

# MARKETING IN THE 21ST CENTURY



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**Dr. CHITRA BAGCHI**

Associate Professor, Heritage Business School, Kolkata, INDIA  
ORCID: 0000-0002-1686-9427

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**Dr. SAGYAN SAGARIKA MOHANTY**

Independent Researcher, INDIA  
ORCID: 0000-0002-4034-3169

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## ABSTRACT

Marketing is no longer restricted today to traditional methods, thanks to the use of internet and social media, the ever-advancing technology, and the world becoming a global village. Before 1900, marketing was usually done by word of mouth, and personal recommendations. In 1904, the term “marketing” was officially coined by the University of Pennsylvania and the industries mainly focussed on increasing production. With the advent of radio in the 1920s, TV and telephones in the 1940s, the product advertisements started and marketing mix concept was born. 1950s and 1960s marked the golden age of advertising. The 1970s marked the birth of IMC process and Societal marketing concepts. In the 1980s, the concept of CRM was formed and marketing became more personal. In 1980s, “guerrilla marketing” started using originality and shock to advertise with minimum budget. In the 1990s, internet, a new exciting marketing medium heralded the digital marketing era. Search Engine Optimization (SEO), a much smarter marketing idea was born in this decade. The new millennium in 2000 saw the birth of social media, another new platform for the marketers. Today, in the last twenty years, a gradual transformation in customer expectations and severe competition among the marketers led to the strategies like experiential marketing, social network marketing, affiliate marketing, rural marketing, ambush marketing, viral marketing, green marketing, neuro marketing. Today in 2020, the consumer's growing dependence on technology and the internet has made the “digital, online and database marketing” concepts more indispensable retaining the traditional values of marketing.

This chapter explores how these contemporary concepts are used to convey a better and superior experience away from customer imagination by focusing on practical examples and case studies.



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## INTRODUCTION

Marketing has been age-old, but the term "marketing" used to describe commercial activities like buying and selling products or services gained popularity in the late nineteenth century. The study of Marketing as a discipline and its history is meaningful because it helps define the baselines upon which changes can be recognized and understood and how the discipline evolves in response to those changes. Marketing as a concept is continuously evolving, making it hard to keep track of these ongoing changes. Marketing in the 21<sup>st</sup> century has changed drastically from its early beginning and took a new shape and form filled with many challenges and an overflowed prospect that makes marketing super dynamic.

## PARADIGM SHIFT IN MARKETING STRATEGIES IN THE LAST 100 YEARS

### Scenario before 1900

Since physical goods were produced in small batches, usually by hand, marketing was done by positive word of mouth communications and personal recommendations. As mass-production set in, it became necessary to sell more and more products, and marketing as we know it was born.

### The early 1900s

In 1904, The University of Pennsylvania was the first to coin the term "Marketing" when it offered a course named "The Marketing of Products," and the term "marketing" is officially born. The industry mainly focused on increasing production, and marketing was limited to a little more than efficient product distribution. In 1910 a famous quote from Henry Ford summed up the spirit of marketing in this decade perfectly: "They can have any color they want as long as it is black." At this time, marketing efforts mainly centered around the Production concept, which focused on production, manufacturing, and economies of scale.

### Scenario in 1930

The radio was invented in the 1920s, which helped the Companies to reach the masses. The advertisers could now easily convey the products' existence to the consumers with the new technology's help. At this phase, mass production got disturbed due to lack of demand caused by the Great Depression of the 1930s, and companies started selling their existing accumulated unsold stocks. Selling them out got tougher, which compelled the companies to start looking for aggressive and unethical means to sell. It is thought that the selling orientation started during this Depression, which continued well into the 1950s. The selling orientation was characterized by pushing products and aggressive selling by hook or crook, which often involved door-to-door sales.



## **The 1950s: The birth of Marketing Mix**

The 1950s saw the birth of a plethora of marketing ideas. This was due to TV's invention in 1941 and the gradual increase of the phone in the 1940s. The concept of a marketing concept or marketing mix was born at this time, and the marketers started using different combinations of Product, Price, Promotion, and Place or Distribution. Characteristics of the marketing orientation were marked by understanding the customer's needs, wants, tastes, preferences, and behaviors. The marketers understood that sales, advertising, product management, and pricing should be integrated and in sync with the consumers. The 1950s and 1960s are also perceived as the golden age of advertising.

