



Impact of Social Change on Evolving Marketing Trends in the New Era

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ABSTRACT

Change is the law of nature. Society continuously evolves as time passes. Over the years, Indian society gets transformed in various aspects like technological advancement, change in the status of women, Environmental awareness and many more. . These changes influence the way people live and think. Marketers need to cope up with this changing perception of the consumer. New marketing trend has become an important aspect of modern marketing strategies due to the evolving social changes in India.

Recently, Marketers are switching their investments for promoting their product and services from traditional to newest emerging trends of marketing. This chapter is an attempt to identify the impact of social changes on the marketing in India. Also, identify various emerging trends of marketing implemented by various companies. It is concluded that Femvertising, Green Marketing, Social Marketing, Urbanization Marketing and Digital Marketing especially Social Media Marketing are the emerging trends and have tremendous scope of growth in future.

Keywords: Social changes, Marketing Trends

1. INTRODUCTION

The success of the business depends and decides by the various facets. Marketing is the vital aspect of the business for the success which drives the expansion and growth of the product and service. In today's competitive market, it will be difficult to create awareness and promote a product without marketing strategy.

According to Philip Kotler, (Kotler, 2009) "*Marketing is an administrative and social process through which individuals and groups obtain what they need and desire by the generation, offering and exchange of valuable products with their equals*".

Over the years, the difficulties of marketing have been commendable and extraordinarily changed. The scope of marketing is not just restricted to small and big business houses but it stretches even to government too. Marketing is everywhere from creating a value of the product and services to image-building of an individual.

Recently, Marketers are switching their investments for promoting their product and services from traditional to newest emerging trends of marketing. The reason is we live in a society which continuously and dynamically changes. These changes influence the way people live and think. Marketers need to cope up with this changing perception of the consumer. New marketing trend has become an important aspect of modern marketing strategies due to the evolving social changes in India.

2. OBJECTIVE OF THE STUDY

This paper is an attempt to study the impact of social changes on the emerging trend of Marketing in India. Also, highlights the various selected brands which implemented social changes and evolved strategies implemented by the marketers for promoting their products in India.

3. METHODOLOGY OF THE STUDY

Secondary research based on descriptive research design and data are collected from different publications, journals, articles, reports and websites.

4. LITERATURE REVIEW

Jiang Y. (2023) analysed the current situation and trends of social media marketing in order to provide a comprehensive understanding of this rapidly evolving field. Also, explores the benefits and challenges of social media marketing, the most popular social media platforms and their characteristics,

the latest trends and developments in the industry, and the future outlook for social media marketing. The findings of this research demonstrated that social media marketing offers numerous opportunities for companies to reach and engage with their target audiences, but it also highlighted significant challenges, such as maintaining brand consistency and managing negative comments.

Daryani N. (2022) tried to evaluate the value creation by E-marketing, growth of digital marketing, its scope and personalized marketing as the emerging trend in marketing. Also, tried to find out how globalization and DE globalization affects the scope of marketing. Descriptive research design is used to conduct interviews of 26 marketing managers of different companies and industries. The study concluded that Digital marketing has a wider scope compared to traditional marketing methods and is also preferable.

Eppanapalli P. K. (2022) explored the social transformation dimensions like perception of the public, social ideals and realities, and recognition by a significant number.

Pawar A.V. (2019) emphasised on the role of advertising and its impact on Indian society. Advertising plays an important role as an influencer in changing society. The study highlighted various advertisements and its positive impact of social messaging towards change in the society. At last, the study concluded that social advertising acts as an influencer for social awareness and change in the society.

Subramanian K. R. (2017) assessed the impact of social changes on the advertising and promotion of the product. The study also focused on the future trend of Advertising and Marketing. Researcher also suggested various strategies to cope up with upcoming future challenges due to social changes.

5. RECENT MARKETING TRENDS REFLECTING CONTEMPORARY SOCIAL SHIFT

Change is an inevitable part of life. Social changes are important for the organizations because organizations have to meet the demand and expectation of the customers through their products and services who live in the society which is ever changing. Social changes have an impact on the needs, consumption pattern and preference of the customers. Organizations need to adapt these changes to remain relevant and competitive. Social changes happen due to various factors and some of the social changes are:

- 5.1 Technological Advancements
- 5.2 Urbanization
- 5.3 Women Empowerment
- 5.4 Cultural Exchange and Diffusion
- 5.5 Social Movements and Activism
- 5.6 Environmental Changes

5.1 Technological Advancements:

Technological revolutions like easy affordability of mobile phones & usage of the internet, often lead to significant social changes. It has transformed communication mostly into societal interaction, commerce, and information access. Social Media platforms are the best example of transformed social Interaction and served as a significant tool for emerging modern marketing strategies embraced by companies. It is remarkably accessible, affordable, and feature-rich; and better-suited for business-to-business and business-to-consumer correspondence.

