



N. L. Dalmia[®]

Institute of Management Studies and Research
(A School of Excellence of N. L. Dalmia Educational Society)

MARK

Volume: 1, Edition: 7.0



**Research
Papers**

**Student
Articles**

**Corporate
Articles**

**Editorial
View**

**“GOOD
MARKETING
MAKES THE
COMPANY
LOOK SMART.
GREAT
MARKETING
MAKES THE
CUSTOMER FEEL
SMART”**

- Joe Chernov



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About Us

Located at Mira Road, N. L. Dalmia Institute of Management Studies and Research (NLDIMSR) was established in the year 1995 by the late Shri Niranjanalji Dalmia with the vision to become a world-class management Institute. Currently, we rank among the top B-schools of India and one of the most preferred business schools in Mumbai.

We commenced our academic program in the year 1997 and are known for being one of the fastest evolving B-schools in India today. We believe in creating, nurturing and transforming business leaders through academic rigour, coupled with holistic exposure to the industry.

NLDIMSR offers a 2-year full-time PGDM (AICTE approved), and a one plus one Global MBA degree in partnership with University of Wisconsin, Parkside, USA (AACSB Accredited State University) apart from being a recognised Research Centre for Ph.D. programme of University of Mumbai. Adhering to our long-term vision and looking at the ever-expanding role of data to make better organizational decisions, we recently flagged off the 11-month PG programme in Big Data and Advanced Analytics with SAS and Bloomberg Research Analyst certificate course.

Our faculty has established industry veterans and scholars with their research papers published in various prestigious national & international journals.

Our scrupulously designed curriculum empowers students to meet the evolving industry requirements and updates them with the latest trends. At the end of the first year, as a part of the curriculum, our students are encouraged to take up full-time internships to get hands-on industry experience and understand the corporate culture.

We have been growing strength to strength since 24 years, striving to establish new norms of excellence and fast emerging as a prominent B- School in India. The Institute has seen consistently high ratings in terms of recruiter perception, with students serving as successful ambassadors in reputed firms.

**THE INSTITUTE IS
ISO 9001:2015
CERTIFIED AND HAS
BEEN ACCREDITED 'A'
GRADE BY NAAC**

In addition, it also enjoys the Premier College status by ASIC (Accreditation Services for the International Colleges), UK. We are ranked A*** at the State level and A** at the National level by CRISIL.



**Ideas come alive when brands are crafted.
Brands start breathing when marketing steps in.**

With the spread of Coronavirus, we were introduced to concepts such as “lockdowns,” “quarantine” “mask mandates” and “social distancing” and home became the only haven of refuge. The need of the hour was to continue doing the work without compromising the quality and work from home became a way out for businesses and organizations to move on. The virtual world became “real”.

The Covid-19 crisis has reinforced marketers to adapt to the new consumer trends and to think of effective measures to communicate with them. Buying behavior changed drastically, as customers went online to explore, research, and plan more of their purchases. The change in buying behavior and the change in the need of consumers have made the marketers change their strategies accordingly. Now people want more from businesses and marketing during COVID-19.

Keeping this current scenario in place, we at Team MarkX

– The Marketing Magazine of N. L. Dalmia Institute of Management and Research, have given an opportunity to the young leaders and aspiring marketers across B-Schools to share their views on '**Marketing 4.0 in the new normal**' which have blazed a new trail towards the traditional marketing practices and delivering better customer experiences.

On this note, we present to you MarkX Edition 7.0.

Hope you enjoy this short yet insightful edition!

-Team MarkX

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Director's Message



Dr. M. A. Khan
Professor & Director
NLDIMSR, Mumbai



Congratulations team MarkX for yet another successful edition.

The theme for this edition, “Marketing 4.0 in the New Normal”, has brought major shifts in consumer behaviour and buying patterns across the world. This has created a lucrative yet challenging opportunity for brands to deep dive and bring innovations in the product and marketing space.

We see a new landscape of marketing with new strategies adopted by brands. For instance, omnichannel marketing has played a vital role in Marketing 4.0. Strategies around weaving consistent communication along with experience over different channels has been of core importance for brands in this new normal that previously seen before.

As young and budding future managers of the industry, I would like to encourage each of you students to keep challenging yourselves and make learning a lifelong activity.

Our contribution towards nurturing the inquisitive mind and enriching your learning experience has always been the at heart of this Institute.

We also believe, this Marketing Magazine will bring you a piece of it as you flip through these pages and gain deeper insights and a refined perspective on this topic.



Dr. Joyeeta Chatterjee

Professor and HOD Marketing, Co-Chairperson Placements
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Dear Readers,

It gives me immense pleasure in releasing the seventh edition of MarkX, the e-Magazine of the Department of Marketing. We embarked on our journey in late 2018 and today we are publishing the seventh edition. The credit to its success goes to the dedicated team of students, patronage of N. L. Dalmia Educational Society, and of course the committed faculty team. This edition of MarkX is dedicated to 'Living in the New Normal.'

With the gloomy Covid-19 showing signs of easing up, business houses are thinking of opening up. Though the fear is still persistent, corporate houses are carefully identifying alternate routes to make their businesses sustainable. Even in these early days of recovery, there is a new normal in business. The 'new normal' indicates new ways of doing things due to drastically altered circumstances. Pandemic has compelled business houses worldwide to take a tough call on either to shut down their operations or reel an entirely new business strategy re-invigorating their workforce.

Businesses are required to fine-tune and adapt using new strategies of doing business based on the best practices of new normal communication and operations. In fact, corporate houses have comprehended the diverse ways of functioning which might even be better than what they were doing earlier.

On behalf of N.L. Dalmia Institute of Management Studies and Research, I thank each one who has contributed to this e-magazine. Best Wishes!

Faculty –in-charge’s Message



Dr. Baisakhi Mitra

Associate Professor-Marketing & Faculty In-Charge MarkX
NLDIMSR, Mumbai



Marketing is all about creating, communicating and delivering value. And in today’s marketplace, customers needs, demands, wants, attitudes, mindsets, behaviour, habits, and approach to consumption are changing drastically. Especially given the rapid change not only in technological development and tools, but also their adoption into normal everyday life, marketing is or needs to change along with the times. Keeping this in mind, brands should be more conscious and wise in the way they interact with their clients and customers. Part of this is developing marketing that does not lose touch with customers; marketing that the customers of today can relate to.

Companies’ survival will thus be contingent on better understanding this new crop of customers, as well as how the current environment one that is largely digital in nature factors into how these customers think, behave and consume. And thus, Marketing 4.0 was born. At its most basic, Marketing 4.0 recognizes how integral digital technology is into today’s society, and by extension, into the way customers consume products and engage with brands across all industries. Marketing 4.0 also acknowledges that customers still appreciate a balance of offline interaction with brands and companies.

It emphasizes the need for marketing initiatives by companies to span a plethora of mediums of communication multi or omni-channel, if you will in order to engage with customers. It’s all about connectivity through various mediums. I hope all the readers will enjoy the various articles pertaining to this very relevant theme of “Marketing 4.O in the New Normal.” I sincerely thank all the contributors for their articles and wish Team MarkX all the very best.



Saurabh Bajaj

Marketing Head-Dairy , Britannia

Marketing 4.0 in the ‘New Normal’

Marketing is nothing but a mirror of society. Changes in our social lives impact consumer behavior and marketing evolves to service the needs and wants that emerge. In the same way, the pandemic has been a black swan event that has impacted all our lives over the past two years. While it has impacted many lives and livelihoods adversely, it has also led to the creation of new behaviors and business opportunities. In this piece, let's cover the business trends that we have emerged and from there let's discuss the opportunities for marketing that have been tapped by brands.

Business Trends of recent times

The GDP in the country grew by 7% in 20-21, however despite successive waves of the pandemic, the GDP for the country is expected to grow by 8.3% in 21-22 basis World Bank projections in Jan'22 (Ref 1). Further, while the consumer confidence index remains depressed the business confidence index has performed much better. This has led to the BSE Sensex breaching 60,000 points in Oct'21.

As per the 2021 Deloitte consumer tracker, spending patterns towards groceries, household goods, utilities,

mobile & health care held steady through the pandemic. Though travel and alcohol the two biggest contributors to the economy were the most impacted. Consumers prioritized savings and investments. Clothing, apparel and electronics were impacted firstly, and the business bounced back in the second wave. (Ref 2).

The big gainers were of course IT software and services and we saw the broadband subscriber base across the country ballooning from 600 million subscribers at the start of 2019 to 800 million by 2021. This also led to aggressive hiring across this sector showing that the industry expects rapid digitization to continue across the economy. Further, a new shopper journey emerged with the rise of digital payments. The business done through UPI grew to 600,000 Cr from 200,000 Cr over 2 years.

In 2021, the Pharma sector in India saw its ever-highest infusion of FDI, India not only delivered a stunning campaign of mass vaccination, but we also served the world through our drugs. The Renewal energy sector saw a lot of interest with India signing the Paris accord and positioning itself as a leader in the same.

Consumer Shifts & Marketing 4.0

All these business trends are eventually linked to changing consumer patterns and have decisive implications for markets. Let's now uncover them one at a time.

The first big shift that we observed was that the consumer grew tired of lockdowns and new behavior patterns emerged. Some of these were the rise of Staycations where consumers sought solitude in the hills & 5 stars while they continued working in place of conventional vacations. Alcohol home delivery got initiated across markets with Living Liquids in Maharashtra leading the way and Pop-up stores became mainstream with Lifestyle & Pantaloon deciding to go to consumers societies if consumers couldn't come to malls.

Secondly, the industry realized that the effect of the pandemic has been asymmetric with the affluent realizing that they have more money in their wallets as they couldn't take their vacations or eat out and hence brands like Apple grew by 100% in 2000-21. Marketers realized that the luxury market is an opportunity at this time. couldn't take their vacations or eat out and hence brands like Apple

grew by 100% in 2000-21. Marketers realized that the luxury market is an opportunity at this time.

Thirdly, digital became a savior for many industries. While Gold Gym became bankrupt in the US, Cult Fit pivoted to online classes and allowed Bollywood celebrities to exercise with you over zoom calls. Shaadi.com realized that in an arranged marriage market they need to create Shaadi meets on zoom, and they advertised them aggressively. There was an emergence of new D2C Brands like Mama Earth & WOW Cosmetics who exploited the new digital path for purchase that had emerged.

Fourthly, the way we consume entertainment morphed and we saw the growth of OTT to launch Bollywood releases in place of cinema halls. New media platforms like Spotify, Gaana gained scale & Moment marketing became a buzzword.

The fifth big trend was that e-commerce gained scale across organizations, hyper-local services emerged, and shoppers became comfortable with digital wallets. This led to marketers learning to adapt to new consumer & shopper journeys.

And finally, with the consumer sensitivity towards wellness & sustainability rising this became a passion point for consumers and brands like Mama earth built their propositions around the same. Also, there is huge growth in the electric vehicles segment with renewal power becoming a sunrise industry.

Implication for Marketers

The big insights for marketers through these trends were as follows:

- In times of a crisis, the consumers look to Brands to provide pleasure as a way to heal. Brands that recognize this garner success.
- Different segments behave asymmetrically to a crisis, there is often an opportunity to be tapped even during a crisis and the luxury category realized this.
- Digital has indeed moved to central from fringe across industries and is garnering the lion's share of discretionary investments.
- With the rise of new channels, creative and digital agencies are in a race to provide new services like social listening and to learn to adapt to new platforms.
- Several companies have started investing in consumer & shopper data to make the most of the new way of shopping through digital.
- With the rise in consumer sensitivity, the consumers are demanding more purpose-led campaigns that lead through acts & not just ads.

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Marketing 4.0 In The New Normal Expectations vs. Reality

Customer, covid or not, will always reign supreme in any business. As a result, Marketing 4.0 is all about building authentic relationships with customers and improving customer experiences through personalization and digital tools. For this, it's critical to comprehend your target market and the steps they take in the purchasing process.

Let's start with a simple question: when you made your most recent purchase of a valuable item, what procedure did you use to finally pick what you would buy?

I'm not talking about a low-value item or an emotional trinket like a subscription to a weight-loss app or any clothing brand.

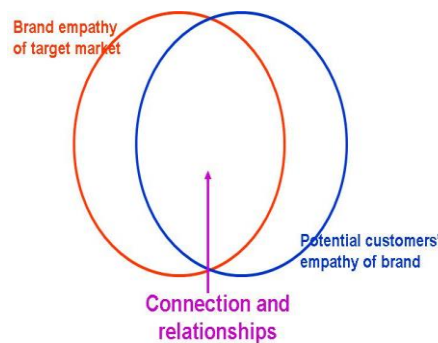
I'm talking about something more solid, like a house, a car, or even your new smartphone.

Did you just decide to pull the trigger when you woke up that morning in a mood to buy something?

Most likely not.

There's a good probability you went through the standard routine of researching on Google, reading the most relevant end-user feedback, ratings, reviews, and then fairly examining the veracity of those evaluations while comparing specs of numerous alternatives

on the market. Perhaps you viewed a few How-To videos to figure out how the product worked or to see if the brand genuinely met your motivations, needs, and emotions that influenced your decision to purchase the item in consideration in the first place.



You most likely spoke with a salesperson or a customer service representative of the brand. You might have clarified all your queries or maybe doubts with someone who could answer you well and provide first-hand information. This isn't a one-of-a-kind buying process unique to you.

Your prospects will behave similarly. Likewise, their buyer journey will pass through the same checkpoints.

They'll go through a thorough research process, read reviews, look at your social media pages & press coverage, and talk to people within your customer support department. They aren't going to buy just like that.

They're investing a large amount of money, therefore they want to be sure your product fits their needs and provides a good value for money.

