

Chapter 5

Recent Development in Marketing

Social Marketing

Social marketing is the systematic application of marketing along with other concepts and techniques to achieve specific behavioral goals for a social good. An activity which focuses basically on changing the behaviour of individuals or of a society for social good and can be achieved by adopting standard marketing approaches. It focuses on the change of individual or societal behaviour which is causing harm to the person or society. For example, this may include asking people not to smoke in public areas, asking them to use seat belts or prompting to make them follow speed limits.

The primary aim of social marketing is 'social good', whereas in commercial marketing the aim is primarily 'financial'. This does not mean that commercial marketers cannot contribute to achievement of social good.

Definition

According to Philip Kotler "Social marketing is the explicit use of marketing skills to help translate present social action efforts into more effectively designed and communicated programme that elicit desired audience response".

"The design, implementation and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution and market research." – Philip Kotler

Online Marketing/ E- Marketing

Online marketing refers to marketing techniques and strategies that use the Internet to target potential customers. It is a set of methodologies and tools marketing executives use to promote goods and services through the Internet. "Online marketing is a set of tools and methodologies used for promoting products and services through the internet."

Benefits

- Internet marketing is inexpensive.
- It allows for convenient store hours.
- It provides a customized advertising approach.
- It helps you take advantage of social media.
- It provides a way to really build relationships.
- It allows you to reach more people.

Direct Marketing

Direct marketing is a form of advertising that specifically targets a person or company to generate new business, raise the profile of an organization or product, or make a sale.

According to Philip Kotler and Gray Armstrong, "Direct marketing is marketing through various advertising media that interact directly with consumers, generally calling for the consumers to make a direct response.

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Features

- **No middlemen:** In direct marketing system, selling and buying take place keeping direct contact between marketers and customers through different media. So, no middlemen are found in this marketing. Since no middlemen work in it and no commission is given to them, the cost is saved and the customers can get goods at the cheapest price.
- **Customer oriented:** In direct marketing, relationship between sellers and customers becomes deep as well as strong. The sellers give emphasis on the wants, desires of each customer. It is one-to-one marketing. As the producers remain in direct contact with customers, they make marketing mix keeping the customers at the center.
- **Forms:** The channels which help to conduct direct marketing are taken as its forms. So, there are many forms of direct marketing. They are direct mail, and catalogue marketing, telemarketing, television marketing, Internet marketing, etc. Any of these forms can be direct marketing.
- **Direct channel:** Marketing channel becomes direct in direct marketing. In this marketing channel, no middlemen can be found. The producers themselves deliver products to the customers directly. Customers also keep direct contact with producers or distributors through different media. Selling and buying take place directly between them. As the channel becomes short in this marketing, distribution cost also becomes least.
- **Direct contact:** There is direct channel in direct marketing. Since no middlemen remain in this form, direct contact is established between sellers and customers. Producers can keep contact with customers one by one. This makes easy for the producers to know about the purchasing power, wants and interest of the customers. Distribution cost is also reduced due to direct channel of distribution.

Service Marketing

Service marketing is marketing based on relationship and value. It may be used to market a service or a product. With the increasing prominence of services in the global economy, service marketing has become a subject that needs to be studied separately. Marketing services is different from marketing goods because of the unique characteristics of services namely, intangibility, heterogeneity, perishability and inseparability.

Importance

- **A key differentiator:** Due to the increasing homogeneity in product offerings, the attendant services provided are emerging as a key differentiator in the mind of the consumers. Ex: In case of two fast food chains serving a similar product (Pizza Hut and Domino's), more than the product it is the service quality that distinguishes the two brands from each other. Hence, marketers can leverage on the service offering to differentiate themselves from the competition and attract consumers.
- **Importance of relationships:** Relationships are a key factor when it comes to the marketing of services. Since the product is intangible, a large part of the customers' buying decision will depend on the degree to which he trusts the seller. Hence, the need to listen to the needs of the customer and fulfill them through the appropriate service offering and build a long lasting relationship which would lead to repeat sales and positive word of mouth.

