

Impact of Marketing on Society

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Abstract

In today's world, marketing has wide scope with respect to the various activities regarding the product. Brand consciousness among the people is increasing day by day. Brand loyalty and brand consciousness are the perceptions of the consumer behaviour. The consumer behaviour is nothing but the point of views of the customers regarding product and the marketer has to work on it for the successful business. The behaviour of consumer is affected by various things such as family, friends and the peer groups and due to which there is a change in perception of the customers. Now days the advertisement makes vital impression on the customer. In country like India the youth is very much facilitated towards the brand names. And brand becomes a social status for the young generation. The study is all about the necessity of the brand or the advertisement in the life of the people in the country like India which is a developing country and having the youth population with high percentage.

Key Words: Consumer Buying Behaviour, Traditional Perspectives, Rational Perspectives, Cognitive, Traits, Conventional, Attitudinal, Situational, Positivist Paradigm, Non-Positivist Paradigm.

Introduction:-

Consumer behaviour has been always of great interest to marketers. The knowledge of consumer behaviour helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons and soon. A consumer's buying behaviour is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be considered while trying to understand the complex behaviour of the consumers. Consumer is the study "of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires" (Solomon 1995, 7). In the marketing context, the term

"consumer" refers not only to the act of purchase itself, but also to patterns of aggregate buying which include pre-purchase and post-purchase activities. Pre-purchase activity might consist of the growing awareness of a need or want, and a search for and evaluation of information about the products and brands that might satisfy it.

Post-purchase activities include the evaluation of the purchased item in use and the reduction of any anxiety which accompanies the purchase of expensive and infrequently-bought items. Each of these has implications for purchase and repurchase and they are amenable in differing degrees to marketer influence (Foxall 1987). Engel, et al. (1986, 5) define consumer behaviour as "those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including

the decision processes that precede and determine these acts". Simple observation provides limited insight into the complex nature of consumer choice and researchers have increasingly sought the more sophisticated concepts and methods of investigation provided by behavioural sciences in order to understand, predict, and possibly control consumer behaviour more effectively.

Consumer buying behaviour refers to the buying behaviour of the final consumer individuals and households that buys goods and services for personal consumption. Consumers around the world vary tremendously in age, income, educational level and tastes. These days social mobility increased, people are becoming highly brand conscious. Consumers make many buying decisions every day renowned brand labels on eatables, outfits; footwear's and electronics give satisfaction to the conspicuous consumers. They are becoming more self-conscious, which raise the temptation in them to follow the craze of brand race. The street trends are getting down market and latest styles tagged with brand name are dominating the market.

Sproles and Kendall (1986) define brand consciousness as the need or desire to purchase well-known national brands, higher priced brands and/or the most advertised brands.

Even some say, brand helps them to become style icon. Stereotype shoppers today are highly brand obsessed. These snobs are mainly categorized into youth and the working class. Youth prefers brand because it gives them funky style. Whereas working class is particular about using branded products so their personality can

be enhanced and also gives them sophisticated and professional look.

The advertisements play main role in the consumer's choices. Youth is ready to accept the new thing and by targeting this marketer refers to have new things in advertisement. For any marketer having the portion of investment for the advertisement is very important nowadays

Objectives of the Study

- i. Is to study the impact of marketing on society
- ii. Customers focus on brand name or features.
- iii. To study the impact of society on marketing.
- iv. Impact of brand name on daily life of customers.
- v. Brands targeting youth with different segments

Research methodology:-

There are two reasons why it becomes necessary to evaluate the impact of marketing on society:

- To get feedback/results of the marketing strategy that was implemented and
- To assess the contribution to society.

The first reason is directly related to Return on Investment (RoI) as well as Assessment and Realignment towards target achievement. For example, by monitoring the results of marketing strategy the firm can adjust its marketing mix if it finds that the market has changed its attributes.

Secondly, organizations make profit by using the human resources as the backbone.

Employees spend a life time in companies to make them profitable. It becomes the company's liability to give back to the society.

The information got from the various journals and the websites the data is sorted out with respect to the market segmentation having the various

parameters. As the consumer behaviour influenced with its peer groups and family and friends etc, the marketing strategies changes with the market segmentations and due to which marketing affecting on society and vice versa. And following table explains the impact on society and impact on marketing in concerned with market segmentation.

S N	Parameter	Sub parameter	Impact on marketing	Impact on Society
	Demographic segmentation	Age	Thumbs up advertisement which said "grow up to Thumbs Up", urged children to prefer it to get into the grown up segment, when the Ad intended to urge the grownups to prefer Thumbs Up	ICICI debit cards for children caters to the children age group, keeping in view the grown number of parents maintain a fixed monthly account for their kids
		Family size and life cycle	TV, video games, etc are leading to reduced interest of children in physical games, book reading etc, and hampering growth. Job site promotions increased frequent job changes, leading to a change in concept of staying with the same company for long	"Definitely male" slogan of Pulsar which created an increase in buying among men of this age group, who prefer a Macho feeling
		Pre family adult married without children	Easily available housing loans leading to buying houses in early stages of life	"Ready to Eat food" have targeted majorly the working couples who do not find the time to cook food
		Family one or more children	Easy availability of education loans have made it common for families to send their kids abroad for higher studies. Tourism industry promotions have led higher studies. Tourism industry promotions have led to increase in domestic as well as international higher studies leading to improvement in work life balance	Insurance companies have targeted families that need to plan for their children future
		Late adults whose children has left home	Chit funds which created a hype and attracted people to invest their savings to make easy money, had a drastic fall leading to many facing losses	HDFC Life insurance ad "na sar jhuka hai kabhi aur na jukhega kabhi" targets the aged segment that demands monetary independence in their old age