And as a marketer, you can influence this process by emphasizing crucial consumer benefits and delivering the true value from a customer perspective. And it is the human touch, empathy, and authenticity shown to him by your brand that will matter the most.

Remember a customer is not interested in your company-focused story rather he's interested to find a solution to his own set of problems, aspirations, or emotions and looking for a product that meets his specific needs.

So, you must focus your communication on what's in it for him or what value he will receive by choosing you over your competition.

And, for that, you must truly understand your customer's motivation to genuinely customize your communication and pain points around them. Let me give you an example of a lesson learned from a real-life experience. My daughter and I went to an ice cream parlor. She has an odd habit of exclusively eating Oreo ice cream cones and dislikes switching to other flavors.

Marketing 4.0 In The New Normal ! Expectations vs. Reality

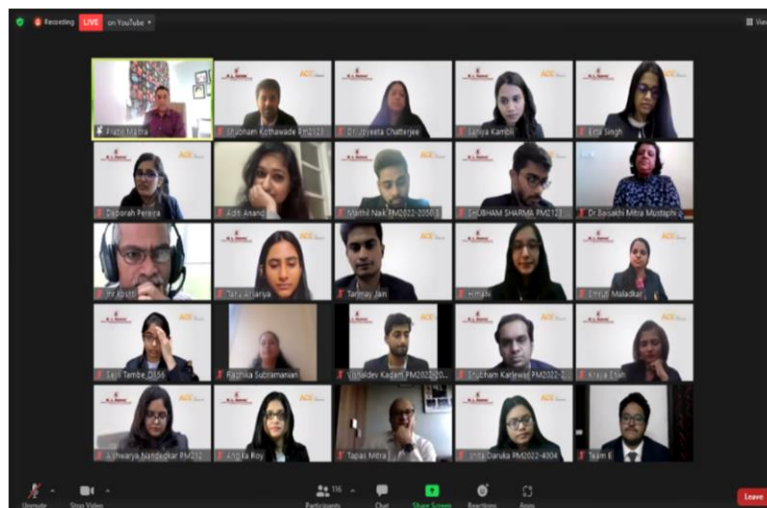
She did, however, choose a rainbow ice cream that day, much to my amazement. On being asked, she surprised me with her reply that it's what her favorite Bollywood icon and BFFs like too. So, in this case what motivated my daughter was her emotional need to be like her icon and to belong to her community.

You must be fully aware of not only your TG's functional demands but also any other driving reasons that may need to be addressed to convert a sale when building several touch points for them. It's critical to your sales funnel's success.

Customers may choose an alternative if you do not present them with authentic and personalized experiences. This is especially true when it comes to the buying journey for something of greater worth.



Maadhyam 2022 B School Paper Presentation



Ace club of N. L. Dalmia Institute of Management Studies and Research, Mumbai organized the National level B- school paper presentation competition ‘Maadhyam’, on 29th January 2022. The theme of the paper presentation for this year was ‘Achieving Marketing 4.0 during the new normal era.’

We have published the top 5 finalists research paper from top b-schools in this edition. The groups shared extensively on the theme while diving deeper within different industries.

These finalists were evaluated by **Mr. Pratik Maitra**, who is currently the Marketing head of Frozen food, ITC and has been a founding member of brand Licious.

Miss Radhika Subramanian, who is head of marketing retail e-commerce and customer service at India Circus by Krsnaa Mehta (a Godrej Venture).

Miss Aditi Anand, who is currently the head of Creative Strategy for Coca-Cola, India and southwest Asia.

Achieving Marketing 4.0 during the New Normal Era



Ishan Bansal & Palash Kukwas

Indian Institute of Management Amritsar



Abstract:

Marketing 4.0 is an approach that focuses on bringing together the traditional and digital marketing techniques, thereby increasing the reach of the companies and also creating more value for the consumers. According to Philip Kotler, Marketing 4.0 is an outgrowth of Marketing 3.0 or Human-Centric marketing, which adapts the changing nature of customer paths in the digital economy. Covid-19 is the most significant disruption of the century, which has changed the way business is conducted all around the globe. It has an irreversible effect on human decision-making and behavior. The effects of the pandemic were visible in every sector and industry with varying degrees of intensity. Frequent and unprecedented lockdowns have changed the way a business interacts with its customers. Marketing being a dynamic field, needs to evolve with the changing circumstances and behaviors of the consumers. Marketing 4.0 is an invaluable asset that needs to expand and accommodate the rapid changes induced by the pandemic. Companies that had scaled Marketing 4.0 use cases prior to

COVID-19 found themselves better positioned to respond to the crisis than those in the middle of the process or those who haven't started yet. The amalgamation of online and offline transactions between the company and consumer should be intensified by absorbing new technologies in the consumer journey to make it more efficient and accessible while providing more value to the consumers than ever. This article is an attempt to describe Marketing 4.0 as an approach to respond to the Covid-19 driven crisis and multitude of changes that are happening around the globe.

Introduction:

Marketing 4.0

Marketing 4.0 is an approach that is based on the evolution of Human-centric marketing by assimilating the burgeoning digital technology in recent years. It can be termed as an outgrowth or a continuation of Marketing 3.0, which focuses on customers as a human and tries to fulfill their material, emotional and spiritual needs. Both offline and online interactions are not adequate alone in this era, and hence they must be used in tandem to satisfy both the companies' and customer's needs

more efficiently.

Digital technology is rapidly emerging as a crucial part of businesses in every industry. Industries ranging from banking, transportation, education, healthcare, pharmaceutical are all moving towards digital economy by using different evolving technologies. Some of the most disruptive technologies include cloud tech, Internet of Things (IoT) and 3D printing, etc. These technologies are not only affecting business around the world but are playing an essential role in changing consumer decision-making processes, attitudes, and behaviors. Consumers now try to find a balanced mix of offline transactions and digital technologies that reduces the complexity of their journey and satisfies their materialistic, emotional, and spiritual needs, along with providing more value and a sense of doing good. Marketers must embrace the trend toward a more horizontal, inclusive, and social business environment. The market is broadening its appeal. Customers are shifting their focus from vertical to horizontal. They are becoming more cautious of brand marketing communications and

depending on the f-factor instead (friends, families, fans, and followers). Finally, the buying process for customers is becoming more social than it was previously. When it comes to making decisions, customers are paying more attention to their social networks. Marketing 4.0 aims at incorporating these changes by evolving the business strategies of companies through digital technologies.

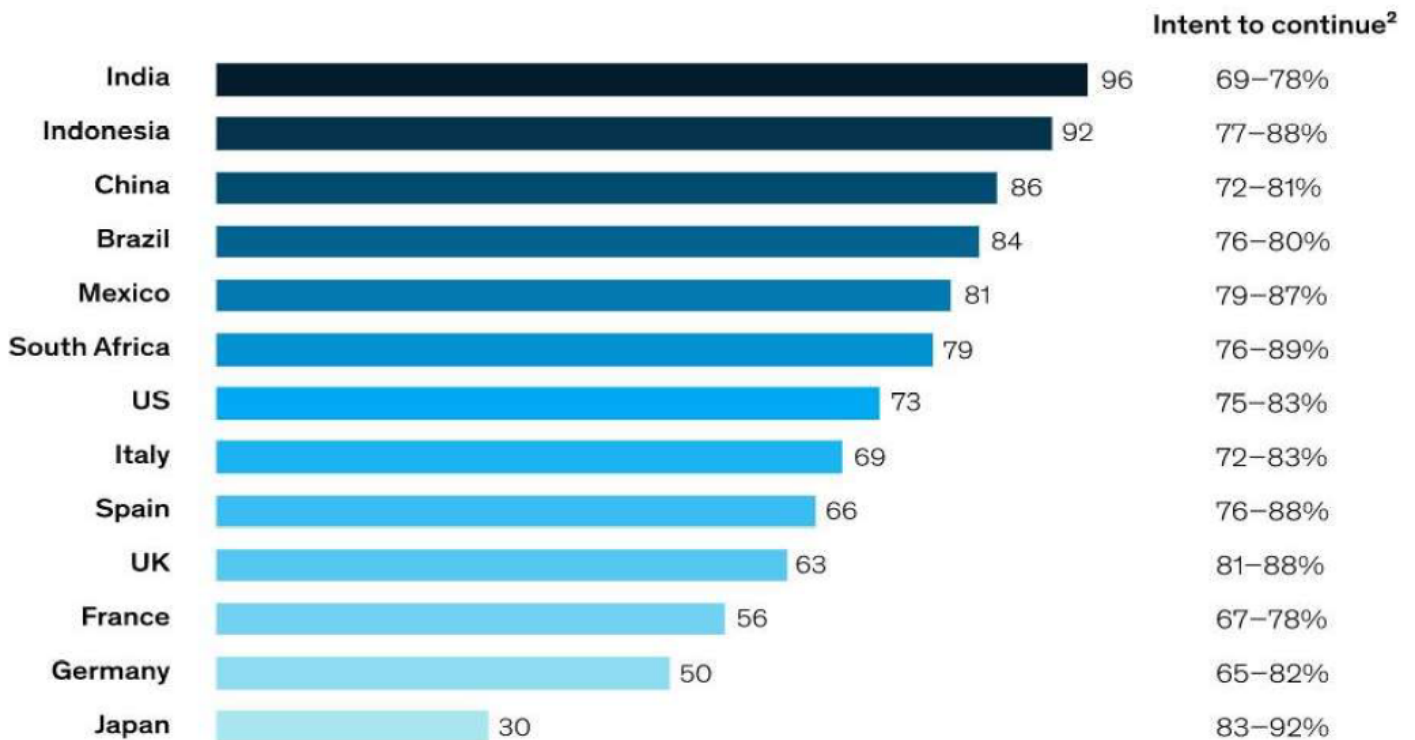


Evolution of Marketing from Marketing 1.0 to 4.0 Changes Due to Covid-19

The disruptions caused by the pandemic have changed the world in an unprecedented fashion. Frequent pandemic-induced restrictions propose a difficult challenge before the Marketers. We feel that, given the pandemic's unprecedented character and the tremendous changes it is producing, harnessing imagination may be just as important. Marketers will have to think hard and differently about what the customer will think, feel, say, and do in the new normal. They need to devise strategies according to the changing consumer preferences and also plan contingencies for the rapidly changing environment.

Consumer behavior has been heavily impacted due to Covid-19. These changes can be temporary or permanent based on the value offered by the new experiences. Consumers are moving to digital and reduced-contact modes of

acquiring products and services across all nations examined in the worldwide consumer mood surveys. Social commerce is also on the rise: 34% of people claim they've purchased something on Instagram because of an influencer's suggestion. We've seen varying degrees of e-service uptake in previous years. Banking, along with media and entertainment, has a greater penetration rate. Local neighborhoods have become considerably more significant as a result of the near-total closure of transport and other present lockdown limits. Banking, along with media and entertainment, has a greater penetration rate. Local neighborhoods have become considerably more significant as a result of the near-total closure of transport and other present lockdown limits.



Customers who have tried new shopping behaviors and their intent to continue

Marketing 4.0 and the new normal

Marketing 4.0 as an approach existed even before the pandemic struck. Companies and brands were moving, albeit at a slower pace towards using new technologies and Big data to design marketing strategies and enhance relationship between brands and consumer. Consumers too were moving towards and accepting digitalization in their lifestyle. The advent of covid -19 has accelerated the usage and acceptance of new technologies among the consumers. There is a need for marketers to respond to these changes in attitude and behavior by adopting Marketing 4.0 practices at a faster rate. Organizations and businesses need to employ innovative transaction methods to cope with the changes in environment and consumer behavior.

Marketers need to rethink how to connect with consumers. A stronger emphasis on digital channels and ecommerce is needed. Marketers need to incorporate Big Data analytics in their study of consumer behavior and preferences. Another, perhaps more significant, effect for marketers will be the need to rethink shopper journeys for customers who are in a different mindset. For marketers, this growing customer trust in the usage of e-services portends a boom in demand and a chance to form new relationships. The

development of public and private partner ecosystems should be a specific priority. As services become more prevalent, marketers will need to consider how their brands fit into linked service "platforms." Businesses that want to strengthen their relationships with customers might profit from localizing their marketing. This might include messaging personalized to specific communities and conveyed through newly formed community networks, as well as leveraging their current retail base to assist local companies, fund community centers, and organize community activities.

Review

Digital Marketing or as we say Marketing 4.0 has all the attributes that could help in recovery from disruption caused by Covid-19 pandemic. Digital marketing provides a different way of marketing products, without any kind of physical contact, which is an important precaution necessary during this pandemic. Apart from that, it is much more effective in many ways than the traditional ways followed till now.

The shift from vertical to horizontal, exclusive to inclusive, and individual to social influences have been observed and found to be effective in communicating with consumers lately

The factors that control the digital marketing revolution are ascribed by renowned marketer

Philip Kotler as - Aware Appeal Ask Act Advocate. This sequence is also known as the customer path.

Aware

In order to make a customer aware of the brand, advertising and other marketing tools are used. The customer gets to know a list of brands of which some are recalled from past, while others are newly instilled.

During Covid-19 pandemic, many channels of traditional communication had become obsolete as people were bound to their homes and even the Omicron situation is similar. People have become more inclined towards their personal lives now; and want to spend as much time with their families as possible.

Appeal

The shortlisting of brand for buying consideration after they have been made aware of it depends on how the appeal had been made. Using the right channel of communication is one thing but using the right content is even more important; so that it would appeal to the consumer. In Marketing 4.0 helps in providing methods for sharing content to the target consumers. This is all too relevant during Covid-19 Pandemic as people are out of reach and attracting them towards particular brand has become a challenge itself.

Ask

The customer after selecting a list of brands to choose from starts researching for the pros and cons of each. This was done traditionally through brand marketing but these days it is all about reviews from friends, family etc.

