

**Assignment Name:** Trends in Marketing

**Submitted by:** *GROUP 5*  
Adeola Adegbesan 300823629  
Dinia Gepte 300818574  
Emiliano Carrero 300813257  
Eniola Ademuyiwa 300800905  
Zhibin Wan 300865691

**College Name:** Centennial College

**Course Name:** Marketing

**Course Code:** MKTG 716

**Section:** 3

**Instructors Name:** Nadia Jones

**Date Submitted:** October 11, 2015

## Table of Contents

<b>Trends in Marketing .....</b>	<b>3</b>
<b>Marketing by the Numbers .....</b>	<b>4</b>
<b>Chain Ratio Method .....</b>	<b>4</b>
<b>Chindia's Power and Impact on Marketers in Canada .....</b>	<b>4</b>
<b>A demographic trend .....</b>	<b>4</b>
<b>An economic trend .....</b>	<b>5</b>
<b>Impact on marketers in Canada .....</b>	<b>5</b>
<b>Natural Environment Trends .....</b>	<b>6</b>
<b>Conclusion .....</b>	<b>6</b>
<b>References .....</b>	<b>8</b>

## Trends in Marketing

Throughout the years, businesses have been studying marketing trends to remain competitive in their respective industries. Maggie Song from AIESEC Canada has a few ideas about marketing trends in Canada:

1. “Influencers will continue to be the new celebrity spokespeople.” (Song, 2015)

Looking at this statement, it is obvious that famous people are to brands as air is to human beings. That said, they kindle customer desires, and create somehow a client loyalty, supported through the powerful connection, that this actor, singer, etc., has over the customer.

- “Create attractive brand images customers recognize and trust”. (Garlick, 2015)
- “Influencers will continue to be the face of brands, with their digital following being a major consideration”. (Koifman, 2015)

2. “Authentic content marketing will rule.” (Song, 2015)

Not only will authenticity represent a big key to earning customer loyalty, but it will give the differential factor to beat the broad number of competitors since marketing is turning global.

- “Marketing efforts will focus on targeting consumers by lifestyle versus obvious product placement”. (Koifman, 2015)
- “Creativity as the single most important leadership competency for enterprises seeking a path through this complexity.” (Dragoon, 2010)

3. Marketing is becoming more reliant on technology. (Song, 2015)

Nowadays, everything is connected through e-devices. That said, the issue to go deep into these tools is not only a matter of tendency, but also a matter of survival, provided that any firm wish to coexist in this era, will need to be conquering the electronic world.

- “According to a recent report from Google, over half of Canadians are using smartphones. This sends a very clear message to brands: If users can’t access your content easily on their mobile devices, you will most likely lose them”. (Koifman, 2015)
- “Consumers are always looking for faster and better service, and they are seeking active interaction – human marketing”. (Song, 2015)

4. Heavy orientation towards customer experience. (Song, 2015)

As today's word is more into the technology environment, it will become critical to keeping close track of customer demands. By doing so, firms will assure giving their clients with a real desired product, which final outcome will be to gain the most favorable

business goodwill, “an instant favorable-marketing promotion from a happy client and thought-out their many social medias”.

- “Word of mouth is always the best way for promotion. Marketers should dedicate more resources towards listening to the voice of customers, interacting with customers and transforming them into ambassadors”. (Song, 2015)

## Marketing by the Numbers

### Chain Ratio Method

*Using the chain ratio method, estimate the market sales potential for heart catheterization products to meet the needs of the infant and child segment. Assume that of the 40 000 children with heart defects each year, 60 percent will benefit from these types of products and that only 50 percent of their families have the financial resources to obtain such treatment. Also assume the average price for a device is \$1000. (Marketing by the Numbers, 2011)*

*Market sales potential each year*

$$\begin{aligned}
 &= \text{children with heart defects each year} \\
 &\times \text{percentage of children who benefit from these products} \\
 &\times \text{percentage of families who can pay the treatment} \\
 &\times \text{average price for the device} \\
 &= 40,000 \times 60\% \times 50\% \times \$1,000 \\
 &= \$12,000,000
 \end{aligned}$$

### Chindia's Power and Impact on Marketers in Canada

*Discuss a demographic and an economic trend related to Chindia's power and their impact on marketers in Canada. Support your discussion of these trends with statistics.*

The rise of China and India (Chindia) has shown some common complementary features in demographic and economic trends and will have huge impact on worldwide businesses including Canada.

