



**N. L. Dalmia**<sup>®</sup>

**Institute of Management Studies and Research**

*(A School of Excellence of N. L. Dalmia Educational Society)*



**MARK**

**EDITION 4.0**

**[markx@nldalmia.in](mailto:markx@nldalmia.in)**

# **I N T H I S E D I T I O N**

---

- 3 TEAM MARKX**
- 4 ABOUT THE INSTITUTE**
- 5 NOT ALL POSITIVES ARE NEGATIVES IN THE TIME OF PANDEMIC**
- 9 HEALTHCARE MARKET- A RECESSION PROOF BLUE OCEAN**
- 12 MARKETING AT KASA KAI MUMBAI**
- 14 MARKETING STRATEGY IN CORONAVIRUS OUTBREAK**
- 16 VR: THE NEW REALITY FOR MARKETERS**
- 19 CONVERSATIONAL MARKETING: THE LATEST FAD**
- 22 MARKETING; A PEEK THROUGH THE CRYSTAL ORB**
- 24 NUANCES IN SOCIAL MEDIA MARKETING**
- 26 HOW A COUNTRY OF ORIGIN AFFECTS MARKETING**

# Team MarkX

Ideas come alive when brands are crafted.

Brands start breathing when marketing steps in.

From the 'production era' of marketing to the current 'relationship marketing orientation era', businesses have largely changed their focus. In order to create this relationship in the first place, it is necessary to delight the customers and not only satisfy them. Thus, begins the era of 'customer centricity'. Providing experiences which engrave the brand in the minds of the customers has now become an imperative action for brands.

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 contemporary marketing innovations and practices which have blazed a new trail towards customer experiences.

On this note, we present to you MarkX Edition 4.0



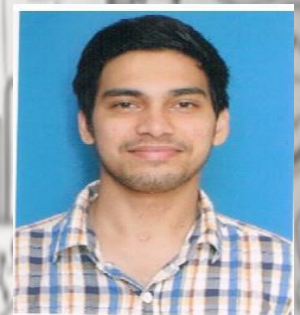
**Jatin Gaud**



**Shivam Seth**



**Snehal  
Waigaonkar**



**Akash Patwal**



**Pooja Vadia**



**Simona Bastian**



# About the Institute



Located at Mira Road, the N. L. Dalmia Institute of Management Studies and Research (NLDIMSR) was established in the year 1995 by the Late Shri Niranjanlalji 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), 2-year full-time MMS degree program (Affiliated to University of Mumbai), 3-year part-time degree programs in Marketing, Finance & Human Resource (affiliated to University of Mumbai) 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.

Our faculty consists of established industry veterans and scholars whose research papers have been 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 corporate culture. We have been growing from strength to strength since the last 24 years, striving to establish new norms of excellence. The Institute has witnessed 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 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.**

Adhering to its 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 program in Big Data and Advanced Analytics with SAS.

# Not all Positives are Negatives in the Time of Pandemic



**Dr Joyeeta Chatterjee**  
**Professor and HoD-Marketing**  
**N.L Dalmia Institute of Management Studies and Research**

In the times of pandemic is it good to do away all marketing? The answer would be obviously NO. During such crisis, it becomes imperative for the **'brands,'** to remain connected with their customers. However, COVID 19 crisis is unknown zone and no brand was prepared for this. In such crisis hour, when there's immense panic across the globe and pan India, brands across categories are going the extra mile to ensure the safety of their products.

The country is cruising through bad weather with three-week lockdown due to nCOVID19 outbreak. People are running out of essentials, maintaining social distancing, stock market crashing while others are testing positive and battling for life in isolation. Society is panic gripped. During such severe hardships what stories would brand tell their consumers? Any brand communications would be perceived and labelled as opportunistic statements. The need at this hour is to spread social messages through prevalent media vehicle. Let us have a look at some of the communication.

Figure 1 visibly communicates through pictorial illustration with a pair of gloves protected hand holding the brand which is a metaphor here. This picture is self-explanatory, calling for protecting the brand from getting tainted just as we need to protect ourselves from the deadly virus.



Figure 1





The pandemic has led not merely a health crisis but also economic instability across the world. The longer the duration of lockdown, more burden will it cause on the economies, consequently affecting the balance sheets of its companies leading to layoffs and pay cuts.

Therefore, expecting a huge surge in unemployment rates, *'The One Club for Creativity,'* a non-profit organization designed a social message *'The One Club COVID-19 Jobs Board'* to support the creative community (Figure 5). This sets an example of the 'support' a brand can offer to the industry to connect the global community with job opportunities.



Figure 5



Figure 6



Figure 7

Axis Bank in their effort to connect with customers demonstrates the way to be relevant and still remain helpful in the gloomy times; requests employers to transfer the salaries of their domestic helps directly into their bank accounts, which fulfils the objective social distancing (Figure 6).