In pandemic, people lost the physical connection but not the virtual one. Digital networking helped many in achieving new ways of socializing; and with that, new ways of sharing began.

Act

The final decision of buying a product comes next in line when the customer has found the right match for their needs. The traditional way was to either go offline or online but then a new way of Omnichannel emerged in Marketing 4.0 where customer can choose to use multiple channels in the total buying process.

Even during pandemic, use of omnichannel continues but with more caution and additional methods.

Advocate

Someone might consider the buying decision to be the end of customer journey but if a customer doesn't buy the same brand next time or not recommend it to others, there will not be proper growth in sales.

In order to grow as a brand, it has to be advocated positively by as many users as possible otherwise

the sales will not gain traction and continue to remain stagnant and even decline.

The Sixth A

Marketing 4.0 comprises of 5 A's which makes its core. These five A's have not only played role in shaping the modern marketing system, but during Covid era have also proved to be the thing that was just needed.

But these five factors or elements were not the only thing at play during the customer journey during the Covid-19 disruption. The fear of getting sick and possible death played a vital role in shaping a new kind of marketing method where consumers have to be dealt in such a way so that they will be assured about the safety of product offered in terms of its delivery and effectiveness.

Thus, a new factor emerges out of this new normal era of Covid-19 Pandemic, called **Anxiety**.

Anxiety is the sixth 'A' that affects all other five A's and changes the values and attributes derived from them too. These derived or related attributes are,

- The O Zone (Outer, Others, Own)
- PAR (Purchase Action Ratio)
- BAR (Brand Advocacy Ratio)
- Attraction, Curiosity, Commitment and Affinity (derived from BAR)

The O Zone

External sources are the source of the Outer influence. Brands purposefully begin it through advertising and other forms of commercial communication. It might also originate from other customer touchpoints like salespeople and customer service representatives. The sources of influence or the 'O' Zone comprising of Outer environment which is Pandemic has changed the others' opinion and Own thoughts into that of mixed feelings of anxiety.

Purchase Action Ratio

PAR is a metric that assesses how successfully businesses "convert" brand awareness to brand purchase. It is derived from the A's of Act and Aware. Thus, if Anxiety is affecting these two A's, then PAR will also be affected.

Brand Advocacy Ratio

BAR is a metric that assesses how well businesses "convert" brand awareness into brand advocacy. This is derived from the A's of Advocacy and Aware. Thus, Anxiety affecting both of these A's affects the BAR too.

Attraction

Low consumer attraction is reflected in a low conversion rate from awareness to appeal

for a brand. It implies that clients who are made aware of the brand are uninterested in it. Ratio of Appeal to Awareness which is affected by Anxiety

Attraction

Low consumer attraction is reflected in a low conversion rate from awareness to appeal for a brand. It implies that clients who are made aware of the brand are uninterested in it. Ratio of Appeal to Awareness which is affected by Anxiety

Curiosity

A poor conversion rate from appeal to brand request indicates a lack of client interest. Customers are not obligated to ask inquiries or conduct more investigation about the brand. This is frequently caused by a business's incapacity to elicit dialogue and encourage information sharing among clients. However, a brand's curiosity level should never be excessive. When clients have a lot of inquiries about a brand, it indicates that the brand messaging is unclear. A high degree of interest necessitates that businesses have the ability to directly respond to client queries. Ratio of Ask to Appeal which is affected by Anxiety.

Commitment

A poor conversion rate from ask to act for a brand suggests a lack of commitment; people are talking about it without committing to buy it. This

usually indicates that the brand's distribution channel has failed to turn verified interest into a purchase.

Customers may find the actual product to be disappointing during trial, the price may be too high, the salesperson is not convincing enough, or the product is not readily available in the market, to name a few possible marketing mix (four P's—[^]product, price, place, and promotion) flaws that may contribute to this failure. Fixing these problems will help the brand gain more loyalty. Ratio of Act to Ask which is affected by Anxiety.

Affinity

Conversion rate is low affinity is shown by the transition from act to advocate for a brand; customers who have tried the brand are not enthusiastic enough to promote it. Poor post-sales support or poor product performance might be to blame for the low conversion rate. Customers are enticed to purchase the brand, but they are ultimately dissatisfied with their purchase. Improving the user experience will aid in the increase of affinity. Ratio of Advocacy to Act which is affected by Anxiety.

Conclusion

The New normal era of Covid-19 Pandemic has changed the world to not come back again to old ways. This situation applies to marketing too and a totally new kind of marketing has appeared out of this, mixing with the already conceptualized system of Marketing 4.0.

The factor of Customer Anxiety has proven to be a hurdle in marketing a product with respect to its safety and value to customer. This new consumer behavior will not only have changed the environment of marketing but the world in general too.

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ACHIEVING MARKETING 4.0 DURING THE NEW NORMAL ERA



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ABSTRACT

The Covid-19 coronavirus outbreak is a human catastrophe that has impacted billions of people around the world, as well as the global economy, corporations, and small and medium businesses. This study is framed around the pandemic and how it has affected marketing techniques, the context of Marketing 4.0, and marketing strategies, because the consequences of Covid-19 have been severe and extensive. Covid-19 has completely transformed the way people work and shop from home hence to stay relevant and competitive, businesses have had to rely on both online and traditional marketing approaches. This is where Marketing 4.0 comes into play, as artificial intelligence and machine learning techniques are utilized to find and promote services and goods through emails and advertisements to their target audience. Corporate social responsibility and consumer ethics have also been used to endorse products as a new marketing strategy in this Marketing 4.0 era.

INTRODUCTION

Marketing 4.0 refers to a marketing strategy that

incorporates both online and offline interactions between businesses and their customers. While rapid technology advancements make it necessary for brands to be more flexible and adaptable, their authentic personalities are more crucial than ever. Authenticity is the most valuable asset in an increasingly transparent world. Due to the rapid growth of information technologies, the world has been in a constant state of transition during the previous few decades. Marketing practice is evolving at a similar rate, Marketing 4.0, a new generation of marketing approaches, methods, tools, and practices, is being integrated with marketing activities in a continuous or disruptive manner. Globalization and technological advancements are fueling Marketing 4.0 with unprecedented levels of creativity, the competition that can boost economic growth around the world. The world as we know it is today facing one of its most significant problems since the Covid-19 crisis, which is influencing every part of our life. Almost every country is facing a slowdown, and society and the economy have ground to a halt. The potential loss of income in impacted countries was enormous, with worldwide GDP falling by 3.9 percent, while poor countries, who were

the hardest hit, had a 4% decline on average, with some witnessing a 6% drop. In the post-pandemic period, we can see the implications of disrupting conventional marketing techniques and the necessity for new marketing strategies. The rapid movement of today's world from offline to online behavior in consumers' living, working, and purchasing, as well as the importance of companies' empathetic communicative approach to customers, will be a boon in the new world. The purpose of this paper is to summarize marketing strategies, which incorporates both online and offline interactions between firms and customers, especially in the current digital era of the Covid pandemic where marketers must adapt to this new reality during the Covid age and create brands that behave like humans approachable, appealing, but also vulnerable. People connect with brands that are empathic and concerned about their customers' well-being and thus companies should be genuine and honest with themselves, recognize their imperfections, and quit striving to appear ideal.

Many enterprises have closed because of the Covid-19 outbreak, and commerce has been disrupted, particularly in the industrial sector.

Merchants and brands, on the other hand, are dealing with cash flow issues as well as issues with employee health and safety, consumer demand, sales, and marketing. In these challenging times, alarming fake news with contradictory headlines and images adds to distrust, whereas an empathic graphic representing real people in real situations helps to make brand content appear genuine and trustworthy, as well as connect with consumers.

The pandemic has had a significant impact on the travel industry in 2020, but with the lifting of lockdowns, the industry is preparing for a brighter year ahead, and a new approach to guest health and safety must be prioritized so that they feel protected and comfortable seeing protocols like cleaning, hygiene, and social distancing being followed to the letter. During the pandemic, the travel sector, which saw gasoline, vehicle purchases, and cruises reduced, and the entertainment industry, except for home entertainment, were the industries that suffered the most harm in terms of consumer intent to spend. Also, the doctors have been increasingly tolerant of telemedicine in the medical sector since having video consultations in virtual waiting rooms and gathering online medical histories made them feel safe and pleased.

Following the pandemic, e-commerce will be a major benefit, as the online demand for fitness courses, music performances, online schools, art

classes, and cookery lessons drew a new audience to these firms. The coronavirus has caused institutions to shift from an offline to an online form of pedagogy, and the crisis has forced institutions that were previously resistant to change to accept modern technology, with online learning blossoming during the crisis

According to studies, customers expect corporations to be more conscious of broader concerns rather than being opportunistic, and this tendency is expected to continue post-pandemic. Following the epidemic, marketing will focus on social media, customer retention, appropriate messaging to develop loyalty, and an empathic approach to have a positive brand impact. In addition, marketing strategies will transition from pamphlets, newspaper ads, and television to social media platforms like Twitter, Instagram, YouTube, and Facebook. The epidemic also provided the opportunity for many tasks to be handled fully from home, removing the requirement for the company to occupy a space for that project and so saving money on rent.

Because of the epidemic, which caused many people to lose their employment, marketers must focus on the 4 P's: Pricing, Placement, Promotion, and Product, and improve value while reducing margins. Temporary price reductions may be considered as beneficial in the post-pandemic era, particularly when a brand's niche sector is characterized by severe

competition. In uncertain times, brands should maintain an online presence, strive to retain clients, and refocus their objectives to achieve long-term success.

Because most people spend their time indoors, integrating more video and motion graphics in marketing initiatives can help buyers connect on a deeper level with material and emotional messages. All the present trends are expected to result in a swarm of inventive inventions that will help society build a more ethical and sustainable economy in the post-pandemic age. Online communication, entertainment, and commerce have all grown dramatically in recent years, and it is expected that this trend will continue in the future.

It is seen that covid has changed the way that marketing 4.0 used to work earlier. Now the interaction is not only based on digital platform, but there is mixed sense of empathy, trust, social responsibility, relationship building, delivering values, sticking to commitment etc. can be seen in the campaigns from various organizations which somehow leads to a greater reach to their potential consumers. This sense of mixed factors was not that visible before covid, but now marketing 4.0 has reached to a new phase where things are not just for business, but for a greater vision of an organization.

In conclusion we can say that Covid-19 has completely transformed the way people work and shop from home. Companies have had to rely on online marketing approaches, artificial

CONCLUSION

Covid-19 has completely transformed the way people work and shop from home. Companies have had to rely on online marketing approaches, artificial intelligence, and machine learning techniques to identify and promote their services and products to their target audience through emails and adverts to stay relevant and competitive. As a new marketing approach, corporate social responsibility and consumer ethics have been employed to advocate products.

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Fundamentals of Trends shaping Marketing 4.0



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1. Youth: Acquiring the Mind Share The Youth are usually the ones who set the trends. They have the ability to influence the elder generation in terms of fashion, music, food, sports, and technology. Using the youth, who are often the first to explore new things in the market, could help the traditional market grow. They are technographic ladder creators who may also create YouTube videos and Vlogs.

2. Women: Growing the Market Share Women, particularly stay-at-home moms and housewives, have more time to undertake internet research than men, who are typically engaged with employment. In purchasing decisions, they have the final word. They scour the internet for the greatest products and services for their families as "lurkers." They are also regarded as onlookers.

Women can multitask, and as information collectors, their behavior and spending habits differ from men's; they ensure that they have done their homework. Let's imagine a woman goes grocery shopping and goes back and forth between each aisle to compare products. This is also how they conduct internet research. As a result of their attention to detail, their colleagues, acquaintances, and relatives trust their instincts and

decisions when acquiring something.

Moving from traditional to digital

The first step in going digital is to segment your market for a more targeted audience; we do this by looking at geographic areas, demographics, behavioral profiles, and the psyche of the brand persona. Segmentation is a brand strategy for determining market positioning. Customers are frequently segmented without their knowledge or agreement. We pick what topics to cover in your market segmentation as marketers, as well as how we analyze the market, its primary aspirations, and behavior. Communities are the newest components in today's world, and they can take the form of online organizations or Facebook groups. On the negative side, they are prone to spamming, but administrators are present to keep the page's exclusivity.

