

NEW COMMUNICATION STRATEGIES IN MARKETING: EFFECT OF AUDIO-VISUAL MARKETING IN CONSUMER PATRONAGE AND RETENTION

Shefali Shukla¹, Deeptanshu Dwivedi²

¹Research Scholar, Commerce, Mahatma Gandhi Kashi Vidyapith, Varanasi

²Educator, Management, Commerce whiz, Allahabad

ABSTRACT-

The media prospect has been simulated dramatically by the initiation of digital media in early part of 21st century. Improvement in technology and customer interaction with technology and each other is one of the significant factors for media expansion. Audio and visual communication strategies in marketing are comprehension of display advertisements such as SEO (Search Engine Optimization), pay per click advertising, Digital Public Relation (DPR) and many more. Digital communication is a key element of consumer experience strategy as when it is conducted properly, there can be long term and profitable relationships. The augmentation of multimedia has diversified the usage of audio and visual practices in business. This acquisition of multimedia technology in market communication escalates the consumer patronage and retention. Digital media acquainted the marketing bodies in business to business community with marketing problems. The main focus of this paper is to depict the current marketing strategies with blend of audio and visual technology and their adoption by marketing professionals for common patronage and consumer retention.

Keywords- : Digital Media, Consumer Patronage, Consumer retention, Marketing professionals, Marketing Strategies.

INTRODUCTION

The world of digital marketing is modifying at a remarkable pace. Its steadily expanding technologies and the manner people are employing them, are revolutionizing not just how we entry our information, but how we communicate with other on global level.

Digital marketing is more convincing, now everyone is embracing the thought of digital media to buy and sell their products and services. To understand the meteoric growth of the internet we must look to the revolution of internet and how communications technologies are evolved into the global scale. The term digital marketing was first coined in 1990s, it comes with the development of internet and Web 1.0 platform. The era of digital market initiate with the clickable banner for the first time in 1993, and in 1994, this is a gradual shift of digital marketing as new technologies were entering into the market and the very same year YAHOO was launched.

THE CHANGING FACE OF ADVERTISING IN MARKETING

The origin of advertisement is rooted back to the Indian Civilization. The development of Indian Advertising has been ponderous with the pre-independence era. Only large organizations were employed in the business of Advertising and that too

of lacking in the media services with a very little amount of creativity. During the time of first world war, the demand for newspaper was increased shockingly as people were keen to know about war affairs. After First World War Indian, agencies learnt the eminence of agency business because they are developing as a greater source of employment. B. Dattaram's was India's first advertising agency. Advertising is a significant element of marketing and we can say it is a technique of communicating with consumers.

COMMUNICATION STRATEGIES IN MARKETING: THEN AND NOW

The concept of communication strategies in marketing has been regularly changing over the years, but one question always remain the same HOW exactly has it changed from then....to....now?

Over the past three decades marketing is going through a major technological changes and our relation to it ever since. Invention of telephone was witnessed in the sales era and followed by the television in marketing era. The evolution of marketing era was the immense transformation in the history of marketing. The adoption if internet was the gigantic event that has stimulated the marketing over last three decades.

In the 1980s early desktop publishing software caused in print marketing. In 1989, Tim-Berners-Lee and his team launched World Wide Web but it did not really take off until the mass-market browser Netscape launched in 1994. It took the number of web users from 16 million to 361 million¹ approximately 5.8% of world population from December 1995 to December 2000. Now it is 4536 million¹ (report of Internet World Stats) (June 2019) approximately 58.8% of world population. As users increased the outlook develop gradually from e-mail to Search Engines like Yahoo (1994) and Google (1997) and some e-commerce

sites like Amazon (1994), E-bay 1995) this turned out a golden period for marketing.

Following figure depicts the changes in communication strategies of brands over decades.

