



THE CHANGING PERCEPTION OF MARKETING COMMUNICATION- TOOLS & PURPOSES: A DESCRIPTIVE STUDY

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ABSTRACT

Marketing communication has changed to a great extent with the emergence of latest technological devices. Marketing communication has changed to a great extent with the arrival and invent of new technological devices. Belch, George E. & Belch, Michael A. (1998), are of the opinion that as a result of constant development across past several years companies across the world have put their best efforts to master the art and artifice of mass marketing. Mass marketing is a highly strategic effort for selling the products to a large pool of customers. As a result, companies could successfully develop the effective ways of making such selling campaigns through an effective mass media advertizing. As a routing practice, companies invest millions to reach to a large chunk of customers by the mass media communication through repeated advertisements.

KEYWORDS: *Marketing, Communication, Direct-Marketing, Telemarketing, Internet.*

1. INTRODUCTION

In the present times of marketing communication era, the area experts are constantly trying to evaluate, analyze and execute some other unapplied dimensions of marketing communication. Following into the trend many top notch Indian companies are constantly investing the large share of their earning to reach to a great mass by adopting to the ways of marketing communication.

2. THE CHANGING COMMUNICATION ENVIRONMENT

Past few years the communication environment has changed because of many external and internal influences. Strydom J. W., Jooste C. J. and Cant M.C. (2000), had the opinion that the globalization of business and business relations has put its inevitable influences on communication. Following into the trends of world's top brands and the new philosophies of the communication researchers has set new strategies and techniques of communication. Strydom, H. (1998) believed that to win the utmost objective of any business the replication of marketing communication has introduced many new elements. Two streams are worth noticing to decide the latest changes, first, in present scenario companies are shifting away from mass marketing exercises because of the growing

culture of fragmented markets for specific group of users and customers. In addition to that, the market communications are involved in introducing new strategies and programs to develop highly focused marketing communication programs. The modern marketing communicators are putting in best efforts to design an effective marketing communication program which caters to the needs of fast growing micro markets. Another major change in the approach and access is the intrusion of latest technologies into the business processes. Kotler & Armstrong (2010) affirmed that the computer and information technology are constantly making the process and access faster towards segmented marketing and associated communication process. The latest information technology has revolutionized the entire business information systems supporting to a great extent to the modern marketers to keep closer track of customer along with customer's needs, wants and buying habits and psyche. Such latest and fast changes from mass marketing to the segmented market approach have been the influencing factors to the remodeling of marketing communications. Kotler & Armstrong (2013) affirmed that now, we have marketing communication approaches more focused, customized, specialized, and highly targeted



communication efforts beyond the traditional practices.

3. GROWTH OF DIRECT MARKETING

In present times, out of all elements of marketing communication the direct marketing has emerged as the most visible face and the most acknowledged event to make access to customers. Yeshin, T. (1998) observed that apart from the traditional approach of mass marketing programs, now the emphasis is on one to one marketing including marketing communications strategized for individual customer approach. The process and approach of direct marketing encompasses direct communications with segmented and targeted customers to acquire the immediate response of the customer or consumer. It is noticeable that through direct marketing the companies can successfully study, evaluate, approach and communicate to customers their marketing offers. Strydom, H. (1998) accepted that however, the direct marketing is the most flourishing strategy of marketing communication in present times being successfully and wholehearted adopted by the modern companies involved in producing all sorts of products.

4. DIRECT-MAIL MARKETING

Direct mail marketing includes direct mail and catalogue marketing, telemarketing, television marketing and on-line shopping. It is evidential that there has been a rapid growth in business because of direct marketing or direct mail marketing for its higher ability to one-to-one communication. Direct marketing provides the opportunity to target the market on selective basis. (Kotler & Armstrong, Marketing: An Introduction, 2000) "Direct mail permits high target-market selectivity, can be personalized, is flexible, and allows easy measurement of results. Direct mail has proved very successful in promoting books, magazines subscriptions, and insurance. Increasingly, it is being used to sell novelty and gift items, clothing, gourmet foods, and industrial products. Direct mail is also used heavily by charities, which raise billions of dollars each year and account for about 25 per cent of all direct-mail revenues."