Financial institutes are also promoting their digital financial services, which are of immense help during these difficult times, for example Paytm, as illustrated in figure 7. Hospitals brands too are promoting their tele-consultation services



Figure 8



Figure 9

Ola Foods, (Figure 8) released an advisory that emphasizes the precautionary measures undertaken by the brand with ***'Eat safe, stay safe!'*** message to its customers, highlighting the hygiene measures while preparing and delivering food.

Also, the brand created engagement among its audience by inviting their audience to confess their cooking experience on twitter with a hashtag ***#CoronavirusLockdown #StayHomeStaySafe #CookingFails #Khichdi*** (Figure 9).

In addition to the above cited brand stories, there are some more positive takeaways of the pandemic times. Family time has increased, options for digital and online platforms have quadrupled, not limited to business only, but also education and worship to name a few.

Follow the rules of nature, remaining quarantined, social distancing, work from home and praying from home will be the new normal. Time for some self-reflection from our otherwise busy routine schedule.

Just as the saying goes *'all that glitters is not gold,'* so also all positives are always not negative.

#### References:

[www.etbrandequity.com](http://www.etbrandequity.com); accessed on 28.02.2020

[www.afaqs.com](http://www.afaqs.com); accessed on 31/03/2020

<https://timesofindia.indiatimes.com>; accessed on 31/03/2020 and 01/04 2020

<https://www.news18.com>; accessed on 30/03/2020 and 31/03/2020



# Healthcare Market- A Recession proof Blue-ocean



**Indraneel Sinha**

**Senior Product Manager - Core Spine, Biologics & Surgical Synergy | India & S.Asia, Medtronic**

**LinkedIn:** [linkedin.com/in/indraneel-sinha-a1b77737](https://www.linkedin.com/in/indraneel-sinha-a1b77737)

**Blog:** [itsallinthemindhome.wordpress.com](http://itsallinthemindhome.wordpress.com)

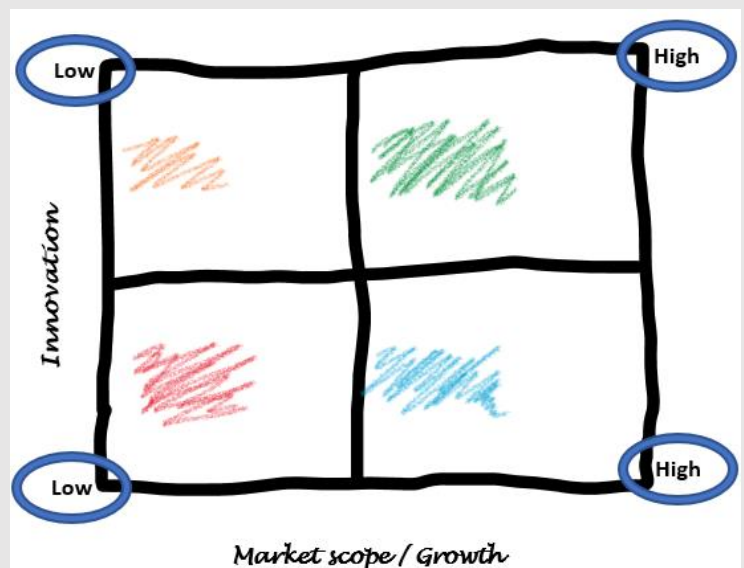
As young marketing enthusiasts the first thing that kick off our expedition into the corporate world is, “We have to become great managers”. Let me tell you, that is a decent aim to begin with. Is it? I don’t think people who read Philip Kotler would agree to it. The statement has a great sense of purpose. But is it specific, quantified, time bound? No, it is not. As managers we are bred on case studies and enormous scenario planning exercises which teaches us to be demonstrating SMART action plans. In order to do that the two most critical aspects one must consider are STP & VP.

Kotler quite creatively demonstrates what Segmentation, Targeting, Positioning (STP) and Value Proposition (VP) is. I would not want to reiterate them. But what I would request the readers is to keep the conceptual learning of those chapters handy. They serve a guiding principle for life.

Segmentation also happens in choosing career verticals. One such decision did influence my life a decade ago.

The parameters that I used as my reference were:

- a) Innovation
- b) Market scope / growth



*Fig1: Segmentation grid for career vertical*

The Cambridge dictionary defines innovation as “new idea / product / design”. In business language it can be defined as, the development of an idea or invention into a product or service that creates value or for which customers will pay to satisfy their needs/demands.

Market growth is a business terms which refers to the year on year / CAGR achieved for the concerned segment. In this aspect **Innovation** is the lead indicator and **Market scope** is the lag indicator.

IT, Data, Robotics, AI, Infrastructure, Finance... the list is enormous. All these industry verticals played on my mind during my humble beginning. Trust me there was an eureka moment every time I did the homework for each of those verticals, until I realized one fact. The industries that I was scribbling over in my notebooks were all augmented products in the human life cycle.

