



Changing Pattern of Marketing in India

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ABSTRACT

Marketing is a wide term as it starts before manufacturing a product in form of product planning and continues after the sale in form of after sales service. In present scenario, the pattern of marketing is changing due to new and speedy means of transportation, increasing standard of living of people, number of companies producing products, new ways of marketing like online marketing and changes in the behaviour of customers. Pattern of marketing is changing both in urban and rural markets as rural customers are becoming aware of the branded products gradually. Marketing is not only limited to the flow of goods and services from producer to consumer as now a days customers are expecting high quality services and customerisation. So marketing includes finding the needs and desires of customers and fulfilling it so as to increase customer satisfaction at the same time earn reasonable profit also. Marketers are expected to provide best quality goods and services at reasonable prices so as to raise standard of living of society.

Keywords

Marketing, Consumer Behaviour, Product Life Cycle, Advertising

INTRODUCTION

In India, importance of marketing is increased specially due to expansion and diversification in the field of marketing like in case of Soaps, detergents, mobile phones, readymade garments etc. Every manufacturer wants to increase the sale of its products



and have to face competition both from domestic and foreign brands in the changing environment of marketing. Technology is changing fastly which results in increasing the quantity and best quality products are available at lower prices but at the same time it is reducing the life cycle of the existing products. Because of rapidly change in technology new products are available with new features and old products are getting obsolete before their useful life. Indian market is heterogeneous in nature where different people have different needs so it is necessary for marketers to do market segmentation which means dividing the market into sub- markets having common characteristics. This is not an easy task as there are many demographic and geographic factors that affect it and in rural market also, consumers behaviour is changing due to increase in education, purchasing power. Because of all these changing patterns, companies are adopting aggressive advertising, product diversification and new marketing techniques. Now, marketers are not only responsible to the consumers but also to the society. They adopt the different marketing mix strategies for urban and rural markets. Different marketing mix is adopted for different market segments on the basis of their needs and characteristics. Marketing mix consists of product, price, place and promotion variables. Advertising is not only done through the newspaper, TV, magazine, radio but also through the Internet, Mobile, blogs etc.

POINTS RELATED TO THE CHANGING PATTERN OF MARKETING

The pattern of marketing is changing due to new ways of communication and promotion, technology advancement, new marketing strategies etc. Some of the points related to the changing pattern of marketing are as follows:-

(1) Changing Concept Of Marketing

Earlier, marketing philosophy was only limited to the sale of products to the customers and earn maximum profits. But gradually, this philosophy was changed and marketers started to give importance to customers and consumer is considered as king of market.



Consumer satisfaction and delight became important for marketers. Concepts of marketing includes production concept, product concept, selling concept, marketing concept and societal marketing concept. According to societal marketing concept importance is given to both consumers welfare and welfare of society. The marketers are expected to produce such products which satisfy the needs of consumers and should be socially desirable. At the same time products should be environment friendly and should not pollute the environment. It will help the companies to get long-term benefits both from the consumers and society.

(2) Internet Marketing

Internet marketing is also known as online marketing, digital marketing, web marketing. Online marketing consists of tool and techniques which are used for deliver promotional messages related to products and services through internet. There are various tools of online marketing which includes Display advertising, banner ads, interstitial ads, search engine marketing etc. Search engine marketing is a tool which is used to increase the visibility of company's website on the search engine result pages. Apart from all these, social media marketing also include under online marketing. In social media marketing, social media websites are used for promoting the products and services. Benefits of the online marketing are:-

- It provides you the opportunity to access the wide range of potential customers which was not available earlier.
- It encourages two way communication in which marketer can provide information about the products and services to the potential customers and can also get the feedback from the customers about their experience regarding products and services.
- Online marketing is less expensive than other mediums of marketing so it reduces the cost for marketers.

It allows the marketers to target on specific segment. The pattern of marketing is changing and online marketing is getting popular due to more people have now access to the internet connections. But there are some limitations of the digital marketing which include consumers cannot tryout the product before purchasing it. There are lot of customers who don't like to buy through internet. Inspite of these, online marketing makes the buying easy and saves the time of customers.

(3) Changing Behaviour Of Customers

For survival and growth of any business the study of customer behaviour is very essential. Customer is king of market so changing customer behaviour is a challenge for every business. A businessman has to take all marketing decision keeping in mind the behaviour of customer. All variables of marketing mix are decided on the basis of perception of the customers. Earlier, the customers were more price conscious and gave more importance to the price over quality. But now they give importance to both price and quality. Following are some factors which affect the behaviour of customers:-

- Behaviour of customers is very much affected by the family members, income of the family etc. All these affect the decision of the customers.
- Occupation and personal income affect the spending of money on the various products and services.
- Attitude of customer is an important factor that affect the behaviour of customer. Positive attitude of customer towards brand image and products of the company is very essential for the success of any company. Now a days, there is positive attitude towards the foreign brands and have gained wide acceptance in India.
- Cultural factors, reference groups, motivation are some other factor that affect the behaviour of customers.



In short the behaviour of customers is very complex and dynamic so the businessmen should adopt marketing strategies that proves successful keeping in view the changing behaviour of customers.