5. CATALOGUE MARKETING

The catalogue marketing is supporting business through various dimensions. The catalogue marketing has become one of the most popular and effective ways of marketing communication. The potential companies and general-merchandise retailers like BPL and Lakme exercise conduct selling of a full product line of merchandise by catalogues. Despite that, these giants companies have been challenged by thousands of special featured catalogues which are effective enough to serve highly

customized market niches. It is true that many consumers enjoy receiving catalogues and sell them further to the book stores and magazines stands. Kotler & Armstrong (2010), accepted that in present times, many a business-to-business markets depend on catalogs to initiate the business. Catalogs come into different shapes like simple brochure, videotapes or computer disk, or three – ring binder or book catalog.

6. TELEMARKETING

Telemarketing is the choice of contemporary business houses. Telemarketing has been one of the most celebrated mediums of communicating sales message through this mode of customer seller interaction. Telemarketing is a practice of using the telephone or mobile phones to inform, pursue or sell directly to consumer including satisfying queries of the customer through sales persuasion techniques. (Kotler & Armstrong, Principals of Marketing, 2013) "Marketers use outbound telephone marketing to sell directly to consumers and businesses. Outbound toll-free 800 numbers are used to receive orders from television and radio aids, direct mail, or catalogs. The average household receives 19 telephone sales calls each year and makes 16 calls to place orders. During 1990, AT&T logged more than 7 billion 800-number calls. Business-to-business marketers use telemarketing extensively. In fact, more than \$115 billion worth of industrial products were marketed by phone last year. Most consumers appreciate many of the offers they receive by telephone/mobile. Properly designed and targeted telemarketing provides many benefits, including purchasing convenience and increased product and service information."

7. TELEVISION MARKETING

This modern mode of marketing communication has a very mass access to the customers. The communication about the products by various business houses is being majorly casted by television on every day, every hour basis. (Kotler & Armstrong, Principals of Marketing, 2010) "Television Marketing takes one of two major forms. The first is direct response advertizing. Direct marketers air television spots, often 60 or 120 seconds long that persuasively describe a product and give customers a toll-free number for ordering. Television viewers often encounter 30-minute advertising programs, or information commercials-for a single product."

8. INTERNET/ ON-LINE SHOPPING

Internet is playing the most active role in bringing the company and products at one common platform to interact and make purchasing decisions. Maddox, K. (2005) observed "The Internet is no longer simply an option in a company's communication strategy. It is an essential element.



The Internet, and especially the World Wide Web, is relatively new to consumers. Millions of consumers are now regularly logging in online. They are still, however, in the process of forming what they want to do when they get there. Like someone moving to a new city, consumers will be reevaluating with whom they will do business". Now, the process in vogue is that an on-line computer-based shopping is conducted through interactive and on-line computer services where a two-ways system is established to link consumers with sellers electronically. The most significant thing is that these services create computerized catalogs of products and services offered by producers, retailers, bank, travel organizations, and others. Consumers use a home computer to look into the systems through cable or telephone lines.

9. RELATIONSHIP MARKETING

In modern age of business, the relationship marketing is in its full swing. Almost all business houses across the world have recognized the importance of relationship in marketing. Today, relationship with the customer, understanding customer's attitude and solving and supporting consumer's purchase decision has got a significant place in the overall marketing and its communication strategy. Lepla, F. J., & Parker, L. M. (1999) agreed that the fresh approach to marketing activity is that customers do not buy things as a general attitude rather they shop solutions to existing problems and that too successful business concerns aspire unique insight into customers and the problems they face. When the plan and process of business is executed in this style it helps strengthen customer relationship. Such approach supports the customer relationship positively and such relationships with the buyers become the key to attracting high sales and holding them for a very longer period of time. Nurturing such system with the customer care and maintaining relationships is an ongoing journey forever. Kotler & Armstrong (2000), believed that most of the organizations are better at developing interpersonal with their customers and listen to them carefully and take necessary measure to solve customers' problems. In olden days the marketers' practiced means of communication was the one sided i.e. from the company only but now, they are expected to develop a two way communication which means listening to the voice of their customers also.