Platforms such as *Facebook, Instagram, Wechat, Twitter, LinkedIn, and TikTok* are the most popular among marketers which offers numerous opportunities for companies to reach and engage with their target audiences. The trend of using *social media influencers, short-form videos, live streams, video content, voice / text message and user-generated content* is very popular and noticeably increased which are created by Companies to engage with their target audience in a cost effective way.

Interactive content such as polls, quizzes, and augmented reality experiences, has become progressively popular on social media.

Personalized Marketing is also been practiced in the organizations and has emerged as newest trend in marketing. With the help of AI and Machine Learning, brands offer hyper-personalized experiences. With improved algorithms, marketers can provide more accurate recommendations and tailor content to specific audiences, enhancing customer experience.

Social commerce is also gaining popularity nowadays which facilitates the purchase of products directly through social media platforms.

Virtual reality tours of a hotel or resort can be offered to potential customers, allowing them to experience the property before booking a stay such practices also adopted by many like Madhubhan Resort & Spa.

5.2 Urbanization:

People want to shift from villages to towns and cities because of the desired job opportunities and improve standard of living. Urban towns and cities are continuously increasing and forecasted to grow in future. The concept of nuclear or small families came into existence and this will going to lead the

demand for the products. It is easy to identify that urban people have more disposable income compared to rural people, means no longer consumers focuses on cost but they view price as an indicator of quality. This can help marketers to understand better about tailoring their products as per their need.

Ipsos India CEO Amit Adarkar said, as India progresses, the level of urbanisation is expected to go up. In 2011, 31.3% of Indians stayed in urban areas. In 2021, the figure rose to 35.4% and by 2035, the percentage is expected to go up to 43%. Urbanisation is a big trend that can boost consumption in upcoming years quoted by Nitin Paranjpe, chairman, Hindustan Unilever. Urbanization has not only influenced lifestyles and working patterns but also led to growth in organized retail sector. Consequently, this revolution has considerable impact on consumer buying behaviour, prompting shifts in habits and preferences. Urbanization provides ample opportunities to the companies and marketer to serve their emerging needs.

It is found from many recent research studies that people prefer online shopping compared to visiting mall especially because it can save time, safe and easy to do in fast paced life of urban area people. Fast paced life of urban people leave no time for themselves which leads to ample of opportunities for companies to address their needs. Companies like *Amazon India*, *Flipkart*, *snapdeal* etc offer attractive discount, offer of exchange at affordable cost. *Zomato and Swiggy* offer food delivery service, *Ola uber* for cab booking, *Urban company* provide a platform which is serving professional services like salon & spa for women and men, repair, cleaning, electrician, plumber etc. by professionals and connect them with customers.

5.3 Women Empowerment:

According to the fifth National Family and Health Survey (NFHS) carried out by the government between 2019 and 2021, India has 1,020 women for every 1,000 men. Now, India has more women compared to men. Obviously, this change will influence the marketing strategies in India.

Increased literacy rate of girls leads to more number of Employment among women which indicate the considerable change in the status of women. Now, Women are getting ample of opportunities in various fields for employment which leads to financial independence. Considering, this change in the role of women in India. Companies start promoting femvertising. Femvertising is a marketing strategies used by companies to promote their product and also communicate message of empowering and inspiring women. Through messages in advertisement, a company tries to create loyalty and involvement of women. Overall, femvertising can be a win-win strategy for brands and consumers alike, as it promotes positive social change while also driving brand engagement and sales.

Ads that celebrate women and girls instead of objectify them have become extremely popular in the current scenario. In India, people consider body shaming and colour biases as normal but don't understand its negative impact on people's minds. Body shaming decreases the confidence of people and creates serious mental issues. For stopping it, *Dove* released a video campaign titled, 'Stop the beauty test'. The video shows how women are discriminated against for their weight, height, skin colour and hairstyles. It encourages viewers to see the inner beauty and skills of the person.

Covergirl is femvertising to help break barriers by teaching girls that they CAN. Often girls hear what they can't do. Actually Girls are as capable as anyone. So, Campaign featured few role models who display for young women what beauty looks like from the inside out. They also expressed that beauty can be different from person to person and differences should be embraced!

Companies are spending millions in shaping perception so it is their responsibility to use this power in a positive manner. Femvertising can be considered as a beginning of a large cultural change in society. Although remarkable progress still needs to be made but it is crystal clear that cultural shift has begun

5.4 Cultural Exchange and Diffusion:

Interactions with different cultures and the spread of ideas can lead to shifts in values, beliefs, and artistic expressions. This phenomenon has more observed in a globalized world, where borders are increasingly less significant in terms of the flow of information, ideas, and goods. Cultural exchange can promote tolerance, understanding, and the adoption of new practices. The rise of Japanese matcha tea, Korean beauty products, and Mexican street food in global market is the best example of cultural diffusion.

