

# **New age Marketing Romance – A Role of New Age Marketers, Consumers and Consumerism, Education and Awareness**

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## **ABSTRACT**

*This article intention is to know the relationship of new age marketing, new age marketers, new age consumers and consumerism, education and awareness. In new age market ISMS disappeared (Capitalism, Communism and Socialism) and IZATIONS are appeared (Liberalization, Globalization, Privatization, culturalization, retailization and financialization). In this stage, new marketers are creating wonders, opened new super highways, new bedrocks, dazzling and amazing marketing society. New age marketers are pumping hundreds of different types of products and services everyday and entered into the market with razzel and dazzle brands and services. In this new age market we heard of bread winners, but we have heard of brand winners and created new mindset. New age marketers shows great impact on socio-cultural, economic, macro, meso and micro level based employment, income generation and holds immense potential for countries economy. In these circumstances, new age consumers are arousing and new consumers are very canny, very picky, very choosy, very savvy, very smart and very wise. New age consumers are won't look for the cheapest but will be willing to pay a premium he/her the products and service delivering value. New age consumers are expecting 4Ws and 1 V (Woo, Win, Wow, Wed and Vow) and these consumers around the world are exposed to new ways of living and consuming and demanding things that they sea. New age marketers using as "test bed" for unfair business Bipolarity consumers are rising while cyber markers, fake marketers hunting and harming the new age consumers buy unfair prices quality and quantity and deceptive methods. So consumer awareness and education is very important. Above said circumstances, time has to come rethink about consumerism, consumers' rights, consumer education and awareness. Now every countries flagship is consumerism and marketing evangelists thinking about consumer welfare, laws, acts and rights and responsibilities. For these things education powerful instrument ultimately crest awareness and consumerism popularized and finally consumer obtain quality life, safety and security.*

**Key words:** *New age market, New age Marketers, New age consumers, Consumerism, Consumers rights and Education and Awareness.*

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## **Introduction**

"Marketing is not a function, it is worry of doing business"- Regis Mckenna. In the new age marketing, new age consumers are

increasing , growing economy, favorable demographics 300 million strong middle class and more that a million high net worth individual hold out a lot of promise of the new age consumers. In this age market the

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market pyramid is denominated by the mass segment and creating marketing myopia. The flagship of new age marketing is focusing on Inclusive Marketing (It means all services provided by markets) as we enter a new age market, new age marketers are preparing to vary products and services to new age consumers. According to Saugata Gupta , CEO, consumer products an inflexion point on the consumption curve with will see new categories and news growth drivers emerging for the industry however, the key will be value for money products and services. In the new age marketing , we heard of bread winners, but we have heard of brand winners and will created more complex and more insightful consumers segments and models. In this scenario, marketing science is incredible and new breed of enterpreneuers are rising. New age marketing creating new mind set and consumers are accepting about new age markets that there shrinking space, shrinking time and disappeared boundaries . It has been providing great fruits for everyone in the market society. New age market shows great impacting on socio-cultural environment, macro, meso and micro level broad based employment, income generation and it holds immense potential for countries economy.

Ne age market forces are bringing together multiple issues, and exposing the powerful interaction of economics, politics, culture, technology and lifestyle of consumers and this market provides different bedrocks for world market like innovation, winnomvation and breakthrough innovation. Innovation= creativity + risk taking, Winnovation and innovation+ innovation + market success.

In the present day scenario , new age consumers are living on different bedrocks like mobilism, green market, e marketing, wireless marketing, cross culture, value for money and social media and marketing

magic. The consumers have gala choice and guilt and disposable income is increasing. New age consumers are very canny, very picky, very choosy, very savvy, very smart and wise. Now new age consumers won't look for the cheapest but will be willing to pay premium if he/ she the product and goods delivering value. Children, youth and adult consumers are now the large and lucrative and new target segment. In this age consumers are expecting 4Ws and 1 V (Woo, Win, Wow, Wed, and Vow) and increasingly inclined towards trendy lifestyle due to huge technology revolution in the past decade has changed customers expectations drastically. The new age consumers are the arbiters of fortune new age markets. Consumers are creatures of unique characteristics, the new age consumers have rightly become central focal for designing and implementing all marketing related decisions and the centrality. In this the consumer is GOD so for the safe of God consumerism is need.

