



The StratEdge

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Edition

MARKETRIX





DEMARKETING FOR SMOKELESS SMILE

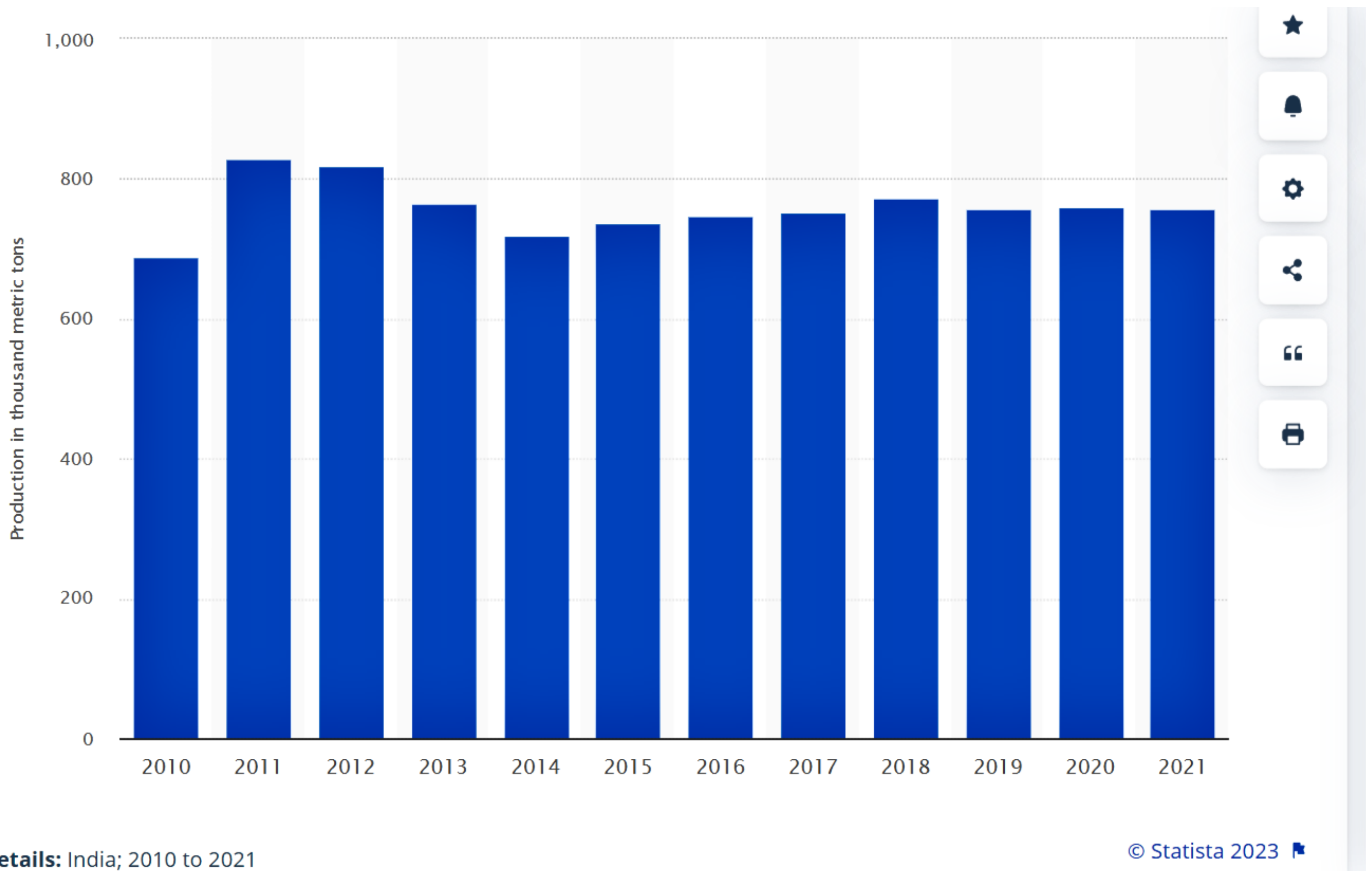
“Smoking is injurious to health; it causes cancer”- very often this statutory warning is seen on most cigarette packets or in most of the TV shows or movies by 1975 Act (R Bansal, S John, et al., 2005). But do people really bother about it? Do the fearful images on every cigarette packet, or poster ads at health centers, really impact smokers’ minds? According to human psychology, people try to block the fearful images of carcinogenic throat from their minds as tobacco comes under unwholesome products, which is addictive in nature. As per WHO data, over 8 million people are killed by tobacco every year worldwide, including an estimated 1.3 million non-smokers who meet secondhand smoke. And in India, around 1 million people die due to tobacco consumption directly or indirectly. But the emerging market of the tobacco industry shows how strongly these products are marketed. It is projected that the tobacco products industry in India would bring in \$12,730.0 million by 2023. Most consumers are found in northeastern part like Mizoram, Manipur, Meghalaya, Tripura, Nagaland, Bihar, and West Bengal.

