

# INNOVATIVE MARKETING PRACTICES FOR EVOLVING CONSUMERS

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## ABSTRACT

Now a day's how people ultimately adopt a new idea behavior or product. A person experiences point of change after which they do something differently than how they did it previously. The Marketing is changing time to time and adopt new and very changeable things frequently. Today the organizations like whirlpool, Samsung, MRF are likely serve markets from very age with brands and their Makeovers. These Makeovers makes them shine like sun. This paper is a attempt to bridge the gap between present day marketers & customers. These strategies make customers & marketers to target Young India and Modern India. Now a days there is a new trend of online shopping that make bricks for Young India and Modern people like to shop from internet.

## KEY WORDS

Readers, Seekers, Drivers.

## INTRODUCTION

This paper is evolving marketing practice as a skill & profession. It will explore about the customers and their needs and how innovation in marketing practices evolving evolution now a days in the market and their impact on consumers. Innovation means to make new things after research and study of the product to make something new that can attract consumers. Then, today market is consumer oriented market. Now sellers prefer what the consumers needs end wants.

This growing professionalism gives birth to brands and the name of the brand becomes the market seekers. Now a day's media is very helpful in making market. Media revolution can encourage consumers to get knowledge about the quality & quantity of the product. They also helps to know the pros & cons of the product & market. Consultancy in the markets may reach the mind of the consumers by thinking innovative ideas or ways. The growing economy is a challenge to create opportunities to marketers. The modern generation wants some creative and implementing practices like e-commerce, digitalization, e-stores and creative products placements.

## Consumer

A Consumer is an individual who buys goods or services for personal use and not for manufacture or resale. The individual buy these goods for family friends whereas commercial consumers buy these products for manufacturing and reselling.

## Customer / Consumer behavior in Market

Consumer behavior refers to the study of buying tendencies of consumer. An individual who is going for shopping never ends up buying products. If a buyer purchase anything from a shop or digital must search about the product's quality their brand and their factors as social cultural and personal. This must be influence their psychological buying decisions. The consumer role in market is as a reader, seeker and driver must taken into light. It is computer, dynamic and multidimensional process and all decisions are based on the assumptions about customer behaviour.

### 1. Brand :-

An individual before buying a product must read brand name because a brand name has its own qualities. After those ingredients, quality, quantity is the preferences of consumer. If they can satisfy a consumer than the brand need not to be get so advertised. Eg. We must take a simple example of vishakharam. This brand name of Punjab is very popular in the ground nuts and tills items. Read the

name of the brand the consumer buy it because its quality is according to customer need. So, its not necessarily to be advertised more everyone knows about the brand name. That why the name of brand makes reader preference of the product.

## 2. Psychology:-

It also affect that what the consumer thinks about your product. Their advertisement can satisfy the consumer there will be no loopholes in the advertisement. An advertisement prepares the mind of a consumer for buying the product. If a consumer wants the product to be good than media & digitalization have responsibility to show good image of the product. Its not holistic marketing, Now a days consumer & product oriented marketing will be useful. That can make product image good and psychology of consumer to buy the product whether its good or bad.

For example: - Maggi:- We know that is hazardous for health because it contains maida but advertisement make us helpless to buy this because of its taste.

## 3. Needs:-

It also depends on the needs of a consumer. Now a days needs of a consumer changing day by day. For eg. Firstly we have communicated with people through letters but after that simple keypad phones. Now a days digitalization makes everyone smart and to maintain this smartness consumer uses smartphones. Now a days these smart phones are the need of everyone. So marketing of these phones influence the innovation and new techniques are developed for being updated.

## 4. Festive Seasons :-

Innovative marketing ideas are mostly have a outcome in the festive season. The sellers through sales to sell their products. Gives a lot of offers and making marketing and attract consumers. This can evolve consumers to the marketing ideas. New techniques are launches in that season and make consumer greedy for new and updated systems.

## 5. Evolving Social – Cultural trends

Innovative marketing mostly attacks on the social cultural trends of our systems. Now women empowerment its in trend and making new ideas for workforce of them is innovative. Making kids and childrens self sufficient and independent. Using the motivation for the point and nuclear families to be individual house holds. To live like free birds.

