

UNIT-V CHAPTER 15

RECENT TRENDS IN MARKETING

INTRODUCTION

The market scenario in the world today is changing rapidly. Customers of today are global and they exhibit international characteristics. Due to the developments of information technology, rapid means of transportation, liberalization and mobility of people across the world, their buying habits has been forwarded. Hence the marketers are turning from transaction thinking to relationship building and customer retention. The emphasis will be given to Quality, Value and Customer Satisfaction. This chapter deals with the recent trends in marketing.

I. CHOOSE THE CORRECT ANSWERS

- Selling goods/ services through internet is**
 - Green marketing
 - E-business
 - Social marketing
 - Meta marketing
- Which is gateway to internet?**
 - Portal
 - CPU
 - Modem
 - Webnaire
- Which one represents a cluster of manufacturers, content providers and on-line retailers organized around an activity?**
 - Virtual mall
 - Association
 - Metomediary
 - Portal
- Social marketing deals with:**
 - Society
 - Social class
 - Social change
 - Social evil
- Effective use of social media marketing increase conversion rates of _____**
 - Customer to buyers
 - Retailer to customers
 - One buyer to another buyer's
 - Direct contact of marketer
- A company's products and prices is visually represented by**
 - Shopping cart
 - Web portal
 - Electronic catalogue
 - Revenue model
- Green shelter concept was introduced by group:**
 - ACME
 - Tata
 - Reliance
 - ICI

8. Pure play retailers are called

- Market creators
- Transaction brokers
- Merchants
- Agents

ANSWERS

1	b	2	c	3	c	4	c
5	a	6	c	7	a	8	b

II. VERY SHORT ANSWER QUESTIONS:

1. What is E business?

- ❖ Electronic business (e-business) via, web, internet, intranets, extranets or some combination thereof to conduct business.
- ❖ If all the business transaction carried out through internet and other online tools is called E-business.

2. What is green marketing?

- ❖ Green marketing implies marketing environmentally friendly products.
- ❖ It refers to holistic marketing concept with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc.
- ❖ Green marketing is also known as environmental marketing, ecological marketing eco-friendly marketing and sustainable marketing.

3. What is service marketing?

- ❖ A service is any activity or benefit that one party can offer to another which is essentially intangible and which does not result in the ownership of

anything like business and professional services insurance, legal service, medical service etc.

- ❖ Service marketing is a specialized branch of marketing.
- ❖ Service marketing denotes the processing of selling service goods like telecommunication, banking, insurance, car rentals, healthcare, tourism, professional services, repairs etc.,
- ❖ The service products are mostly intangible, inseparable from service provider .

4. Define E-Marketing.

"E-marketing is achieving marketing objectives through use of digital technologies like internet, word wide web, email, wireless media and management of digital customer data and electronic customer management systems (E-CRM)"

5. What is E-Tailing?

- ❖ E- tailing or electronic retailing refers to selling of goods and services through a shopping website (internet) orthrough virtual store to the ultimate consumer.

- ❖ The customer buys the product by paying through credit card or other methods mentioned at the shopping website.
- ❖ The customer receives the product at their preferred address through courier service.
- ❖ E-tailing is a business to consumer (B2C) transaction model.
- ❖ E-tailing is also called online retailing.

6. What is Social marketing?

- ❖ Social marketing is a new marketing tool.
- ❖ It is the systematic application of marketing philosophy and techniques to achieve specific behavioral goals which ensure social good.
- ❖ For example, this may include asking people not to smoke in public areas, asking them to wear seat belts or persuading them to follow speed limits.
- ❖ It helps to eradicate social evils that affect the society and quality of life.