## **1970 and 1980**

Phillip Kotler is often credited with first proposing the societal marketing orientation or concept in an article in 1972. The main tenets of societal marketing were characterized by an attempt to match the stakeholders' organizational commitments, which included individuals in its environment, including customers, employees and investors, and other businesses. It stated that consumer rights, fair pricing, and ethics in advertising should be kept in mind. It was in the 1970s that the world saw the birth of synergy marketing. Synergy Marketing is defined as the interaction of marketing elements that, when combined, produces a total effect that is greater than the sum of the effectiveness of individual elements. During this era, CRM or customer relationship management slowly started developing as a powerful tool for marketing. Potential customers were started to be tracked by the marketers to convert them into prospects. Marketing got more personal in the 80s. 80s also saw the advent of "Guerrilla marketing, which started using originality and shock to advertise and promote a product or service with very little budget.

## **1990**

The Internet turned out to be a new Avatar in the 1990s, which totally changed the marketing scenario. Marketing professionals quickly started testing new marketing ideas on this exciting new medium. Soon it was followed by a smarter marketing idea is SEO Search Engine Optimisation. Its basic function is to rank a product or service at the top of Google or yahoo's search results to give the seller an edge.

## **2000 and onwards**

The birth of social media in the new millennium became a game-changer and a huge milestone for marketing. The customers became more knowledgeable and got access to more information about products and services. They got more conscious about their rights and responsibilities as consumers as the Internet got much personalized. In the last ten years, the Internet posed to be a new challenge for marketers. It allowed the customers to compare the marketers' products and services, and they could even block or filter them. Marketing is largely focused on catering to customers' needs and desires and about building relationships. The integration of smartphones in our daily lives has further expanded marketing opportunities, including email marketing and mobile marketing campaigns. The growth in digital media and automation has offered tremendous scale and growth, but the immense rise of Google, Apple, Facebook, and Amazon has consolidated tremendous scale and power in a few companies which control the majority of advertising spend and eyeballs. These Companies have immense data on consumers. Social Media coupled with Artificial Intelligence has made the products much more customized with a more personalized Digital media approach.



In 2020, a gradual transformation in customer expectations and severe competition among the marketers led to experiential marketing, social network marketing, affiliate marketing, rural marketing, ambush marketing, viral marketing, green marketing, and neuromarketing. In 2020, the consumer's growing dependence on technology and the internet had made the "digital, online and database marketing" concepts more indispensable, retaining the traditional marketing values.

## **SOCIETAL MARKETING**

The Social Marketing concept, as the name depicts, is based on the principle of social welfare, a more socially responsible, moral, and ethical model of marketing countering consumerism. It is a modified version of the traditional marketing concept that surfaced in 1972 by Philip Kotler, while many companies' unethical practices became public during the 1960s & 70s. According to Philip Kotler, "The social marketing concepts holds that the Organization's task is to determine the needs, wants and interest of target markets and to deliver the desired satisfaction more effectively than competitors in a way that preserves or enhances the consumer's and society's well-being." The definition underlines that the organization should emphasize the long-term interest of the society concurrently with customer satisfaction and profit as the intention.

Societal marketing is closely related to or can be simply termed as an outgrowth of the concept of CSR and sustainable development. In the 1960s & 70s, many companies' unethical practices surfaced publicly, which gives rise to social marketing concept to create responsiveness towards society amid corporate. The theory was developed to tackle the consumerism and exclusive profit motive of business. The social responsibility concept believes that the business is a part of the larger society in which it exists and must therefore act to enforce advancements upon the firm and serve society. This concept argued that marketing should be related to social progress rather than commercial gain. Marketer's motive should comprise of conservation rather than mere consumption.

The Social marketing model consists of an integrated approach by balancing the three vital elements inclusive of society (social welfare), consumers (customer satisfaction), and company objectives (profit). It attempts to carry on social responsibility, public welfare, and sustainable development in the long-term.

