outline and define the marketing initiatives for the future.

WHY TO CHANGE - A REVIEW OF ADVERTISING

Advertising forms are important tools that relate directly to advertising issues such as intrusiveness, irritation and ad avoidance and questions about effectiveness or more about their lack of effectiveness.

Fritz (1979) found that irritating advertising is better remembered than non-irritating advertising, while Aaker and Bruzzone argued that high irritation levels are associated with a decrease in advertising effectiveness. General attitude of the consumer toward advertising is negative. This poses a serious problem for marketers because advertising effectiveness is believed to be rooted in the view that advertising messages are potential communication exchanges between advertisers and consumers. The exchange assumes that both parties give and receive something of value in order for both parties to be satisfied. The main objective of the advertiser is to sell or create a positive perception toward the product or service. To the consumer, the value of advertising is achieved when advertising matches or exceeds their expectation. Traditional advertising faces numerous serious challenges that are difficult to overcome.

These challenges are as follows:

1. Consumers are exposed to a tremendous number of advertisements on a daily basis which makes it impossible to give significant attention to most of them and this number is expected to continue to increase in the future.
2. Majority of advertising is presented when consumers are not shopping. This makes it even more difficult for consumers to pay attention, retain and respond to these advertising. These advertising messages are viewed to be less relevant to the consumer during the time the consumer is exposed to them.
3. The cost of advertising and particularly T.V advertising is fairly high, and the time the consumer is exposed to these commercials is very short.

Consumers do not consider the nature of most advertising to be worth their attention or time. The negative perception of consumers toward advertising has been significantly impacted by irritation felt toward the bombardment of daily advertising. This irritation is believed to lead to a general reduction in advertising effectiveness. Irritation is often caused by techniques that are perceived to annoy, insult, offend or overly manipulate the consumers and as a result consumers develop a negative attitude toward it.

Pleasant or likeable advertising is thought to have a positive impact on brand attitudes. Research has demonstrated that the value of entertainment lies in its ability to fulfil audience needs for escapism, diversion, aesthetic enjoyment, or emotional release. The ability of advertising to entertain can enhance the experience of advertising exchanges for consumers.

The visible use and evident increase in values and advantages of advergaming and product placement may also be seen as pointing out the shortcomings of traditional methods of advertising such as T.V, newspaper, and radio advertising rather it could be taken as a call to change the way advertising is done and considered by the corporations. Advergaming and product placement provide alternative venues for advertisers where consumers may not be as negative toward advertising. This can be achieved when the product's name image become part of the game the consumer is playing or when a hero utilizes the product during a movie. The consumer is likely to be more positive toward these forms of advertising compared to the traditional forms.

ADVERGAMING

With traditional media spaces like television and print getting increasingly cluttered, brand owners are facing a constant struggle to find ways to get their brand message noticed, understood and then acted upon by consumers. Their search for a clutter-free environment is making them turn to the Internet, and 'advergaming' is the latest online property that enables brands to wrap core brand messages in a gaming format. Brand managers are increasingly exploring advergaming (or in-game advertising) as a medium to attract young gamers while adding a new stream of revenue. To bring out the growing strength of this form we can consider the great inroads made by Anil Ambani-owned Reliance Entertainment's gaming subsidiary "Zapak". Zapak alone has executed advergaming campaigns for over 300 brands across online casual game and mobile gaming genres.

An advergame is a custom-made game built around the attributes of a brand. The game is built around an objective which the brand manager wants to convey to the audience. The brand is the hero of the game and the consumer plays it to have fun. By the end of the activity, the gamer ends up learning a lot about the brand. Though the business of Internet advergaming is still small in India, pegged at Rs 2 crore per annum, the concept is fast emerging with more and more brands opting for it. But the potential of this medium is obvious when one considers that worldwide, net advergaming is already a Rs 1,000-crore business. The market for advergaming is projected to touch $68 billion by 2012 in the US alone.