		Social class/ Income	Premium segment	Due to the emergence of a number of products symbolizing status, a large number of people symbolizing status, a large number of people from the premium segment prefer only branded accessories, apparels etc., due to emerging branded security service providers, this segment has become more security conscious	The luxury cars like Rolls Royce and Mercedes are targeted at the prestige and status of the premium segment
			Middle segment	Air Deccan's low cost airlines made travelling by air more convenient and affordable, and hence more common	Small Cars like Alto, Wagon-R, etc have been targeted at the middle class people who cannot afford a luxury car but would need a small sized car for the entire Family
			lower segment	Reliance cell phone technology, which made mobile Reliance cell phone technology, which made mobile phones available at very low prices, has made the product accessible to the common man ; Wal-Mart's news of entry into India has created a furore among shopkeepers as its wholesale prices shall eliminate them from the market	"Nirma" washing powder was targeted at the lower segment. Over time they have
2	Geo-Demographic segmentation	<i>Urban areas</i>		eChapaul of ITC helped farmers in a big way who were otherwise on verge of suicide Easily available housing loans leading to scarcity of space in big cities	Cheaper PCs are being introduced, which are aimed at people from rural areas who would otherwise not be able to afford a PC Interior Designers utilize structures and plans that require minimal space and area, thereby targeting the urban areas where there is dearth of living space
3	Benefit Segmentation and behavioural Segmentation	<i>Benefit segmentation</i>		Due to availability of standardized packaged drinking water, the level of personal satisfaction of people regarding hygiene has increased	Fair and Handsome, surrogate Advertisement (Wills, McDowell's, etc.)
		<i>Behavioral segmentation</i>	Frequent users Occasional Users	Extensive promotion of Colgate has made it a synonym to toothpaste Brufen – advertised for frequent use, but had negative impact on health	Fairness soaps, have targeted the frequent users of soap who would otherwise not use a fairness cream Points on credit cards urge occasional users to increase usage and hence increase purchases
			Non users	Due to the entry of hair softeners in the retail market,	The advertisements that spread awareness

				which are affordable and easily available, it has been observed that women who were earlier not users of any such products have become regular users. Only because products like Fair and Handsome, Hair gel, people who were not using, also started using them	on usage of condoms to prevent AIDS, have been targeted on the Non-Users who find it hesitating even to buy these products
				Rang de Basanti, adv. of WWE created lot of negative impact on youth leading to deaths	Institutes providing coaching to budding student appearing for entrance exams, have used career consulting as a means of differentiating themselves
4	Psychographics Segmentation		'young aspiring'	fair and lovely adv is indirectly promoting that fair women are attractive	
			'young fogey'	Extensive distribution of Hollywood movies have changed the outlook/mindset of this segment with respect to their thinking, living, etc.	Job sites have attempted to move this segment, who needs a change of job and hence lifestyle

Conclusion:-

From this, it is clear that, all the age groups are facilitated towards the attractive advertisements due to which the people now days are becoming more brand conscious.

If we talk about the country like India, is now flourished with branded shopping malls. KFC and McDonalds can be seen crowded anytime. Branded shops like chemistry and diesel is no where less. People browse through the best shops to acquire the best. India's growth and development is fastest and the upscale consumers have finally made Indians to rank in top 5 when it comes to brand consciousness.

Buying branded gives them a sense of pleasure and status. Price consciousness has become a secondary thing. People prefer to buy the best and long lasting quality goods. The study by Nielsen "The global luxury brand study" reveals nearly 35% of Indians prefer buying luxury brands which is the third highest. The

brands have taken a lot of effort to establish and bring a good will which has created strong foundation to stay in Indian market. People are no more hesitant to buy the branded goods.

Indians specially youth desire and do buy the luxury brands. They have a great money saving tendency to buy the best products. Brands like Gucci, Calvin Klein, Christian Dior and Adidas have been in demand among large number of Indians. The crowd in India is multiplying and the latest trends are followed by the people which makes branded products their sole thing in life. Especially when it comes to wardrobe they want branded labels as Indian's interest in fashion is touching the peak. Possession of the branded things has become a major priority.

A brand becomes a brand after how it is perceived by people, the image that it projects and the quality and promise to customers which it upholds. Most of the brand names out there today have become a symbol of a characteristic quality which they have imbibed in them self, a quality

which leaves a consumer's mind wondering after its usage. These brands make an effort to provide a distinctive experience and that is how they attain the status among its consumers.

Talking about Indian market, it's a huge market with never ceasing participation of the consumers. It is an emerging market, being a part of a developing economy. And this market where the inequality is evident from the statistics in first paragraph does not really care about brand — leaving the high class and maybe upper middle class. But still the view remains same. Brand consciousness is on rise because it inherits within itself price consciousness. It is something which the Indian consumers are never going to part themselves from. It relates to a term in economics called price signalling, a higher price indicates the good quality of the product, and more often than not, a very low price does not

entice the customer for the same reasons. The consumers now to a certain extent have started differentiating between what every brand of a product has to offer, which tightens the competition because it's not only about that little puma on your shirt or the bitten apple on your phone.

So summing up the brand consciousness is on rise in Indian market and the premium brand can capitalize it if they can give themselves a certain depth in the market and reach out the middle class of our Indian society.

While brand names may always be important, there are different values associated with these recognisable labels, depending on the culture. In many countries, the majority agreed that brand names are generally good quality, but in some cases, trendiness and the love of a bargain can trump the benefits of a well-known label.

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