The core product was **human life**. The industry related to human life was nothing else than the healthcare industry. Suddenly the picture became clearer and more clarified when I secured some data sources for the x-axis (market scope).

The global healthcare market reached a value of nearly \$8,452 billion in 2018, having grown at a compound annual growth rate (CAGR) of **7.3%** since 2014, and is expected to grow at a CAGR of **8.9%** to nearly **\$11,908.9 billion** by 2022<sup>1</sup>.

Healthcare has become one of India’s principal sectors - both in terms of revenue and employment. Healthcare comprises pharmaceuticals, hospitals, medical devices, clinical trials, outsourcing, bulk manufacturing, telemedicine, medical tourism, health insurance and diagnostics.

The Indian healthcare sector is growing at a brisk pace due to its strengthening coverage, services and increasing expenditure by public as well private players.

India's competitive advantage lies in its large pool of well-trained medical professionals. India is also cost conscious compared to its peers in Asia and Western nations. The cost of surgery in India is about **one-tenth** of that in the US or Western Europe.

India ranks 145th among 195 countries in terms of quality and accessibility of healthcare. This effectively means the opportunity is huge and has vast scarcity of trained resources.

Growing incidence of lifestyle diseases, changing ecological index, rising demand for affordable healthcare delivery systems due to the increasing healthcare costs, technological advancements, the emergence of telemedicine, rapid health insurance penetration and government initiatives like e-health together with tax benefits and incentives are driving healthcare market in India.

By 2020, India is expected to rank amongst the **top 3** healthcare markets in terms of incremental growth.

By 2020, the **healthcare information technology** market is expected to grow 1.5 times from current \$1bn

By 2022, the **diagnostics** market is expected to grow at a CAGR of 20.4% to reach \$32bn from \$5bn in 2012

During 2015-20, the **in-patient** market is expected to grow at a CAGR of **13%**

By 2020, the Indian **telemedicine** market is expected to grow at a Compound Annual Growth Rate (CAGR) of **20%** to reach \$32mn from \$15mn

Healthcare market in India and the globe is going to be evergreen and growing till the time people desire to live and live healthily. Career in such a dynamic and vibrant industry segment should definitely be a choice for budding managers of the future.

**Reference:**

<https://www.businesswire.com/news/home/20190625005862/en/11.9-Trillion-Global-Healthcare-Market-Key-Opportunities>



# Marketing at Kasa Kai Mumbai



**Suneet Kumbhat,**  
**Founder, Kasa Kai Mumbai**  
**Website: <https://www.kasakaimumbai.com/>**

Kasa Kai Mumbai, an interest based community building and experience (event) curation organization I started in April 2017, three years ago.

During my MBA at IIM Calcutta (batch of 2014-16), I used to top in operations courses but unlike most of my batch I chose the bulk of my 2<sup>nd</sup> year electives in a stream I wasn't the most comfortable in, **marketing**. Since then, it has been very astounding to me as to how intricately Marketing and Operations are tied to each other.

Operations drives the company, is like its engine. According to me, the **most important P** amongst the 4Ps of marketing is the **Product**. It is what the organization sells, for which it has to be produced. You could get your price, place and promotion wrong and it can be rectified.

**But the operations of the organization depends on what is being produced and if you get it wrong, you're in jeopardy!**

The 4Ps depend on identifying the problem (need/want) that is being solved and the target segment for which you want to solve it. First time entrepreneurs find it very difficult to control the urge to be the "messiah" for the entire market.

It is very important to understand that the product first needs to be fed to a particular segment and then can be enhanced/modified to entice the other segments of the market. If you try to build something for the entire market, good chance that the product will be vague and you will be lost.

Kasa Kai Mumbai, for example, is a **youth oriented** organization where we are further targeting the affluent youth (socioeconomically forward). This does **not** mean that elderly/socioeconomically backward people may not need a service like ours.

A need is most definitely there but we have consciously started with the youth for primarily two reasons:

1. The core team relates more to this segment and hence can produce a product relevant to it.
2. Reaching out to them is again easier for the core team.

Our experiences (events) are **planned/positioned** keeping in mind the affluent youth. There may be a chance that majority of the people who attend our events may not be from this segment but the way we design our activities/communication before and during the event, these people are very well aware about what is to happen and come prepared with an attitude to enjoy the events, just like our target segment would do.

Talking about experiences, well that is what our **USP** is!

A brand should always be built on a USP which is very difficult to replicate, otherwise how would you have brand loyalty?!

The vibe at a Kasa Kai event is very warm, friendly making our patrons comfortable within their own skin around interests which they find difficult to talk about even with their friends. To ensure such a USP, it is absolutely essential to have the organization's value system in place. I can't stress enough on how important it is to build a culture within the organization around its value system. Only then will it finally reach the end customer!

Lastly, I would want to talk about the **brand name and logo**.



Kasa Kai Mumbai is a unique, catchy and short brand name. Our logo is one step ahead. With black and white, English and Hindi, Devanagari interspersed with English script the logo is even more catchy and exhibits the all-encompassing and friendly nature we have!

