Emerging Trends in Marketing: A Study on Offline and Online Retailers in India

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Abstract
Management may engage regularly in more promotion mix strategies and also tend to be creative to consumer. As the environment is dynamic, the entrepreneurs and marketers have to cope up with the technology and take the first step to move high. The social media has become an important link between the marketing mix and promotional mix. Marketing management serve our clients with the most innovative techniques and ideas essential in competitive market for the success of any brand or product and also take steps keeping in mind the demand and interest of the consumers, society and the economy. In this paper, we are talking about the effectiveness of social media as a marketing tool by analysing trading and marketing tools of different companies. Paper includes the ongoing as well as future coming prospects for an organisation regarding its trading and marketing tools. It is to discuss about the hindrances in the way of organizations in fulfilling their activities and achieving goals and what opportunities are available to the organization by way of that they can provide information about their products to the customers and they get aware, buy and use it continuously.

Keywords: innovative techniques, social media, competitive market, marketing strategies, economic growth, major retailers.

Introduction
Social media marketing became the hottest new marketing concept and every business owner wants to know how it can generate value for their business. People are social by nature and collect and share information that is important to them. It is the study of how the technology is making easier for people to connect socially with their network and how your business can earn profit. Most importantly, social networks are extremely capable for informing and influencing purchase decisions, as many users now trust the peer opinion more than the marketing strategies. Customers have the power to talk back and broadcast their opinion of the brand. Therefore marketers have no choice but treat them differentially with greater respect. Digital marketing helps to define digital technologies and marketing techniques which will give options for companies to grow their businesses.

Literature Review
Pearce & Robinson (1997) observed “That for organizations to achieve their goals and objectives, it was critical for them to constantly adjust their strategies to the external environment.”

Kotler & Armstrong (2004) noted that conducting “Business in the new digital age called for a new model for marketing strategy and practices.”
Kotler & Armstrong (2004) suggested that “The internet was revolutionizing the way we thought about how to construct relationships with suppliers and customers, how to create value for them, and how to make money in the process, in other words, it was revolutionizing marketing.”

Lyng (2008) noted that “Uncertainties in market conditions overtime created risks in sales decisions.”

Environmental changes could mean “The difference between success and failure of an organization. Marketing considerations were among the managers’ most important decisions.”

Craven (2002) suggested “That in a fiercely competitive market place, it was crucial to identify a strategy that drove the customers to you and not to your competitor.”

Majumder (1996) noted “The great issues that marketers were faced with were severe recession, reduced purchasing power, reduced growth rate, increased competition, consumer awareness and pressure on pricing.”

Drucker1995 “The current trend in the highly competitive environment was that customers did not want more choices but wanted exactly what they wanted, when, where and how they wanted it.”

Objectives

- The objective of this is to obtain the business goals. The specific objective is to understand the latest preferences of the customers.
- To examine the social media which help the consumer in decision making.
- To study the gap between consumer expectations and the social media and its performance.

Marketing Strategies

Market strategy is the purpose of increasing sales to achieve the suitable competitive advantage including all basic long term activities. It helps to find out the marketing designs to reach the marketing needs. Marketing strategies are dynamic and interactive. Keeping in mind the dynamic environment, the strategies are made accordingly. In today's scenario business cannot be thought of without interaction, so a business has to make interactive strategies with the society, environment and customers. Developing of marketing strategies is to create a plan to check the progress and a set of contingencies. There are different diversities of marketing strategies which depend upon the situation for the individual business. The purpose of the marketing strategy should be to identify and then communicate the benefits of your business offering to your target market and customers. The market strategies cannot be run for long time as per planned because of dynamic environment, availability of products, raw material, demands of the consumer and supply procedure. Speeding up of time leads to change the long term plans into short term plans.

Major Retailers

Wal-Mart: Wal-Mart store increases the largest retailer and the largest company in term of revenue. Walmart is an American multinational retail corporation that runs chains of large discount department stores and warehouse stores. It operates retail stores in various
Walmart offers a wide assortment of merchandise at everyday low prices in its retail stores. As you have know the US e-commerce industry is growing faster and faster for the past 2 years. And sales also have been increasing. We will try our customer to spend more by 62% by 2016. The most of the time e-commerce is being to see the needs of consumer and demand on this time one of the retailer is the Walmart. Its objective is to change the design of store in order to attract the customers. It is the leading in the retail in discount leading. Size and volume of Walmart gives advantage to its suppliers and competitors. It function is to increase the earning potential and success of the particular business, choosing the most profitable function for a market to promote the business. To improve a business or make a business better than its competitors, Walmart’s business strategy is to provide a wide variety of high quality, branded products and to procure products at the lowest prices possible from manufacturers. Walmart imposes a strict control on its overhead cost.