Advergaming's main objective is to develop lasting exchange relationships with customers, through immersive and entertaining experience. Because the entertaining experience of electronic games is believed to enrich the relationship between user and the advertised brand, advergaming is gaining recognition among advertisers.

Advergaming is the growing method for reaching many younger consumers, especially those whose limited resources encourage them to pursue relatively inexpensive or free entertainment options. Traditional media deliver a maximum of a 30-second exposure using a TVC, and 10-15 seconds using print and hoardings. "There is no involvement. At the same time, media is getting cluttered and therefore there is no surety that even the few seconds of expensive media bought will be noticed.

Considering online usage is on an average quite young in India, with 70 per cent below 30 years, it will be a generalization if we say it's the young India that advergames, online ad community and gaming are targeted at. Kids (5-12 years) and women (up to 45 years) are as eager and as involved in advergaming as the younger male target group is. The increasing popularity of this medium and the unique capability to maintain players' full attention during the time the game is being played is increasing corporate interest in advergaming.

You are not going to meet your entire audience with an online computer game, but you're meeting a much targeted portion and one that, on a product-by-product basis, could be the exact people you're most interested in meeting. Great potential for advergaming and how companies are using technology to reach consumers via an entertaining experience. Besides the FMCG sector, food and beverage brands, entertainment and media, retail, travel and tourism, telecom, education and lifestyle are the other segments, are increasingly adopting advergaming. Insurance companies like ICICI Prudential Life and IDBI Fortis too are using this interactive medium to explain complex products to consumers in a fun-interactive manner.

Advergaming has not received an adequate attention in research due to its newness. Brands do not primarily look at advergames for revenues. Typically, a consumer spends 3 minutes on an advergame and an advergame generates 25,000 responses ie 75,000 interactive minutes spent on a brand. Brand owners cannot buy that in traditional media. Advergaming can especially be seen on new and popular platforms such as iPhone where there are a lot of free advertisement-driven games. The world's power brands never repeatedly invest in a service which does not provide ROI and which is not measurable."

According to research estimates 'Net advergame' typically involves the consumer for at least 4-5 minutes. If additional media was bought, the responses could go up to 50,000. Internationally, mobile games accrue 20 per cent of their revenues from advertising as many companies are providing games for free. At present, less than 3 per cent of mobile telephony revenues come through games advertising. However, over the next two years it is expected to grow to at least 25 per cent with the key growth drivers being the mass market distribution of mobile games and more awareness among advertisers of this interactive medium.

PRODUCT PLACEMENT

The practice of product placement is well established, more research is needed to determine both the impact of product placement and to determine what factors increase the effectiveness of product placement. Though previous research suggests that product placement may be effective in some situations and not so much in certain others. Still the need for product placement will continue to dramatically increase as changes in society provides wealthy consumers with more and more ways to consume content while avoiding traditional advertising. Affluent consumers now regularly bypass commercials in three distinct methods for their home video consumption. First, consumers watch movies and unique television shows on subscription channels such as HBO.

Second, consumers will continue to purchase advertising free video content in ever increasing numbers. Erstwhile a few previews at the beginning of the movies which are easily bypassed on most disc players. Purchased video games for consoles are another growing method for consumers to participate in ad-free entertainment. According to a survey the average gamer spends at least 90 hours a year purchasing advertising free video entertainment. This is a very conservative estimate as it does not include time spent on older games, game rentals, downloaded titles, nor other ad-free entertainment options.

Finally, the growing adoption of viewing steaming medium like youtube.com and use of digital video recorders DVRs will continue to enable those willing and able to pay for the service to fast forward through commercials. However, there was one positive finding for advertisers- the researchers found that the diminished impact of fast forwarded was almost neutralised if the viewer had previously viewed the advertisement at least once. They theorised that the zipped fast forwarded ad helped the viewer recall the previously viewed commercial. Thus, the case for increased product placement rests upon multiple trends among those with large disposable incomes to purchase advertising-free entertainment. In terms of passive video consumption, well over thirty million households subscribe to premium ad free television content. It is clear that there is a large and growing market for advertising free television service for those with the discretionary income to enjoy it. Product placement is a viable mechanism for marketers to reach this affluent population as they enjoy these ad-free entertainments.