I could go on and on. Why not come to an event of ours and say “**Kasa Kai!**”

# Marketing strategy in Corona virus outbreak



**Pankaj Lingayat**  
**PGP 1 Student**  
**IIM Lucknow**

Businesses are facing the heat due to restrictions imposed by governments, travel bans and event cancellations. The coronavirus outbreak (COVID-19) has adversely affected the entire world. Certain products have shown spikes in growth over weeks.

According to Bloomreach data for the last week of February 2020, masks and hand sanitizers have shown an increase in sale of more than 400%, while canned food, disinfectants, bottled water and toilet paper are some common stockpile items with growth over 100%. On the other hand, industries such as airlines, hospitality, events, etc. are going through their worst period.

Over a century ago, Spanish flu destroyed the Indian economy. An estimated 10-20 million Indians died. Popular personalities from writer Munshi Premchand to Mahatma Gandhi were tested positive before recovering. The consequences of this impact were bad. In 1918, GDP growth was the lowest (-10.5%) while inflation was near an all-time high, supply-side shock created pressure.

According to Steve Jobs, marketing is about values. Even great brands require caring. When Apple suffered through neglect, they didn't talk about the product at all. They honoured people who were passionate about changing the world for better.

Nike sells commodity but what do they do in their advertising? They honour great athletes. In this situation, General Mills has struck appropriate tone in their marketing strategy. They have decided to avoid the temptation of simply driving short-term revenue. For them, brand building is a long-term investment. In the wake of Covid-19, some of the great companies are taking care of their marketing campaigns while some are using digital media to make it through.



From organizations' perspective, various measures can be taken to tweak their marketing strategy in this crisis. All major companies have crisis management teams through which communication goes out in public. This department plays a crucial role during the crisis. Protecting employees is mandatory.

During the initial phase of Covid-19, China reduced operating hours where it was impossible to work remotely. Also creating a page where employees can find essential information regarding the crisis, updated work policies, etc. which would become a trusted resource for them. Next, it's important to communicate with stakeholders such as investors, suppliers, and vendors. Holding statements should be empathetic, action-oriented and should steer away unverified updates. Although, only action plans are not enough.

During such time, consumer behaviour is unexpected. Puma closed more than 50% of its stores in China assuming the situation will normalize in the future and able to make up annual revenue goals. Contingency plans are important. Even though the intensity of the crisis may lessen in the future, organizations should revisit how they addressed the crisis management challenges and improve and update the strategy to remain prepared.

This Covid-19 situation has posed major challenges for global social marketing as well. Governments, health services, and businesses are experiencing unprecedented task of developing high-quality comprehensive social marketing campaigns. They are facing several challenges including the need to raise awareness about Covid-19 to a level that motivates consumers to respond but not to a level that causes public panic; the need to convince persons that they need to comply with all of the recommended control measures not just those that they believe are important.

#### References:

1. Best marketing strategy ever! Steve Jobs Think different -YouTube video: <https://www.youtube.com/watch?v=keCwRdbwNQY>
2. <https://www.martechadvisor.com/articles/customer-experience-2/crisis-marketing-communication-strategy-coronavirus/>
3. [https://www.researchgate.net/publication/271287071\\_Pandemic\\_influenza\\_A\\_global\\_challenge\\_for\\_social\\_marketing\\_marketing](https://www.researchgate.net/publication/271287071_Pandemic_influenza_A_global_challenge_for_social_marketing_marketing)

# VR: The New Reality for Marketers



**Akash Prusty**  
**PGP Batch of 2021**  
**IIM-Lucknow**

The digital landscape is changing tremendously and continuously. As a result, marketers are looking for more interactive and engaging personal communication means to communicate with the consumers. Thus, virtual reality has become one of the most powerful marketing tools to provide an immersive experience to the consumers worldwide. Virtual reality aims to create total immersion which means that the sensory organs feel so real that the user begins to interact with the virtual-artificial environment as he would naturally interact in the real world.

## VR MARKETING TERMINOLOGY

### Head-Mounted Display (HMD):

General term for VR machines that mount on a viewer's head



### 2D (Monoscopic):

Standard video format for television, Netflix, YouTube, etc.