#### **What is Consumerism?**

Consumerism is just now emerging in many countries. In the view of Peter Drucker "consumerism is the same of the total marketing concept". When consumer unrest is mounted it becomes an issue for consumerism. What is consumerism, it means protection or promotion of consumers' interest. In early 1960s the American business community of USA coined the term consumerism to create awareness and to make them accessible to legal environment. According to Philip Kotler, "consumerism as an organized movement of citizens and Government to improve the rights and power of buyers in relation to sellers". Consumerism is a social force to make the business more fair, it is the time for remember another definition Peter drucker "Consumerism is actually should be, must be and hoe will be the opportunity of marketing.

This is what we in marketing have been waiting for”.

### **Waves of Consumerism**

First wave 1900 s, Second wave 1930s to 1950s, third wave 1960s to 1980s, fourth wave 1980s to 1991, fifth wave 1991s to till date.

### **WHY CONSUMERISM AROUSING IN THE NEW AGE MARKET:**

Now every country flagship is consumerism. In the new age market consumer is the SLAVE and not the sovereign as described consumers legitimate, interests, expectations and aspirations. At the same time consumer worried, buried, crushed and till buried about safety, security, quality, quantity and price. Consumer democracy is increasing in new age market. New age consumers today have more choice for enjoying goods and services and informed choice also increased (Labeling) and array products and services. This an opportunity for new age markets to exploit the new age consumers.

Social media also increasing and crazy platforms for young generation like my space, orkut, YouTube, twitter, face book, and LinkedIn. Now in the age new market these are converted into my escape, out cut, zero tube, twister, pass hook, and lie kingdom. So social media is cheating the consumers and so many online exploitations are going on. Social media was both a boon and a bane for brands and services. Growth your customer (GYC) to know your customer (KYC) to cheat your customer (CUC) this is prevailed in new age market.

New age marketers producing different types of products like water, vitamin water, smart water and fruit water and fiber water and some the companies tag line is “ a strong hear and fit body” some of the new age marketers “A easy damage of heart and loose

body” . the big trend that is emerging new age consumers taking to packaged and processed foods. Convenience will be the key and more packaged foods and will be consumed. Now intermediate foods too will be succeeded and some of the new age marketers feel this is an good opportunity for exploit to new age consumers.

Britannia too recently launched in the Mumbai market ready-to-eat breakfast foods such as upma, poha, oats and breakfast mixers under the healthy start brand but local new age marketers dump the unhygienic food brands in the market. New age consumers are much more empowered and enabled today and core driver of that technology, but it has to be sensitive Hi-Touch is as necessary as Hi-Tech and this become hell-Teach to the new age consumers.

Post New market age , the profile of consumer has altered dramatically over the past few years, income levels have gone up dramatically, new products, new services are available anywhere and everywhere, consumer have also become more demanding choose. Consumer giving more utmost importance of “value for money, physical protection and mental peace”

In break-neck competition, consumers are expecting ‘4Ws and V and 5As’ (Woo, win, wow, and vow, Availability, Affordability, Accessibility, Acceptability and Accountability

In this casino surveys says each family is 15 per cent adulteration facing especially in species and stapples.

Business dons and sharks following unethical marketing strategies, attack on consumer rights, murder of consumer democracy and attack on the rights of the people.

Bipolarity consumers are rising and consumer’s capabilities and desires and want

continuously arousing. Most of the consumers want to display their standard of living.

Marketers are hunting and harming the consumers by engaging themselves in practices such as deceptive practices, high pressure selling, shoddy marketing practices, unsafe products, planned obsolescence and poor services.

Consumers are unable to understand and comprehend complex methods of marketing and technicalities of the services and product. Consumers cheated to the tune of Rs 2000 crores annually flooded with variety of products and services.

Consumer unable to use his/her power because either lack of information or excess of indigestible information or conflicting information.

In new age marketing , consumer facing black marketing, ambush marketing, corruption, nepotism, redtapism, marketers behavior very irresponsible, arrogance, ignorance while dealing with courserers.

