



### THE EVOLUTION OF MODERN MARKETING AND ITS EFFECT ON COMPETITIVENESS

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#### Abstract

This paper attempts to analyze the effect that modern marketing has had on competitiveness in both small- and large-scale industries. The major conclusions were that marketing is in a phase where consumers lean towards the hyper presentative nature of new-age advertisement, and largely show subsequent commercial interest in such products. Participants across different age groups were surveyed on their response to novel methods of marketing and the results were quantified as such. This paper specifically aims to compare varying styles of mass communication aired recently, unlike other contemporary works.

**Keywords:** *Mass media-* Established forms of media such as television, the radio and newspapers. *Ad- Advertisements Traditional advertisements/marketing-* Advertisements that only include key features such as utility, price and the novelty feature (e.g., the unique scent of a brand of soap) *Modern advertisements-* Advertisements that push an 'X-factor' to the consumer (ads with a funny joke/reference, a play on current events, a storyline within the advertisement itself.)

#### INTRODUCTION

The subject is to compare the real effectiveness of varied styles in recent mass media ads. No fundamentals are required to understand the paper, besides the memory of aforementioned keywords, and statistical interpretation. Current works on the topic explain the impact and public reaction to ads, and broadly categorize them under labels of 'good' and 'bad' (see references.)

#### Theory

The theory- prior to conducting the actual research- is that consumers now look for added effort when being pitched to. The logical line of thought is that market saturation, and generalization of Unique Selling Points (USPs), makes the typical consumer seek something of face value that stands out (i.e., innovative marketing.)

#### Experimental

All users were briefed on important terms and the aim of the survey.

Firstly, I sampled responses from a set of participants, and converted their response into statistics. The three primary questions were: 1) What forms of mass media do you consume? 2) Out of these media, some must include forms of advertisement. From a non-commercial standpoint, do you prefer 'modern' or 'traditional' styles of advertisement (which would you rather consume?) 3) Which style is more likely to lead to your genuine interest in purchasing the product?



Secondly, I then logged onto two social media sites (Twitter and Instagram) and searched generic terms such as ‘marketing’ and ‘ads’ to assess what style of ads and which brands have been spoken about lately.

