

### Recent Trends in marketing

By Ram Murti

Assistant professor, G.M.N.College, Ambala cantt

Abstract-Modern marketing makes us aware about various aspects regarding quality wise product and their sellers. At this time we come across various new trends in marketing. The recent trends of marketing is different from traditional way of marketing. The marketing is one of the fields have been substantially revolutionized by internet based technology. It is now known has come to play a key role in all elements of marketing mix. It is a new face of communication in the interface between a business and its consumer. Recent trend of marketing most prominent point regarding the advent of the available of products through modern marketing. Marketing is a pervasive may claim to provide us all kinds of luxuries and comforts goods. It is a place where receive in our daily routine requirements. Marketing is a more dynamic discipline. Under modern marketing is applied to capture a new market area in foreign countries. It is applied to industries where the production process has to kept busy in whole year and product must be sold continuously. More heavy expenditure incurred on sale force and sale promotion activities. Marketing philosophy holding that a business's marketing should support the best long run performance of the marketing system. Marketing is based on a statement 'Consumers is the king.' Online marketing is one that a person can reach with a computer system. Online marketing decrease the cost of business operation with the help in establishing direct link between marketer and his consumers. It is proved to be remarkable revolution in modern marketing. No strategy is a good as the online marketing to face the cut throat competition in the market. Commercial online channels most of the companies set up their information and marketing service that can be accessed by those who are signed up for the service and pay a monthly fee. These online services are [www.naukri.com](http://www.naukri.com), [www.scribd.com](http://www.scribd.com), [www.allproject.com](http://www.allproject.com), [www.mbaproject.com](http://www.mbaproject.com) etc. Internet is now available to much broader audience. User of internet can send email, business information and political, art, science, sports, shop for product information. Millions of people around the world use internet services. following are important services are: [www.hotmail.com](http://www.hotmail.com), [www.google.com](http://www.google.com), [www.yahoo.com](http://www.yahoo.com), [www.rediffmail.com](http://www.rediffmail.com). Under recent marketing system consumer can find comparative information about products and competitors, companies, without leaving their home. They can get comparative information about quality, performance, price, availability by online services.

#### Objectives of the study

The objective of the studies are :

- \*To define the meaning of recent marketing
- \* To observe the marketing environment
- \* To analyze advantages and disadvantages of modern marketing
- \* To know the comparability of products through marketing

### Methodology

Methodologies consideration that were employed in the research ,author used observation and survey methods. The author utilized the main advantages of recent trend in marketing and conduct a research on modern based through different marketing forums ,blog and social website Where were created special themes and ask some questions as: What is modern technique in marketing ?What are the main problems of online marketing? What are the main advantages and disadvantages of recent marketing trends .In the context which are analysis and sorted out ,represented in the paper as well as the observation of variety of matter taken journals, books, articles ,magazines was used .

### Some new trends in marketing

#### \*Catalogue marketing

Catalogue marketing takes place when company mail their product catalogue to prospective consumers. Catalogue is a pictorial booklet of product then company sends directly to customer. Catalogue contains details of various varieties, prices, products, and others schemes. Catalogue can also be used to invite peoples to visit retail outlets.

Catalogue increase the interest of the consumers new and more interest product should be placed in the first few pages.

Catalogue should be updated.

Catalogue should be descriptive.

Catalogue should be factual and ensure that the products ordered by the consumers are in stock and delivered on time.

#### \*Business to Business

BUSINESS TO BUSINESS represents transactions between two houses. Category is featured by the limited number of transactions where each transactions is typically or large size. Business to business transactions include invoicing ,ordering,just in time inventory systems, making payments and electronic Data Interchange.

Business to Business reduced in manual work.

Refining the existing arrangement.

Business to Business can reduce cycle time by more than fifty percent.

Business to Business prime constituents are supply chain management and consumer relationship management.

Business to business upgrade their work culture, knowledge, equipment.

Business to Business based on assumption that 'If you look at me,I will look at you'.

**\*Augmented marketing**

Augmented marketing related to additional consumer services with innovative offerings. Under this provide a set of benefits that promise to give the better service at best level. Augmented marketing is very common in market these products are :

Internet services

Laptops

Mobile phones

LED televisions etc

**\*Service Marketing**

Service marketing is a modern technique of marketing to service sectors. Service is any benefits and activities that one party can offer to another that service is intangible. Several features distinguish service from goods are as:

Intangibility, Perishability, Separability, Heterogeneity, Ownership etc.

Under this includes Product, Price, Place, Promotion strategies.