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- **Customer Retention:** Given today's highly competitive scenario where multiple providers are vying for a limited pool of customers, retaining customers is even more important than attracting new ones. Since services are usually generated and consumed at the same time, they actually involve the customer in service delivery process by taking into consideration his requirements and feedback. Thus they offer greater scope for customization according to customer requirements thus offering increased satisfaction leading to higher customer retention.
- **Multiple Touch Points:** Service sector does not provide any tangible services to the customers. Thus customers have to depend on intangible services like talking to many people about the services before buying the same. This creates a perception in the customer's mind whether to go ahead with the purchase or not. These multiple touch points are important to motivate the customers to trust them and make the purchases.
- **Services Proliferate:** Since it is a challenge to market the intangible services to the customers, marketers should find various ways and means to market the product in such a way that it stands out from the rest of the crowd. They should invent various ways to communicate the benefits of the services to the customers in such a language which they find easy to reflect to their needs and value.
- **Feedback Improves Services:** Since it is difficult to match up the marketing concepts of the service sector with the needs of the customers, sellers must work on the feedback given by the customers. These feedbacks are genuine suggestions and tips given by the customers and if the seller works on the same, it will help him to match up with the changing needs and desires of the customers. Sellers must cultivate the habit of collecting regular feedbacks from the customers and working on the same.
- **Technology Impacts:** Technology is a big boon for the service sectors. People like to collect information on the services before actually purchasing them. Thus, internet plays a very important role here to flash the required details of the services so that customers can directly visit the website for details and this will also prevent them from talking to many other people. Service sellers must take full advantage of the growing technology and reach out to maximum customers with the required knowledge and quality.

Green marketing

Green marketing is the marketing of products that are presumed to be environmentally safe. Green marketing is an attempt to protect the consumer welfare and environment through production, consumption and disposal of ecofriendly products.

Green marketing may be understood as the process of selling products and services based on their environmental benefits and these products of services may be environmentally friendly in itself or produced in an environmentally friendly way.

Importance

- **Opportunities:** It appears that all types of consumers, both individual and industrial are becoming more concerned and aware about the natural environment. In a 1992 study of 16 countries, more than 50% of consumers in each country, other than Singapore, indicated they were concerned about the environment. Given these figures, it can be assumed that firms marketing goods with

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environmental characteristics will have a competitive advantage over firms marketing none environmentally responsible alternatives.

- **Social Responsibility:** Many firms are beginning to realize that they are members of the wider community and therefore must behave in an environmentally responsible fashion. This translates into firms that believe they must achieve environmental objectives as well as profit-related objectives. This results in environmental issues being integrated into the firm's corporate culture.
- **Government Pressure:** As with all marketing-related activities, government's wants to "protect" consumers and society; this protection has significant green marketing implications. Governmental regulations relating to environmental marketing are designed to protect consumers in several ways:
 - Reduce production of harmful goods or by-products;
 - Modify consumer and industry's use and/or consumption of harmful goods; or
 - Ensure that all types of consumers have the ability to evaluate the environmental composition of goods.
- **Competitive Pressure:** Another major force in the environmental marketing area has been firms' desire to maintain their competitive position. In many cases firms observe competitors promoting their environmental behaviors and attempt to emulate this behavior. In some instances this competitive pressure has caused an entire industry to modify and thus, reduce its detrimental environmental behavior.
- **Cost or Profit Issue:** Firms may also use green marketing in an attempt to address cost or profit related issues. Disposing of environmentally harmful by-products, are becoming increasingly costly and in some cases difficult. Therefore, firms that can reduce harmful wastes may incur substantial cost savings. When attempting to minimize waste, firms are often forced to re-examine their production processes. In these cases, they often develop more effective production processes that not only reduce waste, but reduce the need for some raw materials. This serves as a double cost savings, since both waste and raw material are reduced.

Advantages

Green marketing facilitates the businesses to market their products and services, keeping the environment aspects in mind and make them to access new markets to enjoy competitive advantage.