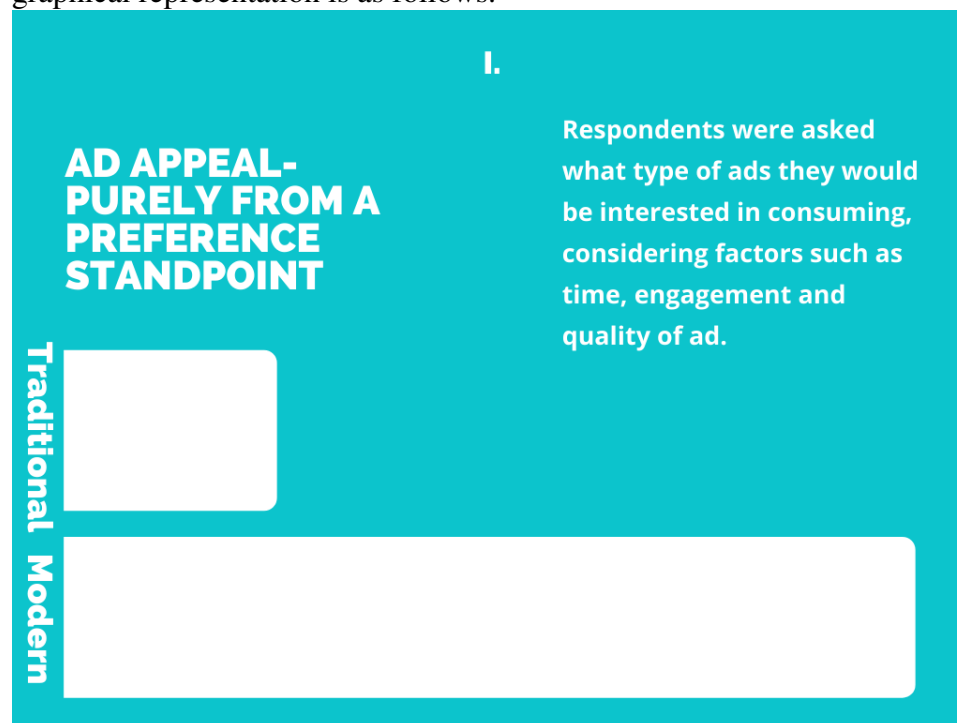
### RESULT

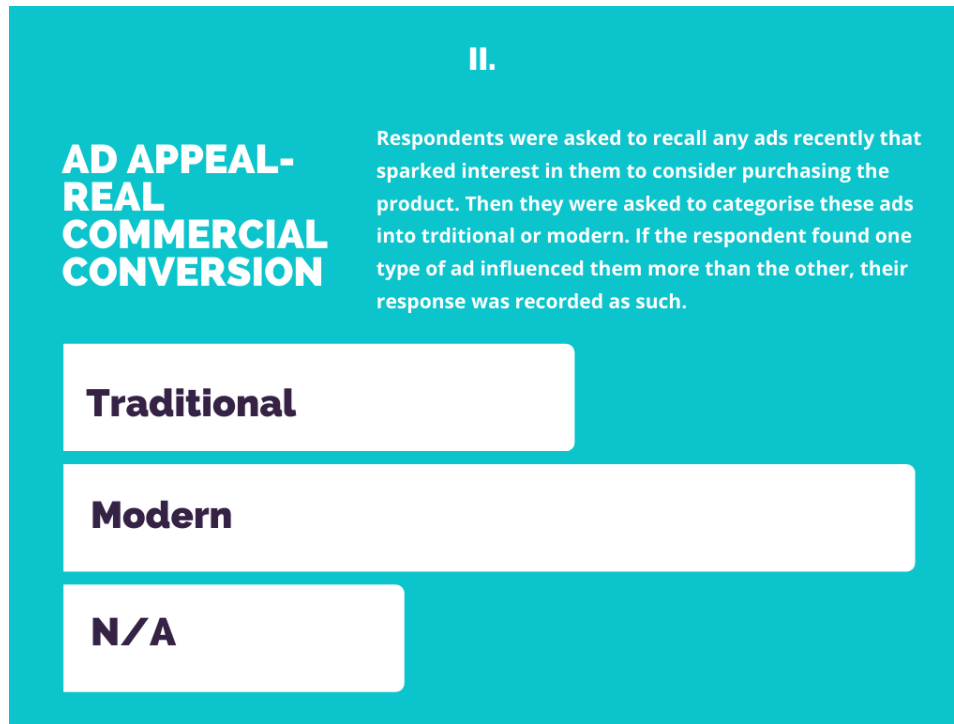
A total of 10 participants were surveyed. The groups included two broad categories- individuals above the age of 18 and those below. 5 participants were included from both demographics. The results were that while 80% individuals **preferred** to consume modern forms of advertisement, that number reduced to 50% when it came to them expressing subsequent **interest** in buying that product. Two of the ten surveyed suggested that marketing had no real effect on whether or not they buy a product. They entirely preferred to do their own research instead.

The social media observations reported similar results. Although they cannot be quantified, due to the sheer number of posts online, it was noted that modern advertisements were drastically more talked about publicly than traditional ads (examples mentioned in references in the form of articles).

### DISCUSSION

The results obtained were somewhat surprising. I expected more people, especially in the older category, to say they prefer shorter, traditional ads that stuck to the point (mostly with respect to the shorter span of time they’d spend to consume such an ad.) I also didn’t expect that participants who preferred modern ads would say traditional ones catch their interest better. The graphical representation is as follows.





### CONCLUSION

The results of this research impacts competitiveness- as smaller, newer brands now have the pulling power to sway consumers, with creative marketing. Established companies may not see the value in doing the same on that front, due to their existing prominence. However, they would potentially lose customers by doing so. The key statistics mentioned above reflect as such. However, the limitations of this study are that more work has to be carried out in a number of associated areas, in order to comprehensively compare evolving styles of marketing and how they affect competitiveness. Comparing effectiveness specifically within the target audience, type of product/industry advertised, and such, being a few examples.

### Acknowledgements

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