

**Dr. Jones Mathew,  
Professor – Marketing, GLIM Gurgaon**



# "Covid -19 New Age Teaching Pedagogy: Innovative Tools, Techniques and Research Methods for Efficient Business Management Teaching in the Digital Era".



# Evolving Consumer Behaviour & the Role of Brands in the Covid Era



# The Covid-19 Induced New Consumer Context

Anxiety

Essentials

Low spending

Digital/Online



Postponement

Phygital/Hybrid

Home Delivery

Contactless

Sustainability

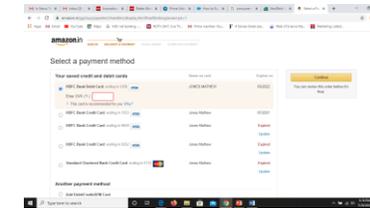
Less is More

# Has Consumer Psychology Mutated?

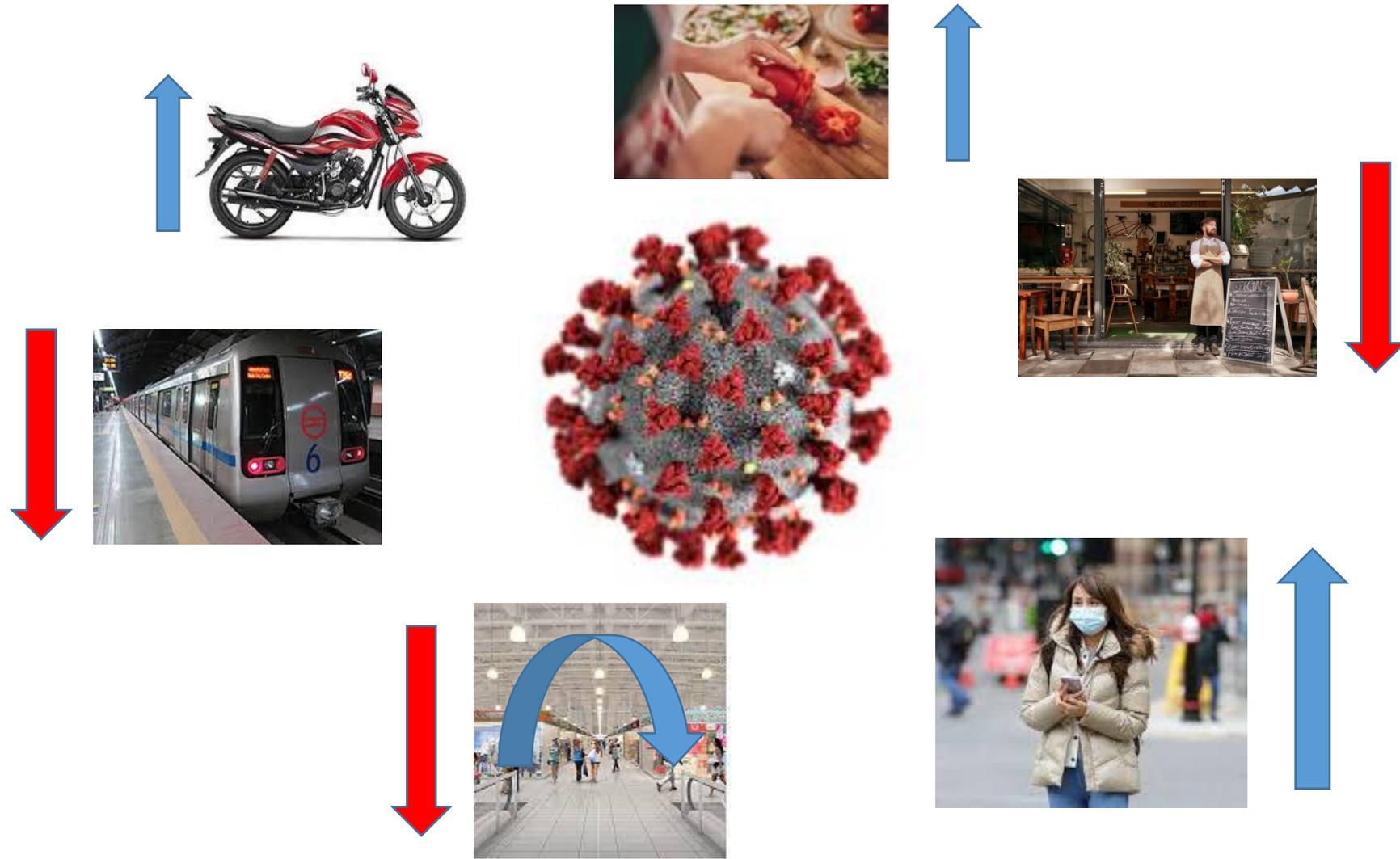
- Consumer “Preferences” are stubborn.
- Marketers, salespeople and advertisers have struggled to change preferences and attitudes consumer have toward brands.
- C-19 broke some of the well established preferences and attitudes down –
- A marked preference for physical retail is one such preference.
- “More is always good”.
- “Sustainability is subservient to lower price”.
- “Health can wait”.
- “Bad things happen to other people”
- “Spend and make merry now”