Brand Positioning

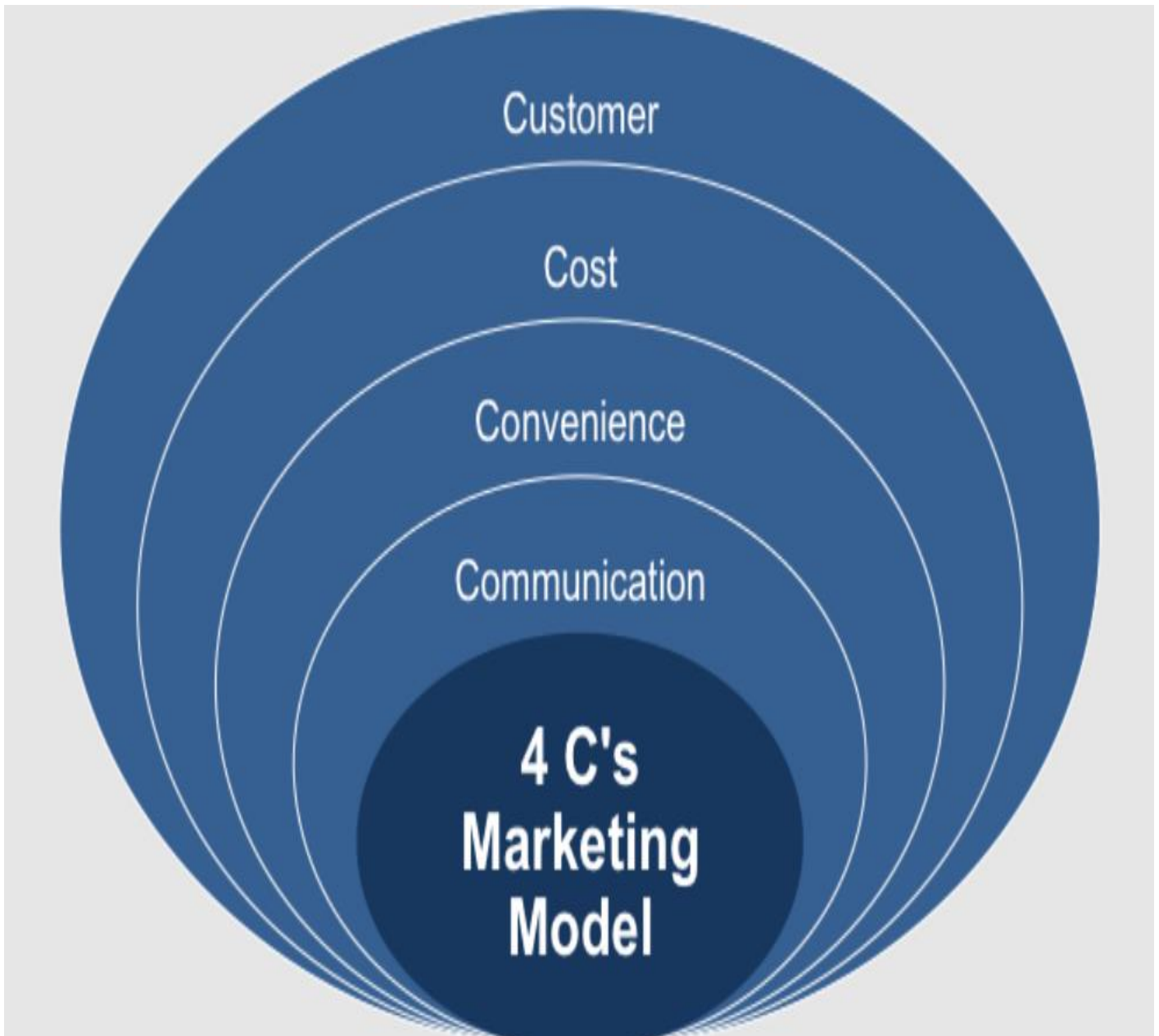
Traditional marketing methods are no longer sufficient. With so much occurring on the internet and how technology is disrupting everything a business must innovate and adapt to the shifting market trend, as well as go digital. Logos and taglines are

insufficient; you must convey a strong brand character, voice, and attitude to the audience in order for your image to be more distinct and compete in the digital environment.

From Selling The 4 P's To Commercializing The 4 C's

The old four Ps of product positioning, placement, promotion, and price have developed into the four Cs, which now include co-creation, currency, communal activation, and brand discounts. Customers are involved in the formulation of ideas and concepts in the new age of product development strategy, where they have the ability to customize products and services. The new pricing scheme is currency. Analytics is critical in understanding consumer spending patterns and customizing prices based on prior purchasing patterns and proximity to the store in order to convert more customers. In the classic 4 P's method, communal activation is the placement and distribution. Products are now available on a peer-to-peer basis, utilizing technology such as 3D and online portals, allowing customers to access products at any time and have them delivered to their doorstep, as opposed to traditional packaging. In the 4C's, promotion is the old

conversation. The development in today's generation is from television commercials to reviews or word of mouth on any social media platform. Customers in the traditional world are passive objects of sales approaches, however in the digital world, commercial value is combined with engaged customers.



Impact of COVID 19 on Marketing 4.0 Strategies

Change In Consumer Behavior Post Covid-19 Fear of COVID-19, social distancing measures, and outright closures implemented locally since 2021 have resulted in an unparalleled consumption shock, resulting in a noticeable change in the amount and pattern of consumer expenditure. Consumers are being pushed to reconsider their life objectives, which has resulted in new buying patterns

Healthy Lifestyle – Health is becoming a priority and a more holistic approach towards wellbeing is being adopted. People have started believing in telehealth, an industry which has surged 38 times from the pre COVID-19 baseline.

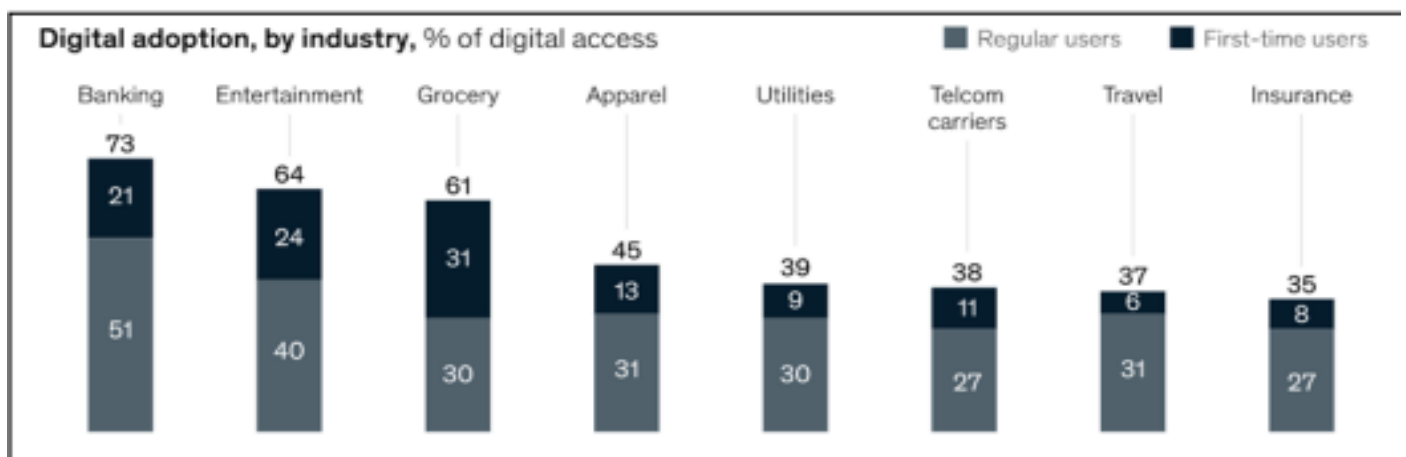
Home Nesting – The series of lockdowns encouraged the concept of Home Nesting, which means to spend on items such as home gym, gardening tools, do-it-yourself products and furniture, directing towards an effort to make the

home a healthy bubble. This change is likely to stick around even post crisis 5.

Accelerated growth of Digitalization/ Digital Adoption – Businesses were forced to digitize for the safety of their employees and meeting the demands of the customers facing mobility restrictions. People preferred E-commerce for its affordability, accessibility & convenience. E-grocery, online shopping and online payment are few changes that are expected to sustain in future as well.

Increased Savings – Due to the economic consequences of COVID-19, consumers have reevaluated their spending habits such that even employed people have been holding back on spending amid economic and health-related uncertainty resulting in increased savings 7.

The trend of accelerating adoption of digital channels seen across global regions.

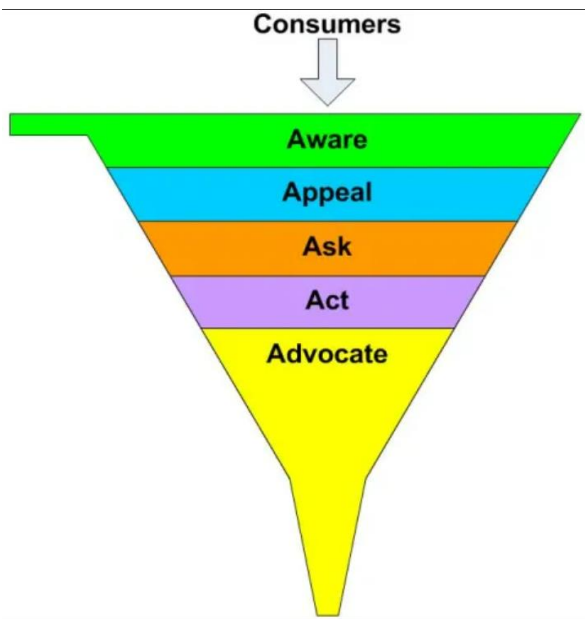


Business has only two functions - marketing and innovation.

- Milan Kundera

Change in marketing framework for digital economy

To facilitate the hyperconnected consumer and increased social influence, a new framework is proposed to accommodate the changes shaped by technology. The 4 A's framework (Aware, Attitude, Act, Act Again) is upgraded to the 5 A's framework (Aware, Appeal, Ask, Act, Advocate)



- **Aware** – The consumer is made aware of the existence of an array of brands via friends, family, and social media influencers.
- **Appeal** – The consumer can retain only a few brands amongst all those he was exposed to in earlier stage; therefore, these brands are the brands the consumer is majorly attracted to.
- **Ask** – Consumer researches and collects information about the brand from media, friends, family, and other reviews posted on social media to help them decide.
- **Act** – The consumer finalizes to purchase the product and this stage also deals with usage of the product and post purchase services.
- **Advocate** – This is where a customer associates himself with the brand resulting in brand loyalty, repurchases the brand and even recommends it further.

Industry Impact And Response

As mentioned above due to the change in consumer behavior in the post COVID era, consumers have become more price-sensitive and risk-averse. This happened to be beneficial for some industries and otherwise for some. The CPG, IT, Healthcare industries were immensely benefited in terms of sales, market share, new product launches and much more. During the times of a pandemic, a company must take decision regarding four things: marketing spend, advertising, price sensitivity, new product launches. It is generally suggested that companies cut down on their marketing and advertising costs in order to ensure survival of the company in times of low cash flow. Contrary to this, we also see companies with deep pockets spending their money on marketing to capture the market share whilst it is less cluttered. Customers often start switching to lower priced products during such times and companies can leverage that philosophy.

Each industry suffered in one way or another due to the COVID pandemic, industries which earlier focused on face-to-face interactions had to find ways to push their product through online channels and survive whereas industries based on online channels boomed and took a front row seat in the exponential growth during the pandemic. The likes of consumer-packaged goods (CPG) retail industry was hit hard and had to shift to omni-channel strategy to cater to their customer demand. The medical field saw telemediation which included video consultations and recording medical history and was widely accepted by the patients and doctors. The e-commerce platforms saw tremendous growth as the philosophies of shopping reinvented themselves. A radical change was seen in the recreation industry where people moved to online modes for exercise, music concerts, art and cooking classes as well as photography. The hardest hit was to the travel and the hospitality industry which saw no participation from the consumer side.

Many organizations used social media marketing and promoted their products through influencers and made them a part of their CSR activities to generate awareness and precautions about the pandemic. An example being the post by Nike urging people to play indoors rather than outdoors which went viral on social media. Mahindra Tractors was also successful in clearing their inventory through digital marketing by focusing on rural and small towns.

They did this with excessive digital marketing combined with lucrative financing options. Uber Eats reached out to small restaurant owners who depended upon the dining customers for their cashflow and used their data-driven approach through reviews to generate digital coupons while helping the restaurant remain profitable.

Expected Changes Going Forward

The tectonic shift in marketing has already begun, nearly just like the evolution of a brand-new era. Customers have turned out to be tech-savvy, extra conscious with much less interest span.

Key trends which will evidently shape the future are Voice Marketing, as the percentage of consumers using voice to search for products, ask queries and make purchase decisions increase, voice will become one of the crucial channels for marketing.

Data is the lifeblood of the marketing industry, as it enables marketers to design more customer-centric and data-driven marketing strategies, resulting in a 5-8x return on investment. Highly targeted marketing campaigns will be produced in the future by slicing personal data, geolocation data, and environmental data to promote to the right person at the right time on the appropriate device. Artificial intelligence (AI) has proven to be the most disruptive technology in marketing. Marketers can use AI and Machine Learning to improve customer experience, satisfaction, and pricing strategy for market segments. AI chatbots are the next big thing in customer relationship management because they can answer complex customer queries in seconds and the global AI chatbot market is expected to touch \$3 billion in 2025.

THE MODERN MARKETER'S MANTRA FOR HYPERLOCAL SERVICE DELIVERY IN THE "NEW NORMAL"



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ABSTRACT

This paper explores the dual role of offline channels and online technologies for streamlining hyperlocal service delivery in the Indian context. Specifically, it assesses the role of post pandemic consumer trends in driving marketing strategies for the "new normal". The application of Marketing 4.0 tools and techniques is linked with the rising consumer need for convenience and personalization. The roles of automation, logistical integration and data driven marketing are explored to understand how modern marketers curate a convenient hyperlocal service delivery experience. The paper finds that today's marketers have transformed every component of the traditional marketing mix models with the help of technological tools. Standing at the crossroads between offline systems and online developments, modern marketers must master the nuances of Marketing 4.0. This paper dissects the concepts underlying these developments by focusing on the case of hyperlocal grocery delivery companies. A combination of analytical reports, literary pieces, and case studies are used to lay the foundations for this analysis.

INTRODUCTION

The Marketers' Search for Meaning in the Post-Pandemic World

Marketing is a dynamic discipline that helps businesses meet consumer needs. However, even as marketing trends and practices change, the discipline's fundamental proposition remains the same. As Kotler (2000) noted, marketers meet consumer needs with a keen eye on profit. Essentially, marketing seeks to understand, develop, and deliver *value* to an organization's target audience. However, the concept and nature of value can shift or evolve, depending on geographical, environmental, and temporal contexts. Our present context, in India and across the world, is shaped by the transformative impacts of the Covid-19 pandemic. This unanticipated phenomenon has lurched the world into the throes of change. As a result, *marketers must reimagine what "value" entails* and what they can do to drive it for stakeholders across the value chain.

