



Exclusive Shop New Trends in Indian Markets

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CHAPTER I

INTRODUCTION

A New trends of Indian market

Market trends:

A market trend is a perceived tendency of financial markets to move in a particular direction over time. Analysts classify these trends as secular for long time-frames, primary for medium timeframes, and secondary for short time-frames

Delivering promises to their customers in this digital era requires more than business acumen and seed capital. To drive growth and contentment in this digital era, companies need to modernize their mind set and processes. Leaving behind traditional marketing mediums and adapting digital marketing mediums is one of the first steps in inciting growth and innovation in modern times. We will explore digital marketing trends that are helping organizations keep their promises to their customers. Moreover, these latest digital marketing trends also modernize businesses and bring about a new way of operating in the current business mile.

Top Digital Marketing Trends of 2022

Experts define digital marketing as promoting products and services on a digital medium using modern and versatile tools. A few digital marketing trends of 2022 can create a competitive advantage when used efficiently. Influencer marketing, video marketing, Omni channel marketing, and others are some of the latest digital marketing trends discussed in detail below.

Influencer Marketing

Influencer marketing is the practice of using an influencer's image and goodwill to promote and advertise a brand's product or services. Influencers can be individuals or groups with a massive fan following.

Omni channel Marketing

Omni channel marketing is believed to be one of the most effective ways to reach the target audience. It is an approach that stands true to the definition of digital marketing using different

digital mediums to promote, engage, and serve customers. Omnichannel marketing offers a varied set of benefits, which are as follows: Attracting new customers and market segments Engaging customers after sales Increasing trust and loyalty of customers Boosting sales and customer satisfaction Helps understand customer demand and needs Omni channel marketing is widely used in retail, entertainment, food service, business, and other industries.

Artificial Intelligence

Artificial intelligence (AI) is the process of developing smart computer systems that can perform similar functions to the human brain. Companies can use AI to gauge the needs and demands of their customers. Simultaneously, it can be used to find out patterns in customer buying behaviour, monitor and offer a solution to formulate a marketing strategy.

Moreover, AI applications like machine learning, deep learning, and others can be used for various customer and marketing-related activities – including content creation, ad monitoring, promoting products, interacting with customers,



Video Marketing

Social media platforms have offered a new space for companies to promote their products or services to their target audience. Video marketing is a potent digital marketing tool popular among businesses trying to increase their customer base. Experts believe that videos are more effective than any other form of content; that's why many brands are shifting their focus to developing content-rich and enthralling videos to promote their products or services.

Similarly, social media applications like Instagram, YouTube, Facebook, and others have also integrated short-form content into their algorithms, helping brands proliferate to their target audience. Therefore, brands looking to increase their customer base can opt for video marketing as their promotional strategy.

Long-form Content

Content marketing is a popular digital marketing trend using which companies often promote their product or services. Similarly, long-form content is the subset of content marketing that consists of blog posts or articles of more than 30

CHAPTER II

REVIEW OF LITERATURE

The escalation of retailer-owned or private label brands (PLs) characterizes one of the most remarkable trends in marketing in recent decades. Indeed, PLs constitute 15% of the sales value of fast-moving consumer goods universally, including 17% in the United States (ACNielsen 2010) and more than twice this figure in some European countries (e.g., Switzerland at 46%, United Kingdom at 43%). Unlike national brands (NBs), PLs are often the only chain-exclusive brands offered, and retailers have a direct impact on their price and quality positioning. The definition by Private Label Manufacturers' Association (PLMA) states that merchandise sold under a retailer's brand as opposed to the manufacturer's brand is private label. Kumar (2007) likewise indicated that if a wholesaler, retailer, dealer, or merchant launch a brand, as distinguished from a brand bearing the name of the manufacturer or product, it is a private label. National brands are often interpreted as higher quality and so demand a premium price (Kumar et al., 2007). However, the market share of private label has expanded gradually, along with the improvement of private label (Kumar et al., 2007). Dhar and Hoch (1997) define private labels as those products owned, controlled and sold exclusively by a retailer and for what the retailers must accept all responsibility from developing, sourcing, warehousing and merchandising to marketing such as branding, packaging, promoting and even advertising. Nielsen A.C. (2003) defines private label as follows: "any brand that is sold exclusively by a specific retailer or chain". These definitions bring out two main ideas. First, it is the retailer who owns and controls the brand whereas this was traditionally the role of the producer.