Marketers adopting this strategy had many advantages: creating a better brand image, gaining competitive advantages over competitors, attracting, retaining, and developing sustainable relations with different stakeholders. In many cases, societal marketing proves to be profitable and sustainable in the long run. The following case elaborates the concept of societal marketing to a large extent.



### **Tata Salt Sehat Ki Chuski Campaign: To move beyond mere Sampling: A case of societal marketing**

The salt brand TATA and “the Brand Brewery” had undertaken a two-day mobile on-ground activation – Sehat ki Chuski campaign during the Jagannath RathYatra Puri, Odisha, in the year 2016. Owing to its immense popularity every year, the RathaYatra witnessed a massive number of footfalls in the city, which welcomes devotees from far off places and different corners of the world, confronting the scorching heat, irritating humidity, and dusty winds.

Hinged on this insight, TATA had come up with an easy-to-consume and real-time solution by offering tangy 'Energy Pops', which were special energy ice bars made of Tata Salt, lemon, sugar, and purified water. Hundred and thirty kilograms of Tata Salt were used in making the branded ice pops, which were manufactured at Kolkata and were brought to Puri in freezer vans before being handed out to pilgrims from the three customized branded Tata Salt carts. Pradyumn Tandon, founder, and director, The Brand Brewery, added, as the Government of Odisha banned all kinds of outdoor advertising on the place of Rathyatra, "We wanted to create something around the occasion that goes beyond mere product sampling. While other aspects are taken care of, the devotees' basic health requirements have to be looked at. Hence, we came up with the idea of 'Energy Pops', which would help them maintain their energy levels despite the sweltering heat. People from all parts of the world travel to witness the RathYatra, and we felt that this was a great way to connect with the devotees effectively and grab eyeballs by providing an on-the-spot relief solution to make their experience stress free and memorable."

### **GUERRILLA MARKETING**

The business world may be complicated, but marketers love to try short and stupid strategies to create some tactful impressions in the competitive world. However, to remain effective, these strategies need to change with the change in time and technology. In the 1960s, companies put much emphasis on heavy advertising spending in various mass media channels with the objectives of attracting and educating customers. As heavy competition is the generic feature of the marketing world, these promotional efforts gradually became feeble to draw customer attention. In this scenario, marketers struggle to stand out of the crowd kicked off and popularize Guerrilla Marketing concept organically.

The term Guerrilla marketing was formally introduced by Jay Conard Levinson in his handbook called “Guerrilla Marketing” in the year 1984. In his book, he proposed unique ways of approaching and combating the traditional form of advertising. According to Levinson, the Guerrilla campaign needed to be shocking, unique, unconventional, and outrageous and, lastly, should have the ability to create a buzz, which spreads like wildfire is good enough to reach a maximum targeted audience.

In marketing, guerrilla techniques mostly play on the element of surprise. It focuses on highly unconventional campaigns that catch people unexpectedly in the course of their day-to-day routines. Guerrilla marketing adopts multiple techniques and strategies to establish contact and interact with target audiences to create an emotional reaction and memorable experience among the target audiences. It is a concept that compiled the secrets of getting significant advertising results with little or no money investment. It lives on the principle of “No Rule is the Rule.”



Guerrilla marketing's significant advantage is that it is relatively inexpensive compared to any traditional advertising media channel because a successful guerrilla campaign requires supreme imagination, unparalleled creativity, and appropriate time and energy for implementation. Therefore, it is a suitable strategy for any kind of business irrespective of its size and categories. Another success driver of the guerrilla campaign is the flexibility of application and implementation. In addition to this, like marketing itself, the discipline has become more and more customer-oriented in subsequent years. The development of guerrilla marketing reflects this trend. It builds on a surprise effect to make the message worth telling and, thus, to gain the attention of a high number of recipients. The fact that consumers themselves diffuse the message within their social networks saves advertising costs. In this way, guerrilla marketing claims to achieve a highly efficient ratio of costs and benefits due to the surprise effect, diffusion effect, and cost-effectiveness. The following case explains how the Guerrilla campaign looks like and implemented to get successful results.