### Call to Action (CTA):

Instructions for what someone should do to convert



### 3D (Stereoscopic):

Videos shot with two views with one presented to each eye; gives illusion of depth



### Gaze-Through Rate (GTR):

When someone stares at an ad CTA long enough to activate it



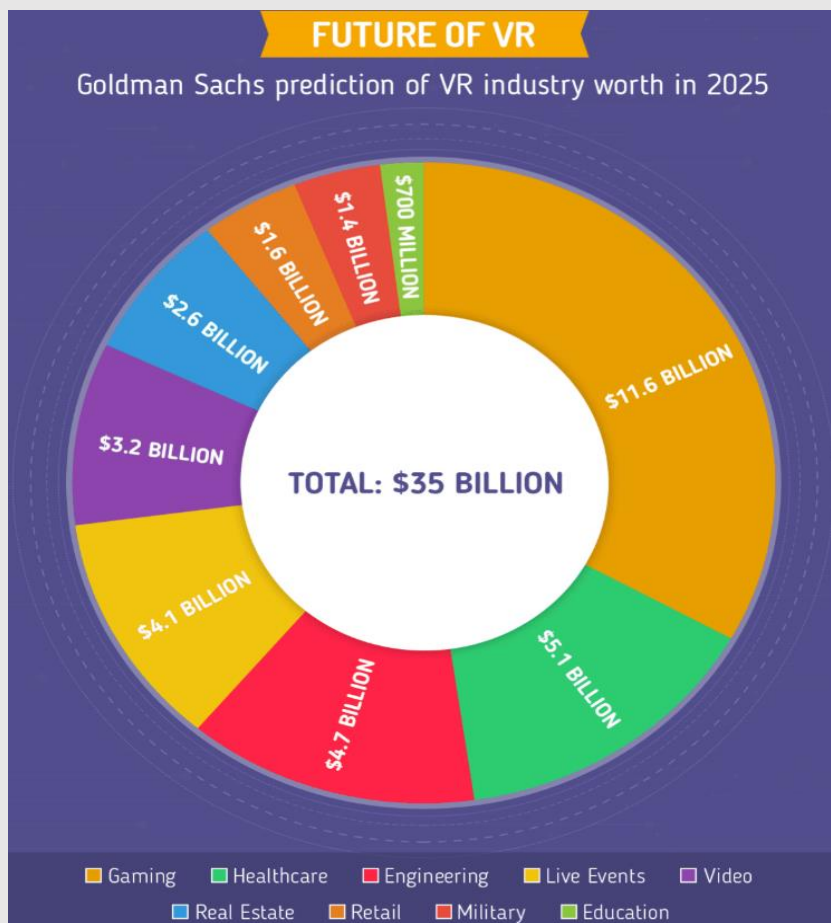
### 360:

Videos that allow viewers to look around a 360 degree area of the video; similar to looking around in a first-person video game



To discuss the various advantages that VR offers to the marketing world, we need to look at the factors that make it so effective with a potential to be the next big thing in the world of marketing. According to a study conducted by YuMe and Nielsen, VR can deliver 27% higher emotional engagement than in a 2D environment and 17% higher emotional engagement than a 360-degree video on a flat-screen.

The brands can't ignore VR technology in marketing not just because of the benefits VR offers but also because of the recent trends in VR. The market research report published by marketsandmarkets predicts the VR industry to hit about \$33.90 billion by 2022.



Various businesses around the world are implementing VR technology in their marketing campaigns. IKEA has introduced a VR enabled app that allows its customers to place furniture virtually in their homes to check on the look and feel. McDonald's has introduced 'Happy Meal Boxes' which can be folded into a VR headset which was inspired by Google Cardboards. Star Wars has released a '360° Virtual Reality' which allowed it's viewers to enjoy the movie as they were present in the movie scene themselves. VR technology is being actively used by automobile companies to provide test drive experience to their customers from the comfort of their home. 'It allowed certain travellers to experience a trip before they actually travelled and thus promoting their brand.



## VR MARKETING STRENGTHS



Immersive  
storytelling



Product  
demonstrations



Content  
marketing expansion

As with any new technology, VR technology too has lots of demerits. Even with many firms working on VR technology, VR still remains expensive for many customers and is also prone to cyber-attacks. It leads to motion sickness and disorientation. VR can significantly reduce socializing when people will get an immersive experience to interact with virtual worlds.

To conclude, virtual reality is still a new form of technology and businesses are critical of its usage in marketing. But VR technology is certain to improve and would limit the current limitations of VR. VR offers the opportunity to get closer and reframe the experiences with a product which has been successfully shown by various brands as discussed. The usage of VR in marketing proves that this innovative marketing strategy involves a unique and immersive experience that touches customer's lives in a brand-new way.

### References:

1. <https://www.hypergridbusiness.com/2015/10/75-of-top-brands-have-vr-projects/>
2. <https://www.businesswire.com/news/home/20161109005274/en/Groundbreakin-g-Virtual-Reality-Research-Showcases-Strong-Emotional>
3. ImageSource:<https://www.webfx.com/data/why-virtual-reality-matters-to-marketing/>
4. <https://www.digitaldoughnut.com/articles/2018/august/virtual-reality-marketing-is-it-already-here>

# Conversational Marketing: The Latest Fad



**Mayur Arora**  
**IIM Bangalore**

What is conversational marketing?