EYE-TRACKING

Though not a very modernistic phenomenon and used outside India from last decade or so recently gained popularity in India and regained significance through-out the world in last couple of years as the recession started taking its toll and marketing as well as research campaigns looked more cumbersome and expensive mode for generating market-based or consumption preference related information. Eye-tracking research is based upon the assumption that if one may observe where a respondent places his visual attention; one may better understand where the respondent places his mental attention. This is not a new assumption, researchers have been tracking eye movements and publicising their theories on the subject for almost three centuries. What is relatively new is the use of video-based machines to track eye movements for researchers. These machines were very expensive when first developed as they required extensive computing power to calculate the point of regard visual attention in real-time from viewing respondent eye features such as corneal reflections and the pupil center. However, as Moore's law progressed, the cost of these devices has now reached the point that it is very feasible for marketers and market researchers to utilise them.

In Duchowski (2003), an eye tracker can only track the overt movement of the eyes; however, it cannot track the covert movement of visual attention. Thus, in all eye-tracking work, a tacit but very important assumption is usually accepted: we assume that attention is limited to foveal gaze direction, but we acknowledge that this may not always be so. In theory, respondent's mental attention may be elsewhere instead of where his visual focus is. He may be lost in thought and not paying attention to his vision. Or he may be deliberately using his peripheral vision. However, neither of these can be currently measured, so researchers have to assume that visual attention is a good proxy for mental attention. In practice, this has worked well.

CONSUMER TRIBES

Consumers have gathered from the beginning of consumption in one or the other form of group or collective entity such as Auto enthusiasts or Tupperware parties, both are unsophisticated examples of the inclination. Many consumer groups share an affiliation that is based upon enthusiasm and knowledge of a specific consumption activity. In fact, academics and consultants have recognized these groups and dubbed them as "consumer tribes" – a term borrowed from anthropology, describing groups of people who are brought together not around something rational, such as a job, but around deeper, more profound needs, such as kinship, passion, and identity. To put in simple words, Consumer tribes are groups of people who intensely share a common passion. This common passion could be for a brand, or may be for a good cause. While some brands are lucky enough to have consumers who bond around their brand (Harley Davidson and Apple strongly come to mind), others have realized the potential of tapping into tribes of enthusiasts (rock climbers, skateboarders, cigar lovers, etc). The opportunity to learn from, and market to, these passionate consumers warrants attention.

Consumer tribes, a group of people emotionally connected by similar consumption values and usage, use the social "linking value" (Cova, 1997, p. 297) of products and services to create a community and express identity. Theoretical developments in tribal marketing utilize Bagozzi's (2000) concept of intentional social action, to link social context with consumption to understand "real" consumers. This approach proposes that social associations are the most important influence on an individual's consumption decisions. Cova and Cova (2002) build upon this theoretical work to present tribes as an expression of both self and social identity. Earlier work by Maffesoli (1996) establishes, however, that consumer social identities and consumption choices shift according to situational and lifestyle factors. In this view, the consumer tribe can be understood and accessed through their shared beliefs, ideas and consumption patterns or preferences. These findings would seem to indicate that an individual may belong to multiple tribes at the same time to express different aspects of his or her identity.

A tribal approach to consumer behaviour answers marketers' calls to look beyond conventional marketing theory and avoid pigeonholing consumers (Addis and Podesta, 2005) through providing a means to segment groups of consumers based on meaningful shared characteristics. The affective attachment that tribal members possess for their tribe (Cova, 1997) provides an opportunity for marketers to foster meaningful and "symbiotic" relationships with groups of consumers. These relationships extend beyond a focus upon the level of repeat purchasing behaviour, to those based on affective bonds of loyalty, with the potential of "collective action" and advocacy from the tribe (Cova and Salle, 2008, p. 7). Firms supporting consumer-consumer relationships, such as consumer tribes, are proposed to create long-term loyalty through establishing both an emotional connection as well as a rational reason for commitment (Cova and Cova, 2002). A priori research indicates that the key to understanding and reaching the tribe as a collective is through their consumption. Consumption is seen to act as a tool for individuals to create and communicate self-identity (Belk, 1988; Grubb and Grathwohl, 1967; McIntosh and Schmeichel, 2004; Sirgy, 1982; Solomon, 1983).