This paper explores the applications of Marketing 4.0 during the "new normal" by focusing on *the emergence of the hyperlocal trend*. The rising utilization of digital tools is helping marketers reach

consumers with a hyperlocal focus. The paper analyzes the holistic benefits this development can drive for consumers. Furthermore, it draws conclusions about the future prospects, based on current literary insights and expert opinions on this evolving situation.

Introduction to Marketing 4.0: Concept and Relevance in the time of Covid-19

Marketing 4.0 encapsulates the gradual shift from traditional to digital tools in marketing. Kotler et al. (2017), cited in Fucio & Dumitrescu (2018), noted that Marketing 4.0 represents the combination of online and offline interactions between organizations and their audiences. Marketing 4.0 is particularly crucial in the context of the pandemic for the following reasons.

- *It retains the relevance of offline channels, as they are critical for consumers in developing markets or people with limited digital privileges in developed societies*
- *It accelerates the shift to digital channels for meeting constraints emerging from social distancing norms, lockdowns, work-from-home arrangements, and other situations that necessitate online access to consumables.*

Essentially, Marketing 4.0 presents a balanced view of the omnichannel model: where offline and online modes collaborate to drive a satisfactory consumer experience. Olba (2020) has highlighted some key developments associated with this shift to digitization. We can evaluate these developments by linking them to the pandemic as follows:

- Marketing 4.0 allows specific segmentation and targeting strategies for reaching consumers. This precise, data-driven approach helps *curate personalized experiences for consumers, offering reassurance during troubling times.*
- Marketing 4.0 prioritizes multidirectional communication. As consumer trends rapidly shift in the pandemic-stricken world, *digital channels offer consumers a voice* to tell businesses what they value and need.
- Marketing 4.0 offers trackable metrics, actionable insights, and analytics for prediction. *The utilization of analytical tools helps map the consumer footprint in the digital world*, creating a clear picture of consumer behavior. These insights, in tandem with offline relationships, helps to develop realistic strategies to reach consumers in the “new normal”.
- As consumers stay indoors more often and become more active in cyberspace, marketers can *use digital tools to build brand communication and complement their offline brand-building* efforts for driving

consumer loyalty. In Marketing 4.0, the offline and online channels go together. This aspect appears to be fitting for the pandemic, with its fluctuating patterns of lockdowns, reopenings, resumption of restrictions with new waves, and other unpredictable developments.

Marketing 4.0 can play out in different ways. However, in this paper, we focus on consumer trends and marketing tactics that have fed into the trends of hyperlocal services. Specifically, we explore the collaboration between offline and online models for meeting consumer needs in India’s unique hyperlocal space.

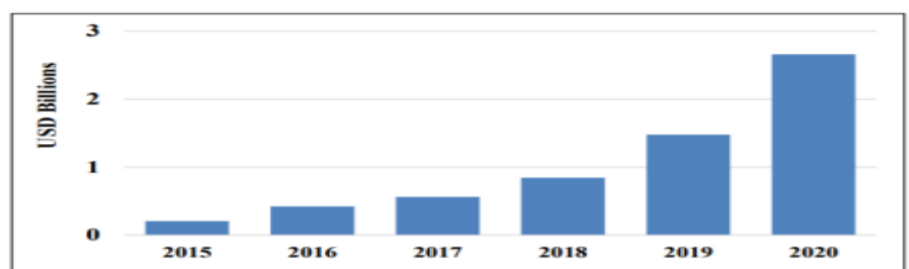
PANDEMIC-DRIVEN SHIFTS IN CONSUMER BEHAVIOUR

Changes in Consumer Attitudes, Behaviors, and Buying Patterns During the Pandemic

The pandemic is an evolving, ongoing phenomenon that continues to shape the way consumers act. However, there are certain differences between consumer behaviors during the height of the first two waves and consumer inclinations during the current scenario. The current scenario represents the “new normal” as consumers

are now more acquainted with the realities of life during a pandemic. Vaccination has reduced the severity of disease in many parts of the world, including India (Joshi et al. 2022). Therefore, current consumer inclinations provide a reliable picture of potentially long-term trends in the consumer market. However, it is still imperative to analyze the consumer behaviors observed during the height of the pandemic. These behaviors provide valuable insights into the actions of a crisis-stricken consumer class, helping marketers prepare better for future catastrophes. Some of the key developments observed during the early parts of the pandemic in India were:

- The pandemic triggered a shift in what is considered essential. Hygiene and home cleaning products entered this domain, while apparel purchases became more discretionary due to a reduction in outdoor experiences (Chauhan & Shah, 2020).
- Reduction in the purchase of consumer durables due to the real or anticipated financial constraints arising due to the economic implications of Covid-19.
- A greater dependence on immunity-boosting consumables, and a renewed focus on products that can be consumed at home. This approach shifted the



consumer attitudes towards grocery shopping and increased demand for an accessible supply of groceries at home.

- The rise in online grocery shopping resulted in a rapid spike in this sector. This space grew by 80% in 2020, reaching \$2.66 billion (Patil et al. 2020).

Figure 1: Food and beverage sales in India via e-commerce channels from 2015 to 2020 (Source: adapted from Euromonitor International, 2021, as cited by Patil et al. 2020) As this graphical depiction demonstrates, Indian consumers began to consume more grocery items from the comfort of their homes, laying the foundations of a long-term trend and a lasting shift in lifestyles.

Post-Pandemic Trends in Consumer Behavior that are Here to Stay

As communities around India and the world grow acquainted with the continual presence of Covid-19, certain trends may last longer

than others.

- An EY report (2020) highlights that consumers are likely to include personal hygiene and cleaning products in their consumption choices well into the future.

- The report also suggests that consumers are likely to show continued demand for **“Local, Authentic, Transparent, Traceable and Ethical” (LATTE) products**. This trend ties in with the increased focus on grocery purchases and furthers consumer inclinations for hyperlocal services.

- Consumers are likely to continue agile working systems, with a sustained focus on online purchases, supplemented by the occasional use of offline channels.

- Consumers are also inclined to demand individualized and personalized digital retail experiences, as they continue their rising preference for online channels. The trends speak to the niche area we have

identified for this analysis: hyperlocal services during the “new normal”. The following section explores the relevant strategies that can help marketers respond to these long-term demands.

Tools And Strategies In A Marketers’ Arsenal To Leverage The Post-pandemic Shifts

Automation: Efficiency beyond Analytics

Automation is a core component of Marketing 4.0. As per Corsaro et al. (2021), sales and marketing automation can help curate customer-centric experiences by tracking and responding to consumer data collected via digital tools. At the same time, automation can help to streamline the efficiency of distribution and logistics to create a more satisfactory experience. We can evaluate the relevance of automation in marketing using the **“4Ps of Marketing Mix”** model.

Element	Role of Automation	Example
Product	Automated customer service tools help track patterns of search, click, purchase and more; guiding decisions about the product mix.	An automated customer analytics tool can aid in the identification of a suitable product mix. In the Hyperlocal grocery delivery model, automated insights drive product mix and inventory management in dark stores.
Price	Automated management of consumer behaviors such as adding products to cart, Wishlist, or checking out can help marketers map the price sensitivity of buyers.	These systems are used by marketers to determine prices and discounts, and offer personalized alerts when the price drops on an item a customer is interested in.
Promotions	Sales and marketing automation are useful for lead generation by tracking digital activity. This data can be used to design advertisements, impressions, landing pages, and personalized promotions.	Automated data about the unique buying patterns of consumers helps provide personalized offers, such as a discount for trying out a new item.

Place	Automation in workflow improves efficiency and supports quicker logistics, thereby affecting the delivery channel.	Automated workflows and inventory management systems have made it feasible for companies to offer quick, doorstep deliveries of household essentials.
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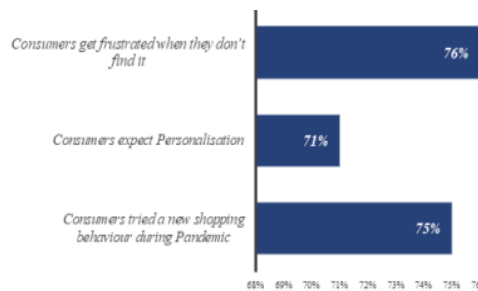
Table 1: Analysis of the Role of Automation in Shaping the Marketing Mix (Source: created by authors)

Personalization: The Route to the Customers' Hearts

Personalization is the next step after identifying automated insights. According to Fedorko et al. (2021), the emergence of data analytics tools and insight automation tools have made it easier to offer customers personalized services. Email marketing, chatbots, push notifications, and other marketing tools use personalized insights to offer unique recommendations and special offers to customers.

For example, if a customer typically purchases a certain product around a specific time of the month, marketers can now send them reminders and special offers, adding value to their overall experience. In such a scenario, a consumer feels valued since the company shows care and consideration for their habits. At the same time, the reminders and/or offers add value to their purchase. This example, commonplace across the digital realm, encapsulates how Marketing 4.0 lets marketers use digital tools for offering consumer value while boosting profits.

Figure 2: Consumer Attitudes Towards Personalization (Source: adapted from the Next in Personalization Report 2021:



The value of getting personalization right—or wrong—is multiplying, 2021)

The above graph highlights that modern consumers are increasingly looking for personalization from brands in post-pandemic times. To avoid their frustration, and to win long-term loyalty, marketers must integrate personalization into every facet of the marketing mix.

Storytelling to Drive Value: Creating Relationships that Last

As Marketing 4.0 opens up access to multiple channels of communication, marketers must leverage them for creating long-term relationships. As per Divas & Cavalheiro (2021), storytelling is a communication technique whereby brands foster an emotional connection with customers by generating engagement and creating an attachment. However, storytelling is a more useful technique for product-based companies which rely on an emotional bond to differentiate themselves from competitors.

In the scheme of hyperlocal services driven by Marketing 4.0

tools, personalization, efficiency, and automation take precedence over storytelling. In the realm of essential commodities with a focus on utility, marketers often prioritize sustained communication over an emotional connection. Nevertheless, storytelling remains an interesting tool for marketers to increase the value proposition of their offerings if they move towards diversification or premiumization.

MARKETING 4.0: THE CASE FOR HYPERLOCAL SOLUTIONS

Simplifying and Expanding Doorstep Deliveries: Development of the Hyperlocal Trend

The “new normal” is intrinsically linked to the hyperlocal trend. As per John (2021), the pandemic and associated restrictions on mobility have given an impetus to hyperlocal deliveries. Hyperlocal services refer to quick and logistically efficient deliveries within a circumscribed area. By virtue of its nature, hyperlocal lends itself best to the delivery of food, fresh produce, and groceries. These products have traditionally been dependent on geographical proximity because many of these items are perishable and tend to have a more immediate demand than other consumables.

Marketing 4.0 is about integrating both offline and online communities. In the true

spirit of this concept, offline and online channels have come together to make hyperlocal deliveries a reality. According to Khaled et al. (2021), the offline Kirana store communities in India are playing a critical role in the country's hyperlocal revolution. In collaboration with last-mile delivery firms and logistics companies, these offline communities can drive a hybrid grocery delivery space in the Indian context. Here, the technological know-how and Marketing 4.0 tools are largely supplied by tech-driven last-mile delivery and app-based grocery platforms like Zepto, BlinkIt, Swiggy Instamart, and more.

Case Study: Zepto and the Initiation of the Ultrafast Grocery Model

Zepto, a startup led by two teenage entrepreneurs, heated up the battle for superfast deliveries in India's hyperlocal scene (Singh, 2022). This organization revolutionized the dormant online grocery scene in India by taking advantage of two key developments.

- Long-term improvements in digital technologies, allowing businesses to innovate with Marketing 4.0 tools
- Sustained changes in the consumer behavior as a result of the pandemic, leading to an increased propensity to order essentials online and consume more products from the comfort of their home Zepto, despite being a relatively new entrant in this space, has garnered a high level of investor interest. The company raised \$160 million in 5

months while Grofers, a well-established brand since 2013 raised just \$100 million around the same time. This high level of investor interest signals the rising relevance of the Zepto model. The primary value proposition of the Zepto model lies in its promise of 10-minute deliveries. This model uses a combination of the following components.

- An online ordering application
- Digitally managed inventory in dark stores
- An offline network of delivery partners and local kirana's
- Personalized and individualized recommendations for customers

Case Study: Grofers' Rebranding Move-How BlinkIt Taps New Marketing Trends

Grofers, the well-known online grocery delivery platform, recently rebranded itself to BlinkIt recently to communicate its new value proposition (Malik, 2021). BlinkIt now offers similar services as Zeto. It uses automation tools to predict typical basket composition in high demand neighborhoods. This data is utilized for stocking their dark stores to service specific areas. Dark stores are dedicated warehouses for servicing online orders. These dark stores are densely set up according to the distribution of population and demand patterns. The role of Marketing 4.0 is critical in the case of BlinkIt. Grofers initially faced backlash from critics for straining the capability of its delivery partners to partake in the superfast delivery trend.

However, the company maintains that its use of analytics and robust logistics lies at the heart of its 10-minute delivery promise. The efficiency and quickness of this distribution system are matched by other elements of its marketing mix. The promotional campaigns highlight the new branding "BlinkIt", which highlights the speed of this service. The products are curated in dark stores based on demand data, enabling quick assembly, packaging, and delivery when customers place orders. This type of automation helps the company secure a suitable product mix. The distribution and logistics are encapsulated in the network of delivery partners with motorcycles and dedicated staff members at warehouses who work in tandem to make fast deliveries a reality. The newly launched service is too young to assess how it matches up against competitors. However, the move to rebrand a recognized name in favor of "BlinkIt" highlights that the company is seeking to deliver value for today's consumers by focusing on convenience. During the "new normal", online deliveries at lightning-fast speed underscores customer expectations of convenience in many places. The use of Marketing 4.0 approaches is helping the company leverage digital tools to satisfy this need and drive new levels of value for the modern consumer.