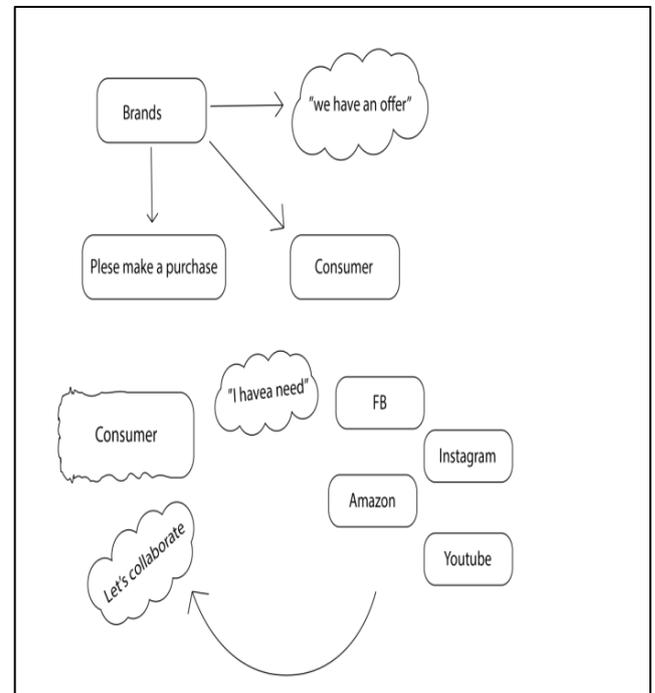


Fig-1: change in the communication strategy of brands.

Source: self generated

Search Engines established the new websites that catalogued specially for consumers to find out the optimized information, products and services according to their need. Marketers used initially in the dimensions of keyword stuffing, excessive tagging and back links to accomplish high rankings through Search Engine Optimization (SEO) technique. After the dot-com bubble crisis in 2000 marketing dynamics changed and a great significance was placed on inbound marketing through information sharing, content designing and collaboration. The inauguration of social media sites as LinkedIn (2002), Facebook (2004), Twitter (2007) made this all more feasible as users initiated sharing personal data online. Though the available literature evident that communication plays a significant role in market functioning. Now marketing communication strategies are categorised in two

types, traditional vs. modern. In traditional marketing, there were four effective tools as advertising, sales promotion, public relation, personal selling used and modern communication technique is a combination of audio and visual marketing medias, and tools used are guerrilla marketing, advergaming, viral marketing, blogs, social-networking sites, virtual reality, sharing data and content marketing. Now the concept of marketing has shifted from isolated marketing to integrated marketing techniques, which include content analysis of the creative strategies of marketing communication in present. Social media include the platform for sharing and participating in heterogeneous global activities and generate a way for brands to communicate with targeted audience segments. Understanding e-marketing as activity of co-creation between business and consumers helps in consolidate our perception of social media as well as social media users and how can they become a part of marketing information system [Chu and Kim, 2011, Evans, 2010]. Companies are engaged in integrating their customers into their marketing information system and tried to utilize the online space for product and service development. The process of integrating consumers for product and service development is known as 'value co-creation' delivers by the American Global Coffee Company Starbucks, which established the online platform MyStarbucksIdea.com inn 2013 [Romero et.al. 2014]. This is created for their consumers so as they can share their experiences ideas and can participate in open discussion about brand development.

There were plenty of research works done in the field of online and digital marketing some researchers depict the importance of video advertisement in a lieu of product development but the study was limited to the importance and role of audio and video in brand and product development. This study reveals the research gap of 'why audio and visual communication tools are benevolent in consumer patronage and also demonstrate the effect of content marketing on consumer retention.

LITERATURE REVIEW

Individual communication facets and aggregate communication strategies moderate the relationship between channel conditions and outcomes. [Jakki J. Mohr, John R. Nevin, 1990]. Communication is linked to structural issues like pattern of exchange relationships and behavioural issues like power and climate for marketing conceptually in the channel. [Jakki J. Mohr, John R. Nevin, 1990]. Literature in marketing acknowledges that communication plays a significant role in channel functioning. [Grabner & Rosenberg 1969; Stern and EI-Ansary 1988].

Marketers have multiple opportunities within the social media landscape for branding along with placing paid display advertising and participating in the social networks as a brand person and developing opportunities for consumer participation within social networks for publishing brand content is known as content marketing or social publishing in social channels. [Tuten & Solomon, 2013]. According to Social Media Industry Report 2019, 93% Individual communication facets and aggregate communication strategies moderate the relationship between channel conditions and outcomes. [Jakki J. Mohr, John R. Nevin, 1990]. Communication is linked to structural issues like pattern of exchange relationships and behavioural issues like power and climate for marketing conceptually in the channel. [Jakki J. Mohr, John R. Nevin, 1990]. Literature in marketing acknowledges that communication plays a significant role in channel functioning. [Grabner & Rosenberg 1969; Stern and EI-Ansary 1988].