Involvement with a tribe is an expression of self-identity, so the consumer tribe shares not only moral values or opinions, but consumption values and preferences. This provides opportunity for marketers to access a group of consumers, like a market segment, that actually connect with each other and share consumption preferences. The post-modern consumption practices and values assigned to consumption of certain products and brands by a tribe provide unique characteristics for marketers to explore and leverage. Customer co-creation and co-production has been recognized as an area of consumer behaviour theory that cannot be ignored in the process of gathering marketing intelligence (Rowley et al., 2007). Researched areas such as product development, experience environments, loyalty schemes and virtual communities have all been identified as key points for customer involvement (Rowley et al., 2007). Tribal marketing scrutinizes how tribes consume and "co-create" products for their own uses. This gives marketer's another avenue for creating social interaction around their good, service or brand. To further understand how a tribe works, the role of tribal members is to be understood and analyzed. The roles of tribal members within a tribe are as follows –

- Sympathizers - Individuals with an interest in the product or the brand or the product category, however, actual consumption of the product and knowledge of the product associated practice is relatively small.
- Members - This role includes people who actively buy, consume and collect product or the brand moreover socialize with the tribe, in physical and virtual spaces.
- Devotees - These members have a long-standing passion, knowledge and involvement with the tribe. They may not be as frequently active as members, but consider buying or consuming or collecting the product or the brand a central part of their self-identity.

- Practitioners - This role includes members who are professionals and use the product or brand or consume product category, either professionally or informally with friends.

The value of a firm understanding the dynamics of tribal roles lies in supporting the individuals' involvement within the tribe, facilitating group activity and aligning marketing efforts with the tribe's values.

TWEETER

Micro-blogging site Twitter is now endeavoring hard to catch up with other social networks like Facebook, Orkut, and NetLog to step-up or enhance its marketable value by consenting to advertising on its platform. Sponsored Trends and Promoted Accounts have already been around for quite some time. Twitter recently came up with an additional platform for brands to advertise, called Promoted Tweets.

As Twitter's website divulges, "Promoted Tweets are an innovative form of advertising inimitable to Twitter that facilitate you to articulate to users that don't at this time, follow your account. Promoted Tweets are customary Tweets that are augmented to a broader audience."They start as regular tweets to followers and can be 'promoted' after the tweets is sent out. This will create the tweet to be featured on the top of all searches on the site for the associated keywords in the tweet.

Offered on a Cost-per-Engagement (CPE) basis, the Promoted Tweets feature for companies is a less subtle way of advertising on the platform. Unlike Promoted Trends and Accounts, the Promoted Tweets, will be supplementary moreover likely to be noticed as they would rest at the top of the timeline as Twitter says, "They appear as content in search results, not alongside them."

Numerous media, entertainment, food and beverages brands have before now established a sturdy existence on Twitter and used it as a valuable engagement medium with their followers. How would this novel feature be useful for a brand in the social media marketing plans is something that will be interesting to be seen? On the other hand, promoted tweets should be used wisely by brands as endorsing a brand by retweeting is a much more personal interface as contrasting to simply 'Liking' a page. The consumers won't pass around the tweet if they are not persuaded enough about the intentions of the brand. It is also imperative for brands to effectively use the tweets to their advantage. What is important to take into account is that how these tweets would be relevant to the brand category and how relevantly brands optimize their use. They can be advantageously used by restaurants to promote their new menu, or by companies to promote their new products. They can also prove to be a good way to get feedback. However it all depends on how effectively they are used.