After New market age, in 2000, there are nearly 45 insurance companies in the country with different products and marketing strategies, functioning more than 10,000 offices, emerging about 2.7 million agents and multifarious frauds. These frauds are in different ways. So consumer need consumerism

The Banking sector today has 170 regular banks over 2,000 cooperative banks with close to 80,000 branches. But bankers ignored the Know your customer (KYC).

In M-ad age, consumers mind bombarded with more than 2,000 commercial messages a day.

Paradox of choice (excessive choice)

leads decision- making paralysis and leads to unfair.

Use of the word 'Free' and Word of Mouth.

### **Why consumer education is important**

Firstly, Consumer Education provides the child with the basic knowledge to handle consumer problems. (S) He becomes a discriminating buyer by taking rational decisions and thus goes not fail to prey to advertisements or persuasions.

Secondly, secondly ICT developments have flooded the market with variety of products, goods and services. It is therefore, important that a consumer possesses basic knowledge and skills to judge the products.

Thirdly, Consumer Education can alert the pupils to the 'corporate dumping of dangerous pharmaceuticals and similar products. Aware and alert of consumers can become the eyes and ears of the nation, helping to foster a sense of nation pride. It is said the Consumer Education helps to open the 'consumer eye' of a person. The consumer eye concept means that a well-informed consumer buys the products after critical and analytical evaluation – from the point of view of individual interest and in the interest of the society and nation in general. Consumer Education develops critical awareness and living skills, which are oriented towards building a better future for our society.

“For successful living in developing society where socio-economic changes are occurring rapidly, it will be helpful if some rudimentary understanding of economic forces that influences in daily life is given ... From this point of view, it appears desirable to introduce some elementary knowledge of consumer economics... in a very simplified form”

### **Awareness**

In cyber democracy, everyone should have developed awareness on markets, technology, raw materials, production process and packaging etc. new economic movement is slowly and silently building the awareness regarding consumer protection. As Consumer, we all need to develop a clear understanding of the differences between what we want, what we need. We need, too, to look a critically at some of our assumptions.

During the last few years, the market has changed quit substantially in terms of customer mind set and focusing on Public relations. It is vital management function and attains the consumer welfare. Marketers stress on key drivers they are consumer awareness on products and services and enhance green market and encouraging eco – friendly products. New marketers emphasizing on Gross domestic Products and Green Domestic products, will get better picture for consumers as well as environment. Business houses are the basic roots for modern economy and modern consumer lifestyle. Doubtless, the 21<sup>st</sup> century demands customer satisfaction and marketers marketing strategy for India and world is market orientation to welfare orientation consumers. Marketers identified two mega trends one is protect consumers and environment. In addition to this, marketers recognized the power of socio- economic pyramid. Consumer goods companies enter the segment with newfound gusto especially after life threatening products and services. Competition has been intensified new companies have been launched to make consumers aware on 360 degree companing. Now there is no importance for CSR (Corporate Social Responsibility) but IRS (Individual Social Responsibility) is increasing. For example the banking ombudsmen across the country received

6,612 complaints regarding malpractices and unfair trade activities of banks in 2009-2010.

Consumers association role is very important to creating awareness. These associations are developing different strategies. Accelerating consumers awareness by distributing pamphlets, tracks, monographs and journals. Motivating consumers to adopt socially desirable consumption standards. To set up consumers cells for voluntary complaint, guidance and counseling

### **Consumer Protection Act Consumer rights and responsibilities:**

*A vigilan consumer an asset of the nation.*  
The Consumer Protection Act 1986 has changed things for the better of the consumer. There is no ad volorem court fee and there is no need to engage a lawyer, A consumer can lodge a complaint on his own, narrating the deficiency in services, enclosing proof of payment for it. The special forums constituted under the Act adopt summary procedure, receive affidavit of evidence, and hence the wait for Justice could be minimized. The union of India and state government have constituted consumer protection councils with powers to give directions on matters of consumer interest.

The definition of ‘Consumer’ under the CPA is wide. Any person whop pays for goods/ services is a consumer of this purpose. The definition also includes a person who has been authorized by the original consumer.

### ***The rights of the Consumers:***

Consumers now have the rights to be protected against goods which are hazardous to life and property; to be informed about the quality, quantity, potency, purity, standard and price of goods so as to be protected against unfair trade practices; to be assured, wherever possible access to a variety of goods at competitive price; to be heard and

to be assured that their interests will receive due consideration at appropriated forums; to seek redress against unfair trade, and the right to consumer education.