Marketers have multiple opportunities within the social media landscape for branding along with placing paid display advertising and participating in the social networks as a brand person and developing opportunities for consumer participation within social networks for publishing brand content is known as content marketing or social publishing in social channels. [Tuten & Solomon, 2013]. According to Social Media Industry Report 2019,

93% An emotionally motivated campaign ‘thank you mom’ by Pactor and Gamble (P&G) is an example of an integrated Approach (Berkowitz, 2012). For this consumers were asked to share their child athletes, this was the user generated content and these stories later shared via social channels and became a series of commercials that broadcasted. [Berkowitz, 2012]. Emotions have been associated with products itself and differ in relation whether the consumer is a product user or not and emotions contain both positive and negative emotions. In addition emotion provide a perceptive measurement which distinguishes the product.[Silvia C. King, Herbert L. Meislman, 2010].

Internet has exclusive sufficiency to broaden the scope of marketing and transcend traditional restraints like geography and time zones to connect with a much wider audience.[Damian Ryan & Calvin Jones, 2009]. Digital marketing is a medium for people communicating with other people; the technology is just the bit in the middle that helps it to happen.[Damian Ryan & Calvin Jones, pg-37, 2009]. Improving search experiences for users is a double-edged sword from marketer’s perspective. It means that the best search engines have a bigger pool of potential prospects for your paid search advertising and your organic SEO (search engine optimization) efforts. [Damian Ryan & Calvin Jones, pg-82, 2009].

Christy Ashley & Tracy Tuten, 2015 develop creative strategies for branded content in social media marketing and focused on some social media channel like Twitter, social networks like Facebook, socialized micro sites (Doritos Crash) were the most utilized tools followed by video sharing on YouTube. Their study reveals that in the case of social media brands may drift towards social networks, social sites, video sharing and micro blogs because consumer reach is surpassing for those channels than others.

Marketing stimuli serve as retrieval cues for brand information in the consumer’s environment and will on the basis of research findings suggested that visual advertising media for packaged goods will more likely to stimulate

memory (e.g. T.V images) than Identical information in audio mode (e.g. T.V audio track). [Carolyn Costley & Samar Das and Merrie Brucks, 1997].

The progression of social media also deliver rise to social media content communities where user can preoccupy, develop and exchange multimedia content on blogs, social sites and photo and video sharing communities because of a need of interest driven participation.[Thompson, 2011].

Home devices such as Amazon Echo and Google Home provided all new medium to dominate context and technology. Two-third of consumer concedes that they consider purchasing a product based on podcasts recommendations (study published by IAB). Audio marketing refers to activity of generating content in form of audio and mainly in the form of radio shows and podcasts. Brands like Apple and Microsoft go a step further and develop voice-activated assistants into our lives like Siri and Cortana. Audio branding also acknowledged, as ‘sound branding ’or‘ sonic branding is a medium of communicating brand through sound or music like an audio theme, brand song, or a brand voice. [Bronner & Hirt, 2009, pg-11].

Music in marketing is primarily memory device (Gustafsson, 2015). Studying music as ‘mnemonics’ rather than as cue for the sense of hearing. Bode (2009) review literature in field of music studies and find that working of music depends on context where it materializes. He further argues that music as stimuli and cannot be extracted from its cultural context. He suggested that advertising takes a significant stand for interpretive research on music.

CASE-STUDY: PATAGONIA- ‘DON’T BUY THIS JACKET’

Campaign brief

Patagonia was founded by climbing enthusiast Yvon Chhouniard in 1973. The company initially made only climbing equipment but changed its philosophy to focus on

environmentally sound products after realising that climbing tools were causing damage to environment and cliff faces.

Company focuses on producing quality products that are durable and eco-friendly and encourages consumer to fix old products rather than buy new. In this context an advertisement was given by the company in New York Times name 'DON'T BUY THIS JACKET' and asked people to buy less on Black Friday.

Campaign concept

To focus on the women who feel Patagonia is not a brand for 'people like them' by focusing on the growing desire for simplicity and authenticity. Company promote sportswear as casual wear.

- Minimizing ecological expenses
- Include educational messages, environmental grants and green benefits for its employees
- Build sustainable business model
- Sell less, make more

Campaign strategy

- Since 1985 the company has donated 1% of sales to the preservation and restoration of natural environments,
- Focused on delivering valuable digital content consistently
- Patagonia covers following on their social media pages
 - Films about forest preservation, rock climbing and historic moments
 - Stories from their founder and outdoorsmen
 - Video related to political and inspirational subjects including reusing and repairing clothing.