MARKET WATCH: NOVEMBER 2023



- Coca-Cola’s and Aldi’s Christmas ads ranked most effective of 2023.
 - Adobe is the latest brand to tap into the opportunity of women’s sport, as the FA announces it will sponsor the Adobe Women’s FA Cup until at least 2026.
-
- Nicole Hubbard Graham returns to the Nike business as CMO after departing in 2021.





Production of unmanufactured tobacco across India from 2010 to 2021(in 1,000 metric tons)



Research is saying that though the advertisements and promotions for tobacco products are banned in India by 2003 Act, but the strong distribution channel of these industries especially the small retailer shops like paan, beedi dukans are the most paramount medium of advertisement where the posters of cigarette companies, inside the shops, portray the smokers with western sophistication, high aspiration, and sexual appeals (R Bansal, S John, et al., 2005). Any new category of product is pushed by the retailers first. Besides, most of the cigarette promotion happens by peer groups during adolescence. Apart from that, the different billboards at light posts, various sponsorship programs by leading cigarette companies are also medium of such advertisements. And most interestingly, the movie scenes where the characters are smoking, just providing the statutory warning, actually marketing the whole industry, where in the name of demarketing, it is just another license for marketing the products.

Then the question comes into mind that “Does really demarketing: ‘Marketing aimed at limiting growth’, helps in reducing cigarette consumption?” The answer is “Yes”. Research is showing that though the impact of demarketing on such issues is slow but effective. Like the ‘Help Campaign 2005’ in Europe which started advertisements focusing on Prevention, Cessation and Passive smoking at individual level as well as societal level and which actually became fruitful with Quitline numbers, Email Coaching, Website campaign: Help@School, Help@Work, Viral Marketing: Nicomarketing (Louise M. Hassan, et al., 2009).

“Demarketing can change people’s attitudes and behaviours when it is understood. The reflections of the losing parties show that their arrogance was their unique losing point. If they conduct introspection they can be informed of their bad ways. Their response should be to change their behaviours.

Hence, bad behaviours can be discouraged, and code of conduct is more likely going to lean towards altruism” (Solly Matshonisa Seeletse, 2016). Even the study on Demarketing Tobacco Products Strategy to Impact Customers for Social Change (Neeta Baporikar, et al., 2017) is showing that the holistic intervention of Government can bring an effective result. But if we get stuck only into that, then it will take a lot of time. So continuous societal campaigns, peer group counselling, door to door exploration by health workers like Asha can bring a fruitful result in near future. If research shows that 70% Gen-Z are concern about climate change and 64% about health issues (Edelman Trust Barometer, 2023), then this demarketing can bring smokeless smile on million faces.