#### **Responsibilities:**

London based body of consumer organization has derived 5 responsibilities. They are 1. Critical awareness 2. Action 3. Social Concern 4. Environmental awareness 5. Solidarity. ‘*Let the consumer beware*’ consumers have not only rights but also the responsibilities to protect themselves and do exercising on rights. Consumers must use the two key elements such as Education and awareness. In present days there are essential for every one without these it is very difficult to chase the Marketers.

#### **Why you (consumer) not using the following rights?**

1. “The future depends on what we do in the present”. Act 1986 gives you the wonderful rights: 1. To be informed 2. To be heard 3. To seek redressal 4. To safety, 5. To choose 7. To consumer education.
2. Eye on expiry date
3. Check for ISI mark when you buy any electronic goods.
4. Look for AGMARK
5. Look at Hall mark while buying gold ornaments.
6. Consumer must collect and obtain full information before purchase the products.
7. Eye on MRP not hesitate.
8. If you feel any inconvenience while you are purchasing, freely approach consumer forums.
9. Obtain bill or cash memo for purchase.

10. Be alert about unethical and misleading advertisements.

#### **Policy Measures**

1. The need of the hour is synergy between marketers and consumers.
2. In New age market, no company wants to be seen as an entity responsible for unjust business practices. New age marketers should follow and practice justices for consumers.
3. In new age marketing, quantitative and market research are very important but being ‘in touch’ with consumer through personal observation is even more so, to identify new goods and services opportunities. Observation, bring ‘in touch’ and research are vital to identify consumer thoughts.
4. The right marketing Mix must be accompanied by risk evaluation and risk taking. This calls for new age marketers’ courage.
5. New age marketers need to map and image their customer interaction model (CIM), understand their requirements and clearly communicate about goods and services and focus consumer insight and consumer centricity.
6. New Age marketers must be give top priority for 7As such as Awareness, accessibility, availability, affordability, affinity, acceptability and accountability.
7. New age consumers have great power i.e. WOM (Word of Mouth), statics says one disgruntle consumer tells, seven people about his/her experience. So marketers be conscious.

8. Need of the hour is a well-informed consumers and consumers movements willing to expose causes aggressively against manufacturers.
9. The consumer is reasonably protected under law, against unreasonable terms and conditions.
10. Marketers educating ion the consumer regarding marketing programmes, goods and services and functions of them. The future of market is about mesmerization of consumer.
11. New age marketers actually bring in a new batter of middlemen. Will squeeze out middleman and bucked under new age market therefore proved better service and price top new age consumers..
12. Consumer need very polite, courteous and value added services(VAS)
13. Consumer protection depends on three elements such as the business, The Government, and Consumer themselves.
14. In new age marketing, consumer transfer from King to Hero worship. So marketers to be funded tissues and fibers of the consumer behavior.
15. Consumer does not want political democracy they need consumer democracy. We need to change the system that breeds good business and trade.
16. A comprehensive restructuring g the marketing system and producers was necessary for cleaning it up the unfair bunnies system. Clean it up we must.
17. Marketers should follow '3' R policy, regarding packaging and its material (Reduce, Reuse and Recycle)
18. Marketers must on 2Ps (protect and promotion ) but being a marketer should not forget the 'R' (Remember)
19. Companies should feel consumer satisfaction is paramount then company growth and success and good will gain and develop CIM (Customer Interaction Model) and RIM (Remote Delivery Model),CSR(customer Social Responsibility) and ISR(Individual Social Responsibility)
20. Present acts are meant not for the protection of consumer but the promotion of unfair trade procedures. So to strength the regulatory frame work and its functional capacity.
21. Companies should establish civic bodies if our system deliveries justice in an effective manner, marketers would think twice before committing a worn act out of greed or under political pressure. Competition commission of India said that Government, NGOs and civil societies should come out with a regulatory frame work for protect consumer from unfair trade producers. Marketers to adopt transparent and ethical business methods. To impose hefty penalty on unfair trade marketers.
22. Competition commission of India said that Government, NGOs and civil societies should come out with a regulatory frame work for protect consumer from unfair trade producers.