- **Offers a competitive edge:** Not every company can offer to turn into an eco-friendly company and change their processes into eco-friendly processes. Your organization will get a competitive advantage over all those organizations if you decide to opt for the methods.
- **Long term growth:** Opting eco-friendly methods might be expensive initially, but it is worth for long term growth. Green marketing is a good option for long term growth. Because in the present times, more and more people prefer eco-friendly products, and their number is going to increase in the future.
- **More profits:** Eco-friendly methods are expensive, and thus it is ok for you to increase the price of your products. People don't mind to pay a little extra as long as they are getting the right quality product and the satisfaction of doing their part to protect the environment. Your initial cost of adopting green methods can be recovered in the initial few years. You will generate more profit than your competitors as people now prefer to buy environment-friendly products.

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- **Promotes CSR:** Green marketing promotes corporate social responsibility. With this goodwill of the company enhances.
- **Good for the environment:** The money is not concerned, is the benefit of satisfaction that you will get by saving your environment. You will be leaving a better place for your coming generations to live. Your small effort can do huge.
- Employees of the companies that produce green products feel proud to be associated with green activities.

Strategies

The producers, besides purchasing green/eco friendly products, can also adopt the following methods as a part of their green marketing.

- **Electronic mode:** One of the strategies that can be adopted for green marketing is that marketers can switch over to electronic mode, instead of using paper-based printed for advertising and other marketing activities.
- **Green packaging:** Packaging of products by producers of goods is a vital aspect of marketing. Because packing of goods should be attractive, cost-effective and be easy to handle. Eco-friendly materials are to be used for packaging in green marketing activity.
- Green marketers use efficient shipping methods.
- GM strategy also includes the use of eco-friendly power resources.
- In green marketing method, recycling programme and responsible waste disposable practices are adopted. An effective green marketing method/strategy considers every aspect of product life cycle. This means that from production to disposal everything must be sustainable.

Disadvantages/ Challenges/ Limitations

- **Creating awareness:** People still are not aware of green products and their uses. More efforts should be put in to create awareness about green marketing in the minds of consumers.
- **Costly green certificates:** To commercialize your products as “green”, depending on your industry you might have to go through long and pricey process to obtain the environmental certifications.
- **Green washing:** There is a tendency on the part of some green marketers to deceive the growing number of green consumers. They adopt green marketing approach to products that actually are considered as ‘green’. They try to position these products as a better choice for the environment, when they are really not. This makes the consumers to believe that product is a green one. This type of deceiving is called green washing. This is done to make profit. Green washing damages the reputation of a company. Therefore producers and marketers should avoid such risky action.
- Another challenge is that GM process needs huge investments in research and development, for which many producers or marketers are not willing to spend that much. However, the green marketing journey should move to gain its huge advantages to the people at large. Hence investment is a necessity and it should take place.
- Majority of the consumers are not willing to pay extra money for green products. This is a passing phase. People will voluntarily pay the premium price, when they understand the benefits they derive from GM.

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- It is also a challenge to educate the people about the advantages the GM activities have. However sincere efforts have also been put by environmentalists, lovers of green products and others who strongly wish to derive the benefits of green marketing.
- Adapting good technical assistance to support green marketing is also a problem. Sustainable technical assistance has to be adopted to avoid this challenge.

Rural marketing

Rural marketing involves the process of developing, promoting, distributing rural area specific products and service exchange between rural and urban market which satisfies customer demand and also achieves organizational goals.

Indian market for the consumer products is made up of two distinct parts, one is urban and other is rural market. It has been a matter of great enquiry both for the marketing academics and practitioners whether there is a need for developing separate strategy for rural markets.

According to T.P Gopaldaswamy – “Rural Marketing is a two-way process which encompasses the discharge of business activities that direct the flow of goods from urban to rural area (manufactured goods) and vice versa (agriculture products) as also with in the rural areas”.