Services marketing include:

Communication, insurance, financial, transportation, catering, personal care, entertainment, educational, consultancy and medical services.

**\*Counter marketing**

Counter marketing is a deliberate attempt to damage and totally kill the demand for the good and service. Some product which have a good demand but they are not good from consumer welfare and unsafe or harmful effects on consumer. These product and services are, we know excessive smoking, drinking, having unsafe sex, used of wormicides and pesticides, drugs and fertilizers etc have more and more harmful effects on consumer welfare.

Statutory warning imposed on the cigarette pack.

The use of D.D.T and penicillin products are banned in view of long ill effect.

Environment friendly and consumer friendly hot drink, drugs, pesticides, filter cigarette as developed alternatives for safe consumption.

**\*Concentrated Marketing**

Concentrated marketing is a planning in which cover a strategy firm goes after a large share of few sub-markets instead of going after a small share of a large market. The firm can center points its markets efforts towards some selected segments of the total market. A small firm may complete and create monopoly in the market. Few example

Tata's nano

Maruti's Alto

**\*Demarketing**

Demarketing is a marketing in which deals with discouraging consumer. The main objectives of marketing is not to destroy the demand. Under demarketing reduce and shift product to some other products. Consumers mostly discouraged increase in price, not to promoting the product, temporary shortage of the service and products, products are not suitable for you, for example drugs, cigarette, alcohol.

**\*Event Marketing**

Event marketing is a strategy of marketing in which concentrated the happening of an event.

Entertainment and sports are most common use of event marketing. At this time Sports tournaments, Trophies, Dance and musical shows, Marriage's functions, Realty shows, New year and celebration of jubilies, tour and industrial fairs, nation and regional fairs are few example of event marketing.

**\*Online marketing**

Online marketing is a way of marketing in which deals with internet services. Online marketing is a technique where the user can reach various online information with the help internet. There are two type of online channels.

Commercial online service: [www.naukri.com](http://www.naukri.com), [www.scribd.com](http://www.scribd.com), [www.allproject.com](http://www.allproject.com), etc

Internet service: [www.google.com](http://www.google.com), [www.gmail.com](http://www.gmail.com), [www.yahoo.com](http://www.yahoo.com), [www.amazon.com](http://www.amazon.com), [flipkart](http://flipkart.com).

**Conclusion and suggestions**

The purchasing method of the consumer changing rapidly. Many new challenges under marketing planning are faced. The best methods adopted under recent market trends if supplier are concentrating more than quality of product and services not the profit. Firms and industries are building harmonic relationships with consumers to create consumer relationship centre. The marketing staffs has started work in multidisciplinary tasks. Develop with all factors with the help of consumer's opinion. Under marketing industries are concentrating to follow the rule and regulations, norms imposed by the

authority. All the firms and industries are providing the after sale service under certain terms and conditions. They have established their authenticated service centers in town and cities. Industries are not only recruiting wholesalers and retailers but they are marketing their products through Amazon, Flipkart, Rediff. Many organizations adopted new techniques through sometimes despite their higher prices and training requirements they prefer to tackle the issue of quality and services. Producers are now concentrating on consumer's need and development of the product as per consumer's requirement. Classified the consumers in broader manner – Female consumer may be classified as according to the fashionwise and higher income groups can further classify on gender, age, religion, demographywise. Baba Ramdev and his Patanjali group first he made the yoga popular along with the yoga magazine then he went to sell 'Ayurveda products' in various cities but now he concentrated the shops in all over India with the help of 'Sawdeshi' with the help of online marketing. Due to the effects of globalisation – mobile technology, social media, internet are used in the marketing. The marketing area is passing through a curious and interesting phase. They are rapid change marketing modern techniques, strategy and tools. The firms and industries have to pick then immediately if they want to sustain in competition. Then we grow in the marketing rapidly in our area.

#### References

Google search

Websites

[www.scribd.com](http://www.scribd.com)

[www.marketingweek.com](http://www.marketingweek.com)

[www.business2community.com](http://www.business2community.com)

"Principles of Marketing" Ashok Jain and Varun Jain. VK Publication printed edition 2015-16.

"Advertising and Sales Mgt" Mukesh Trehan and Ranju Trehan. VK Publication edition 2008-09.

"Marketing Research" Shashi K. Gupta and Praneet Rangi. Kalyani Publication edition 2016.

"Services Marketing" Rajesh Baia and Dr. Reeti Gupta. Thakur Publication edition 2015-16.

"Marketing Mgt" S.P. Bansal and Anuj Gupta. Kalyani Publication edition 2013.