DISCUSSION: MARKETERS' MOVE FROM TRADITIONAL TO DIGITAL FOR LEVERAGING THE HYPERLOCAL TREND

Marketing 4.0: The Shift from Traditional to Digital Tools for Delivering Value with Essentials and More

The aforementioned cases and the new trends in consumer behavior help us understand why marketers are moving to the digitization of convenience. In the “new normal”, marketers have identified some core trends of delivering value. Consumers are focusing heavily on convenient at-home consumption, and a predictably long-term focus on digital purchasing patterns. The Marketing 4.0 approach to this blend's offline capabilities with online tools. The offline aspect of these hyperlocal services include the dark stores flanked by local

kiranas. Kiranas supplement and complement these last-mile delivery companies rather than the latter replacing them completely. Online tools such as personalized reminders, chatbots for assistance, and simplified ordering and payment systems help marketers deliver an all-round experience.

Breaking down the 7Ps of Hyperlocal Service: From Traditional to the Digital Realm

Based on our analysis, we can try to ascertain how Marketing 4.0 is playing out in the “new normal”. For this we can use the 7Ps of Marketing Model to understand the issues related to service marketing in the hyperlocal space.

<i>Marketing Mix Element</i>	<i>Traditional Approach</i>	<i>Approach Under Marketing 4.0</i>
Product	Products stocked based on rough estimations provided by Kiranas and internal demand mapping of manufacturers	Products stocked based on hyperlocal demand analysis to identify specific types of products demanded in a certain region.
Price	Pricing fixed by manufacturers, with local grocers offering discounts based on relationships from their personal margin.	Prices are fixed by manufacturers, but hyperlocal service firms can manipulate discounts by leveraging their economies of scale and analyzing customer buying patterns.
Promotion	Promotional messaging is the responsibility of the firms that create these products. They promote their individual value propositions using traditional channels of promotion.	Hyperlocal service firms use omnichannel communication systems to promote a lifestyle based in convenience. Their branding highlight the efficiency and customer service they offer.
Packaging	Offline grocers rarely, if ever, add their personal branded packaging.	Hyperlocal service firms use branded delivery bags, and adhesive tapes marked with brand logos to maximize brand recall.
Positioning	Limited consideration of positioning for the offline grocery shops.	Clear brand positioning based on promises of convenience, speed, and support.
People	People responsible for building personal rapport with customers. However, this is not standardized or organized in clear ways.	An effectively trained pool of employees offers customer service and logistical support for a seamless experience.
Place	Offline retail stores are the place of distribution.	Doorstep deliveries are the new norm.

Table 2: Analysis of the 7Ps of Hyperlocal Service Delivery to Understand the Shift to Marketing 4.0

(Source: created by authors)

CONCLUSION: The Way Ahead for the New Normal

The paper highlights that the use of digital tools has helped marketers drive clearer nuances in consumer value. At present, the Covid-19 scenario is continuing to evolve. However, based on the present trends, it appears that customer preferences for home-based convenience and online purchase channels are likely to persist. Therefore, it is vital for marketers to increasingly experiment with “Martich” tools and technologies to offer consumers the satisfactory experience they desire. However, this approach needs to be tempered by a clear cost-benefit analysis to ensure that incremental technologies are not wastefully adopted.

The “new normal” requires a nuanced understanding of consumer attitudes and technology trends so a balanced outlook may be developed.

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Achieving Marketing 4.0 during the New Normal Era



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INTRODUCTION: ADAPTING TO CHANGE

Because of the expansion of digital technologies, the world has evolved over the previous few decades, and so has marketing. Now, the key solution from the expansion of information technology, namely the Internet, is being connected with marketing in order to attain Marketing 4.0, a new generation of it. Customers are looking for items that meet more than just their basic needs, wants, desires, and concerns, hence this new generation is necessary. They must also satisfy their creativity and values, as defined in Marketing 3.0, but most importantly, they must be a part of the product, i.e., they must be able to participate in, interact with, and, as a result of the impact of the Information Technology era, share their experience and verify that the product delivers on its promises. As a result, marketing does not revolve more around the product, just as the Internet does not revolve more around data. Both marketing and the internet are now revolving around customers, fueling their interactions with items, considering user values, and providing them with more data. The COVID-19 crisis has had an impact on how organizations deploy integrated marketing communication (IMC)

and the costs associated with it. During this crisis, digital marketing, as part of IMC, has gotten greater attention and money. Most clients have gone online and are spending more time there. All marketing initiatives revolve around the client. Organizations' digital marketing methods for communicating with customers have also shifted as a result of the pandemic.

Some Facts and stats on marketing & Advertising due to covid impact

- Amazon, Meta, and Alphabet will control half of the ad business by 2025, thanks to Covid-19's acceleration.
- By 2023, travel ad spending will be six times that of the whole ad market.
- Advertisers in the United Kingdom are expected to spend a record £7.9 billion over the festive season of 2021.
- Since the outbreak, 44% of B2B marketers have 'totally modified' their marketing channel mix.
- Since 2019, online brands have boosted their TV ad spending by 37%.
- Marketing spending now accounts for only 6.4 percent of total revenue.
- In Q2 2021, social CPM is up 41% year over year.
- In Q2 2021, Google Advertising income increased by 69 percent

year over year.

- Global ad spend increased by 23.6 percent year over year in Q2 2021, setting a new high for a second quarter period.

CHANGE IN MARKETING STRATEGIES & ACTIONS

CSR is one of the most important factors in defining brand image and business performance. The Covid-19 epidemic presented enterprises with numerous possibilities to engage actively in their CSR and programmed activities. For example, cause-related marketing campaigns have grown in popularity as a way for businesses to connect their products with important social impact activities such as providing care and support to COVID-19 victims. The brands, as well as all of their charities, should adhere to local laws and regulations. As businesses adapt and anticipate new ways to market their products and services amid COVID-19 crises, governmental institutions are keeping a careful eye on potentially unfair or unethical business activities in order to protect customers, stop COVID-19 frauds, and protect.

WHAT IS MARKETING 4.0

Marketing 4.0 refers to a marketing strategy that incorporates both online and offline interactions between

businesses and their customers. the environment.

Another key area where the COVID 19 pandemic has had an impact is the consumption of wellness and healthy foods. There has been an increase in the purchase and consumption of nutrition and medicinal products linked to the coronavirus, such as fever reducers, vitamin supplements, and pain relievers. Because of the fear of contracting COVID 19, customers have begun to reduce their trips to eateries. Marketers have found it difficult to recruit and serve clients as a result of this. For policymakers, the post-crisis period will be a perfect time for health organizations and other government agencies to promote healthy consumption and products in new and innovative ways. Overall, the Covid-19 pandemic had a considerable impact on consumers' ethical decision-making during the epidemic.

Digital engagement is insufficient in the digital economy. In the world that is becoming increasingly online, offline touch is a significant differentiator. Marketing 4.0 also combines form and function. While rapid technology advancements make it necessary for brands to be more flexible and adaptable, their authentic personalities are more crucial.



CHANGE IN CONSUMER BEHAVIOUR

There's a sense that we're on the verge of returning to "normal" as governments gradually lift pandemic-related restrictions and companies reopen. That's quite unlikely. Marketers will have to think hard—and differently—about what the consumer will think, feel, say, and do in the next normal.

There can be six potentially important changes in consumer behavior which are as follows:

1. Shopping: Catching Up To The Great Digital Migration To Expand Digital Borders

Consumers are increasingly using digital and low-contact methods to get products and services. As long as social distance and protective measures are the norm, shopping from our couches will appear even more convenient.

For marketers, this involves reconsidering how they communicate with customers. Clearly, a greater focus on e-commerce and digital channels is required, with direct-to-consumer (D2C) e-commerce platforms being considered.

2. E-services: New 'Service Platforms' To Help Consumers Take Care Of Business

People expect to do more than just shop online at COVID-19; they expect to conduct other chores and access services as well.

For marketers, this growing consumer trust in the usage of e-

services indicates a possible spike in demand as well as an opportunity to form new relationships with consumers. The development of partner ecosystems, both public and private, should be a particular focus. As services become more prevalent, marketers will need to consider how their brands fit into interconnected service platforms.

3. Home: Finding A Spot In The New 'Command Central' For All Activities

As a result of the crisis, the home has become a multipurpose hub where people live, work, learn, shop, and play. This will be especially true as an increasing number of global firms and employees want to maintain some benefits of remote working.

Marketers will need to engage with smart devices and interfaces across the home, whether the at-home activity they cater to is digital or physical (for example, cooking at home has become a family activity). Marketers will also need to reconsider their media mix across a broader range of channels.

4. Community: Experiences Localization

The near-total shutdown of travel, as well as other present lockdown restrictions, have heightened the importance of local areas. To connect people with local volunteers and mutual-aid groups, many community social-media pages and forums have been formed.

5. Trust: Creating Space For Health

Store traffic is severely harmed, and consumers will only return when they trust that spaces are safe and virus-free, as well as travel and events. The top reasons people give for not going to a store are more cleaning and disinfecting, as well as a requirement that all customers and personnel wear masks.

As a result, marketers will need to consider a far larger range of shopping experiences, which will necessitate more collaboration with sales and operations teams across the organization. Traditional store borders and layouts may be altered as a result of the preference for self-checkout or scan-and-go behaviors.

6. Purpose: Holding Brands To Higher Standards

An increasing culture of doing the right thing, looking after society, and "being all in this together" is seen in one of the Australian family studies. Furthermore, the current uptick in action is likely to give consumers a stronger sense of their ability to hold major corporations accountable. Sixty-one percent believe that how a brand behaves during a crisis will have a significant impact on whether they will continue to buy it after the crisis has passed.

This means marketers must communicate a strong sense of their brands' purpose.

EVOLUTION OF MARKETING 4.0

When corporations offered a relatively modest number of

products created for a big group of clients, marketing was focused and oriented around the idea of products and manufacturing.

Marketing 2.0, which arrived with the dawn of the modern information age, was the second evolution of the marketing concept. The evolution and development of communication and information technologies are at the heart of this information age.

The Marketing 3.0 period, which is guided by the "value-driven era," is the third stage in the evolution of the marketing concept. This level has progressed from "treating individuals as simple consumers to treating them as human beings with a mind, heart, and feelings" to "treating individuals as human beings with a mind, heart, and feelings."

Philip Kotler presents the fourth evolution of the marketing concept in 2017. Marketing 4.0, he claims, is "a marketing method that integrates online and offline engagement between businesses and consumers."

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SOME NEW TRENDS

- Voice searches are changing the way humans search on the internet. We no longer have to say "Siri, look for locations to eat near ABC location" but rather "Siri, look for places to eat paella near me." Half of the potential of this type of features has yet to be realised.
- Automation: from emails to chatbots, these automated procedures and services are going to be the future. Of course, people will be required to oversee strategic processes.
- HBO, Netflix, and Amazon have all revived success by leveraging the internet as a television platform. Other producers will soon be able to capitalise on the trend wave and fundamentally revolutionise television consumption.

CONCLUSION

Marketing 4.0 is a hybrid of traditional and digital marketing methods that aims to bring the best of both worlds together. It aims to use both online and offline contacts in marketing while emphasising that digital marketing can never completely replace conventional marketing. A shift is required from the traditional marketing 4p to the 4c of the marketing. The new 4c are co-creation, currency, communal activation and conversation. Digital marketing and traditional marketing should co-exist in marketing 4.0 with the final goal of having of customer advocates.

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“Is COVID-19 creating a new variant of marketing?”

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“Marketing and innovation make money. Everything else is a cost.”

-Peter Drucker

Marketing is an ever-evolving process, but who would have thought that coronavirus would accelerate such drastic changes in the world of marketing?

Marketers all around the globe are on their toes since the coronavirus hit the world. Because every time there's a global pandemic or crisis of any kind, there is a paradigm shift in the behavior of the consumer. Consumer behavior is receptive to its environment and with such a massive global outbreak of coronavirus and lockdown, there was a substantial change in the taste, preference, and choices of consumers. So massive, that some of the safety needs in Abraham Maslow's theory of motivation, today, have transitioned into a physiological need in the consumer's life. No better example than the sudden surge in demand for hand sanitizers which now have been declared as essential merchandise by the government. It has resulted in many small and large companies manufacturing sanitizers. During the first phase of lockdown, the Chennai-based CavinKare launched hand sanitizers under its personal care brands, which were sold at Rs.1 per sachet.

This 'transition in needs of consumers' is exactly what all the marketers need to adapt, at the earliest for gaining a competitive edge over the rivals. One such best example in the dairy industry is Amul. India's dairy industry suffered a tremendous loss of Rs 112.3 crore due to the pandemic! So, many dairy companies were facing losses and cutting down on the procurement of milk, due to a fall in demand, especially from the restaurant and hotel industry. Amul did the complete opposite i.e., it started preparing for a surge in demand and earned a whopping profit of 698 crores! There was 1 very important variable that very few people took into consideration which was 'change in consumer behavior' during the pandemic. Amul made the best out of it and prepared for the surge in demand, despite clearly seeing a fall in demand, because soon the household consumption of milk skyrocketed as more and more people began to stay at home. This in turn gave rise not only to the demand for milk products but also to the homemade food trend. Anticipating this trend Amul made history by launching 33 new products in a single quarter, that too in the frozen foods and ready to eat segment! As millions

of work-from-home individuals preferred ready-made easy-to-cook meals. Another shift we see here is that consumers favored packed food items over loose food items/milk packets. Also, with increased presence at home, the time spent by individuals on online platforms has increased tenfold times! India's total advertising industry which was valued at INR 68,475 crores (pre-covid) in 2019, recorded INR 75,952 crores by the end of 2020 despite covid according to a report by Dentsu Aegis Network. That's a whopping 10.9% growth rate! This shows that even during the pandemic, a lot of money was pumped into advertising, especially the digital channels. There's no doubt that online presence now is a MUST for any brand. Since covid, many small and medium enterprises were forced to initiate or expand their digital presence within a few weeks of the pandemic for their survival. As per the survey by Local Circles, 60% of small businesses said that their online channels helped them find new customers for products and services as well as increase transactions with existing customers during the pandemic. Brands that have demonstrated empathy have generally fared

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better during the crisis. Research by Deloitte Digital found that one in five consumers have stopped using a business due to their response to Covid-19. On the other hand, 19% of respondents said they have started using a brand because of their response, such as prioritizing front-line workers or the safety of employees. This thus has given rise to a 'low need of cognition' amongst consumers. Consumers are now more interested in the peripheral background; emotions and they prefer more visual information over verbal information, thus making them 'Visualizers'. In fact, as per the survey by Visitor Queue- 74% of online marketers said they have used visuals in their content more than 70% of the time. And video content is 50x more likely to drive organic traffic than plain text. As of 2022, 80% of marketers are using video as a content marketing tool. Hence one can see how digital presence has become the need

of the hour for businesses to boost during the pandemic.