References

- 1.R Bansal, S John, P M Ling: Cigarette advertising in Mumbai, India: targeting different socioeconomic groups, women, and youth, *Tobacco Control* 2005;14:201–206. doi: 10.1136/tc.2004.010173.
- 2.Louise M. Hassan, Edward Shiu, Gianfranco Walsh, Gianfranco Walsh: HELP – for a life without tobacco: a case study on demarketing across two levels, 2009.
- 3.Solly Matshonisa Seeletse: Demarketing strategy to develop perceived product reputation: applications in three distinct environments. *Problems and Perspectives in Management*, Volume 14, Issue 4, 2016.
- 4.Neeta Baporikar, Rosalia Fotelela: Demarketing Tobacco Products Strategy to Impact Customers for Social Change. *International Journal of Civic Engagement and Social Change* 4(4), October 2017.
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- 6.Statista Report: www.statista.com

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EVERYTHING ABOUT “ BUILDING A STORY BRAND”

Donald Miller's book "Building a StoryBrand" provides strategies and a framework for companies looking to improve audience communication and message clarity. The book's main thesis is that you can use storytelling techniques to develop a brand message that is both appealing and obvious.

DONALD MILLER
New York Times Bestselling Author

BUILDING A STORY BRAND



Clarify Your Message
So Customers Will Listen

The StoryBrand Structure:

The book offers doable methods for applying the StoryBrand framework to a range of corporate contexts, including sales pitches, websites, and marketing collateral. Miller provides advice on how to develop a distinct and unified brand message.

Concise Message:

Having a message that is concise and straightforward is one of the most important lessons learned. Miller advises developing a BrandScript that comprises components such as the issue facing the client, the brand's proposed solution, and the change the customer goes through.

The Hero's Journey:

It is a storytelling pattern that viewers can relate to. When it comes to business, the client is viewed as the hero, and the brand is positioned to assist them in overcoming obstacles and realizing their objectives.

Seven Universal points:

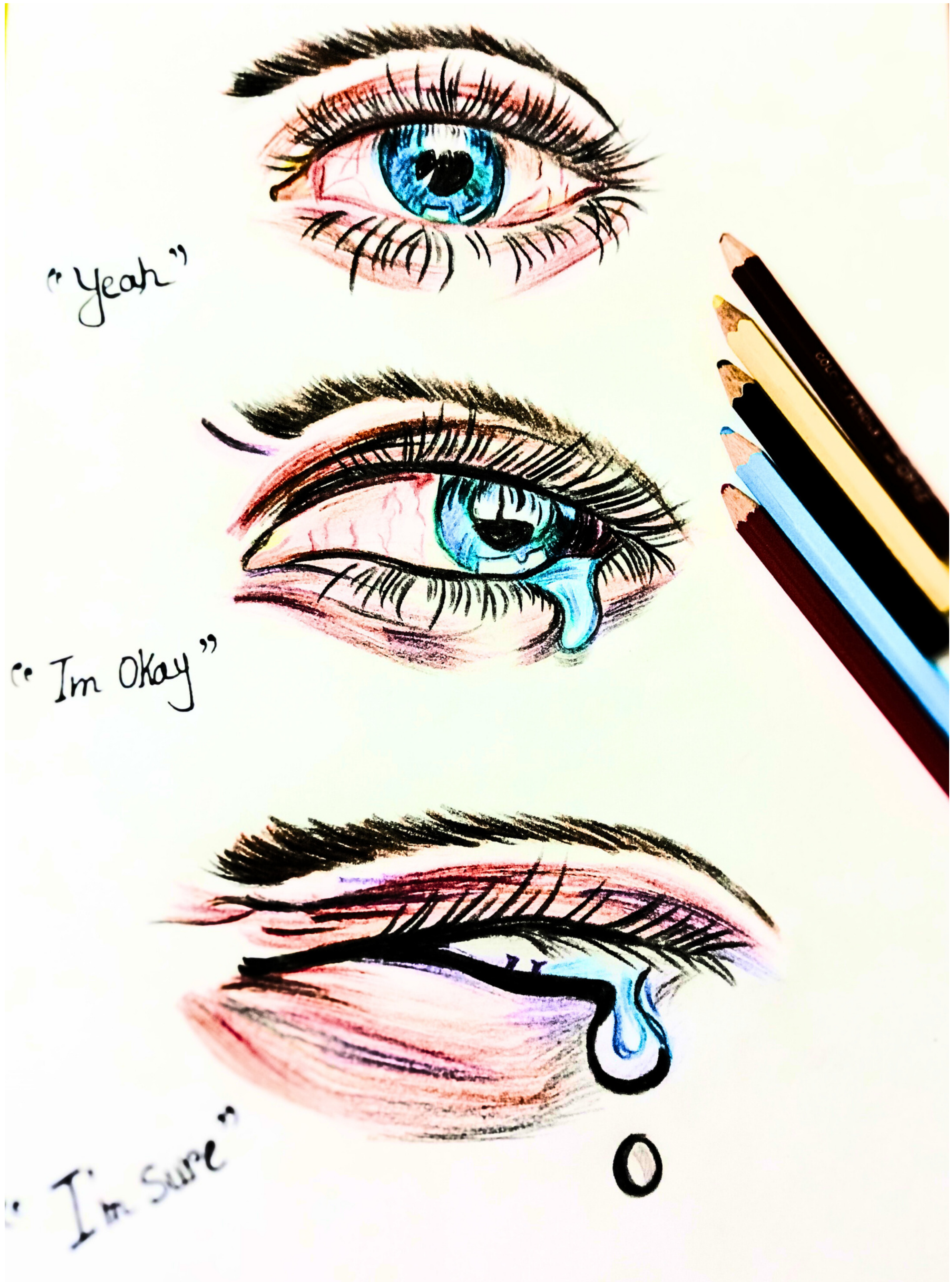
Miller lists seven components that are necessary for creating an engaging story. These include a character (the customer), a problem, a guide (the brand), a plan, a call to action, a success story, and a moral.

