SYNOPSIS

Title: UNDERSTANDS THE CONSUMER BUYING BEHAVIOUR OF INDIAN IN DIGITAL ERA

INTRODUCTION

Advertising in business is a form of marketing communication used to encourage, persuade, or manipulate an audience to take or continue to take some action. Most commonly, the desired result is to drive consumer behaviour with respect to a commercial offering.

Advertising is defined by Richard F. Taflinger as "Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media." [1]

Advertising is normally done by a third party known as advertising agency. An advertising agency is a service based business dedicated to creating, planning, and handling advertising for its clients. An ad agency is independent from the client and provides an outside point of view to the effort of selling the client's products or services. An agency can also handle overall marketing and branding strategies and sales promotions for its clients. [2]Types of ad agencies are

- ➢ Full service agencies
- ➢ Creative agencies
- ➢ Specialized agencies
- ➢ In-house agencies
- ➢ Digital agencies or new media agencies

This report is completely discussing about digital or new media agencies. There was a time when Television was the most popular medium for Marketer to promote, spread awareness and generate leads for their products but now the trend has changed and Digital media has taken its place. Main reason for this change was

- ➢ Traditional methods are expensive. Compared to digital marketing channels, you could end up spending thousands of dollars more.

- ➢ Traditional marketing channels fail to provide instant feedback and reports about who saw or heard an ad, and took action. This data is collected long after the initial ad impression is made (and still then, the statistics are far from exact numbers).

Digital marketing, on the other hand, refers to marketing methods that allow organizations to see how a campaign is performing in real-time, such as what is being viewed, how often, how long, as well as other statistics such as sales conversions.

1.1) Digital Media Marketing or Digital Marketing

The term 'digital marketing' was first used in the 1990s. In the 2000s and the 2010s, digital marketing became more sophisticated as an effective way to create a relationship with the consumer that has depth and relevance.

Digital marketing was defined in Wikipedia as "marketing that makes use of electronic devices (computers) such as personal computers, smart phones, cell phones, tablets and game consoles to engage with customers. Digital marketing applies technologies or platforms such as websites, e-mail, apps (classic and mobile) and social networks". [3]

Peoples often referred digital marketing as 'online marketing' or 'internet marketing' but it's wrong. Digital marketing revolves around the Internet, which explains why people tend to believe that digital marketing and Internet marketing are synonymous. Nonetheless, they are different. Internet marketing falls under the category of digital marketing. Internet marketing encompasses digital marketing services such as search engine optimization, display advertising, and email marketing.

1.2) Isobar India

Isobar is a global digital marketing agency with a total of 63 offices in 37 markets worldwide. The agency is a wholly owned subsidiary of Dentsu Aegis Network and is sister agency to Posterscope, iProspect, Carat and Vizeum.Dentsu.

Isobar is a modern communications agency network, made up of a committed and diverse group of over 3,000 digital pioneers in 37 markets. Established in 2003, Isobar is the global

home for the world's finest digital pioneers and the smartest traditional marketing talent, that helps connect brands with their fans and customers by creating irresistible ideas combining creative, planning, technology and data.

1.3) Client Servicing

Heart part of this project is dealing with client servicing. A client servicing is the face of an advertising agency. Responsibilities of client servicing include understanding the client's needs and expectations. In fact, the advertising process begins with the client servicing person visiting the potential client for a brief. He then needs to communicate this to his agency. His job is to hunt for new business and be a bridge between the agency and the client.

Key responsibilities of client servicing are managing internal workflow and developing strong partnerships with clients. Other responsibilities include liaising with the clients on all aspects of marketing communications, briefing agency departments, presenting proposals to clients, managing advertising spend budget, keeping clients up-to-date on their own and competitive activity, occasionally negotiating with media on client's behalf and approaching prospective clients whose accounts are under review.

1.4) Scope of the Internship

1) To understand the element in digital media
2) To understand the effectiveness of branding through digital media
3) To understand the effort behind fulfilment of brands objective through campaigns
4) To choose appropriate media for communication
5) To maintain relationship with clients
6) To understand the Target Group for different brands

1.5) Methodology

For accomplishing this internship, I used two methodologies. One is working as a client servicing executive in Isobar India and another one is a research to understanding the consumer buying behaviour of Indians in digital era using an online questionnaire.

1.5.1) Client servicing

Analysis the industry and digital media for clients, formulating strategies and executing them based on the objectives of client. This whole process consist of 18 steps, ➢ **Brief:** Brief given by the client based on their marketing objective.

➢ **Pitch Presentation**: Presentation made by the isobar for client based on the brief, by analysing industry and digital media. Mostly used for new clients.