## 6. Innovation in product design & promotion

Making innovation in products due to interest of consumer. For eg. Heaters. Firstly we use the blower for heating the rooms but making innovative and rods heaters makes fashion accessories for the home. Giving options in them makes status symbols. They use many promotional tools likes advertisement offers and off of percentages also. It can use mobile advertising, blogs, videos, youtube and most of the dot coms.

## 7. Mobile advertising:-

Sellers are very innovative now a days. They advertise product by messaging on the consumers phone. They also organize some seminars for the product. Using media is the best power for the product selling. Using E-stores like Myntra, Firstcry hopscotch is the best option for the mobile advertising. We can choose purchase and return on the phone at sitting over the couch. This kind of facilities prefer consumers to buy online instead of purchasing physically. Innovation is good but consumer depends on the digitalization because of deliveries at home and what we purchase that we get at home without any trouble.

## Factors Influencing Consumer behaviour

There are many factors affecting consumer behaviour. These factors shape consumer behaviour in the marketing. These factors have broadest and deepest impact on marketing and behaviour of a consumer.

These factors influence behaviour of a consumer and make these powerful and dominant determinants of personal needs and wants. These can be broadly defined.

### 1) Cultural Factors -

Consumer behaviour is influenced and motivated by factors such as personality, culture, lifestyle, income, attitudes, motivators, feelings, knowledge, ethnicity, family, values available resources,, opinions, experiences, peer groups and other groups.

- Culture is the collection of learned behaviour
- Culture is traditional
- Culture is created
- Culture can be changed
- Culture includes differences as similarities
- Culture is organization and convergence
- Culture is shared by members of the community
- Culture determines needs.

In this designed specialized marketing programs to serve different social classes.

## 2) **Social Factors-**

In this caste, family, social class and reference groups are included. It has direct and indirect influence on a person's attitude and behaviour. We live in the society and have to follow the laws and regulations.

- Reference groups :- Friends, Family, Relatives, Coworkers.
- Immediate Family Members
- Relatives
- Role in the society
- Status in the society

Secondary groups - These groups share indirect relationship with the consumer. These are formal and individuals do not interact with them on a regular basis. Eg. Religious Associations, Political Parties, Clubs etc.

## 3) **Personal factors**

In the personal factors age, occupation, economic circumstances, lifestyle and personality. These explain why our preferences change as our situation changes. Decisions and buying behaviour are obviously influenced by characteristics of each consumer. His environment, activities, hobbies, habits, creativity, boldness and singularity evolve throughout his life. Occupation affects purchasing of consumer because for that low level worker purchase rugged clothes. Personality is not what one wears, rather it is the totality of behaviour of a man in different circumstances. A person with low income and savings will purchase expensive products.

## 4) **Psychological Factors:-**

Among the factors influencing consumer behaviour, psychological factors can be divided into 4 categories:- Motivation, perception, learning as well as beliefs and attitudes. Motivation drives wants that influence the behaviour. According to Maslow's hierarchy of needs, psychological needs cover all human's basic necessities in order to survive. Personality is the consistent responses to environmental stimuli. In this case, attitudes consist of 3 key elements - Affective, behavioral and cognitive. These three are the ABC components of the consumer behaviour. Marketing strategies were emphasized in this text as marketers have the greatest interest in exploring consumer motivation and behaviour.

- These strategies are based on explicit and implicit beliefs about consumer behaviour. Marketing research aims to increase the knowledge of consumers to gain a perceptive and competitive advantage in order to better predict consumer needs and desires.

## **Conclusion:**

The field of marketing is evolving everyday with a new innovation. Few practices like mobile marketing e-stores are still in nascent stage and it is difficult to comment on their future impact. Network is applied to understand structure industrial work stability is very necessary and found out to be significant. A well designed marketing has become the key to not only rise above the competition but also to ensure growth that is sustainable. The marketers have to renovate their thinking and activities. This paper opens the door for the researchers to explore the possible impact of these strategies of innovative marketing.

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