

Integrated Marketing Communication
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Module No # 02
Lecture No # 06
Emerging Trends in IMC Part-II

Welcome once again; before this session, we talked about how emerging trends are associated with communication modes. We are slightly more elaborative at this particular term, but try to bear with me for a while. And once you patiently come along, you will realize that there is a geographical fragmentation. I would not take you into the statistics of internet or mobile penetration of those kinds of things; basically, that is commonly understood.

And I do not prefer to put up statistics and then elaborate on that mode because this subject aims to draw your attention to the power of integrated communication. Rather than saying through some number, so I will try and look at the network connectivity reach of those networks enablement of people in terms of the facilitation of networks are extending in terms of the flow of information or message.

It is there, increasing, and perceivably we can say that people are more connected now. But if you will geographically analyze that, for example, you go to the Himalayas; it is my preferred example because I am staying at the foothills of the Himalayas. Roorkee is near the hills, and we are in Uttaranchal, Uttarakhand. So this is a hill state, so you go there just 100 – 150 kilometers people are using the internet, but they are more into newspaper based news.

Slightly equally into television-based news and other different kinds of issues are much higher than where we are. And then you move towards the western direction slightly, or I may be a little wrong in terms of the exact order they need to move towards the urban areas in the planes or much urban larger bigger cities in the aircraft.

And you would realize the context or the usage of different modes among people with different kinds of intensity. The message is unmistakable. That complementarity of methods is highly differentiable in various types of areas. I have traveled through this country from north to south and east to west. And I can say with conformity that there is some common element in larger cities as far as the understanding of people and people's behavior in terms of using different modes of communication.

Or marketers are reaching those people based on that kind of usage and behavior, but even if you want to divide it into urban, rural, and semi-urban phrases, you will find a difference. And then you would discover final differences almost in all the context of northeast west south and wherein there would be a particular behavioral pattern amongst the customers or the people.

What are we getting at it? The newspaper is almost everywhere. Television, which is almost everywhere, is available to everyone. But references of modes amongst these people are differentiable clearly. What is the evidence for that? The prime evidence is that the marketer recognizes that they are generating from different pockets of the country based on the response level.

Not only response level, but a continued longitudinal marketing research, marketers also keep on doing in terms of when they take their products or services along. The response level, flow level, and interaction level tell them which mode is being used by the customer. And when we are talking about emerging trends related to these changing complementarities.

The changing pattern of the combination of different modes used by other people lets me elaborate more on this. And should do that concerning different age groups. Go to a vast city, visit a school, talk to a child, and you will exactly know what I intend to say? That child will be particular in telling you about the source of his information, usual terms apart from its books and teachers.

For example, mobile phones are particular internet websites and so on. Those might be because of some reference or something, or those might be the trend of the place, that might have some parental insurance, or school influence or whichever way you want to look at it. But try and talk to his same age group in a different city, slightly smaller, and you will exactly know what we are talking about.

Same, you can talk to, a college-going student you go to. For example, I am standing in IIT Roorkee, and several other IITs are around. And believe me, students come here from different parts of the country. But when they come here, this cultural influence of this place and this institutions encompasses them or takes them into its strip, and they become part of this place.

And then though they are IITians, they are intelligent students, mostly science students, they know the integrities of all the modes and are much deeper into internet usage. But then, once you go to a different institution somewhere of similar caliber status, you would slightly know there would be added as far as the mode of communication goes.

This might not be so profoundly observable, but you change the institutions entirely. You go to a

local institution wherein mainly the regional students they count. And then you will find a complete difference; why am I trying to categorize these differences because that is for you to observe, my particular job right now is to introduce this kind of a trend factor in front of you.

A metro city homemaker has a different kind of usage as far as the mode goes at even if he is using the mobile phone very frequently then also which types of sites or which kinds of prompt she is using is this could be different than a small city homemaker. There are several cultural influences. We are talking about a behavioral aspect, but at that moment, we would understand these things with how behavior is saved.