Coming back to my question- "Is Covid-19 creating a new variant of marketing?"- The answer is YES. With the arrival of Covid-19 and its variants, the world of marketing is too coming up with its new variants and new norms to tackle the situation. Be it CavinKare prominently being a personal care brand, producing hand-sanitizer sachets or Amul producing 33 new products that are completely different to its dairy segment, or small businesses with zero online presence now coming on online platforms. Marketers are adapting quickly to the slightest changes in consumer behavior. Only time can tell, what the new normal is... because as far as I can see, the world of marketing is dynamic, and more changes can be expected soon!



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Social Media Marketing-The compass to navigate through the Pandemic



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*“I use social media as an idea generator, trend mapper, and strategic compass for all of our online business ventures.” — Paul Barron,
CEO, Foodable Network*



Covid-19; when you hear this word your mind goes through a thousand thoughts and emotions at once. Almost every business suffered a blow due to this pandemic and no one knew the way to tackle it. It started becoming difficult for a business to cope especially marketing their products or service to their customers. Brands were left in dilemma as to how they can promote their products with so much of physical restrictions levied. This is where Social Media Marketing came in as a hero in the lives of these brands.

Social media marketing was a well-established and often used channel of promotion even before the pandemic. But the value of social media marketing surged when the Covid-19 crisis hit us. According to a survey conducted by CMO, it was found that social

media has become essential to marketing during the pandemic. According to the poll, social media expenditure surged by 74% from 13.3 percent of marketing budgets in February 2020 to 23.2 percent in June 2020. Meanwhile, traditional advertising spending is expected to fall, with CMO's predicting a 5.3 percent decrease in traditional advertising channels over the next 12 months. This shift in numbers shows how brands now find social media marketing as the better means of promotion compared to traditional marketing.

In Social Media Marketing there are many different strategies in which brands promote themselves and the and the major chunk of these strategies is “Influencer marketing” . Throughout the pandemic, brand

investment in creators has been a crucial driver in improving digital purchasing decisions. According to the IMRG Capgemini Online Retail Index, total online retail sales grew 36 percent year over year in 2020, the fastest yearly growth since 2007.

It's also worth noting that by leveraging influencers, marketers not only increased their reach but also increased the legitimacy of their campaigns. At the touch of a smartphone screen, influencers might let buyers understand the fit, function, and styling of products in a relatable environment. They rivaled a day trip to the high street in terms of speed and convenience, while the interactive, contextual discovery part felt like physical interaction with a store employee.

Social media marketing served as a bridge between the brands and its customers, a very essential bridge if one must say. High end brands to startups, no brand was left behind in the race of social media marketing. There were a few notable social media marketing campaigns that stood. In a compelling, passionate, and inclusive video spot aggressively promoted by Nike across social

media, they demonstrated how their list of athlete brand ambassadors are staying active during the lockdown.

Unlike many other corporations, Nike went above and above by making their subscription Nike Training Club app available for free, allowing individuals to access workouts and training ideas from the comfort of their own homes. During the pandemic, work culture had suffered and changed dramatically. LinkedIn was active on several social media platforms and ensured that its followers are kept engaged with useful and educational postings. LinkedIn has launched a social media campaign highlighting the top professionals under the age of 35. #LinkedInNextWave was the name of the campaign. LinkedIn kept up with its audience by providing them with useful knowledge at a time when most professional platforms are perplexed about the work environment and culture. Social Media Marketing is here to stay and has proven to be a go-to platform for brands to promote and engage their customers while we still get used to the new normal..

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Marketing In the New Normal

The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.” — Peter Drucker

The customer journey is one of the key factors that the Marketers are focusing on to determine their ‘Market Strategies’. The journey begins with the identification of their needs, wants, and desires, researching, evaluating, and finally making a purchase decision. There have been fundamental changes in the customer journey and marketers are looking to influence customer experience and purchasing decisions.



Remote Purchasing:

Remote purchasing has seen a significant boost in the new normal, it has become crucial for brands to have a good digital reach and connection with their customers for long-term developments. The market is becoming dynamic more rapidly than before, which has resulted in increased competition among brands to reach and retain customers. The increasing reliance on the internet before and after the purchase of a product or service has boosted the importance of ratings, revives, customer experience, and comparison of products and services.

Digital Darwinism

“Digital Darwinism drives the

new normal” as stated by Shweta Srivastava, Head of Digital, Philips India stands true that only the smartest will survive the volatile marketing world. This has made it imperative for marketers to make advertisements smarter and more relevant to customers. The content that brands post on various social media sites needs situation relevant and UpToDate to avoid any PR backlash. Companies who included compassion and authenticity in their purpose to define their strategy and who aligned their actions with their purpose were appreciated by the customers.

Consumer Safety:

The importance of digital safety to safeguard customer and

business data has made it imperative for businesses to include safety features for each transaction or survey they do. The customers have become more safety conscious and do not allow third-party cookies to collect data. The recognized brands are more easily trusted by the customers and the brands must maintain this trust by protecting the client data collected for analytics. Disabling cookies has made it more difficult to study the customers' online journeys for some brands.

Online job portals have become popular during the new normal. The newly launched ‘apna.co’ in 2019 has seen significant growth with serving almost 20 million users on its platform. The key to success was the derived solution

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of the problem the customers are facing to find jobs. As most people looking for jobs on different jobs portals, they come across fake job postings, and many end up falling for these fraudulent postings. Jobs platform and professional network apna.co is on a mission to ensure its platform is as clean as possible and that it can connect jobseekers to relevant, genuine employers.

Summary

Marketing in the new normal should be heavily customer-centric, fulfilling their requirement and adjusting strategies to adapt to rapid changes in the market and customers' buying behavior. Marketers need to provide solutions to new problems and challenges customers are facing in the new world for future growth and development.

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Marketing 4.0 in the new normal



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“Marketing is no longer about the stuff that you make but about the stories you tell.” – Seth Godin

The implication of Covid-19 has had its cascading effects on various aspects of human life. The corporate world was no exception to the unexpected wave of change. This phenomenon has altered the functionalities of business and the way businesses are marketed. Since everything was distanced from physical presence, the digital world experienced a boom. From logging in for work to meetings on Zoom, promoting products on social media to implementing SEO strategies, no aspect of the business was left untouched by Digitization.

Leveraging ideas on the digital platforms to compensate for the consumer's inability to buy products physically yet striving to give them a satisfying user experience, brands have been pushing hard to market their products innovatively in this new normal. The new normal is the era where there is a shift of not only platforms used for marketing but also where the power and focus have been shifted immensely on the consumers. Covid-19 has changed the

traditional buying behavior of consumers across the globe, which has led to changes in the Marketing mix as well.

The traditional marketing framework of Product, Place, Price, and Promotion can be viewed with the new lens of Digitization. A Product that was conceptualized just for satisfying the taste buds of consumers is now being improvised with the addition of certain immunity-boosting elements. For instance, Karnataka-based ice-cream brand **Dairy Day** launched Dairy Day Plus; a range of ice-creams with two new flavors named Haldi ice cream and Chyawanprash Ice cream. The pricing model of many products, which contributes majorly to the revenue, has gone through some volatile changes.

The restaurant and foodservice industry was completely hit but decreasing the prices was neither a feasible nor profitable strategy for them. Instead, they adapted contactless delivery or take-away model along with subscription-based models for better profit margins and survival.

Another aspect of marketing mix-Place has gone through a dramatic transformation, where everything came online, and technologies helped the businesses to adjust employee and customer interactions ensuring maximum safety and still delivering what customers want and need.

The promotional element of the marketing mix has changed like never before. In the pre-pandemic era where few brands shied away from taking the online route are now formulating unique, creative, and eye-catching social media strategies. The potential to connect via different digital platforms has helped brands to broaden their target audience reach as well as to keep the communication swift.



In the new normal, B2B companies which were more into in-person interactions, have now turned more to digital channels. Field sales are no longer on the field and have got navigated to various digital channels. Companies like Udaan, Bizongo have seen 100-300% growth in revenues and order volumes.

IndiaMart, a leading B2B E-commerce player has seen a higher flow of inquiries, where the traffic used to initially go to China is now coming to India. In this new normal, it all started with the **safety aspect**, but we also witnessed how it paved a way to connect with the customers uniquely. In other words, the pandemic just acted like a catalyst for the digitization of brands.

Be it practices like predictive analytics, the adaptation of decision-making tools, analyzing the market through huge data collected from different digital media channels, marketers are effectively managing to adhere to the burst of technology. Customers are spoiled for choice with new competitive pricing and improved customer experience.

Given the internet penetration across the globe, it's very convenient for brands to bring out the change in their marketing strategies. Any evolution has its share of hiccups, but as they say, change is the only constant.

Carpe Diem – Amul’s Foresight



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“Marketing takes a day to learn and a lifetime to master” – Philip Kotler

“Necessity is the mother of invention” – the great Philosopher Plato once coined this in 375 B.C, still finds its relevance even in the modern day scenarios. It is very difficult to play a game when the rules of the game are constantly changing. It is very difficult to make decisions when the outcomes of those decisions are not certain. The pandemic of Covid-19 has led to tough times for brands. Plunging consumer confidence, loss of jobs, restricted mobility and falling GDP has led to recession like situation and falling consumerism.

Marketers are worried, brands are in dilemma and new launches have come to a halt! However, innovation happens when we look for bright spots in these dark days.

We all need to change our perspective and look at the world with a different lens and we shall for sure see some green pastures “In the midst of every crisis, lies great opportunity” – once said by the great personality.

Albert Einstein, and implemented by another great personality **Mr. RS Sodhi – MD of Amul,**

The announcement of a nationwide lockdown in March 2020 in India due to the spread of Covid-19 dealt a blow to many businesses that were left grappling for their very survival amidst the crisis.

But the Managing Director of Amul (Gujarat Cooperative Milk Marketing Federation, Ltd.), R S Sodhi, **saw an opportunity** in the crisis. He was of the view that this was the ideal opportunity for Amul to tidy up its production network and marketing activities in order to reach people who were forced to stay indoors.

People’s food consumption pattern had also undergone a change, with consumers demanding trustworthy packaged food and ingredients, which were considered safer than non-packaged products.

While the producers of many goods and food products shut their factories and manufacturing units due to the lockdown, Amul looked for an opportunity and sought to ensure a steady supply of milk and milk products across the country during the lockdown. Compared to pre-COVID-19 times, the lockdown period saw a

5-7% increase in demand for Amul’s liquid packaged milk as consumers trusted the Amul brand over rather than loose milk.

In March, when companies saw a dead end and had to step out from their marketing expense, Amul stood firm and instead of following suit, chose to invest more in this space.

To everybody’s surprise, the company turned into a superstar in a short span of time. Amul was everywhere - across all channels, no matter the channel you’re tuned in to and a pathbreaking record was established. The company then decided to sponsor the two shows at a reasonable price and came up with an ad themed on Ramayana which featured the utterly butterfly Amul girl. The traction on its advertisement increased so much that it had 10 times more views than the final match of Indian Premier League at one-tenth the cost. The dairy giant said its brand reputation, resilience, prompt action during the crisis, and ability to adapt to the situation would enable it to overcome any future challenges too.

Marketing 4.0: "The New Normal" brings in a new set of learnings and challenges.



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“If you don’t give up, you still have a chance. Giving up is the greatest failure.” Jack Ma

Marketing 4.0 is all about a new way of reaching out to the customer with the help of new technology (Data Science & Business Intelligence) & digital media. The behaviour of consumers has changed, now they look for convenience no matter how low the price you have but still consumers choose convenience over money. A few reasons could be the increased income amongst the consumers and a desire for a better lifestyle.

Recently, ITC has tie-up with Havmor Ice cream for their MasterChef Frozen snack product line.

ITC will use Havmor mobile carts from November to March lean period of sales of ice cream in Delhi. The distribution tie-up will give ITC Master Chef an opportunity to expand the availability and accessibility of its range of frozen food offerings during winters when demand for frozen foods is up 30% compared to summers.

For Havmor, the partnership creates an incremental earning opportunity for its channel partners and vendors and helps the company leverage its operating costs during the ice cream low season. So, it's a win-win situation. This is Marketing 4.0 .

Brands changed their meta from "**Selling the 4P's to Commercializing the 4C's**" Product, Place, Promotion, Price to Co-creation, Communal activation, Currency, Conversation.

Co-creation: The already existing customer to be part of product development from the Ideation stage.

Currency: It refers to pricing using big data science for customized offers & discounts.

Communal activation: It refers to convenience,

faster delivery like Zepto, delivery boy details including body temperature like Myntra, etc

Conversation: Not just advertising but telling stories. Engaging with customers in the form of blogs, personalized email, etc.