THE THREE DARK HORSES

1. **Cash&Carry Wholesale retail**: Bharti Wal-Mart has made rapid strides in Punjab and following the suit aggressively in other states. Expect this to cascade into a ramp-up. It can be supposed that this is the best solution to open up the largely under-served markets of Tier 3 and rural India at large. There is a big untapped demand from the hospitality sector, intermediary traders, villagers and farmers alike. The next new success will emerge from there. Metro cities are eagerly waiting as well.
2. **Tele-shopping and Home-Shopping**: This again is the next big opportunity ahead as more than 148 million household's wait in anticipation. Direct selling offers the ability of under-served markets being able to tap into products and services that more-served markets in metros take for granted. The intermediary is cut out and prices are competitive as well.
3. **Private labels**: As organized retail booms, every super-market chain will want its piece of the action. More and more private label opportunities will emerge across the low-end, mid-market and premium tags. The apparel players are doing well on this count already. Expect more categories to open up. The private label will be private no more.

MORE CONSUMER GENERATED ADVERTISING AND CO-CREATION

The lazy Marketers have their dream coming true: Consumer Generated Advertising is an in-thing. Let your customers not only be your Promoters, but actually makes or create or at least provide you with a story so as to help you with your advertising. As this advertising will always be based on what they REALLY love about your market offering or may be an experience that they cherished or the association created with the usage of the product, it's sure to strike home with other consumers.

Not only marketers dream lazy-developers dream too – Let your customers come up with your products for you. The power of harnessing your customers' insights is amazing. Once again you are connecting directly to the insights, wishes and beliefs of your customers, ensuring that you will hit a home-run with the rest of the world too.

NET PROMOTER SCORES (NPS)

Net Promoter Score or NPS as it is popularly called is a net figure stating success of a company's policy performance. Net Promoter Score is based on the fundamental perspective that every company's customers can be divided into three categories. First Category is "Promoters", they are loyal enthusiasts who keep buying from a company and urge their friends to do the same. Second category is "Passives". These are satisfied but unenthusiastic customers who can be easily wooed by the competition. Last Category is "detractors" they are unhappy customers trapped in a bad relationship. Customers can be categorized based on their answer to the ultimate question. The best way to gauge the efficiency of a company's growth engine is to take the percentage of customers who are promoters (P) and subtract the percentage who are detractors (D). This equation is how we calculate a Net Promoter Score for a company:

P — D = NPS

While easy to grasp, NPS metric represents a radical change in the way companies manage customer relationships and organize for growth. Rather than relying on notoriously ineffective customer satisfaction surveys, companies can use NPS to measure customer relationships as rigorously as they now measure profits.

Many companies over a period of time recognized the power of loyalty and its impact on financial performance. Not only is the notion of loyalty intuitively appealing, but a growing body of empirical evidence suggests that companies that choose to ignore loyalty may find themselves on precarious footing as they attempt to ascend the ladder of financial success. Given the link between loyalty and financial benefits, such as increased market share, higher revenue, and lower costs, companies are wisely investing time and resources into developing loyalty programs that seek to measure, manage and improve loyalty performance. Despite the growing popularity of loyalty programs, the true value of such programs is not often realized due to ambiguous or ill-defined measurement systems. An informal meta-analysis, performed in 2003, showed that a standardized metric that accurately measures loyalty was difficult to find. Moreover, it became quite obvious that measuring customer satisfaction was simply not enough (Reichheld, 2003).