I would again refer to some geographical elements, but that trend emerges from geographical differentiation, and the movement influences that. But this is how you must be looking as far as this is the changing trend by modes. And that is the reason wherein I should say that the newspaper's leadership had an increase in due course of time.

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When the internet was becoming prominent, and in transition, Television was notable; people used to discuss that newspapers would reduce dramatically. But this is for you to decide that is it so? I do not think so; the number of hoarding have they reduced? I wonder, in the meanwhile, FM has come on the other side; how many channels do we have now? Have they reduced? Have you watched any channel vanishing from the scene?

How many programs have they reduced? Everything is increasing. Everyone's mode is becoming prominent on its terms. Every newspaper, every channel, every internet site they are growing. They are reaching, so are they going to the same customer? Probably there could be overlap, yes, considerable overlap. But that overlap wherein that combination keeps on changing.

But beyond that particular overlap, now you draw a circle of Television here, a newspaper here, and then internet here and then there would overlap amongst these 3, for example, if you go by that. But where they are not coinciding, their prominence increases the eyes of a different kind of customer, and this is evident how? What type of use is being released in that non-overlap area or those modes.

What people like about I feel that within the past 4, 5, 6 years, very prominent news channel have come in and this is an area which is pushing itself very hard on people to its life. Particular news channels five years back, still today you have a vast choice, and I have realized that there is a specific pattern of watching the news amongst the elderly population, which is a large target for news channels.

I have realized people between the age of fifties to sixties, and again I would not take you to numbers people age group between 50 and 60 watching contemporary news channels compared to earlier established news channels because they want more crisp newer something basically which might be slightly more critical. But because they have contributed to the formation of this country throughout their lives and their brackets of 55, 65 there you have already contributed much.

They want to know precisely what is happening here, So that is where newer channels create ample space. They are more objective as far as an approach. I am not comparing older or newer media; please do not take it that way. But the point is my job here is to suggest that things influence the communication as such, and we are talking of marketing communication.

Another element is very pinpointed in some cases. For example, you are looking for a particular job, and the job portal reaches you exactly. How do they know? we have discussed that, and often get everyone because they usually understand that could include anyone in the frame or that product might have a prospective target in you.

Despite the fact; that you have not been watching such kind of teleserial or something till now. But that does not mean that you would not do that, so this is what we have been talking about broadly. So how TV, newspaper, internet, phone and most of it phone now is becoming prominent. And the important thing is that as I said volume is rising, now many times people discuss this very interestingly that after a particular stage when mobile becomes more prominent.

And there are more added features as far as the mobile phone and the software goes, and there are several kinds of apps coming up day and day out. Now for at least one Television and newspaper and this kind of mass media or we cannot call them mass media's compared to mobile phone now. But these kinds of media would be deciding, but I doubt it.

The purpose of involvement, or the meaning of how these modes involved into the course of time concerning marketers twice would start getting differentiated more. That is for sure, but they would reside it would not happen. And one more thing which I want to add to emphasize here is that. We should not forget about magazines, have they vanished?

No, we still have to ask people spending lots of time on magazines, and they are getting thicker and thicker. You purchase any business magazine because we are talking about integrating marketing communications. So I would be referring to business magazines they are getting thicker. They are getting lots of elaborative and narrative stories now, and people are spending lots of time reading that.

Can you read a magazine in 10 or 15 days altogether? Even if you spend half an hour daily on the magazine, you might not be able to finish it in the next 10 or 15 days. People do possess that people read that, and they also run on their significant revenue from advertising. So that mode is also somehow getting prominent, although I have seen some of the magazines vanish away and then so on.

But other hoardings become electronic in due course of time that is also there. And I have talked about FM, and the different types of radio channels have vanished. So fundamentally, at this particular stage where we are reaching that, the purpose of a reader concerning seeking a specific kind of elaboration on one type of information that might get differentiated.