Second, the retailer has exclusive rights to the product. This means that different retailers do not sell identical private labels, which is not the case when retailers sell manufacturer's brands. Thus the development of private labels does not only change the relations between producers and retailers (because of the retailer has a new role), but also affects competition between retailers, as private labels are an additional way of differentiating between retailers.



Positive growth rate in Private labels/brands start from 2000 onwards in India. Presently there is an overabundance of different names and definitions used to describe this concept. While some authors use the term private labels, others prefer words like own brands, retailer brands, wholesaler brands or distributor own brands. DeepakJamb& Ravi Kirin (2010) in their work on Organized Retail in India – Drivers facilitator and SWOT analysis has tried to identify the drivers which affect the growth of the Indian retail market and makes a SWOT analysis of organized retail in India.

The results of the study depict that infrastructure, economic growth and changing demographics of consumers are the major driver of organized retail in India. The location of the retail store, management style and adequate salaries to personnel enhance the effectiveness of retail business and are important factors for retailers' success. Another study on Emerging Trends of Organized Retailing in India: A Shared Vision of Consumers and Retailers Perspective by DeepakHatband Ravi

Kirin (2012) aims to understand the impact of demographic factors (Income and age) on consumers' preferences towards different modern retail formats in Punjab. Results of the study are indicative of the fact that there is a significant relationship between demographics and visit to modern retail formats.

The results highlight that young consumers and high tax payers prefer malls and specialty stores more for shopping purposes. On the other hand, older consumers and no tax payers have different preferences for shopping from the modern retail formats as they prefer Convenience store, discount stores and department stores. Product attributes and store attributes are important drivers influencing consumers' to visit these retail formats. S. P. Thenmozhi& D. Dhanapal (2011) in their research work on Unorganized Retailing in India – A Study on Retail Service Quality aims to identify the Retail service quality factors and explores the impact of Retail Service Quality on Customer satisfaction and loyalty in unorganized retail outlets. Primary survey forms 10 Pritam Chattopadhyay and Dr. Ruchi Jain the basis of the study in Tamil Nadu.

The study reveals six retail service quality factors namely Store Merchandise, Access, Personal Interaction, Problem solving, Policy and Physical aspects. The findings of the study also confirm that Retail Service Quality factors have a significant impact on customer satisfaction and customer loyalty in unorganized retail outlets. The retail service quality factors identified by customers in unorganized outlets are Store Merchandise, Access, Personal Interaction, Problem solving, Policy and Physical aspects, the most important of them being are Store merchandise and Access.

From a retail perspective, the flow of good and service relates to classical economics theory, which generally tries to find an equilibrium point between maximizing producer's profit and consumer's utilization. Some authors suggest a relationship between retail activities and society, such as Howard (1933), Nostrum (1948) and Severe (1943). In his writing, "The whole Truth in Retail Advertising", Howard (1933) explained how retail advertising activities affect society behavior.

He argued that "manipulative advertising" can destroy social's society structure. Nystrom (1948) examines the minimum wage in retailing and Severe (1943) examined the US Retail Credit in Wartime. The discussion about retail and its effect on society in this era (1925-1945) speaks about retail planning after World War II, price policy strategies and fulfilling the needs of society after war. Copeland (1942) in his commodity theory suggests the need to classify goods and services, based on consumer needs in order to make distribution easy.

Zanna and Fazio (1982) and Ajzen (1989) point out that an evaluative dimension is a common feature of all definitions of attitude. Shim et al. (2001) indicates that an individual's positive or negative evaluation of relevant behavior, is characterized by the person's beliefs regarding the perceived outcomes of performing the behavior

- From this perspective, knowledge of consumers' attitudes can help explain the reasons behind their favorable and unfavorable evaluations of an object or a behavior

CHAPTER III

PROFILE OF THE STUDY AREA

Digital marketing;

Digital marketing has come a long way in the last decade. Taking shape after the development of computing and business intelligence systems, digital marketing has transformed how brands tell stories and talk to their audiences. It is now central to almost every brand's marketing mix and media plans.