### **The Magic effect of HUL's 3 Roses tea brand: Demonstrated through Guerrilla Marketing**

HUL also brought a novel strategy for its 3 Roses tea brand to the MahaPushkaram in Andhra Pradesh in the year 2015. The largest tea brand in South India wanted to advertise an improved formulation. Apart from upping the visibility of the brand, HUL distributed 3000 special cups across 250 tea stalls. The brand logo and message appeared on the cup when it was filled with a hot beverage, something novelty for large parts of the rural audience. Says Shiva Krishnamurthy, general manager, and category head tea, HUL, "We wanted to convey the message during the moment of truth, which is that of consumption. The cup transforms a mundane moment into a magical one.

There was a unanimous 'wow' around the 'magic' effect. Many even wanted to take the cup home with them! While not getting into the specifics, HUL claims a rise in offtake for 3 Roses within 12 days of the festival.

## **DIGITAL MARKETING**

There is a huge number of people gathered or involved, there is an enormous marketing opportunity. As per the statistics, the total world population is calculated as 7.593 billion by January 2018. Out of this total, internet users are 4.021 billion, and active social media users are estimated at 3.196 billion. The above statistics give a clear picture of increasing web traffic and the growing inclination of the population towards the digital world. As people are increasingly using a digital device for their day-to-day life, the digital platform is incorporated into marketing plans that swiftly. Digital Marketing broadly refers to communicating value to the customers by using digital tools. It is the marketing of products or services by using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

If we focus on digital marketing operation and implementation, it is much more than a website, email, and social media. It also encompasses content publication, mobile optimization, and data analytics. It is a cocktail of various digital options, tools, and techniques, with each ingredient having its uniqueness and significance in the mix. The concept of digital marketing cannot be understood nor implemented without understanding the following key components.





1. **Search engine optimization (SEO):** SEO is a technique for designing and developing a website to rank well in search engine results.
2. **Search engine marketing (SEM):** SEM is a form of internet marketing that involves the promotion of a website by increasing its visibility in search engine result pages (like Google, Yahoo & MSN) primarily through pay-per-click advertising
3. **Social media marketing (SMM):** Social media marketing, or SMM, is a form of internet marketing that involves creating and sharing content on social media networks in order to achieve marketing and branding goals. (Discuss in detail in this chapter)
4. **Content marketing:** Content marketing is the creation and sharing of content in articles, blogs, videos related to one's product or services on any digital platform. Some digital marketing experts say that content is the silver bullet of digital marketing.
5. **Email marketing:** Email marketing is the cheapest, most preferred, and most effective digital medium? It comprises building a subscribers list and sending emails to the target audience.
6. **Online advertising:** Online advertising is any type of marketing message/communication that shows up with the Internet's help.
7. **Affiliate marketing:** It refers to the use of affiliate partner websites to advertise other e-commerce websites.

If we look back, the term Digital Marketing was first coined in the year 1990s. With the debut of server/client architecture and the popularity of personal computers, marketers justify the concept of providing the right product to the right customer at the right time and place more accurately.

This concept got initiated when people started buying personal computers and using email, and in only two years, between 1994 and 1996, the number of people using the internet went from 16 to 70 million. What caused this explosion of new users was Netscape, the first successful browser. The first-ever clickable banner ad appeared in 1994, and about 44% of people who saw it clicked on it. AT&T owned it, and it was placed on the HotWired website. During the same year, the first e-commerce internet transaction took place, and Yahoo! launched, as well. It grew rapidly, going public in April 1996 and being the most popular starting point for web users by 1998.

In addition to this, 1998 also saw the birth of Google. Simultaneously Microsoft launched the MSN search engine, and Yahoo brought to the market Yahoo web search. Two years later, the internet bubble burst and all the smaller search engines were either left behind or wiped out, leaving more space for the giants in the business. The number of internet users only continued to grow, and there were 361 million internet users in the year 2000. The 2000s were prolific, and a large number of influential platforms appeared during that time period. The digital marketing world saw its first steep rush forward in 2006 when search engine traffic was reported to have grown to about 6.4 billion in a single month.

The 2010s were marked by mobile and smartphone users being more numerous than desktop users. In addition to this, in the year 2002, social networking sites began to emerge. Facebook became the most used social media platform, and Blogger and Twitter were almost as popular. Today, the number of social media users is more than 3.5 billion people all over the world, which makes digital marketing an even more appealing marketing option.