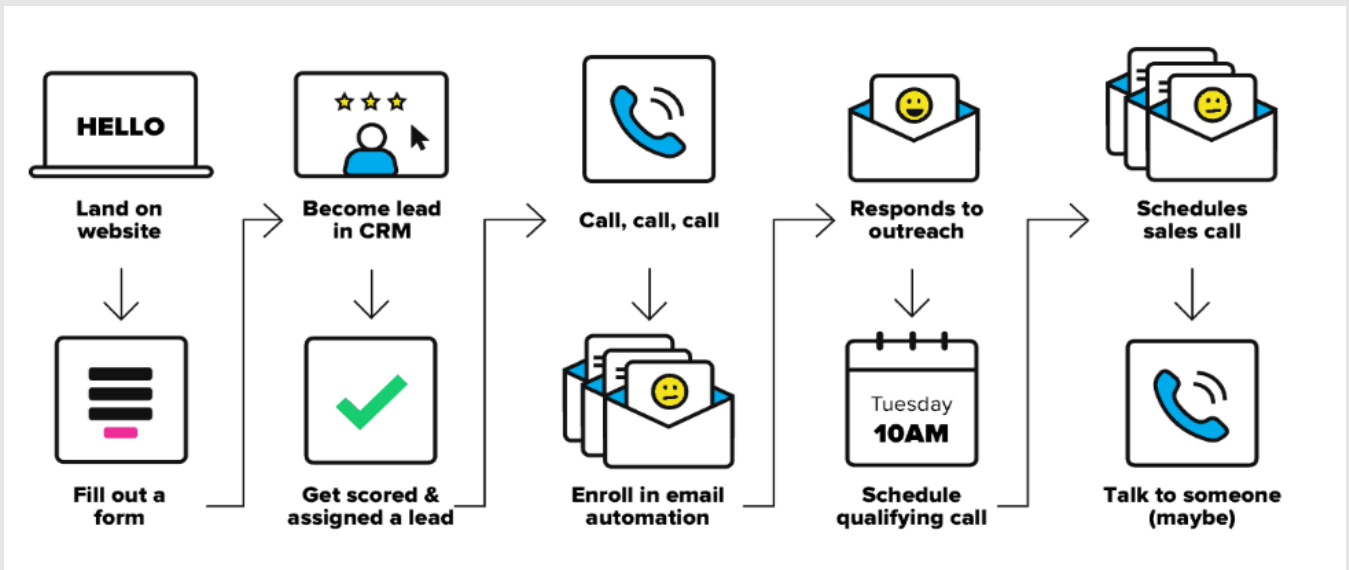
In 2020, while most companies are looking for new ways to retain their customers while still looking for new ones, giving them a unique proposition so that the customers don't hop around is important.

Conversational marketing is one of the fastest way to move buyers through your marketing and sales funnels using real-time conversations. It builds human-like relationships and creates authentic experiences with customers and buyers. [1]

Customers find filling lead-capture forms quite boring and waiting for days for customers' responses is surely not the most effective way for marketing. Conversational marketing uses targeted messaging along with intelligent chatbots and engages people while they are visiting your website. If people are engaged better, there is a better chance of converting a lead to a customer. A happier customer always means happier company.

This makes conversational marketing the fastest way to move buyers through a company's marketing funnel and sales channels.

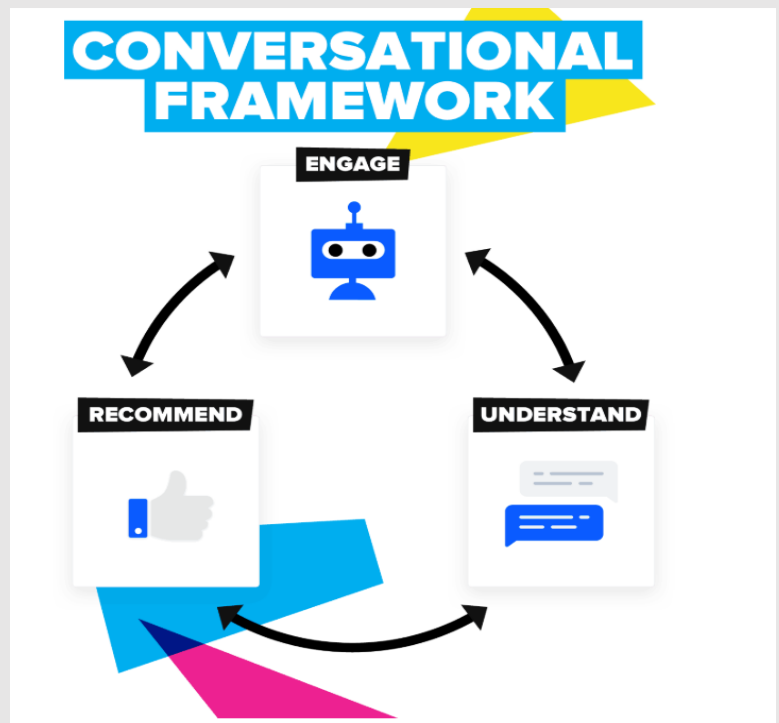
Here's how the traditional funnel works these days: [1]



But nowadays, customers and companies don't really have time for so many steps. Customers love to chat because it is simple, easier and engaging. To implement conversational marketing, an organization does not have to change a lot in their infrastructure and IT. Third party vendors like drift.com do it very efficiently and economically.