Consumerism

Consumerism is the idea that increasing the consumption of goods and services purchased in the market is always a desirable goal and that a person's wellbeing and happiness depend fundamentally on obtaining consumer goods and material possessions. Consumerism is a social and economic order that encourages the acquisition of goods and services in ever-increasing amounts.

Mobile Marketing

Mobile marketing refers to the two- or multi-way communication and promotion of an offer between a firm and its customers using a mobile medium, device or technology.

Advantages

- **Mobile marketing reaches a broader market:** Smartphones and tablets are cheaper, smaller and more portable than traditional PC's and laptops. This means that people who previously were not able to be online are no longer restricted by financial, geographical or technological barriers.
- **Instantaneous results:** We always carry our mobile phones. Like our wallet or keys, we never leave home without them. And most of the time, our mobile phone is on, which means, we receive the message at the very moment it is sent. We can use mobile tactics to get your marketing message out immediately.
- **Easy to work with:** The creation of elements for mobile devices is simpler and less costly compared to desktops or laptops. This medium also makes it easier to issue promotions and marketing incentive services to us, the users. We can keep this information handy until the time we need to use it. For example, we can download a coupon to our phone and then show that coupon at checkout without an internet connection - to receive the discount.
- **Convenient to use:** Since the screen size of a mobile phone is small, it limits the scope of content that can be displayed. This makes it convenient for the creators of the content, who can keep it basic and simple. Also, simpler content will adapt itself better to the various mobile platforms.

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- **Tracking response:** User response can be tracked almost instantaneously. Mobile marketing is an effective way to collect user data. Databases that use phone numbers, as unique IDs are more effective, since many people generally keep their phone numbers for a longer period of time, unlike their email addresses. This helps the mobile advertiser better understand and analyze user behavior and create buyer persons.
- **Huge viral potential:** Here you have the domino effect. Since mobile content can be easily shared among users, mobile marketing enhances the potential for virality or a piece of content - usually a video "going viral." Users more than likely will share good information and offers with their friends and family, so companies get a lot more exposure with no extra effort.
- **Mass communication made easy:** Since a lot more people own mobile phones than desktops or laptops, mobile marketing helps the marketer reach a far wider and more diverse audience, either by SMS. Mobile marketing also gives the advantage of targeting capabilities. You can geo target by sending location-specific messages to those using GPS and Bluetooth technology, or demographic targeting, so you can reach the right audience via age and gender information.
- **Mobile payment:** The latest mobile payment facility is very convenient for the users today. Here, users are offered a secure online payment environment, which works via advanced mobile Web systems. This means that the user does not need to cough up physical currency each time he wants to make a mobile purchase or pay a bill online.

Disadvantages

- **Platforms too diverse:** Mobile devices do not have any particular standard, as compared to PCs and laptops. Mobile phones come in many shapes and sizes, so screen size is never constant. Also, mobile platforms use different operating systems and browsers. Hence, creating one campaign for all of them can get difficult.
- **Privacy issues:** This is always in question on any network or device. Savvy mobile marketers need to understand and respect the fact that users would like their privacy. So they should offer clear instructions for opting out of marketing communications should the user want to do that.
- **Navigation on a mobile phone:** The mobile phone usually comes with a small screen and no mouse. This means that navigation on a mobile phone may get difficult for the user, even if it has a touch screen. In such a case, most ads may go untouched, as the user may find it too tedious to look in detail through each one of them.

Market analytics

Marketing analytics comprises of the processes and technologies that enable marketers to evaluate the success of their marketing initiatives. This is accomplished by measuring performance. The purpose of marketing analytics is

- to gauge how well your marketing efforts are performing, measuring the effectiveness of marketing activity and
- to determine what can be done to get better results across the marketing channels

Social media marketing

It refers to the process of generating/gaining website traffic or attracting viewers and customers through social networking websites such as Facebook, Pinterest, LinkedIn, Twitter, and so on. Through

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these channels companies have the strength to increase the brand awareness, drive traffic and generate leads for the company and these leads can be converted into customers with sincere marketing effort online.