This comprehensive undertaking revealed unequivocal results: an individual's propensity to recommend a company to friends and colleagues may be the most direct gauge of customer loyalty and, ultimately, financial success. Although this finding was borne out by statistical tests, it also makes intuitive sense. When customers are truly loyal, their relationship with a particular company surpasses the basic model of economic exchange, where money is simply spent for products acquired or services rendered. Not only do these customers remain committed to the company, despite price increases and occasional errors, they also actively recruit new customers through positive word-of-mouth. These recommendations indicate true loyalty, since they reveal customers who are willing to risk their character, trustworthiness and reputation with virtually no reward beyond the positive regard and thanks of others. Furthermore, it also makes sense that the Net Promoter metric demonstrates the strongest link to long-term corporate growth. Net Promoter Score accurately measures the net effect of word-of-mouth. In other words, the reason why Net Promoter is such a powerful metric for gauging long-term growth is because it takes into account both the increased growth achieved through positive referrals, as well as the lost potential for growth caused by the effects of negative word-of-mouth.

CRUCIAL TRENDS

The latest and very observant trends being forecasted for next few years are –

1. **Growing respect for Chinese population and businesses around the world** – Businesses world over are showering Chinese customers and visitors with even more tailored services and perks, and in general, lavish attention and respect. Global consumption arena we see a similar picture: department stores, airlines, hotels, theme parks and museums, if not entire cities, around the world are going out of their way to shower Chinese customers with tailored services and perks, and in general, lavish them with attention and respect.
2. **Counter-attack on China** - Chinese residents made over 30 million overseas trips in the first half of 2011 alone, up 20% since 2010. For comparison, US citizens made only 37 million outbound air travel trips during the whole of 2010 (Source: China Ministry of Public Security, July 2011; Office of Travel and Tourism Industries, September 2011) and that's just the beginning: The World Tourism Organization has estimated that the total number of outbound tourists from China will reach 100 million by 2020. In July 2011, Hilton Hotels Worldwide created a service targeting Chinese travelers. Called **"Hilton Huanying"** (Mandarin for "welcome"), the program is available at 30 Hilton hotels across the world, and offers tailored assistance for Chinese guests, including check-in in their native language and in-room facilities such as Chinese tea and television channels, as well as slippers and a Welcome letter in Mandarin. There's also a breakfast buffet available, with congee, dim sum and fried noodles on the menu.
3. **Augmented Applications on Devices** - More smart applications being developed by marketers to lure consumers these applications extend from mobile phones to brick and mortar retail outlets and includes health care, golden age privilege and checking for infections. The Do It Yourself trend is not going to slow down in 2012. Now, there are two kinds of DIY: the kind (most!) consumers hate and the kind they love. For 2012, the latter category will show endless innovation driven by, what else, technology, which in turn feeds off a never-ending desire among consumers to be in control. And while innovative DIY spottings keep pouring in (check out true DIY luggage check-in at **Amsterdam Schiphol Airport**), for this 2012 overview we're focusing on DIY and health, as countless new apps and devices are actively targeting consumers keen on preventing, examining, improving, monitoring and managing their health.
4. **Arrival of Deals (Deal Hunting)** - Continuous look out for heavy distribution & Securing the best deal (i.e. Yebhi.com, times shopping, TV18 shopping network, snapdeal.com) Deal hunting has become an integral part of daily life for millions of consumers. Yes, there are many new and innovative ways in which brands are using promotions and offers, but consumer attitudes to discounts and deals are what are really changing. Obviously, consumers have always loved getting good deals or exclusive rewards, but rather than having to hide one's haggling, securing the best deal is now accepted, if not admired by one's fellow consumers. In fact, it's now about more than just saving money: it's the thrill, the pursuit, the control, and the perceived smartness, and thus a source of status too.
5. **Brands adopting recycling and green-initiatives for their products** – Most prominent to start with were mobile handset companies and other followed. While in times of recession, economic interests tend to overrule. Eco-causes, the quest for a more sustainable lifestyle will remain a most pressing issue for years to come. The 'green' trend is the phenomenon of brands helping consumers recycles by taking back all old items from customers, and then actually doing something constructive with them since, modern day consumers are increasingly aware not only of the financial value in their past purchases, but the material and ecological value of 'stuff' as well.
6. **Cashless Transactions** - The cashless society has been popping-up in every trend list, now consumers en masse will forego coins and notes and just swipe their Smartphone, it is going to be the year that major players like Google and MasterCard will actively roll out their cashless initiatives around the world. For consumers, the initial lure will be convenience, but eventually mobile payments will create an entirely new data-driven eco-system of rewards, purchase history, deals and so on. Google Wallet, MasterCard's PayPass technology, shoppers simply tap their mobile device on special terminals at points-of sale to pay instantly. Square is another innovation, an electronic payments service which enables users to accept credit card payments by using a card reading portable device connected to their iPhone, iPad or Android device. Both the Square card-reader and app are free, although there is a 2.75% charge for each payment made.
7. **Bottom of the Urban Pyramid** - In 2012, the opportunities to cater to hundreds of millions of low income urban consumers will be unprecedented. Driven by extreme urbanization on a global scale that will not slow down in 2012, expect more BOTTOM OF THE URBAN PYRAMID (BOUP) consumers than ever to demand innovation tailored to their unique circumstances, from health issues to lack of space to the need for durability. Furthermore remember, BOUP consumers have materialistic and aesthetic desires too. Aakash is an Android-based, wifi-enabled tablet computer, manufactured in Hyderabad, India as a low-cost but full functioning device. It is expected to be sold for USD 60 in retail stores, and (subsidized by the Government of India) to students for around USD 35. PepsiCo India is test-marketing two products: Lehar Gluco Plus, a beverage with electrolytes and glucose, and Lehar Iron Chusti, a fortified iron snack. Both are aimed at consumers at the bottom of the pyramid — in urban (and rural) areas (Source: Economic Times, June 2011).
8. **Flawsome** – The brands that behave more humanly, including showing their flaws, will be awesome. While many trends are all about the new, it's always worth remembering that success in business in the end is more about being aligned with consumer culture than just being aware of 'new' techniques and technologies. While 2011 saw new levels of consumer disgust at too many business' self-serving and often downright immoral (if not criminal) actions, stories of businesses doing good remind consumers that personality and profit can be compatible. In fact, in 2012 consumers won't expect brands to be flawless; they will even embrace brands that are FLAWSOME, and at large (or at least somewhat) human. Brands that are honest about their flaws, which show some empathy, generosity, humility, flexibility, maturity, humor and dare to show some character and humanity are going to be a rage.