The evolution of digital marketing seems to be a never-ending process. There are new marketing trends appearing every month and new marketing strategies, as well. Looking into this, many companies realized all these fresh new digital options that are popping up are beginning to open new doors of opportunities to market their products and brands.



In the present state of affairs, doing business without digital marketing is like nurturing a plant without giving it air, water, and sun. It is a major driver for marketers as it can produce the relevant campaign with 1/10<sup>th</sup> of the traditional media expenditure. In addition to this, the digital media campaigns are highly scalable and measured much effectively by tracking it from the very last click. For marketers, digital marketing is the armor in the kitty to breed business in the right and desired direction.

**Digital Marketing achievements at Affordable Budget: 293% Traffic increase for Accountancy Firm.**

“Exposure Ninja,” a Digital Marketing Agency helping businesses of all shapes and sizes to generate more revenue from the Internet. It supported an accountancy firm that followed a basic online marketing approach with limited scope. It helped redesign the website, research relevant keywords, optimize the blog content, etc. the initial step was keyword research. They looked at the different words and phrases that the client’s potential customers were using when searching for an accountant online. This was also an invaluable exercise in helping them plan their blog content. They periodically ran technical audits on the client’s website and fixed any errors which were spotted. This enabled them to keep the website in the best possible shape for earning new customers.

They improve the existing blogs by adding structure, improving old posts that needed a polish, and creating new content aimed at helping readers solve basic accountancy problems. The new blog content did bring new readers to the client’s website, but after all, enough of them were not becoming customers. To fix this, the agency designed custom online forms for each blog post. They also changed the wording on these online forms to target the issues raised by the blog. This increased the number of people booking consultations with the firm. The client’s website went from 2,894 visitors to a new record of 7,429 visitors. These effective SEO practices resulted in a 293% increase in leads, a 156% in site visitors, and a 31% in requesting for consultation.

Takeaway – With smart SEO tactics, it is easy to mark the SEO search results at a shoe-string budget.

## **SOCIAL MEDIA MARKETING**

The world is changing at a faster rate, so also marketers and their strategy. The world we live in now is a highly digital place. Providing product information and getting feedback is much easier and faster by using various digital tools and platforms. One such platform is social media and networking sites, which the businesses use in a myriad of different ways. Social media marketing is a form of digital and internet marketing that uses social media platforms like Facebook, Instagram, Twitter, LinkedIn, Pinterest, Youtube, Snapchat, Whatsapp, etc., to communicate with the target audience and to promote their brand and product. This consists of a simple process of publishing captivating content on the social media platform for interacting and engaging followers and targeted audiences.

If we look back to the history of social media marketing, the dot-com bubble of 1995 – 2002 was a critical event that allowed the internet to become a viable marketing tool through which companies can reach a range of stakeholders beyond their expectations and before competitors. It began with search marketing, prompting brands to create websites to establish





an online presence. Like Google, Yahoo, and MSN's search engines evolved, companies turned to SEO strategies to remain at the top of search results.

The internet boom touched the peak in 2002 – 2004, with the invention and arrival of social media sites. In 2002, LinkedIn was founded as a networking site for career-minded professionals. By 2020, it had grown to more than 675 million users worldwide. It remains the social media site of choice for job seekers and human resources managers searching for a qualified candidate. Myspace had launched in the year 2003, and it was the most visited website on the planet by 2006, spurred by users' ability to share new music directly on their profile pages. By 2008, it was eclipsed by Facebook. It initiates the shift of internet users from multiplayer online games into social networking sites.

As per the statistics, there are over 2 billion people remain online at any given time. Around 23 percent of the total time spent on the internet is spent on browsing or interacting within social media sites. There are 3 billion active social media users across the globe constitute nearly 40 percent of the world's population. At least 53 percent of active social media sites such as Facebook are following a brand. With the global internet's help, more and more customers (if not all) are expecting major brands to have an online presence. Eventually, corporate recognized these positive aspects of a social media site presence on e-commerce and started creating their own profiles on popular networking sites. It has attracted marketers of different categories and levels to invest in social media to connect with the target audience, build brand image, increase sales, and to generate website traffic. Successful businesses utilize social media marketing for branding, lead generation, research and e-commerce, customer retention, and feedback handling faster irrespective of their location. Not only does social media management significantly reduce marketing expenses and the time needed to market products and services, but it also increased the effectiveness of marketing and overall customer satisfaction. 83 percent of customers who post complaints on a brand's social site like Twitter and get a reply state that they are satisfied. This helped companies retain more of their customers, resulting in increased existing customer transactions.