Over the past two decades, starting with basic database marketing and display ads, digital marketing tactics have constantly evolved to keep pace with the overall digitisation that is pervading our lives. Professionals



Volume 10 Issue 10 - October 2022 - Pages 9-15

Cin the field must build in-demand skills and stay abreast of trends to leverage the domain’s many lucrative career opportunities.

1. ALL TALENT, INCLUDING CREATIVE, NEEDS TO BE DATA- DRIVEN

Since brands engage with their customers digitally, it generates plenty of data and with online activity set to increase significantly with 5G adoption, the internet will be flooded with multiple content formats and audiences, requiring qualified talent to analyse vast data sets.

Creative professionals who can also work with tools like Tableau and Google Analytics to understand this data are ideal candidates due to the growing importance of data-driven decisions in marketing. So, in addition to creating inventive campaigns, marketers should be able to utilize data to boost the campaigns’ visibility and maximize reach.

2. AIM-POWERED PERSONALISATION

Personalisation in messaging isn’t just limited to text anymore. Brands nowadays are leveraging technologies like Artificial Intelligence and Machin eLearning to personalise their messaging, whether to pitch their products, offer festival greetings or drive engagement.

Cadbury, last Diwali used generative AI technology to create customized advertisements that saw Shah Rukh Khan personally mention various store names in different versions of the same ad. And a few years ago, Barclays used personalized videos to welcome new customers, personally addressing them and using their names in the video elements.

Artificial intelligence and machine learning’s next-generation prowess is letting brands do the unimaginable and tailor advertisements to call people by their names and more. Besides solidifying brand recall, such personalized videos make brands relatable and, when properly executed, show ingenuity, heart, and care on the brand’s part, all of which connect with audiences everywhere.

3. MARKETING NEEDS TO BE SCREEN AGNOSTIC

Media planning still happens in silos to some extent with TV plans being made independently and a digital layer added on top – budgets permitting. These barriers are now breaking down and with the advancement in digital marketing technology brands are able to drive more measurable business impact from TV campaigns.

CHAPTER IV

DATA ANALYSIS AND INTERPRETATIONS

4.1 MOVEMENTS IN PRIMARY MARKET

Fund mobilization through public issue of Equity, Debt and Private placement has turn in to major implications in the corporate operations. Hence we have taken the data from NSE, BSE, MSEI for quick review. The following Table-1 brings the funds strengthening for the Indian corporate

Table 1: Fund Mobilization by Corporate (₹crore)

Particulars	Dec-20	Jan-21
A. Funds Mobilization through Public Issue (I+II)	1,652	10,262
I. Equity Public Issue	1,652	5,015
a. IPOs (i+ii)	1,353	4,933
i. Main Board	1,351	4,933
ii. SME Platform	3	0
b. FPOs	0	0
c. Equity Right Issue	299	81
II. Debt Public Issue	0	5,248
B. Funds Mobilization through Private Placement	97,335	62,127
1. QIP/IPP	7,423	1,170
2. Preferential Allotment	1,782	5,333
3. Private Placement of Debt	88,130	55,624
Total Funds Mobilised (A+B)	98,987	72,389

Volume 10 Issue 10 - October 2022 - Pages 9-15

Interpretations: During January 2021, there were two Main Board IPO issues and one rights issue, mobilizing ₹4,933 Crore and ₹81crore, respectively During January 2021, there were four public issues of corporate bonds, amounting to ₹5,248 crore compared to no public issue of corporate bond during December 2020. An amount of ₹ 6,503 crore was raised through private placement of equity (i.e., preferential allotment and qualified investment plan) during January 2021, against ₹ 9,205 crore during December 2020.