Social media strategy

- The main five platform used by Patagonia are Instagram, Facebook, LinkedIn, Twitter and Blog.
- Each platform serves different types of content about the same event
- On Facebook you can find links to blog posts and event pages
- On Instagram there is beautiful pictures related to event of Patagonia
- They do not sell stuff over social media they are selling experiences. This leads them to buying their products.

Results

- Patagonia has 36 million followers on Instagram
- 500-50,000 comments on each post
- 25000-80000 likes on video
- Sales increased about 30% to \$540 million during 2012.

In 2011 Patagonia published a full page ad in New York Times with simple shot of a fleece under the headline 'don't buy this jacket' this ad encourage customers to repair and reuse as much of their clothing as possible and Patagonia campaigned its anti consumerist message, the more people bought its product.

This make sale increased about \$750 million up to 2017.

- Patagonia created a digital hub to connect consumer with the grass root organization that company supports.
- Patagonia run a multiple social media campaign like #simplypatagonia on Instagram, Twitter and Tumbler idea like (show us how you give simplified your wardrobe) to qualify to win an all-inclusive trip for two.

Media Plan-Digital Ad

- Most active audience can be targeted.

- Patagonia use content marketing in kind of short films and blogs to show their environmental activism.

Audio and visual marketing is a content-based marketing. Traditional marketing strategies were more focused on quantity, but concept of product shift towards marketing concept in the time of marketing era and people changed their attitude now people especially the younger generation want something more than simple advertisement. They acknowledge something that tells a story and connect with them on personalised level. The study focused on three-core main research question.

1. Is the advertisement appeal employed in audio-video marketing uniformly attracting consumers?
2. How do audio video marketing practitioners make use of social media content to connect with target audience and retain them?
3. Is the average trustworthiness of traditional marketing and audio-video marketing are the same for consumers?

METHODOLOGY

This study is primarily a work of quantitative analysis. To address the research question study confide on online questionnaire with frames of nine questions. The study exploit the content analysis to gather the information about the social media content, television commercials, print-advertisings, websites and micro blogs. The findings are based on responses collected through questionnaires on personal level. Some secondary sources as Journals, Books, and Findings are based on insight study done on data collected and will be helpful for further references. Internet were also helpful in accessing the goal.

SAMPLE DESIGN

The questionnaire was distributed to 85 respondents and the study was done with a direct analysis of 70 consumers based on their experience over content marketing or audio-video marketing strategies. Respondents in this study were

asked to answer the ten questions based on the communication and advertisement strategy adopted by marketers in recent times and response collected were analysed with the help of chi-square test for Goodness to fit and one tailed test for single population proportion. Before questionnaire distribution, pilot study was made with 10 respondents to understand the authenticity and accuracy of the questions.

FINDINGS

The first research question is to test whether the consumers are uniformly attracted by advertisement appeal employed in audio-video marketing. To find out the results, Chi-square test for Goodness-of-fit is applied.

If consumer attention is equally probable for all types of appeal and total number of consumer’s attention are 70, then $70/5=14$ attention are expected for each type of appeal. Arranging the data as follows:

Table – 1: Group Statistics

Advertisement Appeal	Consume attention
Humour	19
Social	15
Personal	12
Emotional	20
Adventure	4
Total	70

Table 1.1 Goodness to fit test

Advertisement appeal	Consumer attention	Observed frequency	Expected frequency	O - E	(O - E) ²	(O - E) ² / E
Humour	19	19	14	5	25	1.78
Social	15	15	14	1	1	0.07

Personal	12	12	14	-2	4	0.28
Emotional	20	20	14	6	36	2.57
adventure	4	4	14	-10	100	7.14
TOTAL	70	70				11.84

factor	Traditional marketing	Audio video marketing
Trustworthiness	22	48

NULL HYPOTHESIS (H0) for first research question: Let us take the Null Hypothesis (H0) that the consumers are uniformly attracted by the advertisement appeal.

Since the calculated value of consumer attention $X_{cal} = 11.84$ is more than its critical value, $X^2 = 9.49$ at $\alpha = 0.05$ and degrees of freedom is $5-1 = 4$, the null hypothesis is rejected. Thus, hence proved that consumers are not uniformly attracted by the advertisement appeal employed by marketers in audio-video marketing.