The spread of tablets, iPads, and Android-operated phones will gradually make internet browsing all the more accessible for consumers, and social media marketing will allow companies to reach out to more target markets. As long as the internet exists, social media will remain an important & integral part of successful marketing strategies.

<p><b>Effective Usage of #Hashtags: Vogue's Social Media Campaign</b></p> <p>Vogue India launched a social awareness initiative in October 2014 to draw attention to the empowerment of women. Though started as an initiative to commemorate its seventh anniversary, <b>#Vogue Empower</b> has gone viral on social media and has taken a broader meaning as it continues to touch and influence the lives of rural and urban women.</p> <p><b>#Vogue Empower</b> raises awareness on social media with a simple message – It starts with you! This initiative has garnered</p>	<p><b>#Gifted Day: Most Successful Social Media Campaign of AstraZeneca</b></p> <p>AstraZeneca has taken the initiative called <b>#LVNGWith</b> exclusively for connecting lung cancer attacked people with their loved ones. People were invited to leave their answers on Facebook and Instagram for this question – How will you spend your <b>#GiftedDay?</b> When anyone has lung cancer, every day counts. An extra day in the year, Leap Day becomes a gift.</p> <p>“The Gifted Day” came to life as a 24-hour social content series that aired on Leap Day. Every hour, a member of LVNG With</p>
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<p>much attention on all social media platforms. The latest hashtag to join this noble initiative is <b>#MyChoice</b>, starring Deepika Padukone and 99 other women in the city of Mumbai. This 2-minute short film in collaboration with Homi Adajani speaks about women voicing their choice for equality.</p> <p>Taking a look at the social feed featuring <b>#MyChoice</b> <b>#VogueEmpower</b>, there has been a considerable increase in this hashtag's engagement statistics. It went viral on the internet that attracted 2million+ views in two days.</p> <p><b>Takeaway</b> – Effective usage of catchy hashtags on your social media posts with popular influencers can boost your social media awareness.</p>	<p>answered, “What are you doing with your extra day of life?”</p> <p><b>#GiftedDay</b> is such an amazing social media content series that earned half a million views in less than 24 hours, increased 500% of shares, doubled their number of followers, and over 1,500+ people newly joined the LVNG community and many more.</p> <p><b>Takeaway</b> – Successful social media campaigns help create awareness among the audience and connect people from all over the globe.</p>
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## EXPERIENTIAL MARKETING

In the 21<sup>st</sup> century, it is harder than ever to get consumers' attention by sheer shouting or providing certain incentives. People are now more cynical about brands than they have ever been. Brands are struggling to remain relevant and meaningful by moving beyond traditional marketing communications. Marketers realized that it is time for a re-think. In this era of cut-throat competition majority of customers yearn for a personalized experience and significant interaction with the brand before moving forward with any decision. For that reason alone, it is easy to understand why brands are falling in love with experiential marketing. In this strategy, immersive, live, and memorable experiential campaigns help deliver the brand's message without distractions. It is a unique combination of sights, sounds, textures, tastes, and smells all add up to create an enriching experience that is not available by any other means.

Experiential marketing is a strategy that holds and involves consumers by giving live brand experiences and bringing brands to real life. Sometimes referred to as “live marketing” or “event marketing experience,” the idea behind it is to create a strong & memorable impact on the consumer that will inspire them to share with their friends both online and offline. One survey shows that it is far more effective than any other channel in engaging consumers. Over 50 percent of people say they spend between one and 10 minutes a day engaged with a brand through experiential marketing, compared with less than a minute through TV and Facebook. In addition to this, research by McKinsey found that experiential marketing is the powerful catalyst for word-of-mouth marketing, with branded experiences accounting for 50-80% of all word-of-mouth activity. These experiences could include an event, a part of an event, or a pop-up activation not tied to any event.