Or there would be particular things that would be addressed by one mode. For example, a local newspaper would be covering specific news that would not come from an authentic source otherwise because internet-based methods might not be covering that at all, so that definitely would be there. There would be a very local news channel. As I said, you have city-based news channels all through, and all are more relevant for those people.

I have several projects running in Himalayan areas, and when I talked to the beneficiaries or project partners in the associates over there. So they always say that X thing has been covered by their channel, which I do not know about, and they send me the clipping actually, and that is more important for them. Because the locals get to know about what they are doing, this integration and combination definitely would come to a new phase and how it goes.

How it keeps on changing its form. It is yet to be seen. I would reframe from forecasting this kind of change in due course of time because, as a matter of research, it has several assumptions that might not be valid in due time. So broadly, several researchers have established the forms which mode would take, but specifically, we do not have a specific answer to that.

So here we are. I will give you some examples recently I saw that newspapers like in Jharkhand or some other newspaper also they are come up with exciting you learn to program. For instance, they come to a particular city like Roorkee, a small town, whether a population of 3.5 or 4 lakhs might be wrong here. For example, they might go to Haridwar if it's an adjacent city, and we all know about Haridwar.

By the way, Haridwar is only 20 - 25 kilometers from this place. Now all through Haridwar is very prominent compared to Roorkee because people from all over the country come there. So now many channels what they started was the exciting thing they went to local retailers, and they said that why do not you advertise in a newspaper? So because print media is not very cost-effective for local retailers.

Because they are perfect, margins are precise, and they have a very targeted kind of audience, and then everyone knows them in the city. For example, I am talking of a tiny town like Roorkee, where everyone knows a particular kind of sweet shop, a particular kind of a grocery shop everyone knows you know where it is and what it can offer? So, why should it advertise?

They created a complement of several modes at the local level for them while associating newspaper advertisements on particular days with specific shapes and sizes, highlighting specific elements of their offerings along with putting similar kind of message by modes controlled by them and then associating different other types of carriers for that kind of a particular advertisement.

For example, the same shop would have a place on a tiny board hanging on an e-rickshaw while plying through the city. So that would be within this cost space; basically, they would not be charging extra, and that cost is very minimal if you look into the total package, a few thousand rupees. So retailers find it very cost-effective. He feels that within a few thousand rupees, he would present everywhere even though he might be getting a massive advantage in terms of the number of customers being raised.

But then the charm of being there in this site of his customer retaining that customer in this competitive world and might be able to add 1 or 2% additional customer is an attractive proposition. What Dainik Jagran is getting as far as this particular thing goes, they are cumulatively getting more significant than you. Because here they are addressing many retailers, this is how personalized, localized advertising with presence in all the local modes is positively affecting almost every entrepreneur or enterprise.

And that is again a very prominent trend that is evolving. I am saying this is unique to this particular example I am suggesting here. There are other newspapers also doing the same kind of thing. There is an international newspaper trying these things in their own countries. So this is again a particular kind of a trend, and this might not be so easily noticeable to you and me sitting in different types of cities. We can talk about our city, but you might not know what is happening here?

So but this trend is evolving. There is revenue associated with that; there is a customer process associated with that, and customer retention. So, the point is that data is getting large, input volume is very high from the marketer's side. Customer choices are becoming very varied. Customers are more hungry for more information.

Because the customer wants to increase their plan of his choices, he wants to look into hundreds of his items and select one. And capitalizing on this moment, is the call everyone wants to

capitalize upon this moment, the marketer as well as the customer. And, you can call it a communication war that every marketer is fighting.

And the customer is participating in that war. I do not know. You may call this customer a warrior customer who is also fighting for that communication space. Somehow, looking into what he may get at best. So let us all enjoy this communication war and try to understand how I see his facilitating this communication war for the benefit of all. That is all for now. As far as this session goes, I will join you in the next session with an element of design thinking, and should I say communication war?

Design thinking in communication war, and we will know how design thinking and communication are associated. And we will first try to analyze what design thinking is.

Thank you, bye for now, see you next time.