Advantages

- **Improved brand loyalty:** Brands that engage on social media channels enjoy higher loyalty from their customers. Companies take advantage of the tools social media when it comes to connecting with their audience. A strategic and open social media plan could prove influential in morphing consumers into being brand loyal.
- **Showcase the Brand:** Handling a strong social media presence is an efficient way to build the company's reputation and showcase the business. By regularly updating prospects on all the brand and social happenings, they start to view of company as an authority.
- **Higher conversion rates:** Social media marketing results in higher conversion rates in a few distinct ways. Perhaps the most significant is its humanization element; the fact that brands becomes more humanized by interacting in social media channels.
- **Higher Brand Authority:** Interacting with the customers regularly is a show of good faith for other customers. When people go to compliment or brag about a product or service, they turn to social media. And when they post their brand name, new audience members will want to follow them for updates. The more people that are talking about them on social media, the more valuable and authoritative their brand will seem to new users.
- **Increased Inbound Traffic:** Without social media, the inbound traffic is limited to people already familiar with brand and individuals searching for keywords the currently rank for. Every social media profile they add is another path leading back to the site and every piece of content they syndicate on those profiles is another opportunity for a new visitor.
- **Decreased Marketing Costs:** If they can lend just one hour a day in developing their content and syndication strategy, they could start seeing the results of their efforts. Even paid advertising through Face book and Twitter is relatively cheap.
- **Enhance company trust worthiness:** Social media channels are proactive tools when it comes to increasing the company trustworthiness. By closely communicating with the clients on a social media level, become a trusted source of information which makes it a great asset when creating company awareness and brand credibility. Social media can be a great source of customer service, transforming negative customer's experience into a positive outcome for the business. Always keep in mind that customer satisfaction is the key to retention and in the long run it is loyalty awarding to the brand.
- **Expand sales:** Getting speed access to consumers' feedback is undoubtedly going to jump-start your sales results. Prospects are more likely to become customers if you respond to their specific requirements in a prompt and personal manner. Social media helps easily discover the customers' preferences so that you can: focus on meeting their special needs and expectations, gain proficiency in that exact niche, excel your product list and research your competitors.

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E-mail marketing

E-mail marketing is directly marketing a commercial message to a group of people using e-mail. It usually involves using e-mails to send ads, request business, or solicit sales or donations and is meant to build loyalty, trust or brand awareness.

Advantages

- Email is a free tool. Once being online, there is no further expenses that need to be spent in order to send and receive messages.
- Email is quick. Once finished with composing a message, sending it is as simple as clicking a button. Email, especially if an email system is integrated into the network, is sent, delivered and read almost immediately.
- Email is simple. It is easy to use. Once the account is set up, composing, sending and receiving messages is simple. Also, email allows for the easy and quick access of information and contacts.
- Email allows for easy referencing. Messages that have been sent and received can be stored, and searched through safely and easily. It is a lot easier to go through old email messages rather than old notes written on paper.
- Email is accessible from anywhere as long as the availability of internet connection. Whether or not we are in the office or on the field, or even overseas, we can access our inbox and go through your messages.
- Email is paperless, and therefore, beneficial for the planet. Not only we can reduce the costs of paper, we are actually reducing the damage paper usage does to the environment.
- Email allows for mass sending of messages. An effective medium to utilize to get the message out there, and can send one particular message to several recipients all at once.
- Email allows for instant access of information and files. One can opt to send files and keep messages so that they have a paper trail of conversations and interactions they have online just in case you may need them in the future.