According to a statistic, 74 percent of consumers say that experiencing and involving brands and products makes them more likely to buy the product. As a result, growing numbers of marketers are allocating more budgets to experiential marketing, even over advertising and more than half of chief marketers have a plan to spend at least a fifth of their budget on experiential marketing in the near future. An annual survey by Event Marketing Institute projects says that event and experiential marketing budgets will grow 4.7 percent in 2013, up



from 5.0 percent in 2012. The study also says that the world's largest brand - those with \$1 billion-plus in revenue increased event and experiential spending by 9.8 percent in 2012.

If we look back to history, the first documented examples of experiential marketing are from the 1893 Chicago World's fair. Here, brands like Wrigley's, Oabst, and Cracker Jack debuted their brands and products to the world. William Wrigley, Jr. Himself handed out pieces of Juicy Fruit to attendees in hopes of driving sales. After that, Car shows in the 1920s became a popular way to market automobiles to consumers. They did more than just showcase cars in a museum-like atmosphere; they created showy events that motivated people to buy and cherish their cars. A 1998 book titled "The Experience Economy" helps explain the growth of the experiential marketing movement that began around the turn of the century, says a terrific blog post on CK Writes. The book explains that people were willing to pay a premium for products and services that offered an experience along with whatever they purchased. Marketing was evolving around that time anyway because of technology. The Internet gave marketers a new and less expensive way to advertise. Marketers needed to find a new, better way to reach people by trying to skip commercials

What made experiential marketing take-off was the rise of social media. Suddenly marketers were not just reaching the person who attended their event. They were reaching all their friends and colleagues. All those people were invited to participate in the event, even if it was in a very small way. Korody with CK Writes shares a quote by Jonathan Edwards, the Strategy Director at UK experiential marketing Sledge: "Advertising tries to persuade me – but a good experience also gives me a reason to persuade other people." That is true of everything, but it especially applies to how social media allows individuals to reach out to their network and market to them.

Experiential marketing is a golden opportunity to increase customer loyalty and direct sales for different brands, especially small businesses. Successful experiential marketing campaigns do not just introduce people to their brand. However, they serve as ways to activate new customers and introduce them into their sales funnel, with 65 percent of brands saying that their experiential marketing efforts lead to direct sales. However, beyond direct marketing, experiential marketing also provides a way to drastically increase their brand awareness and exposure, either by turning their audience into brand ambassadors or encouraging participants to share their social media experience. As per the marketing week survey, more than 50 percent of the consumers favor experiential marketing to every other marketing form. 48 percent say that they are more likely to buy a new product if they get the opportunity to try it first. Their survey even speaks that experiential marketing increases brand awareness, purchases, and recommendations by more than 50 percent. It can easily enter into the lives of different categories of people, serve them during the hour of need, and mold the strategy according to the situation's demand.

Experiential marketing has come a long way over the past 125 years with many addition and alterations, but many of the tactics remain the same. Throughout the years, there has been one common denominator in experiential marketing: face-to-face engagement or human contact remains the heart of experiential marketing.



**Lifebuoy - Lifebuoy Roti Reminder Campaign: To create a brand experience by moving beyond traditional marketing communication**

Poor hygiene kills 1.1 million children & people in developing countries. Lifebuoy looked to address this problem at the Kumbh Mela, where over 100 million Hindus sit together to eat. Through an investment of US \$ 36,000 (over Rs 20 lakh at an exchange rate of Rs 60 to a dollar) and appointing over 100 promoters at several community kitchens, 2.5 million Rotis were heat-stamped with the message, 'Lifebuoy se haath dhoye kya' (Have you washed your hands with Lifebuoy?), prompting people to wash their hands before eating. The campaign, executed at the cost of less than 1 cent per contact, earned the brand a media value of over 60 million USD, which is more than 1,600 times RoI. Overall, the brand received sales of 40 dollars for every one dollar spent on the campaign.