**Big Bazaar:** Big bazaar is India’s largest hypermarket. It caters to every need of our family. Big bazaar has included a wide range of product and services offering under their retail chain. It includes fashion and apparels, food products, general merchandise, furniture, electronics, books, fast food and leisure and entertainment session. Its Vision is to deliver everything, everywhere, every time to every Indian consumer in the most profitable manner. It mainly Target all type of consumer to full their every kind need. They have different section for apparels at fashion big bazaar which mainly focuses on the new, stylish and fashionable clothes for the entire age group consumer.

**Airtel:** Airtel has been a Pioneering force in the Telecom sector. It is the India’s largest integrated and the first private telecom service provider. The Business at Bharti Airtel has been structured into four individual strategic Business units – Mobile Services, Airtel Telemedia Services, Enterprise Services and Digital TV Services. Vision of Airtel will be the most loved brand, enriching the lives of million by 2015. To be globally admired for telecom services that delight customer. It will be the first private telecommunication company to launch long distance services. The main mission isto have Innovative products and services, empowered employees, ost efficiency and Unified messaging solution.

**Reliance:** Reliance communication limited is an Indian broad band and telecommunication company headquater in Navi Mumbai India. RCOM is the world’s 16th largest mobile phone operator with over 150 million subscribers. Established on 2004, a subsidiary of the reliance group. The Vision is to create value for the nation through sustainable measures and enhance quality of life across the entire socio-economic spectrum and help India to become a Global leader in the domains where it operates. The Mission is to create value for all stakeholders, grow through innovations, use sustainability to drive product development and enhance operational efficiencies and to lead in good governance practices.

The company has 5 segments:

- **Wireless segment** includes wireless operation of the company.
- **Broad band segment** includes broad band operations of the company.
- **Global segment** include national long distance and international long distance operations of the company and the wholesale operation of its subsidiaries.
- **Investment segment** include investment activity of the companies, and other segment.
Other segment consists of the consumer care activities and direct-to-home activities. Overall three things emerge from the way Reliance handled the media:
Firstly reliance builds a huge public relations exercise around the launch of the product. The public relation gave much leverage to the advertising and gave rise to the word of mouth campaign.
Secondly reliance infocomm utilised every media vehicle effectively.
Thirdly, reliance infocomm relied on the passions of India, while framing advertisement.

Snap deal, Flip kart Reducing Discounts
E-commerce companies operating in India includes Flipkart, Amazon and Snapdeal are funding discount using mechanism as complex as the complicated structures. In India flipkart, snapdeal and amazons operates as the marketplace. It is happening due to the continuous losses to the online stores due to the discounting strategies. It is not only because of losses but also there are many reasons for this. These are:
- Online stores are getting pressure from the investors firms to cut down the discount rates.
- Today is the era of competition and competition is sky rocketing and hence to 9increase the profitability.
- Customers are rising due to the discount rates but discount of which cannot be fulfilled easily becoming complicated.
- Vat is the demand by the government where facilitator are owning places.
- Due to the discount rates on e-commerce the brands are unable to participate and if they participate loose the brand recognition and supper losses.

Snap deal has Acquired Free charge
One of the biggest market place is acquired by the snapdeal to build the most impact digital commerce eco system in India. Freecharge is a platform where online mobile recharge, DTH payment is done. Freecharge offers convenient and efficient solution application. Freecharge has many offers like discount coupons on mobile recharge. By this acquisition snapdeal has become India’s leading mobile commerce company. Freecharge will continue to function as an independent platform and all aspects of freerecharge’s shopping experience will remain intact the company will collaborate to offer a similar shopping experience to customers.

Conclusion
Today’s organization are extremely sensitive to the political, demographic, technological and economic development. An effective marketing programs brings all the marketing programs together all the elements of the marketing mix to achieve the organisation marketing objectives by delivery to customers what they want and need. The most effective companies will be those who work most efficiently. Each role may have different emphasis, but they all require the energy face and challenging trading floors. Our analysis are given exposion to the market from the outset, which means no single day is same. it is concluded that customer behaviour, their attitudes or perceptions and the nature of the market are studied with a view to compete in the market and gain profits and reputation.
and to survive for long run and for growth development. Hence, for an organization to grow and develop and to make reputation in the society, there is need of effective and efficient use of marketing and trading tools and their proper implementation.

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