Conversational marketing framework consists of 3 steps: [3]

1. Engage
2. Understand
3. Recommend





### **Step 1 : Engage:**

It's always a good idea to interact with the customer the moment he/she arrives at your website. Making him/her fill long forms before they can talk to anyone means less conversion rates, and a more personal experience always helps. When customers come to your website, engage them and continue the conversation rather than sending a follow-up email. Also, sending targeted messages to customers who are more probable to buy rather than wait for them to initiate the conversation.

### **Step 2 : Understand leads and their requirements**

Making a customer wait decreases the chances of purchase by 75% [2]. Unhappy customer is not just a customer lost, but bad marketing too. Bots can ask questions based on the responses and suggest further actions based on the responses.

### **Step 3 : The next step**

Using recommendation engines, bots can sense whether the customer is willing to make a purchase and if yes, he could be connected immediately to sales team. Nothing beats a human-to-human interaction. This ensures a very small turnover time and converts more leads. Companies like Lyft and eBay are using conversational marketing to provide a more in-person experience to customers, thereby improving on their happiness-ratings[4].

### **Major advantages of conversational marketing are [5]:**

- Allows you to learn about customers more.
- Discover new leads
- A more human buying experience for customers.
- Shorter sales cycle
- 24\*7 availability

### **References for the article:**

1. <https://www.drift.com/conversational-marketing/>
2. <https://www.ngdata.com/what-is-conversational-marketing/>
3. <https://wpforms.com/ultimate-guide-to-conversational-marketing/>
4. <https://www.impactbnd.com/blog/6-examples-of-conversational-marketing-done-perfectly-right>
5. <https://www.prodo.com/blog/the-5-key-benefits-of-conversational-marketing>

# Marketing- A peek through the crystal orb



**Parsis Mehra**  
**IIM Lucknow**

Marketing, or the act of promoting something (or someone), draws its origin from the Latin word *mercari* [meaning: buy]. Despite staying true to its roots, from the time of Julius Caesar to that of Vladimir Putin, the word 'market' has changed its form through every century like a chameleon on a box of crayons.

We have seen it go from a physical congregation of shops to its virtual equivalent. And although it is of utmost importance to know the newest fad to market effectively, what exactly is the newest fad in marketing?

Traditional marketing, as we know it, is a four-step process;

1. **REACH:** Building awareness about your brand
2. **ACT:** Engaging with potential customers
3. **CONVERT:** Converting those actions into marketing goals
4. **ENGAGE:** Building healthy customer relationships and increasing retention and AI augments every step.

Artificial Intelligence or AI (as we know it) has percolated through every aspect of our lives, from a car to a coffee machine. It is the ability of a machine to "think like a human". And it is this enhanced cognitive ability of technology that marketing has used to transform yet again.

Imagine surfing through the web and seeing a NIKE ad about their newest sneakers, which are just your style. Oh what luck! You are a basketball player. Michael Jordan is your idol. And just the other day, while you were leaving practice, you thought about how withered your current sneakers had gotten. Maybe you should visit the store and buy yourself a new pair, but that will require a lot of time, and time you did not have. Not with the tournament, exams, and project guidelines coming up. You could look online, but that requires a lot of surfing through various websites to find the ones that suit you. But now, Voila! AI chose for you.

Imagine again, you going to cook yourself a sandwich after a tough day. You open the refrigerator to take out the bread. Everything is fine, except that there is no bread in the fridge! You look at the grocery list hanging on the door of the cabinet reminding you to buy more bread on your way back from work. You were in a hurry that morning and didn't get a chance to look at the list. And just as you were about to despair the absence of bread in your sandwich (if it can be called a sandwich anymore), you heard your bell ring. It was the grocer with a pack of bread in his hand. Your fridge had raised an alarm.

Just imagine such a world!

Such a utopian universe is not only beneficial from the customer's perspective, but also from the marketer's perspective who can not only find your preferences but also, how his campaign changes those. He can know how to fine-tune his every step to enhance his returns while delivering value to you, the customer. And that is the future of marketing we are looking at.



# Nuances in Social Media Marketing



**Pallavi Barkade**  
**IIM Lucknow**

During the current crisis of COVID-19 the reach and impact of social media marketing is large. Since many business-related events are cancelled due to this pandemic, “Digital Events” is the buzz word now-a-days. But the important question is should digital marketing be implemented in every crisis situation. The concern before making any strategy plan should be to reweigh the idea of “Digital Marketing”:

The core objective of the event should not be bargained with, otherwise the concept of digital marketing goes in vain. The length and the selection of social media networks should be given prime importance before implementing digital marketing plans.