Disadvantages

- Email could potentially cause information overload. Some messages may be dismissed or left unread, especially if there are a lot coming in and the network has not integrated some sort of email alert system into the computers at work.
- Email lacks a personal touch. While some things are better off sent as written and typed messages, some things should be verbally relayed or written by hand in a note or letter.
- Email can be disruptive. Going through each email can be disruptive to work as it does require a bit of time. This disruption is decreased through the utilization of an email alert system.
- Email cannot be ignored for a long time. The thing with email is that it needs constant maintenance. If you ignore it, more and more messages will enter your inbox until it gets to the point that your inbox is no longer manageable.
- Email can cause misunderstandings. Because email does not include nonverbal communication, recipients may misinterpret the sender's message. This is particularly true of senders fail to go through their messages before they send them.
- Email messages can contain viruses. It's best to be aware of this possibility so that you are careful when opening messages from people you don't know, or when downloading attachments.

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- Email should be kept short and brief. This is especially difficult if you are one to send messages that are too long.
- Email requires timely responses. While some people tend to disregard messages, those that require responses should be replied to as soon as they are received and read. If not, urgent and important messages may be left untended.

Live Video streaming marketing

Live streaming is a social media feature on platforms like Facebook and Instagram that invites brands and users to share unedited, raw footage in real time.

Pros

- Streaming live footage creates a connection with many customers at once
- Live streaming can be more affordable than standard video ads
- Live streams are a versatile content format
- Privacy protection

Cons

- Live streaming neglects individual customers
- Live streaming can provide mixed results
- Live streaming is time-consuming
- More of bandwidth required
- No rectification

Telemarketing

Marketing of goods and services to potential customers over telephone is called telemarketing. Salesperson shares information about product and services over the phone to convince the customers for buying the products and services.

Advantages

- **Easy to get customers:** One of the advantages of telemarketing is that it provides a way for you to easily connect with prospective customers. It allows you to answer any questions or concerns people might have about your service or product. You can reach more customers over the phone more easily than in person or by going door-to-door. Telemarketing allows you to sell from a distance and expand your sales territory. You could potentially reach people on a national and global scale instead of just locally.
- **Small business:** Telemarketing can be a particularly valuable tool for small businesses, in that it saves time and money as compared to personal selling, but offers many of the same benefits in terms of direct contact with customers.
- **Immediate results:** When you make telemarketing calls, you have the ability to talk to prospects in real-time. This gives you the opportunity to know almost immediately if they are interested in what you have to sell and if they are going to buy. By talking to prospects you are also able to develop an immediate relationship with them. Since most people are looking for ways to feel valued and appreciated by businesses, this might be the best way to make them feel special.

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- **Customer service:** Building a loyal client base is a fundamental factor in establishing a long-term business success and increasing the value of the company. Telemarketing customer services can gain repeat orders and increase the penetration of the customer base. Telemarketing has the advantages of delivering excellent customer service.
- **Reduces cost or cost effective:** Telemarketing is less expensive when compared to most other forms of marketing. Through telemarketing it is also easier to communicate with customers. Since you are able to speak directly with prospects, you have the opportunity to make more sales right away. Most of the marketing efforts are directed towards select markets, so the cost per person contacted is less.
- **Flexibility:** It is the most flexible form of direct marketing. It helps in knowing and understanding what customers want, and are prepared to buy. Survey can be conducted with the advantages of telemarketing, knowing what customers are looking for, the product or service, the brand, etc and one can constantly update the client data base.
- It can be used in respect of different types of products. It is suitable for both industrial goods and consumer durables.

Disadvantages

- **Inability to reach customers:** There are a lot of people in this world who won't answer the phone if they don't recognize the number that's calling them, and that's because some telemarketers use this method for scams. With so many people adding their number to the DO NOT CALL list, this reduces the number of people you can contact who might be interested in what you have to offer.
- **Training staff in time consuming and costly:** Telemarketing can be costly both monetarily and in man power hours. Customer lists can be expensive and most of the contact information on them could be useless. For example, most of the people on a contact list may have no interest or use in what you are trying to sell. You may make a lot of calls but not getting any new customers. It may be time consuming to train the staff on how to sell your product over the phone and you may need to prepare a well-written script.
- **Bad reputation:** A main disadvantage of telemarketing is that it is considered a nuisance by many people. Telemarketing has a negative image that could damage your business' reputation - if carried out poorly.
- No visual contact with the customer is possible.
- Pre purchase inspection of goods is not possible.