The second question of the study is to analyse the utilization process of content marketing when it comes to retain consumers in the area of audio-video marketing.

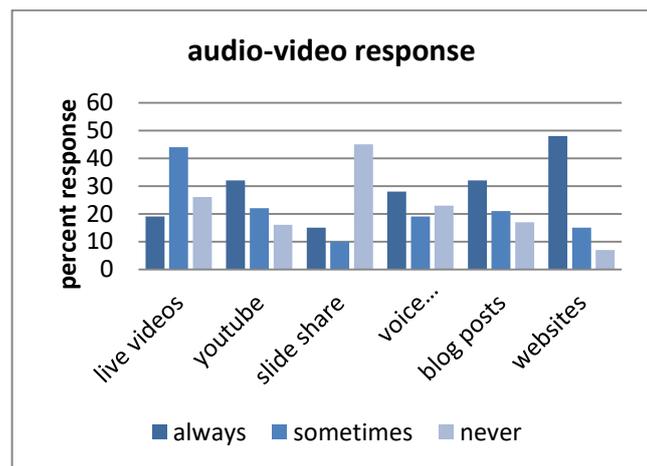


fig.2- percent response for marketing type

The third question of research study endeavour to find out the significant trustworthiness in both types of marketing.

Table.2 observed data

If NULL HYPOTHESIS(H0) for second research question: is that both marketing are equally trustworthy is;

H0: $p_1 = p_0$ and $H_1: p_1 \neq p_2$ p_1 and p_2 are the proportion of consumers who response for both traditional and audio-video marketing respectively.

Out of 70 respondents, 48 prefer the audio video marketing more trustworthy than traditional. At 5 percent level of significance the claim will be-

H0: $p = 48$ and $H1: p_1 < 48$, so $p = 48/70 = 0.68$, $n = 70$ and $z_{\alpha} = 1.645$ for one tailed test at $\alpha = 0.05$ (table value)

$$Z = \frac{\bar{p} - p_0}{\sqrt{p_0q/n}} = \frac{0.68 - 0.48}{\sqrt{0.48 \cdot 0.22/70}} = 0.625$$

Since $Z_{cal} = 0.625$ is less than its critical value (1.645) the H0 is rejected. There is significant difference in the percentage preferring the trustworthiness of both marketing.

The study also reveals the other concealed aspects of audio video marketing. Social media activities excogitate primarily around content and online associations have become effluence of social media. (Agichtein et al, 2008). Content marketing are increasingly adopted by marketers to substitute interruptive advertising and attract more consumer attention to the brand (Zahay 2014, DuPlessis 2015, Charmaine DuPlessis 2017).

Respondents were asked if they opt online advertising. 45.16% answered in 'yes', 16.13% in 'no' and 32.26% in 'sometimes'. Social media changed advertising communities in a way that they are no longer only

promoted brands but also provide brand content information.

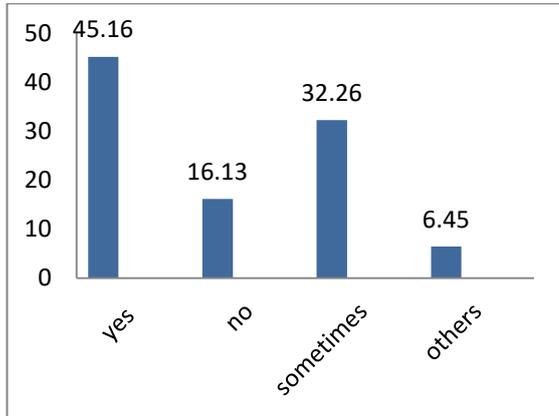


Fig. 3-

chart of percentage of respondents for online platform

After exploring the percentage of respondents

Who choose online platform, still it is concerned to find the reason for gap, for not choosing online platform. to find the reason question were asked to respondents and given chart justify the statements.