The multifarious social marketing networks can be categorized in the following three criteria:

1. Communication forms the bottom of the pyramid deals with conveying thoughts to close friends both verbally and non-verbally. Snapchat and Whatsapp would fit here. This has the highest frequency and large creators.
2. Status about boasting your qualities, events close to your near & dear ones and becoming more popular among the selected audience. The best example would be Instagram.
3. Social media networks suitable for expressing talent as a criterion cater to large audience and have higher production is the topmost part of the pyramid like youtube.

The selection of social media networks based on the pyramid helps in marketing strategy in such a way that whether the brand wants to do personalized marketing or mass promotions. For instance, if the goal of the event was customer retention and maintaining long term relationships with stakeholders then one-way virtual event is not a suitable option. The ratio of content creators to content consumers is equal at the bottom of the pyramid. It reduces as we move up since the number of content creators reduces. The social networks at the top most part of the pyramid is lean back experience.

Live streaming is the foremost preference for digital marketing but this does not imply that digital events is equivalent to live events. The purpose of the event needs to be intriguing enough so that the target audience tune in at that moment. The selection of appropriate social media platform is essential. Furthermore, the energy of the audience in live events affects the content delivering.

In this time of anxiety when human race is facing fatality rate which no one ever thought of, emotional consistency is the need of the hour. This can be achieved by keeping tabs on customer phone calls, service chats and customer discussions about health issues relevant to company's product line. Communicating consistency to stakeholders through digital marketing is a challenging aspect. This will ensure that goodwill of the brand is retained as customers apprehend that promises are being delivered.

Hence social media for brand marketing should be done based on the target customers, purpose of marketing, and should have human touch so that they easily connect with the audience. Appropriate channel selection is required to be successful.

#### References:

1. <https://www.socialfresh.com/social-media-technology-pyramid/>
2. <https://www.mckinsey.com/industries/retail/our-insights/the-three-cs-of-customer-satisfaction-consistency-consistency-consistency>
3. <https://www.thinkwithgoogle.com/intl/en-apac/tools-resources/inside-google-marketing/event-marketing-plan>
4. <https://www.gartner.com/en/marketing/insights/articles/adapt-the-marketing-strategy-for-covid-19>

# How a Country of Origin affects Marketing

An attempt to understand how brands from a specific country dominate over others



**Aishwarya Deo**  
**PGDM-Rural Management**  
**Welingkar Institute of Management, Mumbai**

Country of origin effect refers to, the act of advertisers and customers partner brands with nations and settling on purchasing choices made on the nation of the starting point of the item. For example, we associate quality with the Japanese products and precision with the Swiss products. This implies items and brands from these nations are normally bought or disposed of relying upon our impression of the worth related to these nations. In a nutshell, the country of beginning impact quantifies the effect of the nation where the item is made on the purchasers.

## **Impact of Country of Origin (COO) on Marketing**

It has been discovered that COO significantly affects consumer behavior, as obvious as it turns out, the taglines like crafted to perfection in Switzerland for the Rolex and the Swatch watches, discernibly affects buying choices.

Also, COO is related with more prominent brand recall, as we know that McDonald's mean American and hence, we tend to associate the brand with the country. On the same lines we recognize Coca Cola and Pepsi with the United States of America or Louis Vuitton and Hermès or any other such luxury brand with the French.

The point here is that regarding COO, the brand the nation gets related to and this can prompt the two positives and negatives like restricting French Fries in the US after they drove the intrusion that was contradicted by France. Along these lines, advertisers must be cautious about the sort of COO based branding that they do, as wandering from the customary specialty territories can be unsafe to their possibilities. Further, the way that once the purchasers' form brand and country association and brand recall are made accordingly, it turns out to be difficult to change the observations a short time later.



## Some Examples of Success and Failure from the real world

The majority of us will in general associate quality with the Japanese and precision with Germans. This is the brand affiliation that we structure with items produced by these nations. For example, when Japanese autos and vehicles entered the worldwide market during the 1980s, they immediately got synonymous with quality and fuel efficiency. In another such trend, German cars were related to sturdiness, strength, and precision. And let us not forget, Swiss watches are known for their perfection and French perfumes and scents are famous for their fragrance and chic impact.

But there have been failures also in the way, COO was seen to influence the consumers and the best case of this is the endeavor by British organizations to infiltrate the automobile niche. In spite of the fact that the British auto majors like Rolls Royce and Jaguar were known for their up-scale models, they couldn't make the progress to mass-advertise vehicles as the buyers despite everything related to these organizations with old-world products instead of the new and emerging organizations from Japan and South Korea.

So, to conclude, we could say, the COOs effect could be used to channelize and benefit the companies, but if and when COO turns negative due to some organizations not meeting the standards or customer requirements, it would turn out to be difficult for the other companies from that country to push their products and services globally.

“Marketers  
make things  
better by  
making change  
happen.”

**-Seth Godin**