ADVENT OF SCREENS – BIG ONES AND SMALLER

Screen culture and its emergence is more like offshoot of stringent marketing communication mode or availability of more interactive medium through which so many benefits as well as communication or informational advantages will manifest themselves. Year 2012 and onwards will see three mega-tech currents converge continuing. Screens will be (even more) ubiquitous / mobile / cheap / always on; interactive and intuitive (via touch-screens, tablets and so on); an interface to everything and anything that lies beyond the screen (via the mobile web and, increasingly and finally mainstream in 2012, 'the cloud'). In fact, the future for most devices will be a world where consumers will care less about them and just about the screen, or rather what's being accessed through it.

Following the influence even the country like Indian urbanized into a screen-potato. Five of them dominated our lives. Television remained the big one for all of us, rural or urban. 148 million television sets decorated our homes with an average viewing time of 4.5 hours per day in rural and 23 minutes a day in Urban. The second screen in urban lives was the desktop at office and in some cases in homes as well. The third screen was the laptop computer, fast losing its appeal among the wannabes who want a tablet in their hands. The fourth screen that edged its way into Indian hands this year was the tablet. In came Samsung Galaxy, the I-Pad or I- Pad 2 (brought in from the markets where it has been launched) and more. The Fifth screen, though small in size, remained the biggest and most omnipresent of them all: the Mobile phone. More and more applications went mobile and the death of the laptop became a hot topic to discuss.