The reasons for not exercising the online advertising

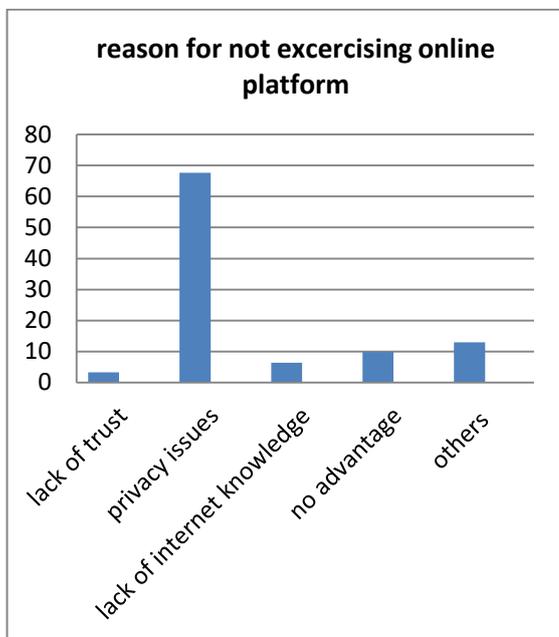


fig.4-

percent response reason for not exercising online advertising

It is clear with the graph that preeminent reason for not electing online or social platform is privacy issue with 67.7% for their personal information.

DISCUSSION

Social media is a platform that accomplishes marketers with the opportunity to more than sales, purchase, and reduces the promotional cost of old school marketing tactics. Content marketing is a modern marketing prototype with multiple long-term benefits such as building brand loyalty by inviting the target audience with valuable content without employing promotional techniques (Pulizzi, 2012). (Murdock, 2012) suggested that, further clarity is required about the role of content marketing in social media content communities, especially because content marketing is often confused with social media marketing. Social media accommodate a social path for meeting social needs. (Christy Ashley & Tracy Tuten, 2015).

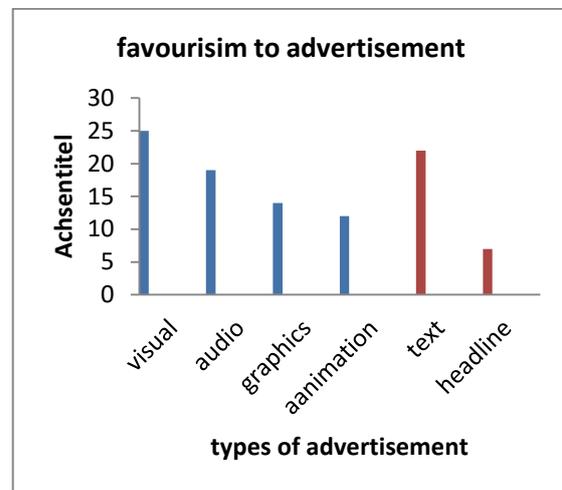


Fig. 5-

preferences to advertisement category

Audio –visual advertisement is a productive medium of communication. Using sound and graphics techniques in prevailing media is a red-hot strategy adopted by new age practitioners. Audio –video techniques allows marketers to engage the target audience, provide additional information and bring clarity into the key points related to brands. Consumer behaviour manifestation is reflected in the

electronic word of mouth (eWOM) in context of video sharing, likes and comments on their websites, blogs, brand pages. Charmaine DuPlessis 2017 suggested three main categories name building content communities, platform specific content and understanding channels for quantitative analysis of content on social media

The first research question discloses the variety of advertisement appeal employed in audio video marketing and its effect on consumer behaviour. There were five appeal taken for the study name humour appeal, personal appeal, emotional appeal, adventure appeal and social appeal. Large portion of selected population were agreed that they were mostly affected by the emotional and humour appeal respectively.

Audio-visual marketing strategies are enhancing the market communities very effectively, audio visual communication tools are breaking the traditional barriers of written communication for retaining the consumers.

CONCLUSION

For sustainable, long-term relationships, marketers need to focus instead on building high quality links through.5.h ethical means, concentrate on your content, it will be beneficial for consumer retention. Laroche et al. (2012) indicates that consumers join brand communities due to multiple argumentations and that could benefit the brand in the long term. In a study, Carolyn Costley Samar Das and Merrie Brucks (1997) suggested that the communication objective would be to instigate consumers to evoke information, perceptions, and experiences that favor the target brand at the time of purchase.

We all know competition in the business world is as flourishing day by day . It is important to stand apart from your competition in the minds of people who matter ie stakeholders, customers, investors and the press. Using quality audio-visual communication strategy in the marketing area is an effective way of achieving this. Brand marketers are showing high level of interest in developing

creative strategies because of their significance to advertising domain. Creative strategies are able to enhance the receiver's motivation, opportunity, and/or ability to process information from an advertisement (MacInnis, Moorman, & Jaworski, 1991). This study covers the undisclosed aspects of new age marketing strategies with the help of quantitative analysis. However in the field of audio-visual communication in mobile marketing as well are consumer behaviour towards it are the areas that need further research.