➢ **Proposal**: Proposal put forward by isobar including campaign objective, target market, strategy, approaches, estimated cost and outputs.

➢ **Review**: Reviewing the proposal of isobar by clients.

➢ **Revised negotiation**: If clients have any problem with proposal, isobar will rewrite the proposal and make negotiation

➢ **Final proposal**: Proposal which finally put forward to clients by isobar.

➢ **Approved**: Final proposal need to get approval from client, otherwise isobar will lose client.

➢ **Estimate Signed**: It's a contract between client and isobar.
➢ **Release Order**: Order which submitted to vendors for buying space and placing ads

➢ **Creative**: Executing the idea or plans of campaigns in to final formats like banner, websites...Etc.

➢ **Run Campaign**: Starting the campaign by placing ads banners, videos, facebook contest, facebook page managing ...Etc.

➢ **Reports**: Reports submitted by which vendors to isobar, based on the running campaigns of clients.

➢ **Compile**: After getting all reports from vendors, isobar will compile those reports for submit to clients

➢ **Optimization**: Making changes in the campaign for improving the effectiveness and to achieve objectives.

- ➢ **End**: End of the Campaign after achieving the objective.

- ➢ **Review of Campaign**: Evaluating campaign based on standard and actual performance of campaign. It will help to understand what isobar planned and what actually happened.

- ➢ **Bills**: Bill submitted from vendor to isobar and isobar to client including service tax and commission

- ➢ **Payment:** Payment of bill by client to isobar and then to vendor by isobar after deducting the commission and tax.

1.5.2) Understand the consumer buying behaviour of Indians in digital era To understanding the consumer buying behaviour I did one research using an online questionnaire. Sample size of the research was 200. Samples for this research are under Indian youth and young Indians, who come under 17 to 45 year age groups.

1.6) <u>Limitation of the Internship</u>

1) The time span for the project is limited
2) The problems with using paid tools for relevant data, example like ComScore.
   3) Time of campaigns for some client is more than three months

<u>Research methodology</u>

Research methodology is a way to systematically solve the research problem. It may be under stood as a science of studying how research is done scientifically. It is a system and in-depth study for any particular subject. Its purpose is to find out answer to questions through the application of scientific methods. It involves collection, analysis and interpretation of data. It deals with the application and utilization of data.

Objectives of the study

Primary objective

➤ The main objective of the study is to understand the consumer buying journey in Digital era.

Secondary objectives

➤ To know affinity in customers for collecting information before purchase.

➤ To determine out the media, which is most important in creating stimulus in Indians?

➤ To understand the media consumption of Indians.

➤ To figure out how Indian will purchase a product.

➤ To understand post purchase behaviour of Indian

Scope

This study is useful for determining the consumer buying behaviour of Indians. It can able to help brands to reach their target group through appropriate media. It will present an idea to brands, based on where to invest in achieve their marketing objectives.

Universe

Universe means the total population available for the study. In this study, the universe constitutes all Indian, who have online presences.

Sample

Sample means a representation of the whole universe by a small population. Samples for this research are under Indian youth and young Indians, who come under 17 to 45 year age groups and who have online presences.

Sample size

The number of sample units selected from the total population is called sample size. Sample size selected for this study is 200. Among them 146 are males and 54 are females.

Tools

Tools used for this research is an online questionnaire, which consist of 21 questions.

CHAPTERISATION

Detailed/final Project Report will include the following chapters

CHAPTER –I

- Introduction
- Significance of the study
- Need of the study
- Objective and scope of study
- Methodology
- Limitations
- Scope

(Details of methodology used in studying and collecting the data and issue will be described)

CHAPTER –II

- Literature review
- Theoretical study

CHAPTER –III

- Industry & company profile

CHAPTER –IV

Analysis of the topic & Interpretation

(Descriptive work on the topic, this chapter will include analysis and interpretation of data tabulation and categorization)

CHAPTER –V

- Recommendation
- Bibliography
- Appendix

REFERENCES

1)   RICHARD,F.T.,1996.*A Definition of Advertising*.[online] Available from: http://public.wsu.edu/~taflinge/addefine.html [Accessed 9 April 2014]

2)   MSG,2003. *Advertising Agencies Meaning, its Role and Types of Agencies*. [online] Available from: http://managementstudyguide.com/advertising-agencies.htm [Accessed 9 April 2014]

3)   WIKIPEIDA,2017.*Digital Marketing*.[online] Available from: http://en.wikipedia.org/wiki/Digital_marketing [Accessed 9 April 2014]

4)FICCI-KPMG industry report, 2014. *The stage is set*. [online] Available from: http://www.ficci.com/spdocument/20372/FICCI-Frames-2014-KPMG-Report-Summary.pdf [Accessed 10 April 2014]