**A demographic trend.** According to statistics from World Bank, in 2014, the population is 1.36 billion in China, and 1.29 billion in India. The combined population accounts for more than one third of the whole population in the world. The huge population is one of the more fundamental drivers for the rapid economic growth in these two countries.

Despite the largest population base, China is fast becoming aging. With prolonged life expectancy to 75.4 years in 2013, the population growth rate dropped to as low as 0.5%. The low growth rate is mainly due to the one-child policy which has undergone for more than three decades. According to Ms. Jing Ulrich, Managing Director and Chairman of China Equities, J.P.

Morgan, by 2015, about 1/3 China's population will exceed 50+ years of age, and the working-age population will peak at 1 billion and then gradually drop. (J.P. Morgan Chase & Company, 2007) Chinese government have realized this problem and begun to address this issue, and recently they partially released the restrictions of the one-child policy and started to consider the possibility of increasing the retirement age to keep people in the workforce longer—these don't solve the problem but lessen the load.

On the other hand, India has a relatively high population growth rate. It is enjoying an era of demographic bonus. By 2015, 58% of the population will be below 29 and by mid-century, India's population will reach 1.6 billion with 220 million more workers than China. (J.P. Morgan Chase & Company, 2007)

Without a doubt, with both China and India having more than a billion people, Chindia will have enormous need for household products, consumer products, agricultural products, raw materials and other natural resources. This also provides opportunities for countries with abundant natural resources such as Canada.

**An economic trend.** China is now well-known for being the “world factory”. A vast variety of manufactured products are exported to all of other countries, most of which are daily-used consumer products. This trend has lasted nearly two decades since China became a WTO member early this century. It is mainly due to the abundance of natural resources, cheap workforce and favorable investment environment that attracts enormous FDI from Japan, Hongkong, Taiwan and other major developed countries. With the income level of Chinese people raising as such, China is gradually transforming from the world factory into the world's largest market for high-end consumer products and services.

Different from China's ability to manufacture daily consumer goods, India is proud of its high-end industries such as IT, aerospace, military, space and consumer durables including automobiles and appliances. (Sheth, 2008) The IT services, especially, has become a world-class industry and is reforming the future of India's economy.

The economy of Chindia has the potential to supplement each other. India can help China further develop its high-end industries while China can help India build infrastructure and improve the choices for people's daily lives.

**Impact on marketers in Canada.** By the year 2050, E7, the world's seven emerging economies – China, India, Russia, Brazil, Indonesia, Mexico and Turkey – will overtake the economies of the G7 – U.S., Japan, Germany, UK, France, Italy and Canada, and Chindia will take the lead of the E7 pack. (J.P. Morgan Chase & Company, 2007)

Chindia's impact on businesses in Canada as suppliers, customers, partners or competitors will be profound and mutually beneficial. The major part of Canadian enterprises need to embrace and participate in the rise of Chindia; otherwise, it is possible that they may face the problem of survival.

## Natural Environment Trends

Most businesses and companies are affected by different environmental factors that of micro environments and macro environments. The natural environments are natural resources that affect the marketer's inputs or marketing activities. (Marketing Ethics, 2014) In the past years, environmental concerns have steadily grown.

A business must be aware of these to help reduce any adverse effects the company's activities have on the environment. Natural factors such as clean air controls how companies conduct their daily operations. Most cities around the world have ran into shortage of good water and air and water pollution by manufacturing industries.

The first natural environment trend is shortage of raw materials. Raw material such as air and water have been seriously damaged. In January, China residents are forced to rely on fire trucks to deliver safe water due to the damage caused by chemical leak benzene—a known cancer agent. More than half of China's surfaced water is so polluted and cannot be treated to make it drinkable and it is so dangerous to be used for industrial purposes. (Lallanilla, 2013)

Damaged air, water, and renewable resources such as wood products and non-renewable resources such as oil, coal and other minerals have been severely exhausted during industrial expansion. Due to this fact manufactures are faced with scarce resources and high cost of production. (Marketing Macro Environment, n.d.)

The second trend is increased population. The world's population rate is growing at an alarming rate. China has increased to 1.3 billion people which is over one-seventh of the planet's people living in the country. (Lallanilla, 2013) This problem will soon exceed food supply to adequately service the population. Manufacturers are faced with this challenge of satisfying different consumer demands and various trends and patterns. (Marketing Macro Environment, n.d.)