**NEUROMARKETING**

Neuromarketing is the formal study of the brain's responses to advertising and branding and the adjustment of those messages based on feedback to elicit even better responses. Researchers use functional magnetic resonance imaging (fMRI) and electroencephalography (EEG) to measure specific types of brain activity in response to advertising messages. With this information, companies learn why consumers decide what parts of the brain are motivating them to do so.

The term "neuromarketing" was introduced in 2002 by Dutch marketing professor Ale Smidts, but research in the field started in the 1990s. Marketing Professor Gerald Zaltman explored and patented the Zaltman metaphor elicitation technique (ZMET) in the 1990s. General Motors, Procter & Gamble and Nestle, and Coca-Cola have been used this new marketing.

Research shows that just a few parts of the brain respond to the stimuli changes. Nucleus acumens create the expectation of pleasure, the Prefrontal cortex controls higher thinking, Hippocampus helps memory, and Insula anticipates and avoids painful stimuli. The mesial prefrontal cortex—registers disappointment when a hoped-for reward does not materialize. The following experiment explain the concept to a large extent

**The famous experiment with Coke and Pepsi by McClures**

Researchers had served the participants Coke and Pepsi 1) anonymously and 2) revealing their brands in both behavioral tasting tests and during fMRI scans. McClure and his co-workers noted that a constant neural response is observed in the subjects' ventromedial prefrontal cortex when the drinks are served anonymously. When participants knew what they were drinking, it greatly affected their brain activity and their behavioral preferences.

Brain scans revealed that Coke or Pepsi's choice does not solely depend on their taste but also their labels, since this information activates cerebral areas related to cultural influences. Therefore, the researchers believe that they have proved neurologically how brands influence behavioral preferences when they have cultural reflections.

According to the researchers, the reason for this is that "there are visual images and marketing messages that have insinuated themselves into the nervous systems of humans that consume the drinks" (McClure et al., 2004).



Scientists have witnessed that while knowing that the persons are drinking Pepsi did not change anything. However, when the participants were told that the brand is Coca-Cola, it dramatically affected their preference and also activated their “dorsolateral prefrontal cortex” and hippocampus, both of which are known to change the individual’s behaviors depending on emotions. This led the researchers to think that hippocampus might be responsible for recalling that cultural influences affecting preferences (McClure et al., 2004). The scientists also believed that the study results imply that there are two interacting brain systems in the prefrontal cortex; one for taste and one for recalling cultural influence. This interaction determines the individual’s preferences.

## **ONLINE MARKETING**

Online marketing is the practice of harnessing the web-based channels to convey about a company's products, brands, or a service to its customers. The techniques used for online marketing include email, social media, display advertising, search engine optimization, Google AdWords, and more. Online marketing can deliver benefits to other companies, such as a competitive advantage over others, better control, improved customer service, and efficient communications. Other names for Online marketing are web marketing, digital marketing, or internet marketing. It includes several processes such as social media marketing, search engine optimization, pay-per-click advertising, and search engine marketing. These things have already been discussed in this book chapter.

Targeting the consumers can be done more effectively in an online rather than an offline process. Efficient statistical results are facilitated without extra costs. Business blogs can let consumers and prospects do their own research on the business's products and provide their valuable feedback and reviews. Last but not least, bulk audiences can be reached at a very little budget compared to the existing businesses, and ads are very capturing too.

To summarize, change is the only constant thing in this world, and so are the marketing strategies. Coming to the far end of 2020, given the present pandemic situation, brands worldwide are doing introspection into their strategies to deliver a sense of safety and security amongst the consumers who are going through a crisis, surely to cause long-term psychological changes. This makes it imperative for marketers to adapt to change to win consumer’s trust.

Marketing Researches being done in this COVID situation shows that consumers are expecting more sensitivity and caring attitudes from brands by addressing the larger issue than being opportunistic. Consumers are expecting brands to communicate around the company’s vision and value system. This new trend is expected to continue in the post-pandemic situation too. One would expect that instead of resorting to pushing strategies, large established brands will focus on empathetic communication to connect with consumers on a deeper level. On the contrary, smaller brands and new age start-ups will focus on the funnel content's bottom to push the products for direct results. Irrespective of the pedigree of brands, the age of ‘service with a smile’ will arrive, and that alone will define the success of brands.



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