Customer, The Hero:

Businesses may improve audience engagement by framing the consumer as the hero. This involves being aware of the difficulties faced by the client, feeling their journey, and positioning the brand as the mentor who can lead them to success.

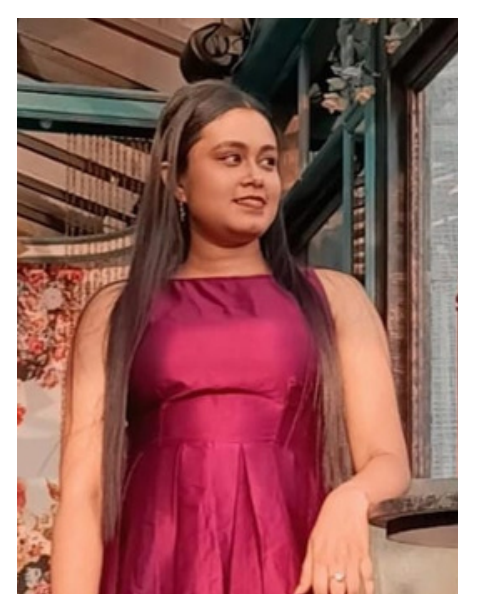
Lanka Anudeepika
BBA Marketing , Sem V





"EYES TALK MORE THAN MOUTH "

AOINDRILA ROY
MBA, SEM-I



CHATBOTS: THE DYNAMIC DUO OF MARKETING PERSONALIZATION AND AUTOMATION



The role of chatbots in marketing research is pivotal, revolutionizing the way businesses gather and analyze consumer data. These intelligent virtual assistants offer a dynamic and interactive platform for engaging with a wide audience. By employing natural language processing, chatbots facilitate real-time conversations, making surveys and data collection more accessible and user-friendly. One significant advantage is the 24/7 availability, ensuring continuous data collection from diverse global markets. Chatbots not only streamline the research process but also enhance efficiency by automating routine tasks, allowing researchers to focus on data interpretation and strategy formulation. Moreover, chatbots contribute to personalized interactions, tailoring surveys based on user responses. This not only improves response rates but also provides businesses with more nuanced insights into consumer preferences. The instant nature of these interactions enables businesses to adapt quickly to changing market trends. Additionally, chatbots excel at sentiment analysis, gauging consumer opinions and emotions in real-time. This capability proves invaluable for understanding customer satisfaction, identifying pain points, and gauging overall brand perception. In conclusion, chatbots are indispensable tools in the realm of marketing research. Their ability to automate, personalize, and facilitate real-time interactions not only expedites the research process but also elevates the accuracy and depth of insights, enabling businesses to make informed decisions and stay competitive in a dynamic market environment.