Last is government intervention. Natural resource management has caused government of different countries to be more concerned in the effort to create clean environment. The Canadian government passed stringent pollution-control measures including an enforcement fine of \$1 million if regulations are violated in the Environmental Protection Act in 1989. (Marketing Ethics, 2014) This has made business become more practical and produce environmentally safe and recyclable or biodegradable goods rather than oppose the government. However, in the third world countries, industries and businesses are faced with inadequate funds which affects their production.

## Conclusion

Marketing trends can be in terms of short or long term cycle within a broader trend, sometimes moving with it and sometimes against it. Marketers should dedicate more resources towards listening to the voice of customers and interacting with customers and transforming

them into ambassadors. The way businesses are marketing to their customers has changed tremendously over the past few years, with the intervention of technology and consumer preferences continuing to change. In a new year, it tends to be different with different companies working together to create the best marketing campaigns to reach their target audience. (MarketResearch.com, 2015)

Businesses are also working to create a more original and creative content on their websites and social media platforms as well as increased use of mobile applications with the new and advanced features. Businesses are also trying to embrace the idea of videos as a major platform for building relationships between the business and clients. Using a real face brand will encourage users to engage on a more emotional level. (MarketResearch.com, 2015)

As an economy trend, China as a whole is well known for being the “world factory”. A vast variety of manufactured products are exported to all of other countries, most of which are daily used consumer products. This trend has lasted nearly two decades since China became a WTO member early this century. The impact of Chindia’s businesses in Canada as suppliers, customers, partners or competitors will be profound and mutually beneficial. The major part of Canadian enterprises need to embrace and participate in the rise of Chindia; otherwise, it is possible that they may face the problem of survival.

Finally, businesses should be aware of trends in marketing to help reduce any diverse effects a company’s activities have on the environment.

## References

- Dragoon, J. (2010, April 10). *What Is Creativity's Value--In Marketing, In Business?* Retrieved from Forbes: <http://www.forbes.com/2010/10/04/facebook-zuckerberg-twitter-wendy-kopp-creativity-advertising-cmo-network.html>
- Garlick, B. (2015, March 12). *Why do big brands use famous people to represent their brands?* Retrieved from LinkedIn: <https://www.linkedin.com/pulse/why-do-big-brands-use-famous-people-represent-bob-garlick>
- J.P. Morgan Chase & Company. (2007). *The Chindia Effect: What It Means for U.S. Companies*. JPMorgan Chase & Co. Retrieved from Princeton Marketech: [http://www.princetonmarketech.com/Links/Chase\\_Perspectives/ChasePerspective\\_TheChindiaEffect.pdf](http://www.princetonmarketech.com/Links/Chase_Perspectives/ChasePerspective_TheChindiaEffect.pdf)
- Koifman, N. (2015, January 16). *Keep an eye out for these marketing trends in 2015*. Retrieved from The Globe and Mail: <http://www.theglobeandmail.com/report-on-business/small-business/sb-marketing/advertising/keep-an-eye-out-for-these-10-marketing-trends-in-2015/article22447783/>
- Lallanilla, M. (2013, March 15). *China's Top 6 Environmental Concerns*. Retrieved from Live Science: <http://www.livescience.com/27862-china-environmental-problems.html>
- Marketing by the Numbers. (2011). In G. Armstrong, P. Kotler, V. Trifts, & L. A. Buchwitz, *Marketing: An Introduction (4th Canadian ed.)* (p. 152). Pearson Education Canada.
- Marketing Ethics. (2014). In G. Armstrong, P. T. Kotler, V. Trifts, & L. A. Buchwitz, *Marketing: An Introduction (5th Canadian ed.)* (pp. 132-133). Pearson Canada.
- Marketing Macro Environment*. (n.d.). Retrieved from Zain Books: [http://www.zainbooks.com/books/marketing/principles-of-marketing\\_12\\_marketing-macro-environment.html](http://www.zainbooks.com/books/marketing/principles-of-marketing_12_marketing-macro-environment.html)
- MarketResearch.com. (2015, January 6). *MarketResearch.com: 4 Projected 2015 Marketing Trends*. Retrieved from PR Newswire: <http://www.prnewswire.com/news-releases/marketresearchcom-4-projected-2015-marketing-trends-300014298.html>
- Sheth, J. N. (2008, January 25). *How Chindia will impact the world economy*. Retrieved from Rediff - India Abroad: <http://www.rediff.com/money/2008/jan/25spec.htm>
- Song, M. (2015, March 3). *Top 5 Global Marketing Trends for 2015*. Retrieved from AIESEC Canada: <http://aiesec.ca/blog/top-5-global-marketing-trends-for-2015/>