

'RA'- 'SHE'NAL AND 'EMO'-'SHE'NAL MARKETING

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Abstract

Marketing as become a discipline of paramount importance. The art of selling never stops for an organization , because the organization thrives on marketing. The foremost drive of business is not to make profit but to create customer. Human nature has natural habit of changing their taste and behavior like an unpredictable climate . The Organization must understand and comprehend this significant and decisive changes that may revolutionize or deteriorate the business . 'Business is marketing'- the organization has to survive on marketing – profitably and progressively .The organization cannot stick onto the same marketing strategies , those marketing programs must change and adopt new strategies. Differentiation and innovation are the two inevitable aspects of marketing . The article focuses on an novel marketing strategies ,that has proved successful for quite a few organization

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The ever since the evolution of human civilization. 'change' is an evitable natural phenomenon, occurring at regular intervals and periods. Change is sometimes natural and often deliberate, Revolution and transformation symbolizes change.

The art of selling never stops. Organization must thrive on constantly and continuously to discover and search for new avenues of selling and marketing . Survival in the long run depends upon innovation and clever marketing .

The entry of new players, Competitors strategies, Competition from substitute and, above and all consumer's attitude and behavior and their loyalty ,all these factors influences the organization . It forces the organization to change and restructure its management /business. Ultimately , profit maximization is undoubtedly the sole reason and purpose for doing business.

Consumers are unfaithful , expect no loyalty and sincerity from them . Consumers frequently want to experience, educate and entertain themselves with new products. They will show affinity to that product, which will give them maximum benefit ,satisfaction and entertainment. Consumer seek variety and differentiation . This particular behavior is very much active and energetic in , and often exhibited among women folks .Women are very much particular in seeking varieties in products they seek and buy. The economic factor, the Hygienic concern and aestheticism are important determinant and parameters ,when buying.

We often categorized women being too emotional. But in reality the rational quotient is also equally balanced in women. At the time of purchase , women play a very dominating and influential role over their men . It is very much evident ,the patience and persistence they exhibit at the time of purchase.

Across the sectors from e-commerce to healthcare and consumer application , developers are realizing that while technology is built to be gender agnostics ,the way women use it is very different from men . Experts are of the view that across the globe ,technology ecosystem are only now beginning to realize the need for more women to be involved in the process of creating products that appeal to other women

“Over the next decade, women will control two thirds of consumer wealth in the United States and be the beneficiaries of the largest transference of wealth in our country’s history. Estimates range from \$12 to \$40 trillion. Many Boomer women will experience a double inheritance windfall, from both parents and husband. The Boomer woman is a consumer that luxury brands want to resonate with”. – Claire Behar, Senior Partner and Director, New Business Development, Fleishman-Hillard New York

STATISTICS

Women account for 85% of all consumer purchases including everything from autos to health care:

- 91% of New Homes
- 66% PCs
- 92% Vacations
- 80% Healthcare
- 65% New Cars
- 89% Bank Accounts
- 93% Food
- 93 % OTC Pharmaceuticals American women spend about \$5 trillion annually...
- Over half the U.S. GDP
- Women represent the majority of the online market
- Digital Divas By The Numbers
 - 22% shop online at least once a day
 - 92% pass along information about deals or finds to others
 - 171: average number of contacts in their e-mail or mobile lists
 - 76% want to be part of a special or select panel
 - 58% would toss a TV if they had to get rid of one digital device (only 11% would ditch their laptops)
 - 51% are moms

[Source: Mindshare/Ogilvy & Mather]

Purchasing behavior of Women in USA

- Women influence \$90 billion dollars worth of consumer electronic purchases in 2007
- 61% of women influence household consumer electronic buying decisions
- Nearly 50% of women say they want more green choices
- 37% are more likely to pay attention to brands that are committed to environmental causes.
- 25% of all products in a woman's shopping cart nowadays are environmentally friendly.
- **When women are aware that organization supports women owned businesses**
 - 79% would try organization product or service
 - 80% would solidify their brand loyalty
 - 51% would give a company a second chance if a product or service missed the mark the first time
- Women make more than 80% of all consumer purchasing decisions
- Consulting firm A.T. Kearney estimates that women determine 80% of consumption, purchase 60% of all cars and own 40% of all stocks
- 57% of women gardened within the last year
- 55% of women spent time reading literature within the last year
- Single women are becoming a more influential category versus 10 years ago
- In 1998, only 69% of women between 18 and 24 were involved in home electronics purchases. By 2008, that number has grown to 91%, in part driven by the prevalence of personal electronics such as cell phones and computers
- Over the past 10 years, the number of women 25-34 who were single or living with a significant other increased 8% to 38%
- And they are more educated: the percentage of women who had an undergraduate or graduate degree increased, from 28% to 41%, over those 10 years.

In India the situation is not different from that of USA .During the past few decades ,the concept of family set up had been undergoing tremendous and decisive changes .In India Middle class constitute the majority .almost all the organization focus on this class for revenue generation . One of the progressive change that has been continuing ,is the active role played by the women folks . They are no longer restricted and confine within premises of their house .On the

contrary ,they active participant and progressive contributor to the growth of the family and nations economy. She is playing a dynamic and constructive role.

Due to her busy schedules, resulted in invention of Goods and services like –washing machine, grinder, oven, toaster , dish-washer , ready -to- cook items such as –Maggie, cornflakes, noodles, etc. These product and service made her life much easier and economical .Women have greater say in today’s busy world . “Customer is the Queen and not King”. She decides and she knows what is best , nutritious ,healthy and beautiful for her husband , parents , children. She knows what is best for the family –She may be a working women , mother ,sister , daughter/daughter-in-law ,teacher ,house-wife etc. .The Queen is the “decision maker” of the family .

The role she plays are those of a wife ,mother, friend, daughter –in-law, teacher to her children , caretaker of her home .she spends her time and money on the various activities concerning the household members , with a small fraction on herself. She worries about the breakfast nutrition of her children and husband .she realizes how important it is, to protect her children and other members of her family from germs and bacteria .She decides what is good for everyone , what things are required for beautifying the house . Eventually ,she has the patients and temperament to buy things wisely and economically .She –**“the customer is the Queen”** who makes and implements the decision .

Women as consumers, make India 12% richer by 2015 and 25% richer by 2025, according to a report commissioned by private equity fund Everstone Capital. The report further projects that India's working age population will grow by a third in the next 30 years. Within that broad set, growth in the number of women entering the working population (38%)will outstrip that of men (33%).

Globally, women controlled about \$20 trillion in consumer spending in 2011, and that figure could climb as high as \$28 trillion after five years, according to a study by Boston Consulting Group (BCG), a management consultancy.

Organization are focusing their products and service on women .Even when the products are meant for the male , women are deliberately roped in for the promotional campaigns. HDFC

Bank, for example, prefers women consumers as they have a lower probability of default and use their loans more productively than men

The modern marketing technique has been fully prepared to woo the women. The emotional quotient exhibited through the product is well balanced. Both rational and emotional aspect is ever present in the product

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