(4) Changing Marketing Environment

Marketing Environment is not static it is dynamic. Demographic, Political, Economic, Technological factors are continuously changing. Because of changes in the policy of Govt. now it is easy to set up operations in India as Govt. has simplified the rules and regulations. In spite of it, Govt. has started “ Make in India” campaign to encourage investment in India. Demographic factors include size of population, gender, occupation, age group, income group, marital status etc. It is necessary to keep an eye on the changing demographics factors to get the sustainable growth in business. Now consumers are becoming more demanding and expect from marketers to deliver good quality products at fair prices. Competition is increasing as the market of India now filled with many foreign products. Production technology is changing. New Innovations are taking place in technology. For instance, Watches, mobile phone, computer, T.V. sets, packed food home equipments etc. New development makes the existing products obsolete. It affects the consumption pattern of consumers and also affects their life style. Economic environment includes purchasing power and spending pattern of consumers. Interest rate, inflation, supply of money etc. affect the marketing environment. When interest rates go high, demand for automobiles reduces.

(5) Green Marketing

Green Marketing is a new concept of marketing that gives importance to the protection of environment and maintains the balance of environment. Now consumers are also aware about the eco-friendly products and give it importance. Consumers are now insisting on organic vegetables, fruits and importance is given to herbal products rather than



processed products. Companies are giving importance to green marketing as their social responsibility. Green marketing encourages the production and consumption of eco-friendly products that do not harm the environment. Green marketing is very essential because companies for making more profits make inappropriate use of resources that are limited. Companies are now advertise their products as eco- friendly to show that it does not pollute the environment. The idea behind green marketing is that companies are aware about the environment protection and making efforts to not to pollute the environment through production and selling efforts. Many companies like Tata, Reliance, Hindustan Unilever, Maruti Udyog Ltd. and other companies have taken care to not to pollute environment so as to maintain the ecological sustainability. So companies should try to stop the pollution and to make efficient utilisation of the natural resources available in the country.

(6) Increasing Importance Of After Sales Services

After sales services are those services that are provided by the seller after making sale in form of installation, maintenance and repair. All these services increase the customer satisfaction and customer loyalty towards the company. After sales services are common in case of the automobiles, laptops, machineries, home appliances etc. For providing after sales services companies open the service centers at various places and send the service staff to install and maintain in the product. In the era of tuff competition, to survive and to achieve growth, it is necessary that manufacturers offer a variety of after sales services since it is a very important factor to influence the customers to purchase the product. It can be in form of guarantee, warranty, free installation etc. and it increase the goodwill of the company. If the customer will satisfied from the products of the company then it will talk good about company, then it will help to bring more customers and increase the profits of the company.

(7) Reducing Product Life Cycles



Like a human being, every product has its life cycle through which it passed. Product passes through four stages namely introduction to the market, growth, maturity and decline. Time duration of each stage happens to be different. Some products have longer product life cycle and some products have small life cycles. Till growth stage, sales volume, profits increase at increasing rate and at maturity stage all these increase but at decreasing rate and after this stage sales and profits fall down. After this, product ultimately disappears from the market. Now, due to technological changes life cycle of products becoming shorter. In India, the pace of technological changes has increased due to which existing products become obsolete even before their useful life. All this happening in case of televisions, mobile phones, laptop, automobile etc. Companies try to extend the life of product by using various means like encouraging new uses of product, by changing price, by increasing the quality of product etc. Due to so much competition in the market it is very difficult to extend the product life, so the life cycle of products is reducing.

(8) Changing Trends In Advertising

Advertising is used to present the products, services or idea and to persuade the prospective customers to buy them. Advertising industry now become a full-fledged industry in India due to fastest growing advertising market. Media of advertising includes the press media, entertainment media, direct mail, outdoor media and others. Advertising through internet is increasing. Due to emergence of online marketing, the use of social media for promoting the product, service or idea is continuously rising due to less expensive than broadcasting ads on T.V. But it does not mean that print media and broadcast media is less effective. These are also used as a strong media to promote the products or services. Now, many options are available to the company to advertise their products, that can be used as per the requirements.

CONCLUSION



The pattern of marketing in India is changing because of many reasons like increasing online marketing, introduction of green marketing, changing consumer behaviour etc. with the increasing use of internet, advertising through internet is also increasing. Increasing environmental awareness has increased the use of eco- friendly products. Now, customers expect from the manufacturers to provide good quality products at reasonable price and at the same time increase the welfare of society and not pollute the environment. Behaviour of customers affect by the economic, sociological, psychological and other factors. It never remains static rather it is dynamic. Now a days, customerisation is increasing and the companies has started producing individually differentiated products according to the requirements of the individual customer. Companies have to face competition from both domestic and foreign companies due to which companies now adopt aggressive marketing strategies. Technology is changing fastly which makes it possible to produce less costly products of higher quality but at the same time it makes the existing products obsolete before their useful life. This is the main reason of reducing life cycle of the products. Importance of after sales services is increasing, companies now provide good after sales services like installation, guarantee, warranty etc. to increase the customer loyalty and goodwill of the company. Now, companies give importance not only customers welfare but also to the society welfare and to the protection of environment

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