Relationship marketing

Relationship marketing is a strategy that aims at developing and managing long-term relations with customers, suppliers and distributors in order to earn and retain the business of the enterprise. Marketers accomplish this by promising and delivering high quality products and services at fair prices to the other parties involved in the distribution process. Most successful relationship strategies depend on

- **Customer oriented personnel:** For an organization to be focused on building relationships with customers, employee's attitudes and actions must be customer oriented. It should be noted here that the employee's attitude represents the whole firm. Any person, any department or division that is not customer oriented weakens the positive image of the entire organization.

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- **The role of training:** Leading marketers recognize the role of employee training in customer service and relationship building. Training improves the capabilities of personnel. It trains them to cultivate better interpersonal and human relations. It improves communication between and target audience. It helps the individual in making better decisions and solving problems of the customers effectively.
- **Empowerment:** In addition to training, many marketing-oriented firms are giving employees more authority to solve customer problems on the spot. Delegation of such authority is referred to as "empowerment". Employees develop ownership attitude, when they are treated as part-owner of the business. Empowerment results in greater satisfaction of both employees and customers.
- **Teamwork:** Teamwork entails collaborative efforts of people to accomplish common objectives. Job performance, company performance, product value, and customer satisfaction, all improve together when people in the same group begin supporting each other and emphasize cooperation instead of competition. Performance is also enhanced when people in different areas of responsibility such as production and sales, sales and service, practice teamwork with the ultimate goal of delivering superior customer value and satisfaction.

Concept marketing

Concept marketing is the marketing process of understanding the hidden needs of the customer, creating awareness in the minds of the customer about product/service, initiate/effect changes in the customers' minds and create a sense of need in customers to buy the product or service. Concept marketing, in essence, is marketing a new product/service concept to the customers. It is creating a primary demand for the product- e.g. Instant food category (Ready-mix food items), Gearless scooters and cars (Kinetic Honda), Dishwashers, Vacuum cleaners, Credit cards, ATM's, washing machines, micro-wave ovens, etc.

Concept marketing is an act of converting a new concept into a product. The process is said to be successful, if the new concept is commercially accepted in the market. Therefore, the success of the concept largely depends on how fast the awareness is created in the minds of the target customers and influences them to act. Marketer should use mass communication media to ensure that the consumer understands and perceives the benefit of the new concept or new product.

In the initial stages of introduction of the new concept, usually there will be an element of resistance from customers. Broadly, consumer resistance can be classified into four categories

- **Usage Resistance:** Concept that is not compatible with the existing habits is likely to create customer resistance. Even a number of successful products such as televisions, computers and telephone took decades before consumers adopted them. To take the example, video conferencing is an innovation that allows people to meet without the trouble of expense, travel and physical presence of people in one place.

Putting the concept into practice in a corporate setting involves a number of aspects that includes planning ahead, coordination of communication and finally training employees and related costs and also availability / affordability of technology by all concerned.

One more example is an electric car which is eco-friendly. But it is not widely accepted by the customers. It is because the consumer has to adjust his habits to a new set of usage

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prerequisites like recharging the batteries overnight, getting used to the slow speed of travel, getting used to a different feeling of acceleration, limited seating capacity and also getting used to the driving range limits.

- **Value Resistance:** The customers are always out for a better product, more convenience, and new fashion. Above all, he will always strive to get a product which would offer money for value. If the value is less than what they are paying, customers really resist to buy a new product.
- **Risk Resistance:** If the product concept is entirely new, the resistance is likely to be high. Customers may wait a little longer time to buy the product if they feel that there may be risk in using new products. For example, Electric shavers, hair spray etc. are still not that popular due to the element of risk perceived by the customers.
- **Social Resistance:** This is the major source of resistance which eventually leads to individual resistance. Social values and tradition may act as barriers to promote new concept. Kentucky Fried Chicken (KFC) / McDonalds outlets in Bangalore which met with severe resistance from the local people in view of the ingredients used and also on religious grounds.