23. Competition has intensified and new companies have been launched so Marketers need to focus on qualitative study to understand the consumer through observation, focused groups, participated appraisals or personal interviews. Marketers must be constantly trying to analyze consumer consumption pattern to uncover lifestyle.
24. Consumers believe that Government responsibility to promote and protect the consumers interests. So government intervention in the marketing transactions is necessary.
25. Marketers should take up responsibility to create new cadre of community i.e. Police. Social media role is badly needed and marketers must be encouraging social media and social insights could help consumers.
26. Marketers should pay attention on right thing but also the “smart thing to do”, good marketing is no accident but it need careful planning.
27. Speed up Kerala model i.e. in Kerala consumer protection and guidance society, operating 303 stores all over the 14 districts.
28. Need to focus on 5c s (Care, Concern, Cooperation, Collaboration and communicating)
29. Focus on fair marketing evangelism and adopt good marketing evangelists

### Conclusion

This article has looked at the relationship among the new age marketing, new age marketers and new age consumers. Now new age markets and marketers, will sound death knell for the new age consumers. It is the

time to remember about marketing guru Prahalad quotation “Companies should think a millennium as a golden opportunity to gain mind share and heart share”. Consumer is the king or God whatever it . it is the time to protect this tag line. For this we need third eye especially new age marketing romance need it. Undoubtedly the coming decade new age consumers will want to feel good and feel good- and new age marketers are keenly aware of that. For new age markers- your customer have trust in your goods and services, trust that offers the best value, has latest features and revenue the greatest business.

Finally for implementation of Consumer Protection Act does not required rocket science and should not be implemented mindlessly, but conscious of the consumers and their lifestyle. Ethics in marketing is the need of the hour. New age consumers not expecting chase or sympathy but the need empathy.

Recently so many countries established independent regulatory authorities in many areas but not in the area of consumerism. Marketers always working on 4Ps but ignored the operation understanding consumer and distribution strategy so pay attention on these. Lessons from New age marketers are simple and must not be lost. Marketing must be fair, must be honest and must be transparent and must be responsible.

Robert D. Calkins says “it is now recognized that the direction business sin important to the public welfare that business perform a social function”

.New age marketers are ride on consumers like unceremoniously and mercilessly and companies ignore the CSR. According to sources, in 2008, 1000 large companies in India, around half do not undertake any kind of CSR. Marketers cheated with the worth of Rs 200 cores



annually moreover consumers are in enigma stage and suffering from perceptual blocking, in changing scenario, “3A’ (Aware, Awake and Alert) are very important for every consumer and corporate philanthropy and corporate responsibility are highlights in present days. Only alert consumers can protect themselves and the society from the exploitation of trade and industry. Consumers need specific solutions, guidance and direction for their absorption in to the future plan. Consumer education and awareness involves provision of fair and right information, proper guidance, to purchase and selection best through diplomatic bargaining. By generating consumer legitimate rights, then consumer is in alert. If marketers make products without malnutrition and make it easier to understand, it will automatically increase penetration. Companies feel customer satisfaction is paramount then companies growth and success is there, marketers looking at billion consumers for levels of engagement by creating macro and niche marketing with consumer welfare orientation. Finally, consumers are the ultimate judges on the performance of the product or service. Consumer satisfaction should be the ultimate

goal of every organization. The post-liberalization era was with lot of complex and turbulent environment was prevailed in the global scenario. It is the responsibility of the marketers and consumers to make the uncertainty to make this certainty by creating awareness and marketing skills. Anyway, Marketers recognized the Father of Nation philosophy and following words of Gandhi: “a customer is the most important visitor on our premises. He is not dependent on us. We are depends on him. He is not an interruption our work. He is the purpose of it. He is not a part of it, we do not doing any favour by serving him. He is doing us a favour by giving of us an opportunity to do so”. Focus on customer delight and referral business marketers listen customer voice. Listening can caret world. Listen what customers are telling to you.. Marketers must know the CNK (Customer need knowledge) .

Customer who are complained to an organization and had their complaints satisfactorily reached tell and average of 5 people about good resentment they received. The average dissatisfied customer, however, gripes to 11 people. Justice delayed me justice denied. Consumers not want to delay they need immediate justice.

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