III. SHORT ANSWER QUESTIONS:

1. What is B2B and B2C type of E-Commerce?

Sl.No	B2B (Business To Business)	B2C(Business To Consumer)
1.	The selling of goods and services between two business entities is known as business to business	The transaction in which business sells the goods and services to the consumers is called business to consumer
2.	B2B starts when the raw material is purchased and ends till it is distributed to the showroom	When the product is purchased or the service is obtained it comes to an end
3.	Focus to be given to the relationship between business entities	Focus will be given to the products
4.	The business relationship will be last for long period	It will last for only short duration
5.	Volume of merchandise sold is large	Volume of merchandise sold is small

2. Explain the importance of social marketing.

- ❖ Social marketing is a new marketing tool.
- ❖ It is the systematic application of marketing philosophy and techniques to achieve specific behavioural goals which ensure social good.
- ❖ For example, this may include asking people not to smoke in public areas, asking them to wear seat belts or persuading them to follow speed limits.
- ❖ The primary aim of social marketing is 'social good' such as anti-tobacco, anti-drug, anti-pollution, anti-dowry, road safety, protection of girl child, against the use of plastic bags.

- ❖ Social marketing promotes the consumption of socially desirable products and develops health consciousness.
- ❖ It helps to eradicate social evils that affect the society and quality of life.

3. Discuss the objectives E-marketing.

- ❖ The following are the objectives of E-Marketing

- ❖ Expansion of market share
- ❖ Reduction of distribution and promotional expenses.
- ❖ Achieving higher brand awareness.
- ❖ Strengthening database.

4. Elucidate how E-Commerce differs from E-Business.

Sl.No	E-Commerce	E-Business
1.	Trading or merchandise over the internet is known as E-Commerce	Running business using the internet is known as E-business
2.	It is a subset. It is a major component of e-business	It is a superset
3.	It includes transactions related to money.	It includes monetary as well as allied transactions
4.	It requires a website that can represent the business	It requires a website, CRM and ERP for running the business over the internet.
5.	Internet network is used	Internet, intranet and extranet are used.

5. Explain in detail about Niche marketing

Niche marketing:

- ❖ Niche marketing denotes a strategy of directing all marketing efforts towards one well defined segment of the population.
- ❖ Actually there is no market in niche market.
- ❖ It is found by company, by identifying the need of customers which are not served or under served by the competitors.
- ❖ The company which identified niche market develops solution to satisfy the needs of niche market.
- ❖ A niche market does not mean a small market, but it involves specific target audience with a specialized offering.
- ❖ It aimed at being big fish in a small pond instead of being a small fish in a big pond.
- ❖ For example, there are various cinema halls across India, but there are few which have recliner seats to offer.
- ❖ Not everybody wants to watch a movie by paying 5x-6x times the cost of a normal ticket. T
- ❖ he sports channels like STAR Sports, ESPN, STAR Cricket and Fox Sports target the niche market of sports enthusiasts.

IV. LONG ANSWER QUESTIONS:

1. Explain in detail how traditional marketing differ from e-marketing.

Sl.No	E-marketing	Traditional marketing
1.	It is very economical and faster way to promote the products.	It is very expensive and takes more time to promote product.
2.	It is quiet easier for promoting product globally in the short time	It is very expensive and time consuming to promote product/service under traditional marketing.
3.	E-business enterprises can expand their operation with minimum manpower.	It needs more man power.
4.	In this marketing product can be sold or bought 24*7, round the year with minimum manpower	That is not possible in traditional marketing.

2. Explain advantages and disadvantages of e-tailing.

Advantages:

- ❖ E-tailers are convenient whereby consumers can shop from the comfort of their homes at any time of the day.
- ❖ Buy online and pick up in the store allows consumers to have the best of both worlds.
- ❖ Infrastructure costs are lower for companies that operate electronic retailing versus physical locations.
- ❖ Companies can move products faster and reach more customers online compared to physical locations.
- ❖ E-tailing allows companies to close unprofitable stores boosting their profitability.

Disadvantages:

- ❖ Creating and maintaining an e-tailing website can be expensive
- ❖ Infrastructure costs can be substantial if warehouses and distribution centers need to be built to store and ship the products.
- ❖ Consumers may have a lack of trust with shopping on an e-tailer's website
- ❖ E-tailing doesn't provide consumers with the experience shopping that brick-and-mortar stores offer
- ❖ Describe the various strategies pursued in recent day's marketers.
- ❖ There is a developing generic competitive strategy followed nowadays.
- ❖ It consists of three aspects: they are Superior skills, Superior resources, Superior positions.

