



Analytical Study of Moment Marketing on The Sales of Large-Scale Companies in India

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ABSTRACT

Today, Marketing is most important function in the market every company want to attract consumer with the help of marketing in the traditionally there are many concept in market but in the modern scenario the concept is totally change company want to attract maximum customer in the minimum time so many company trying to invent new marketing concept and as a result of that we got a new concept i.e. "MOMENT MARKETING". What is moment marketing? When we are using some moment of social media to influence customer and to attract customer towards the product is called moment marketing. In modern times, social media is influencing to customer very much so many companies using viral moment for the profit maximisation. Traditionally companies are not using this method for sales maximization but with time change concept is also change new concept are found. To promote the model, it was natural for them to choose a business strategy from the business strategies that are designed for e-commerce to generate revenue from moment.[4]

In the modern scenario, some companies try to use this concept to increase their profit this Research paper study the moment marketing concept is useful or not. This Research paper is based on the secondary data collection method. This Research paper starts with the introduction followed with the definition then by the objectives of Research paper then there is a discussion on the Research topic about the need of Research paper.

KEYWORDS: Social media, viral moment.

1. INTRODUCTION

Highlight Moment marketing is a promotional technique based on trending news, events, or instances; used by brands primarily on social media and digital platforms to gain some traction and benefit brand awareness and sales. What are micro-moments? Micro-moments occur when people reflexively turn to a device – increasingly a Smartphone – to act on a need to learn something, do something, discover something, watch something, or buy something. Marketing is in the process of evolving from a practised art to a profession with solid theoretical underpinnings. [1] They are

intent-rich moments when decisions are made and preferences shaped. Moment marketing is an approach to marketing that focuses on targeting your business to consumers at the moment it matters – when they're already looking for you. Moment marketing is the ability to take advantage of ongoing events and creating communications & marketing collaterals around such events. The concepts of traditional marketing are built on and adapted in a digital marketing plan that takes use of the opportunities and difficulties presented by technology and the digital medium. [2]. This is used by brands to insert

themselves in the ongoing conversations bring relevance to how they market.

In the early 2021, a vaccination drive was initiated and brands took the “jab” opportunity to increase their sales. While some brands educated customer about the need to get vaccinated and supported the cause by contributing to these drives, others like Dominos, Godrej, McDonald’s wanted to leverage the opportunity to increase the sales by incentivizing people who got vaccinated. Dominos “Got vaccinated and get Rs. 400 off” campaign and McDonald’s “India’s 20 percent discount” offer, IndiGo airline’s “discount of up to 10 percent, or Godrej Appliances “six months free extended warranty” were few others. Vaccines opportunism backfired on the brands as people saw them to be grown. Moment marketing and E-marketing are primarily linked with an external perspective, such as how the Internet may be utilised to communicate with the traditional environment, provide services to clients, and lower expenses (administrative, etc.). Businesses can gain the following competitive advantages thanks to Internet technologies. [3].

OBJECTIVES

1. To study the concept of moment marketing.
2. To evaluate the moment marketing
3. To emphasize the importance of moment marketing of modern time.
4. To study whether the sales of the moment marketing is increasing or not

2. DEFINITION OF MOMENT MARKETING

This is a combination of targeting an audience with a variety of receptive moments, and the result is a series of ads that should drive much higher engagement than using one ad that doesn't account for specific circumstances or “moments.” The above definition clearly mention that companies are taking advantage of some viral moment to increase their sales in the market so the Research paper is based on the evaluation of such moment in the market the sale of the company is increasing by the moment marketing or not. 'Word of mouth' marketing is the oldest, simplest, and most natural kind of marketing, in which customers share their experiences with a product, service, or brand with

others in everyday conversations. Of course, these communications can be favourable or bad. [4] This is a new concept in the market traditionally marketing that isn't online. This means print, broadcast, direct mail, phone, and outdoor advertising like billboards. From newspapers to radio, this method of marketing helps reach targeted audiences. Marketing communications have become an inextricably linked aspect of society. Decades of listening to similar business-to-consumer messages have made consumers inattentive and skeptical about advertisements[5].

3. NEED FOR CONDUCTING RESEARCH PAPER ON MOMENT MARKETING

If we look traditionally there are many concepts of marketing which company use for marketing is such as follows –

- i. *Magazines* - Large book with cover paper that customer buy in week or month.
- ii. *Newspaper* - folded paper with news.
- iii. *Flyers and Brochures* - use to communicate broad information.
- iv. *TV ads* - convey message through.
- v. *Billboards* – A large board put on the side of road.

In the modern times there are many new concepts such as –

Target Market Focus Concept - When companies are break entire market into groups and directly target to end users then concept is called target market focus concept.