Many companies have developed great out-of-the-box ideas that redefine their product portfolios. Examples include:

1. ITC launch frozen food product line ITC MasterChef
2. Amul also started focusing on immunity-based products such as Haldi ice cream, Tulsi Milk, etc.

Companies have changed their strategy of new customer acquisition to focus on existing customers. Due to lockdown, people are forced to stay at home, brand used this opportunity to advertise more to reach. Brands have started using Data Science to read the behaviour of consumers and personalized their ads accordingly. Brands have started using more emotional ads to target & attract. Recently HDFC Life Insurance is the best example. The ad title is "**Bounce Back Batch**".



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The ad showcased the struggle one faced due to covid from pay cuts, to zoom meetings, oxygen cylinders and more. This targeted ad tried to empathise with the Indian audience.

This is marketing 4.0.





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First, let us discuss in short, the evolution of marketing from 1.0 to 4.0 .

Marketing 1.0: In this era, the marketing was basically focused on selling products without considering the needs and wants of the customer. It was a **product-centric approach** and was mainly focused on the art to persuade to increase sale.

Marketing 2.0: This marketing era was known as **customer-centric era**. The consumers were able to choose among the entire available product range and were well informed to compare several value offerings.

Marketing 3.0: In this era, we saw a shift to **human-centric approach** where the customers are treated as human beings who are active, anxious and creative and are more aware and sensible about the social and humanistic side of the brand.

Marketing 4.0: The evolution of marketing 4.0 is explained with the help of points below:

Gaming is the New Epicenter of Marketing:

The **Metaverse** will be the extension of the internet into an open ecosystem made of hybrid, shared spaces that blend

physical, digital and virtual realities. Today we are only witnessing early signs of the paradigm shift the Metaverse will create, forging new ways for consumers to socialize, consume content and purchase goods – such as purchasing branded **NFTs** like virtual **Gucci products**. With **87%** of internet users playing digital games in 2021, investing in marketing activations in gaming represents brands’ best path to experiment what their future Metaverse state could be and get some crucial learnings on how new generations of consumers will expect to be engaged in a not distant future.

Brands can consider integrating content into gaming as soon enough, consumers won’t expect to be simply told stories, but to be given stories, and they can also make their own.



Technology in Marketing:

Artificial intelligence, machine learning, virtual reality & augmented reality are not ‘on

the way’ anymore. They are already here. AI is increasingly used by marketers to improve campaign performance, target customers more accurately & create personalized experience, automate customer interaction through chatbots.

Example: **Ford Motors** launched an immersive augmented reality experience to help elevate and reimagine the vehicle buying journey. Using any device a shopper can explore and customize and AR/3D model of Ford vehicle.



To enhance the purchase journey, **IKEA** started its virtual reality store experience for its customer.

Telling Authentic Stories to Connect with Customers:

“Everybody has a story worth telling, and everybody wants to be heard.” Marketers need to connect with audiences, pull at their heartstrings, and engage with them on a much deeper level than seen before.

brand storytelling is no longer a nice to have.

It is a need to have, and what will ultimately maximize your business's visibility, profit, and impact. Instead of throwing facts, statistics, and testimonials at the audience, one should focus on making the brand thoughtful, memorable, and real. Wrap your message into a story that transports people, simplifies information, and provokes an emotional response. Use narrative to share your brand's history, challenges, successes, and value propositions. Storytelling will not only increase your brand favorability in your audience's eyes, it can also be up to **22 times** more memorable

than facts

Example: **Dove**, **#ShowUs** campaign, shares a message that resonates and promotes the real beauty and confidence in all women.

Diversity, Equity & Inclusion (DE&I) in Marketing:

Now-a-days brands are leaning into **Diversity, Equity & Inclusion**. To quote **YouTube's CMO, Danielle Tiedt**, "This is Forever Work." The work of infusing DE&I into our marketing practices and output won't happen overnight. Meaningful change takes time, commitment, and a patchwork of approaches across areas of the business. Brands are creating new

frameworks and new tools to meet new needs.

Example: **Disney** wanted to understand their relevance and cultural reach with diverse audiences, so they created a new tool, the Disney Cultural Index, to measure the resonance and inclusivity of advertising.

To Wrap Up

AI and ML will be the pioneers in taking new ideas from spark to flame and surpass the existing levels of creativity. New ways of storytelling will emerge as we leverage more media platforms. Personalization will always be a key to delight customers.



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How will marketers change their strategies?

The COVID-19 outbreak has wreaked havoc on businesses across the globe. Increased volatility and uncertainty, faster digitization and adoption of new business models, are just a few examples of it. This is the 'New Normal'. With businesses adapting to the New Normal, the most important question is how will marketers enhance their marketing strategies? Not only marketers are mandated to rethink their core marketing strategies, but they are challenged with devising novel strategies to stimulate new demand, reconfigure value chains and deliver brand experiences to sustain and succeed in the new normal.

Innovation and accelerated digitization

Covid-19 has accelerated the adoption of digital technology by businesses and customers both. Therefore, to satisfy the needs and wants of the customers businesses need to innovate and accelerate the adoption of digital technologies. The very evident shift is customers switching to remote shopping as it saves time and is done at the tip of their fingers the rush to online channels creates has created a

new set of Challenges. Digitalization has become a prominent need of every business to connect, collate information and serve their customers.

Multi-channel approach

Digital has opened more channels to the customers. Content transition to OTT platforms has intensified as a result of the pandemic. Traffic on mobile and smart TV devices has grown significantly. OTT revenue from both advertising and subscriptions are booming., Therefore marketers also have adopted and targeted OTT platforms for brand advertisements to reach retail customers. Thus, a multi-channel approach that provides a better chance of reaching intended customers or market segments should be adopted.

Acquisitions & Collaboration

It is no surprise that customers favor companies that can meet their complete needs. Companies are looking to create holistic solutions which can fulfill all their customer's needs, under one umbrella large & reputed companies, with strong balance sheets and cash flow can look at

acquiring companies that compliment their offerings to take a holistic solution to the market. For MSME, collaboration has become essential as businesses are relying on their partnerships to be able to adapt to the unstable business environment and improve their service to retain or gain customers.

Offers to woo customers

Industries such as airlines, transportation, leisure, hospitality, etc. where value is mainly created through a physical experience are seeking to bring back customers by wooing them with irresistible offers, as it cannot be easily transformed and offered as digitized content. To summarize, this pandemic has taught us to react quickly, innovate, and adapt to changing circumstances, and marketers are racing to understand customer behavior and suit their needs While no one knows what the exact contours of the future normal will be, we do know that things will not revert to the way they were. Marketers will need to keep a careful eye on trends and indicators, adjust their marketing strategy and investments, and adapt their businesses to the new world.

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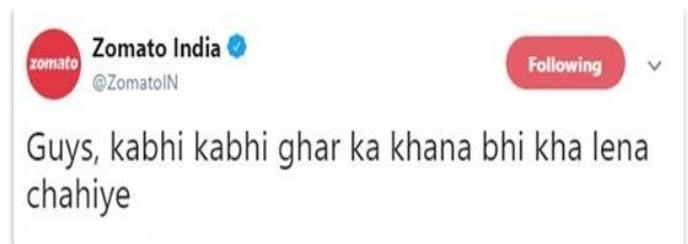


How to embrace challenges in the new normal?

Aishwarya Nandedkar

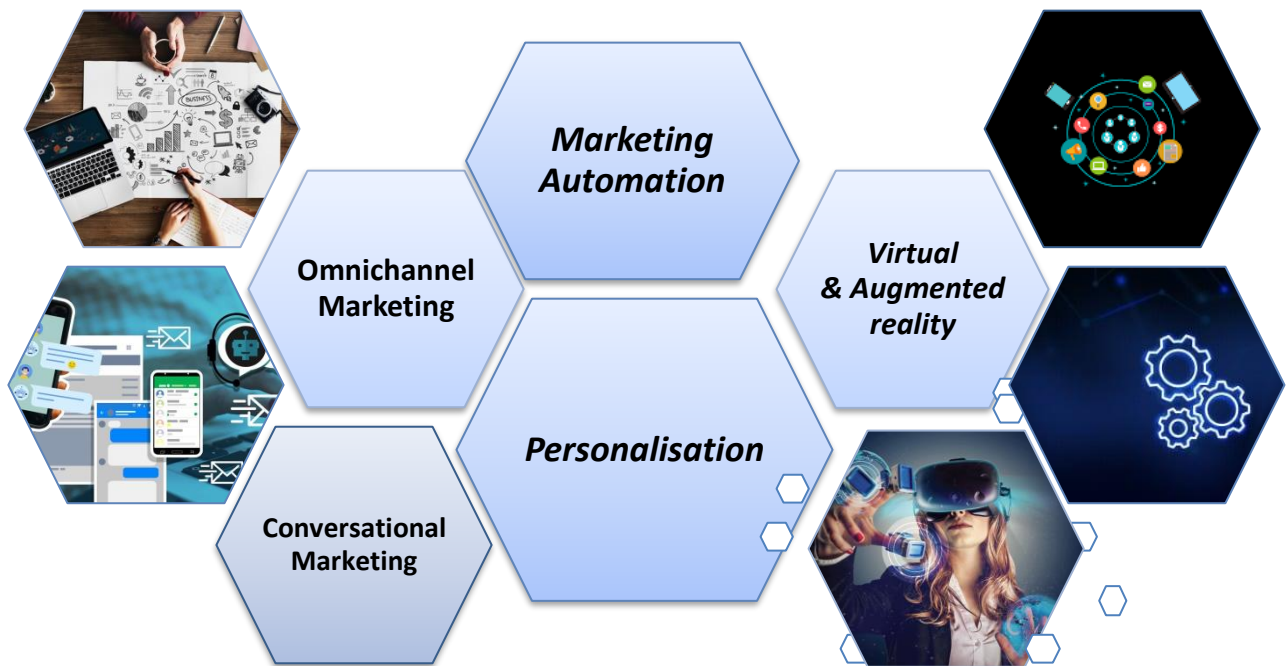
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Marketing has evolved significantly since its inception. Initially, it was all about driving in more sales and making the business profitable but nowadays it's become far more than that. It's not only about bridging the gaps between demand and supply of products or services but satisfying consumers and building long-lasting relationships with them. Covid-19 has brought significant changes in all our lives. It has brought a tremendous shift in consumer preferences, awareness and investment patterns. In these tough times of pandemic, consumers wanted brands to make them feel secure and provide assurance along with seamless customer satisfaction. Many brands came up with advertisements that made them feel like that. To stay ahead in the race of matching up with consumer trends, brands must start leveraging the dynamics and make a strong impression on consumers' mindsets. One such way is **conversational marketing**. Conversational marketing is simply done by the conversations, a series of dialogues with the customers which seek to promote the product. These conversational interfaces have enabled companies to improve their customer support and user engagement rates. These bots can simplify everything involved with a hospitality service – from ordering food, making a reservation to sending personalized suggestions and offer to their users. **eBay** uses chatbots to find the best deal for what you ask for. Just say “*Ok Google, let me talk with eBay*” and bam, you are on your way to endless eBay purchases. **Zomato's** brand voice across social media platforms helps it in establishing relationships with customers and creates a buzz on social media. Another classic example of Zomato's unique voice on Twitter and other social media platforms is when the brand posted the groundbreaking Tweet that said: “*Guys, kabhi kabhi ghar ka khana bhi kha lena chaiye*”



Personalization is another such aspect that leads to more customers. It's the key to success in marketing. **Netflix** is one of the world's biggest media conglomerates. This major brand has been known to employ some cutting-edge, revolutionary marketing strategies. The added advantage that sets Netflix apart from other streaming services is the personalized content that Netflix offers. Netflix effectively uses marketing automation to create a customized homepage for its users. Sophisticated marketing automation software identifies users' browsing preferences and viewing history. Based on this, shows and movies are suggested that are interesting to the users. Brands are also using **omnichannel marketing** to improve the customer experience. Omnichannel marketing refers to creating your brand's presence across multiple online (website, app, social media, email, SMS, WhatsApp) and offline (retail store, events, call-center) channels while ensuring a positive and seamless experience throughout the customer journey. **Starbucks** is a leader in omnichannel marketing. They discovered that by developing a mobile application, they could create an opportunity to engage their audience with their mobile offerings more frequently.

The app, simply called Starbucks, features a store locator, gift card information and a rewards program for its member. Starbucks understands that to best engage their customers in retail, they should offer them special incentives such as discounts, free



beverages and birthday gifts. This helps to keep their customers retained and engaged since they'll need to continuously use the application to receive rewards. Virtual reality is also on the boom. VR involves brands promoting themselves and their products using virtual and augmented reality technology. The technology creates a fake but realistic environment. Sometimes VR marketing is visual, and sometimes it's multi-sensory, depending on the device. Makeup company *Sephora* was among the first to popularize *augmented reality* marketing with its Virtual Artist app. Customers can use the app to try out different makeup looks and get personalized recommendations for products. Customers can use the app to try out different makeup looks and get personalized recommendations for products. Virtual reality marketing is also a fun way to announce new products. Luxury apparel brand *Gucci* launched an

AR feature in its app to promote the new line of Ace sneakers. Last but not the least, *marketing automation* will also bring greater efficiency in the domain of marketing. The *Charles Schwab Corporation* is a bank and stockbroker based in San Francisco, California. This company used marketing automation software to boost engagement and productivity. Their objectives included personalizing their clients' lifecycle, delivering relevant content, aligning marketing and sales departments and enhancing lead generation. They have leveraged marketing automation at its best.

No matter what happens, the only thing that stays constant is change and marketing is one such field that continuously evolves with time. Accepting the changes and adapting to them can make a huge difference.

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