



Marketing And Its Influence On Vulnerable Consumer Groups

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Abstract

This paper explores about the topic Marketing and its influence on vulnerable consumer groups like women, children and adolescents. Marketing is a wide topic which is known as the essence of management. This paper gives a detailed note on targeted marketing and its raising issues, stealth marketing and public health counter marketing. Selection of marketing strategies in rural areas increases concerns to study this paper. Misrepresentation of brands will lead to confusions among the customers. It also studies the three conversational approaches to consumer vulnerability;

1. Performative
2. Social representation
3. Story telling

Keywords: Targeted marketing, Stealth marketing, Agro-marketing, Ethics in branding.

1) Introduction

The barter system existed in the initial stage of marketing. The caveman with his surplus products approached and tried to exchange his products but accepting the products he needed- exchange of products for products. At that time, human beings were in nomadic hunter stage. Then came the New Stone Age, the age of backward economy etc. As time passed, division of labor began to play its role and man started making more than what he needed. They in possession of surplus goods, searched for those who had a surplus to be exchanged. But it became a tedious job as time and energy had to be wasted. Therefore, people assembled in places called local markets where goods were disposed off. Later, it developed into shops, bazaars.

2) Literature Review

To explain the ethical role of marketing strategies in marketing students, adolescents and women. They are the most vulnerable group so marketing should not aim at mere profit making but also the good of the society and also to make others aware about the recent marketing innovations and how they are being effectively used by the customers and basic amenities that every application should provide. To study about the conversational approach of marketing and counting its effectiveness. To study the brand loyalty and its selection in rural areas. Negative effects of targeted marketing and their positivity and stealth marketing and its raising concerns in this era.

3.1) Targeted Marketing

Targeted marketing raises concerns in our present scenario. Targeted marketing in its basic sense means providing goods and services that satisfy the consumers and thereby giving importance to consumer

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preferences but now it has changed; the marketers should follow a moral liability towards marketing a product to vulnerable consumers. As they are vulnerable they should be given the basic allowances otherwise it may result in complexity and slippery. It is likely to target the uninformed groups to consider it as ethical. On the contrary, targeted marketing raise health issues. Students and adolescents will become hyperactive in purchasing the products or games like pubg and freefire. These have caused cardiac arrest to students of age group 12-18.

3.2) Stealth Marketing

Stealth means a cautious and surreptitious action or movement. Similarly, stealth marketing or buzz marketing is a marketing strategy in which people are not aware that they are being

Decisions are influenced by either different persons or sometimes before going to market the consumers had been unable to decide. People who greatly influence in decision making have marketed to a product. Creating interest and excitement among consumers is of more importance than immediate sales in stealth marketing.

3.3) Tracking Consumer Decision Process For Successful Marketing In Rural Areas

Urban marketing strategies may not be applicable in the rural marketing context due to the diversity in the social economics, cultural, geographical, behavioral aspects or the rural masses.

3.3a) A Theoretical Review:-

Consumer decision process (CDP) is the road map of consumer's minds and is the best expression of consumer behavior. Consumer behavior may be defined as the decision process and physical activity individuals engage in when evaluating, acquiring, using or disposing of goods and services.

In order to develop distinctive product promotion strategies understanding the behavioral segments of the rural markets is very important. To persuade a consumer to buy a specific brand of the product, marketer has to focus on all stages of consumer decisions and develop suitable strategies.

3.4) Brand Loyalty

Loyal to any brand of goods and services has been the major factor to assess its potentiality among the consumers. Brand loyalty has been influenced by a number of factors, of which some are economical and some are psychological in nature for the consumers.

3.4a) Factors Affecting Decision for Brand

been retailers, own decision and company people and fellow farmers.

Other factors include:-

1. Price
2. Name of company
3. Quality

3.5) Innovations in Marketing

3.5a) Artificial Intelligence

It is a new innovation in marketing which concentrate on the development of intelligence Machines who think and write like humans. It is the next generation marketing strategy.

3.5b) Chatbots

It is a computer program which acts as a communication interface between the machines of the communicator. It works either the messages or voice command. It is independent from a human operator.

3.5c) Omni Channel Marketing

It is a multi dimensional approach to sales which provide an integrated shopping experience. It can be done through mobile device, desktop, mortar store.

3.5d) Email Marketing Automation

Big business units use email marketing automation as the simplest tool to grow your business while you engage in core activities.

3.6) Conversational Approaches to Marketing

It is a structured process that brings a wide range of people together to have conversation about a topic or an issue. It includes three types;

1. Performativity, which unpacks agency and finalism in conversation.
2. Social representation, which reveal uneven power position.
3. Storytelling, which reveals alternative and more powerful persuasive mechanism framed as stories. These are the methods used mostly. Storytelling helps every person to understand the product and immediately help to boost up the sales. From this kind most of the vulnerable consumers gets targeted mostly children.

4) Research Methodology

The research methodology used here is mostly second hand information and the details are expressed by considering the common view point. The conversational approach is not known widely by all the customer and market valuers.

5) Rethinking the Marketing Strategies\

Now it's an era which gives more importance to the technologies and their advancements Rethinking of that strategies should not only influence the customers at the same time it should catch the market. Artificial Intelligence have become a new area for studies which earns high payment

6) Conclusion

After a detailed theoretical study the paper comes to a finalization that marketing and its influence on vulnerable consumer groups have a positive and negative impact on the children, women and adolescents. All we have to do is to bring everything into practice rather than keeping it on paper. Marketing and its influence is increasing in a great extent which will eventually contribute to the social, economical, political, and both technological and legal factors of the business environment. Efficiency in marketing is a phenomenon which have a due importance in the present scenario. A little more care should be given in marketing as consumer is treated as the king and in one or in another way it should not affect the targeted customer or public health counter marketing. Some areas where we should have concentration includes making marketing as a globally accepted topic and the ethics in marketing should be followed as a legislation.

7) References

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