Integrated Marketing Concept – When you approach to end user of product with unified marketing strategy one strategy for all segment.

Customer Orientation Concept – When companies are focus on the consumer satisfaction they make product what customer wants then there is a customer orientation marketing concept.

Profitability Marketing Customer - When company makes profit after serving the consumer that called a profitability marketing concept.

One more concept which is important and useful in the modern time and that company use is Moment Marketing. Some influential social media moment to capture the eye of the customer and this concept help to increase their sales following five companies –

Fevicol

Amazon Prime
 Pizza – Hut India
 Amul
 Zomato India

These five companies capture some social media influential moment to attract the customer and increase the brand value and companies and successfully utilised moment for their marketing. Now moment marketing is new concept for the marketing and influence customer by the influential moment in the social media. Companies understand the behaviour of consumer and in the modern times consumer behaviour is complex it is not easy to understand the behaviour of the consumer.

4. DETAILS OF MOMENT MARKETING FOR THESE FIVE COMPANIES

A.Fevicol

In 19th September 2007 Indian cricket team batsman Yuvraj Singh hit six sixes in the match opposite to England so that moment are taking eye of the social media then fevicol decided to utilized that moment for catching the eye of the customer. Fevicol come new punch line. They increase six (VI) in the name and right now the old Fevicol is like FEVIVIVIVIVICOL and they started to attract the customer and moment marketing help them to promote their brand



Reference from Fevicol [4]

Fevicol smartly influence their customer with new marketing strategy called moment marketing.

On 22nd July 2021, Indian bollywood star Rahul Bose twitted on twitter about two banana cost rupees 442.50 from JW MARRIOT HOTEL that moment goes viral at that time then Amazon started to capture that moment for marketing their product, come with new line they are giving only two banana in 442.50 we offering "What you get in 442, we are giving 3 months of Prime video, Free delivery, Same day shipping, Music streaming, E-books, Students discount with prime

student, Plus save Rs. 55. They want to capture this moment for their marketing.



Reference from Amazon [4]

Pizza Hut, On the same date also utilised this moment for the marketing they tweet on the same Rahul Bose tweet.



Reference from Pizza Hut [4]

Amul – On the social media A girl said “ye hamari party ho rahi hai” that video goes viral and suddenly it was attraction of youth after that Amul want to capture that moment for their marketing come with new slogan “YE HAMARI PAV TEA HO RAHI HAI” and suddenly amul get attraction of the customer.



Reference from Amul [4]

Zomato India – Remember that moment BABA KA DHABA goes viral on social media it was trending on social media for long time so Zomato India want to capture that moment for their marketing they come

with new tweet and successfully capture that moment for marketing.



UPDATE: baba ka dhaba is now listed on zomato and our team is working with the elderly couple there to enable food deliveries

thank you to the good people of the internet for bringing our attention to this ❤️

8:38 PM · Oct 8, 2020 · Twitter Web App

Reference by Zomato India [4]

5. FUTURE SCOPE AND CONCLUSION

From the above discussion it is clear that in modern time companies are thinking differently for marketing traditionally only few concepts are their but now the trend is change. This marketing concept is less expensive with more attraction so many companies are now using this concept for marketing. List is too high but few companies successfully utilized some moment for their marketing. Promotion of a company or its products and services with a captivating message designed to spread from person to person, usually online. [6]

Now the trend is different because we not need very expensive Hoardings, TV Advertisements, Banner or any celebrity for advertisement we just need one moment which is already trending on social media and need some strategy to capture the eye of the customer. Like Baba thadhaba is very famous on social media so Zomato india need only one tweet to get attraction by the customer and it is cost less. We think of Amazon, eBay, Etsy, ASOS, Walmart, and Alibaba when we think about eCommerce brands. The battle for visibility is ongoing, and it may be daunting, with the average person spending nearly two hours each day on social media. [7] In the modern time, the marketing department of the company are modern they are changing with the time and consumer behavior in the past time people are active with the TV, News paper, Magazines and also on the Radio but now people are active on the social media. So many change their marketing strategy and made social media for their marketing base.

We can look many other modern concepts in new world and which company is not change with time that companies will fail with new time. Moment marketing is for short term but social media is giving much moment to capture the eye of customer. Ultimately Sahadev is hit with only one song on social media "BACHPAN KA PYAR" and company started to capture that moment for their marketing.

So, we can conclude that moment marketing is very useful for marketing the product and increases the brand value of the company. moment marketing provides advantage of ongoing trending event, communication and marketing collaterals, hijack a trending topic, clear approach – create clever content, improves recall and build deeper connection at low cost, creates spontaneous hook, maximum advantage at minimum cost.

In the modern time marketing with new concept is begin and most of the company trying to solve their marketing related problem with the new concept "MOMENT MARKETING".

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