10. DIRECT MARKETING DATABASE

In modern times, marketers focus on database to segment and to make an effective approach to a customer. A marketing database is a well-organized and tabulated database for an individual customer or prospective consumer which mainly includes geography, psychographic, demographic and the

buying behavior pattern. Thus, the approach of maintain database of consumers can be effectively used to find the right prospect and tailor products or services. Most of the companies are in practice of structuring information sheet to target marketing communication and focusing selling efforts.

11. INTEGRATED MARKETING COMMUNICATIONS

Since the advent of new concept referred as Integrated Marketing Communication (IMC) most of the companies are adopting this methodological approach to make a consolidated access and approach to a customer. Cant, M C & Machado, R. (1998) observed that in this concept, the marketers meticulously integrate as well as coordinate various communication channels like mass media, advertising, sales promotion, personal selling, direct marketing, public relations, product packaging and the like to deliver a transparent and clear, consistent and effective message about the organization and its products. The company and marketing experts' decide strategies and roles that the various promotional tools will play and the extent to which each of them will be utilized. (P. Kotler, Integrated Marketing Communication Strategy, Chapter 13, P 542) "It carefully coordinates the promotional activities and the timing of when major campaigns take place. It keeps a track of its promotional expenditures by product, promotional tool, product life-cycle stage, and observed effect in order to improve marketing strategy... Integrated marketing communications produces better communication consistency and greater sales impact...It leads to total marketing communication strategy aimed at showing how the company and its products can help customers solve their problems."

12. THE NEW ADVERTISING MEDIA

In the present scenario as the new techniques and tools of marketing communication is emerging and as the technology of communication is advancing the approach of the marketers are focusing on to segment the mass in fragmented markets for their marketing approach and persuasive access. In order to capture best to these small chunks of prospective customers, marketers are looking beyond Television, radio, print, and billboard and other traditional ways of advertising to let their message internalized. Marketers put hard efforts to get their message imprinted through the generalized ways of communication like through movies, supermarket wardrobes, e-mails, and telecommunication. The new recognized range of marketing communication tools are:

13. DIGIZINES (or e-zines)

Digizines is an online magazine which generally shares some features with a blog and also



with online newspapers, but e-zines is distinct in its approach because it always has an editorial control. Normally, magazines seldom have a flock of editors or a system of editorial boards who review, analyze and evaluate technically all the submissions and put a check as profound quality controller. Barker, R & Du Plessis, DF. (2002), observed that, they ensure such scripts have the worth of quality material that meets the expectations of the publishers as well as readers. Online magazines are also known as webzines. An e-zine is a more official term connotes to small magazines and newsletters sent through electronic modes, However, some of the social groups evoke the terms cyberzine and hyperzine intending to indicate electronically distributed scripts resources while some online magazines are referred as electronic magazines.

14. INTERACTIVE TELEVISION

Interactive television represents a continuous flow of interactivity (TV on/off, volume, changing channels) to moderate interactivity (simple movies without player controls) and high quantum of interactivity in which an audience member affects the program being watched. The self-explanatory and obvious example of this can be understood by any kind of real-time interaction on the screen where the audience vote results decides and the same is reflected in how the show continues or deviates.

15. FAX-ON DEMAND

First introduced in 1989, Fax on Demand (FaxFacts, 1989) "allows callers to retrieve information via fax on the same call (from a fax machine) or by call back (from a phone, "2 call"). In today's Internet economy fax is still the preferred form of communication for classified or legal documents. Fax on Demand provides a complement to your corporate website as 99.9% of all businesses own a fax machine, but not nearly as many have Internet access."

(FaxFacts, 1989) "Fax on Demand is the ideal electronic assistant for companies and organizations that need to have information constantly available to their customers in places other than their website. Companies that provide sales, product, or other timely information to customers by fax find themselves miles ahead of the competition with Fax Facts Fax-on-Demand. Fax-on-Demand makes an office more efficient, saving money and valuable time. Fax Facts reduces overhead by handling these calls for information, thus reducing expenses for staffing, phones, postage, and printing. Telephone bills are lower because Copia's one-call technology downloads documents on the customer's telephone

call. Customers appreciate immediate access to fresh information."

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