Digital marketing

Digital marketing is the promotion of products or brands via one or more forms of electronic media.

Components

- **Social media marketing:** It refers to the process of generating/gaining website traffic or attracting viewers and customers through social networking websites such as Facebook, Pinterest, LinkedIn, Twitter, and so on. Through these channels companies have the strength to increase the brand awareness, drive traffic and generate leads for the company and these leads can be converted into customers with sincere marketing effort online.
- **Search Engine Optimisation (SEO):** This is the process of optimizing the company's website to rank higher in search engine result pages thereby increasing the amount of free traffic the company's web page receives.
- **Email marketing:** E-mail marketing is directly marketing a commercial message to a group of people using e-mail. It usually involves using e-mails to send ads, request business, or solicit sales or donations and is meant loyalty, trust or brand awareness.
- **Content marketing:** This is a channel concerned with the creation and promotion of content for the purpose of generating brand awareness, traffic growth, lead generations and customers. This strategy takes place by writing
 - blogs on company website
 - publishing e-books, white papers and similar long term content to educate website visitors
 - Infographics (showing the product information to visitors of company's web in visual form)
- **Pay Per Click (PPC):** PPC is a method of driving traffic to company's website by paying a publisher every time the company's advertisement is clicked. One of the most common types of PPC is Google Ads.
- **Affiliate marketing:** This is a type of performance based advertising. The owner of the website permits to promote someone else's product or service on his website and receives commission for hoisting information. It is called Affiliate marketing, because the owner of a website affiliates with

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the web owner by paying the prescribed fee or commission to promote the product of product information of an affiliate from owner's social media account.

- **Mobile marketing:** Mobile marketing refers to the two- or multi-way communication and promotion of an offer between a firm and its customers using a mobile medium, device or technology.
- **Google trends:** It lets you see the latest trends, data and visualization from google and find out what's trending near you right now. It can give you validation on an idea pretty fast and it is very easy to use.

Advantages

- **Global reach/Wider reach:** A website allows you to find new markets and trade globally for only a small investment. Digital marketing helps expand the presence of the brand and creates a platform to reach a vast number of customers. The brand becomes global as digital marketing provides the platform to the brand for global display, therefore allowing even the newcomers and start-up brands to have an equal footing with big and established enterprises dominating the traditional market.
- **Lower cost:** A properly planned and well targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.
- **Trackable, measurable results:** Measuring online marketing with web analytics and other online metric tools makes it easier to establish how effective the campaign has been. We can obtain detailed information about how customers use the website or respond to our advertising.
- **Personalisation:** If customer database is linked to website, then whenever someone visits the site, company can greet them with targeted offers. The more they buy, the more company can refine their customer profile and market effectively to them.
- **No Time Barriers:** Times are not any more barriers to marketing with online digital marketing. Customers and clients can enter the website or social media profile at any time they want and can interact with business.

Disadvantages

- **Skills and training:** Company will need to ensure that staff has the right knowledge and expertise to carry out digital marketing with success. Tools, platforms and trends change rapidly and it's vital that they keep up-to-date.
- **Time consuming:** One of the biggest disadvantages of digital marketing campaigns is its time consuming nature. Unorganized tactics and strategies may consume a lot of time and often it becomes difficult to devote the desirable time to the campaign. Tasks such as optimising online advertising campaigns and creating marketing content can take up a lot of time.
- **High competition:** While to reach a global audience with digital marketing the company is also up against global competition. It can be a challenge to stand out against competitors and to grab attention among the many messages aimed at consumers online.
- **Complaints and feedback:** Any negative feedback or criticism of brand can be visible to its audience through social media and review websites. Carrying out effective customer service online can be challenging. Negative comments or failure to respond effectively can damage its brand reputation.

PRINCIPLES OF MARKETING

- **Security and privacy issues:** There are a number of legal considerations around collecting and using customer data for digital marketing purposes. Company should take care to comply with the rules regarding privacy and data protection.