Brands are expanding and adapting local taste and preference. International companies are modifying their products and marketing strategies to fit diverse cultural norms and preferences. For example, *McDonald's* offers unique menu items such as the McAloo Tikki in India, *Starbucks* introduced Masala Chai Latte to appeal to local tea drinkers, *KFC* offers paneer options in its menu to cater to the vegetarian market. Another well-known marketing by *Cadbury* "Kuch Meetha Ho Jaye" which beautifully capture the spirit of Indian festivals and "Raho Umarless" message that all ages can have fun and age is just a number.

5.5 Social Movements and Activism:

Organized efforts by the government to challenge various issues and act as a powerful agent for transformation of the society. Social movements have played crucial roles in advocating education, civil rights, gender equality, Health issues and other progressive causes.

With the purpose of social awareness, many advertisements' like School Chale Hum, Sarva Siksha Abhiyan, Siksha, Child Labour, Adult education and distance education with such theme and slogan are popular among women and it is commonly telecasted in Doordarshan continuously from last many years.

Recently, MNCs also initiated to promote social movement through advertising; this will not only enhance their image but also plays an important role in shaping social values. This approach is often seen as a form of corporate social responsibility (CSR). CSR initiatives undertaken by multinational

corporations can cover a wide range of issues includes Environment, Human rights, Diversity, community development etc. Even Marketing Campaign by Ariel - Share the load tried to break the stereotype thinking towards Gender bias.

For the first time, FMCG brand, *Maggi, Nescafé and Kitkat* give up their most iconic and recognized brand properties to support the cause of educating the girl child. Maggi has changed its tag line from “2 minute noodles” to “2 minutes for education”. Kitkat has changed the visual of the finger snap to one without the break with the line “No break from education” and Nescafé changed the tagline “It all starts with a Nescafé” to “It all starts with education”.

5.6 Environmental Changes:

Environmental shifts can trigger social change. Degradation in the environment became a major concern for society and to address this, many companies take initiatives to support environmental issue. Green Marketing is very important in today’s world because people are more environmentally conscious.

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe.

Companies involve in promoting product or services by highlighting environmental friendly attributes. The main motive of green marketing is not only to sell products but also to create awareness about environmental issues and encourage consumers to make more sustainable choices. Companies are redesigning their product to make them more environmental friendly. Through effective advertising, message related to the benefits of using environmental friendly product are communicated. Green marketing can benefit both businesses and society by encouraging more sustainable consumption patterns and contributing to a healthier planet. This concept also applies to marketing of services example: eco-tourism, green capital, etc.

Larger corporations can easily manage financial resources and scale to invest in sustainable practices and promote them through green marketing campaigns. On the other hand, smaller businesses might face difficulties in implementing green marketing strategies because of limited financial resources and expertise. It might be more challenging for smaller businesses to compete with larger corporations in terms of green marketing, there are still opportunities for them to make meaningful contributions to sustainability and differentiate themselves in the market which required creativity, innovative thinking, and genuine commitment to environment stewardship. Microsoft has committed to becoming carbon negative by 2030.

Many companies like *IKEA* focuses on sustainability by creating a product line with recycled materials. *Body Shop* encourages customers to return empty product containers for recycling through its Return, Recycle, Repeat initiative. *Hyundai* encourages its customers to choose to dry wash their cars for servicing which saves 120 litres of water. *Airtel* promoted bring back our stars social campaign while pointing to the serious issue of increasing pollution in India. *Philips* promotes its energy-efficient lighting solutions and other sustainable products designed to reduce energy consumption. Also, *Volvo* Auto India initiated – Breathe Free Campaign to reduce our carbon footprint significantly.

6. Conclusion

Companies and media have to be more responsive to the changes in society. In the situation of social problems, companies can play a significant role through their marketing strategies by creating social awareness and change. Today’s society is aware about family planning, AIDS, Iodized Salt, Pulse Polio, Cancer, TB, Pure Drinking Water, reduction of Superstition etc. then credit goes to social Marketing.

There is no doubt that marketing has evolved with the social changes and well adopted it. Digital marketing, Green Marketing, Femvertising, etc. are continuing to be in trend and in much greater approach and scope in future. Companies are experimenting with different types of digital marketing strategies to sustain, grow and increase profitability in the competitive environment. In India, Social media marketing has become an important aspect of modern marketing strategies due to the increasing popularity of social media platforms and the rising number of internet users.

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