Private placement of corporate debt reported on BSE and NSE stood at ₹55,624 crore during December2020, compared to ₹88,130 crore during

Capital Market

DDescription	Dec-20	Jan-21	Change over the Month
Index in Equity Market			
Nifty 50	13,982	13,635	-2.5
Sensex	47,751	46,286	-3.1
Nifty Midcap	5,873	6,003	2.2
Nifty Smallcap	7,088	7,177	1.3
BSE Midcap	17,941	18,082	0.8
BSE Smallcap	18,098	17,988	-0.6
Market Capitalisation (₹ crore)			
BSE	1,88,03,519	1,86,12,644	-1
NSE	1,86,46,769	1,84,74,450	-0.9
P/E Ratio			
Sensex	33.5	31.8	-5.2
Nifty 50	38.5	36.6	-4.9
Number of Listed Companies			
BSE	5,454	5,455	0
NSE	1,962	1,965	0.2
Gross Turnover in Equity Segment (₹crore)			
BSE	99,415	1,04,063	4.7
NSE	13,74,552	14,49,445	5.4
Gross Notional Turnover in Equity Derivatives Segment (₹ crore)			
BSE	49,02,205	49,33,029	0.6
NSE	6,72,62,248	7,19,13,140	6.9



Interpretations: At the end of January 2021, Nifty 50 closed at 13,635 points registering a decrease of 2.5 per cent as compared to the 13,982 points level at the end of December 2020. S&P BSE sensx closed at 46,286 at the end of January 2021, indicating a decrease of

3.1 per cent as compared to the 47,751 at the end of December 2020. Nifty 50 reached its intraday high for the month at 14,754, on January 21, 2021 and intraday low for the month at 13,597, on January 29, 2021. S&P BSE Sensex too reached its intraday high at 50,184 for the month, on January 21, 2021 and intraday low at 46,160 for the month, on January 29, 2021. The P/E ratios of S&P BSE Sensex and Nifty 50 were 31.8 and 36.6, respectively, at the end of January 2021 compared to 33.5 and 38.5, respectively, at the end of December 2020. At the end of January 2021, the market capitalization of both the BSE and NSE decreased by one per cent and 0.9 per cent, respectively over the level as at the end of previous month

Findings:

Under the category of most cited articles, a metadata of most cited articles is created from Each of the selected journal. The median of this metadata is 1,013 citation counts. Thus, "Evolving to a New Dominant Logic for Marketing" is found to be the most cited article of Journal of Marketing . It has been cited 4,133 times. In general, the number of citation is directly proportional to the age of the article. This can be verified from the total number of citations of the article "On the evaluation of structural equation models" by Bagozzi and Yi (1988). It has the maximum number of citation (6,989) Similarly, the article "Building a more complete theory of sustainable supply chain management using case studies of 10 exemplars" by Pagell and Wu (2009) was having minimum number of citations, that is, 350.

Suggestions:

Retail is progressing at a faster rate because of advancement in technology and changes in consumer behaviour. Now-a-days the concept of Omni channel retailing and big data are very essential to handle the competitiveness.

Future of retailing depends on even the newer technologies like Smart devices, mediated or virtual reality, artificial intelligence (Deloitte, 2016).

Further research in future needs to address the concept of "internet of things" in order to build clarity on how shopping behaviour will get influenced and also to understand the role of frontline managers

Artificial intelligence (AI) based applications are also on high demand and can have a favourable

impact on consumer shopping from both virtual as well as physical stores. AI based responses It will be helpful in getting the information regarding the products, their location in the store, features and will also suggests other items that would go well with the purchased items

Conclusion:

From the market perspective, people of India comprise different segments of consumers, based on class, status, and income. An important and recent development in India's consumerism is the emergence of the rural market and market for eco-friendly products for several consumer goods. India is a lucrative market even though the per capita income in India is low and it remains a huge market, even for costly products. The retailers should spend on online marketing during recession.

They should also indulge in cost cutting, reach their customers target markets, build long term relationships, available at all hours, low cost for inventory, and increase sales promotion schemes. Lastly, creating value along with delivering delight to The customer is what is most important. We live in a digital age And thus need to keep up with new trends in the social media. The Internet has become the first medium in history to allow For complex interaction between networks of people via Facebook and YouTube, amongst many more.



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APPENDIX

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