RANAK DUTTA,
MBA, SEM-I



JAMES WEBB SPACE TELESCOPE

JWST'S MISSION

The James Webb Space Telescope has four key goals:

- To search for light from the first stars and galaxies that formed in the universe after the Big Bang.
- To study galaxy formation and evolution.
- To understand star formation and planet formation.
- To study planetary systems and the origins of life.



JWST FOR SCIENTISTS

The James Webb Space Telescope (JWST), NASA's next flagship infrared observatory, developed in partnership with ESA and CSA, successfully launched on December 25, 2021. After deploying in space and alignment and calibration of the mirrors and instruments, JWST began science operations in July 2022.

Accessible to the worldwide scientific community, JWST offers scientists the opportunity to observe galaxy evolution, the formation of stars and planets, exoplanetary systems, and our own solar system, in ways never before possible. This website offers scientists information on proposing for time on JWST as well as the capabilities of the observatory's instruments and modes, data analysis tools and software, and news and events.

HOW DOES IT WORK ?

The JWST works very much like any telescope in that its main job is to capture light and focus it so we can see further into the distance. There are a lot of differences though like JWST sees in a different part of the electromagnetic spectrum than our eyes do. We see visible light but JWST sees infrared or "heat", just like a night vision security camera. It's also really big so it can capture a lot more light and therefore see more distant, smaller, and colder objects. This is also helped by it being in space because it doesn't have to look through the atmosphere, which blocks a lot of really useful and interesting information.

Why does this distant view allow the JWST to see galaxies in the early universe?

The further away in the universe something is the faster it is traveling away from us. Fast things experience something called redshift and this makes the object appear redder. Eventually, when something is so far away it gets even redder than red and becomes infrared. This is why JWST can see further than any telescope we've had before.

Light takes time to travel to us, so the furthest away objects are also the oldest. Telescopes like Hubble and JWST look back in time. JWST can see further than Hubble because it is in the infrared so it can look almost to the beginning of the universe, 13.7 billion years ago.

Monesh S
BTECH CSE

TRANQUIL MEADOW



A tranquil landscape unfolds beneath the gentle gaze of the hilltop observer. A patchwork of rolling hills, lush meadows, and meandering streams paints a serene scene. In the distance, a hazy horizon blends with the sky, creating a sense of boundless tranquility.

The picture exudes an aura of peace and solitude, inviting the viewer to escape the hustle and bustle of daily life. It is a reminder of the simple beauty that surrounds us, often overlooked in our busy world.

ARIB IMAM
MBA, SEM - I



MARKET WATCH - NOVEMBER 2023

Continued from page 1:

- Sebi eases norms to encourage social stock exchanges and smaller REITs.
- The board of the Securities and Exchange Board of India (Sebi), which met on Saturday, approved the reduction in minimum issue size public issuance of Zero Coupon Zero Principal Instruments (ZCZP) by not-for-profit entities from the current Rs 1 crore to Rs 50 lakh.
- Durex's global lead on why brands must be braced for backlash when supporting LGBTQ+ communities
- Reckitt's global brand director for Durex, Eleonore Murauer, says brands' presence at Pride was tested in 2023 after high-profile backlashes.
- JPMorgan flags 'risk' as China mulls unsecured loans for developers.



- Blod.in launches Blod+: India's first on-demand blood logistics platform for hospitals and blood banks.
- Sri Lanka to OK Sinopec's USD 4.5 billion refinery proposal: Energy Minister.
- IOC, Gail fined for second straight quarter for failing to meet listing norms.
- At 47%, India struggles to bridge the food grain storage gap
- COP28: India to push for clean energy transition, but won't budge on coal phasedown target
- Pakistan: Inflation stays above 40 pc for second week in row
- India's bilateral FTA with Singapore and as part of Asean needs to be studied together: GTRI
- India crushing terrorism with all its courage, says PM Modi in Mann ki Baat



INDIA'S REAL ESTATE MARKET: A THRIVING SECTOR WITH VAST POTENTIAL

India, with a population of 1.5 billion people, presents a promising market for real estate. Maslow's hierarchy underscores the significance of properties in providing safety and security, especially crucial in a nation with a vast and diverse population. The evolution of India's real estate from an unorganized sector to one shaped by private companies digitizing through community space management services has transformed accessibility and awareness. Today, social media, Google Ads, and property consultants facilitate real-time project updates, streamlining lead generation for builders.