RECOMMERCE

With the changing economic classes and emerging dynamics of market has given rise to a new phrase, "Trade in to Trade up" For smart consumers, 'trading in' is the new buying in 2012. It's never been easier for consumers to unlock the value in past purchases. Consumers have always resold large, durable goods like cars and houses; but in 2012, almost anything is ripe for resale, from electronics to clothes, and even experiences. Novel brand buy-backs, exchange schemes, online platforms and mobile marketplaces offer smart and convenient options for consumers keen to 'trade in to trade up', alleviate financial strains (double dips, anyone?), and/or quell environmental and ethical concerns. Three drivers behind the RECOMMERCE phenomenon are:

- **NEXTISM**: Consumers will forever crave new and exciting experiences promised by the 'next'.
- **STATUSPHERE**: The growing status boost that comes from being savvy and shopping (environmentally) responsibly.
- **EXCUSUMPTION**: Cash-strapped, recession-stricken consumers embracing creative solutions to spend less and still enjoy as many experiences and purchases as possible.

CONCLUSION

India emerges as a most-ruthless and enigmatic young market looking ahead into the future based upon changes taking place as on this day we find the economic pressure is severe on the biggest class, "Middle Class", loyalty lines are receding into the memory of past advertising. The new story in town is the range story. The story of variety on hand along with the value purchase accompanied by a complete offer, that could not be missed as it will fit present consumption patter and meet modernistic needs. Companies are trying to create an offer with the most number of options an offer that will assure that you might as well stay with me. Flit like a butterfly from this variant to the other. But stay with me. Companies are vying with one another to build promiscuity-palate offers within their own mother brand to keep customers back.

Sell your shares in market research agencies – their extensive research methods will go the way of the dinosaurs. Turns out, it all comes down to one question: "On a scale of 0 to 10, how likely are you to recommend brand/product X to someone else?" As the results of this research can be directly tied to revenue growth, instead of intangible fuzzes like brand recognition, watch the corporate world being taken by storm by NPS, following the likes of GE and Philips.

Integrated marketing is now the main means in marketing. In the field of marketing concept, the marketing activity is whole and complete which includes research and forecast, development and design, organization of producing and analysis of finance, electronic products, distribution, stock and shipment, marketing and public relations, brand and package and advertising. Organizing the whole process well to develop more benefits and meet consumers' needs. Internet advergaming is rapidly becoming popular since it delivers intense involvement of brands with consumers. Furthermore, the consumers being targeted have rapidly changed their media consumption habits to smaller screens like the PC/laptop monitor screens and mobile screens, thus paving way for Net advergaming in becoming a strong marketing tool.

As the consumers' aversion to traditional '30 seconds' spots is starting to hurt, TV channels and advertisers alike have to look for different models. Product placement and branded entertainment are starting to take up a serious position in their portfolios. A major advantage is that the convergence of TV and online is almost built into this model, as there are far less objections to the re-distribution of branded content throughout the internet then with traditional advertising-funded models.

Things seem evolving in this new millennium as we have just entered in 12 years but 88 more are left to go. By the end of this century the marketing will evolve and change so fast that the paradigms of today will be no longer visible and the literature written about modern methods of marketing will soon get outdated and the great experts of modern day marketing as it exist today may not be able to realize how things have changed.

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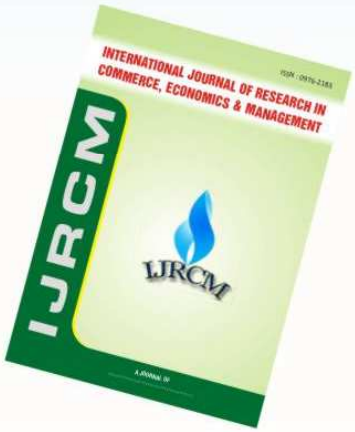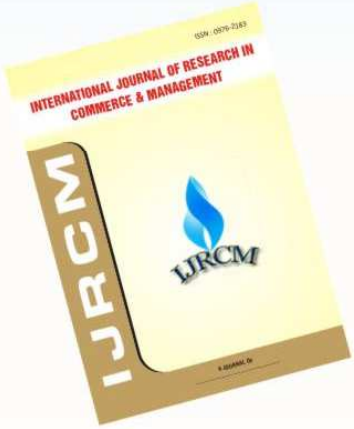
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