ACKNOWLEDGEMENT

This research paper and idea behind it would have not been possible without the phenomenal support of my supervisor, Professor Dr. Gajendra Das. His enthusiasm, knowledge and constant attention have been an inspiration for us. We are also grateful for the Library of Harishchandra PG College to provide us relevant and supportive journals, articles and digital books. I am also grateful for my Co-author who unexpectedly shared the invaluable information of his that he gathered for over a years.

It is immense pleasure that we acknowledge the support of our parents, our siblings and our partners, they supported us with combination of compassion and criticism to read every version of paper

REFERENCES

- Agichtein, E., Castillo, C., Debra, D. & Gionis, A., 'Finding high-quality content in social media', in WSDM '08 Proceedings of the. *International Conference on Web Search and Data*, Palo Alto, CA, February (2008). 11-12
- Du Plessis, C., 'An exploratory analysis of essential elements of content marketing', in ECSM-Proceedings of the 2nd European Conference on Social Media, Portugal, July 9-10,(2015) Academic Conferences Publisher International.
- Pulizzi, J.,b, 'The rise of storytelling as the new marketing', *Publishing Research Quarterly* 28(2), (2012) <https://doi.org/10.1007/s12109-012-9264-5>
- Carolyn Costley, Samar Das and Merrie Brucks, 'Presentation Medium and Spontaneous Imaging Effects on Consumer Memory' in (1997 in 'Journal of consumer Psychology' 6(3), 211-231.

Christy Ashley and Tracy Tuten, *Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement* in 2015 in *Psychology and Marketing*, Vol. 32(1): January (2015) 15-27.

Laskey, H. A., Day, E., & Crask, M. *Typology of main message strategies for television commercials*. *Journal of Advertising*, 18, (1989) 36-41

Clara Gustafsson, *Sonic branding: A consumeroriented literature review*, *Journal of Brand Management* Vol. 22, 1,(2015) 20-37.

Bode, M. *Making sense of music in advertising research: An interpretative model of the interaction between music and image*. In: N. Graakjaer and C. Jantzen (eds.) *Music in Advertising: Commercial Sounds in Media Communication and Other Settings*. Aalborg, Denmark: Aalborg University Press, (2009) pp. 75-98.

Bronner, K. and Hirt, R. (eds.) *Audio Branding: Brands, Sound and Communication*. Baden-Baden, Germany: Nomos. (2009)

Silvia C. King a,* , Herbert L. Meiselman b, 2010, *Development of a method to measure consumer emotions associated with foods*, in *Food Quality and Preference* 21 (2010) 168-177.

Tsimonis, G. & Dimitriadis, S., '*Brand strategies in social media*', *Marketing Intelligence & Planning* 32(2), (2014), 328-344. <https://doi.org/10.1108/MIP-04-2013-0056>.

Damian Ryan & Calvin Jones, Book on *Understanding Digital Marketing Marketing strategies for engaging the digital generation*, (2009) ISBN 978 0 7494 5389 3

Christos Karpatitis, March, thesis on '*Brand Video Virality: The role of audio, visual and plot characteristics*' submitted at 'University of Central Lancashire'.(2017).

Charmaine du Plessis, article on '*The role of content marketing in social media content communities*', in '*South African Journal of Information Management*', (2017) ISSN: (Online) 1560-683X, (Print) 2078-1865.

Holliman, G. & Rowley, J., '*Business to business digital content marketing: Marketers' perceptions of best practice*', *Journal of Research in Interactive Marketing* 8(4), (2014) 269-293. <https://doi.org/10.1108/JRIM-02-2014-0013>.

Shefali Shukla is a Research Scholar in the area of Marketing and Finance of Mahatma Gandhi Kashi Vidyapith, Varanasi, Uttar-Pradesh. She completed her studies in commerce B.com and M.com from Allahabad. She is Gold Medallist in her M.com with 95 percent in 2015. She qualified NTA-NET in year 2019. Shefali is working as an Assistant Professor In T. John Institute of Management & Sciences in Bangalore from February 2020 till present.

BIOGRAPHY