4. Compare the concept of social marketing with service marketing.

Sl.No	Social Marketing	Service Marketing
1.	It places emphasis on the long term well being of society as a whole	It is the action of doing something for someone or something
2.	The focal point is society	The focal point is those who are all in need of service
3.	It is a combination of consumer wants or needs, company requirements and the long term good of society.	It is intangible in nature. It is a combination of consumer wants.

5. Discuss any two new methods of marketing with it's advantages.

1. Viral Marketing:

- ❖ Viral marketing is marketing technique that impels the users to pass on a marketing message to other users, creating a potentially exponential growth in the message's visibility and effect.
- ❖ Viral marketing is able to generate interest and the potential sale of a brand or product through messages that spread quickly like a virus from person to person.
- ❖ Messenger message and the environment are vital element indispensable in spreading message widely across various distance Hotmail Company owned by Microsoft promote the services and advertisement message instantly.
- ❖ The most widespread example in recent times is the creation of moving, surprising or spectacular videos on YouTube, which are

then shared on Facebook, Twitter and other channels.

2. Ambush Marketing

- ❖ Ambush marketing technique is a new technique whereby a particular advertiser seeks to connect his product to the event in the mind of potential customer without paying sponsoring expenses to the event.
- ❖ In other words it is a method of building brands in covert ways.
- ❖ For example X has sponsored a football event to promote his brand.
- ❖ Every time camera zooms on reference, a group of people sitting on the bench wearing 'Y' company brand name imposed shirt comes into focuses.
- ❖ In this case 'Y' company promote its brand at X's companies expenses.
- ❖ Bigger companies engage in ambush marketing tactics to undermine official event sponsors.

II. VERY SHORT ANSWER QUESTIONS:**1. What is meant by referral marketing?**

- ❖ Referral marketing is the method of promoting products or services to new customers through referrals.
- ❖ Referral marketing is referred to as spreading the word about a product or service through existing customers of business enterprises rather than through traditional advertising.
- ❖ Word-of-mouth marketing, which occurs when others tell each other about a business, is also considered to be a form of referral marketing.

2. What is meant by content marketing?

- ❖ Content marketing is said to be the art of communicating with customers and prospects without selling.
- ❖ The Content Marketing institute calls it non-interruption marketing.
- ❖ Under this concept products/ services are presented impressively to target market which respond to the content delivered in the form of good sales response and greater loyalty.

3. What is a commodity Exchange?

- ❖ A commodity exchange is an organized and regulated market that facilitates the purchase and sale of contracts whose values are tied to the price of commodities (e.g. crude oil, natural gas, copper and gold).
- ❖ Typically, the buyers of these contracts agree to accept delivery of a commodity, and the sellers agree to deliver the commodity.

III. SHORT ANSWER QUESTIONS:**1. Discuss Guerrilla Marketing:**

- ❖ The concept of Guerrilla Marketing was invented as an unconventional system of promotions that relies on time, energy and imagination rather than a big marketing budget.
- ❖ Guerrilla marketing represents an advertisement strategy to promote products/ services on streets or other public places with monkey like shopping malls, parks beach etc.,
- ❖ Consumers/ customers are taken by surprise to make a big impression about the brand which

in turn creates buzz about the brand on shirts it create a memorable experience in the mind of target audience which triggers good responses to sales.

- ❖ It is suited to small companies which cannot set apart big advertisement budget.

IV. LONG ANSWER QUESTIONS:**1. Write about Multilevel Marketing:**

- ❖ Multilevel Marketing is the marketing strategy wherein the direct sales companies encourage its existing distributors to recruit new distributors to facilitate the sale of goods and services.
- ❖ The recruits are called as the participant's "Downline" or distributor's "Downline".
- ❖ Example, Tupperware, and Amway are the direct sales companies that use the multilevel marketing.
- ❖ The multilevel marketing is also called as a network marketing, referral marketing or pyramid selling.
- ❖ For instance 'A' sells to 'B' a product.
- ❖ In these sales 'A' gets commission on sale to 'B' who in turn sells to 'C', D, and E.
- ❖ A gets certain percentage commission on B's sales to C, D, and E.

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