The real estate sector in India, still in a developing phase, attracts investment from both commercial and residential perspectives, anticipating substantial returns. Traditionally dominated by local brokers, recent years have witnessed the entry of developers, channel partners, and private companies, replacing the conventional players. Projections suggest that by 2047, India's real estate sector could reach \$5.8 trillion, contributing significantly to the GDP.

Foreign investment in India's real estate demands robust infrastructure and amenities, prompting government initiatives like Special Economic Zones and Industrial Development Authorities. This involves allocating vast expanses of land to multinational companies and Indian corporate giants for commercial development, contributing to economic empowerment. The impact is seen in cities like Mumbai and Bengaluru, where companies like Prestige Group provide world-class commercial properties. However, challenges arise as industrial areas are often situated on the outskirts, necessitating government intervention to allocate a portion of this land for residential development, addressing the housing needs of employees.

Key Trends Shaping the Market

The Indian real estate market is characterized by several key trends, including:

Digitization: Online platforms and social media have become the primary channels for property discovery and lead generation.

Organized Retail: Private companies have entered the market, bringing professionalism and standardization to the residential and commercial sectors.

Infrastructure Development: The government is investing heavily in infrastructure, creating Special Economic Zones and Industrial Development Authorities to attract foreign investments.

Evolving Consumer Preferences: Rising living standards are driving demand for luxury homes and world-class amenities.

THE SCOPE OF REAL ESTATE

India's real estate sector is a thriving market with vast potential, fueled by the country's ongoing development. Historically dominated by brokers and local builders, recent years have witnessed a transformative shift with developers, channel partners, and private companies taking the forefront. According to a report by Knight Frank and the National Real Estate Development Council (Naredeco), India's real estate sector is projected to reach \$5.8 trillion by 2047, contributing significantly to the GDP.

The post-pandemic era has ushered in substantial changes globally, with developing nations like India gaining attention for investment and employment. The government has played a pivotal role in facilitating foreign investment by establishing Special Economic Zones and Industrial Development Authorities. These initiatives involve allocating vast expanses of land to multinational companies and Indian corporate giants, fostering economic empowerment. Cities like Mumbai and Bengaluru showcase the success of this strategy, with companies like Prestige Group providing world-class commercial properties. The government's focus on infrastructure development has also extended to residential properties, addressing the housing needs of employees working in industrial areas located on the outskirts of cities, ultimately enhancing productivity.



Future Outlook: A Thriving Market with Global Reach

The future of India's real estate market is bright, with projections of continued growth and expansion. The sector is expected to reach \$5.8 trillion by 2047, contributing significantly to India's GDP. Government initiatives, such as the development of Special Economic Zones and Industrial Development Authorities, are further attracting foreign investment. India is poised to become a global real estate hub, offering attractive opportunities for investors and developers alike.

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Our fellow students' enthusiasm, creativity, and fresh perspectives have breathed life into our newsletter. Their articles, research, and collaborative efforts have been invaluable in making our publication dynamic and engaging. It's their diversity of thought and shared passion for marketing that made our newsletter a true reflection of the Marketrix student community.

We want to acknowledge the long hours, brainstorming sessions, and dedication that went into every article, design, and section. The commitment to the success of our newsletter is truly commendable by the editing and designing team.

In conclusion, we want to express our heartfelt gratitude to all the faculty and students who have contributed their content for newsletter. Together, we have created a valuable resource for the entire academic community, and we look forward to the continued growth and excellence of our institution as one.

Thank you all team members for your commitment, dedication, and support. We couldn't have done it without you.

Mihika Srivastava (MBA I Semester)

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We invite your articles and other variety of content for January 2024 edition.

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