# Demonetization: Change Catalyst



# C-19: Change Catalyst

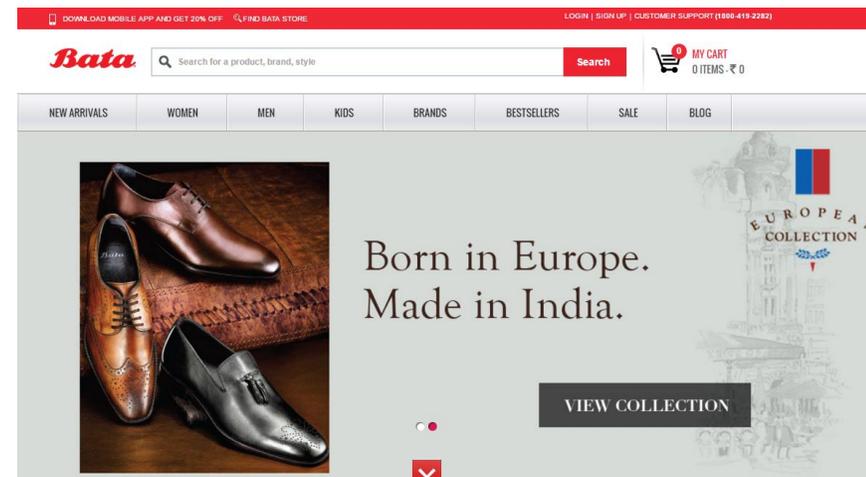


# Consumer Behaviour

- It is inevitable that as the context evolves, consumers will change and consequently their behaviours.
- New paradigms will be explored and then probably adopted for good.
- What happens to the old paradigms: they die if they do not adapt.
- Customer journeys have mutated drastically.
- The process of “discovery” has been transformed.
- The spread of word of mouth (word of mouse) has taken on a new meaning
- Accuracy of information from brands is of prime importance
- Customer Experience (CX) has to be understood in a new context
- Brand communities will play a big role

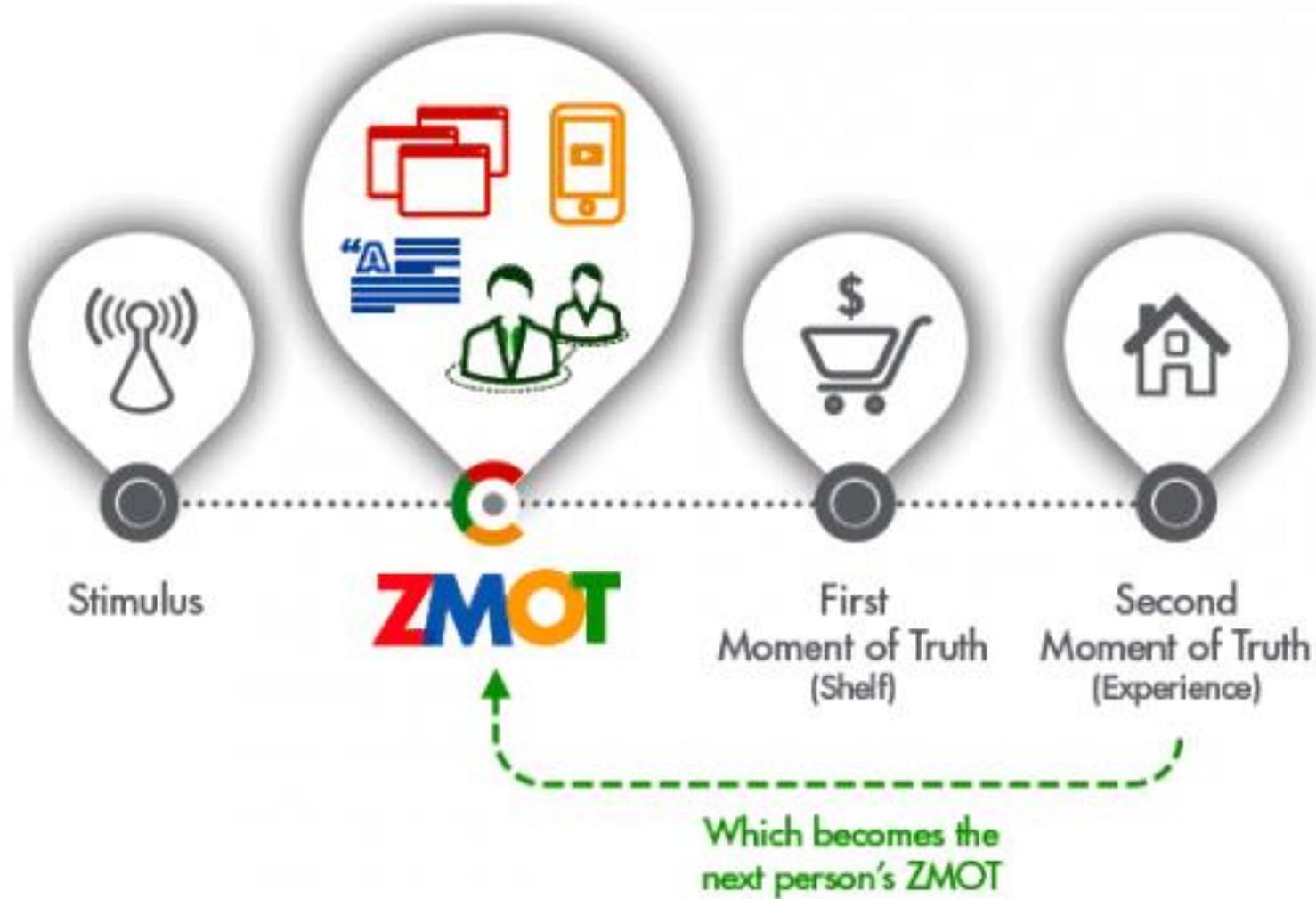
# Marketing, the Internet and C-19: Omni-channel

- Multichannel marketing involves marketing both through stores and other traditional offline channels and through digital, online, social media, and mobile channels
- e.g. Bata India sells thru –
  - High-street multibrand stores (VMS)
  - Hush-Puppies stores
  - Dealer owned stores (small towns)
  - Online (e-commerce) stores
  - App based mobile stores

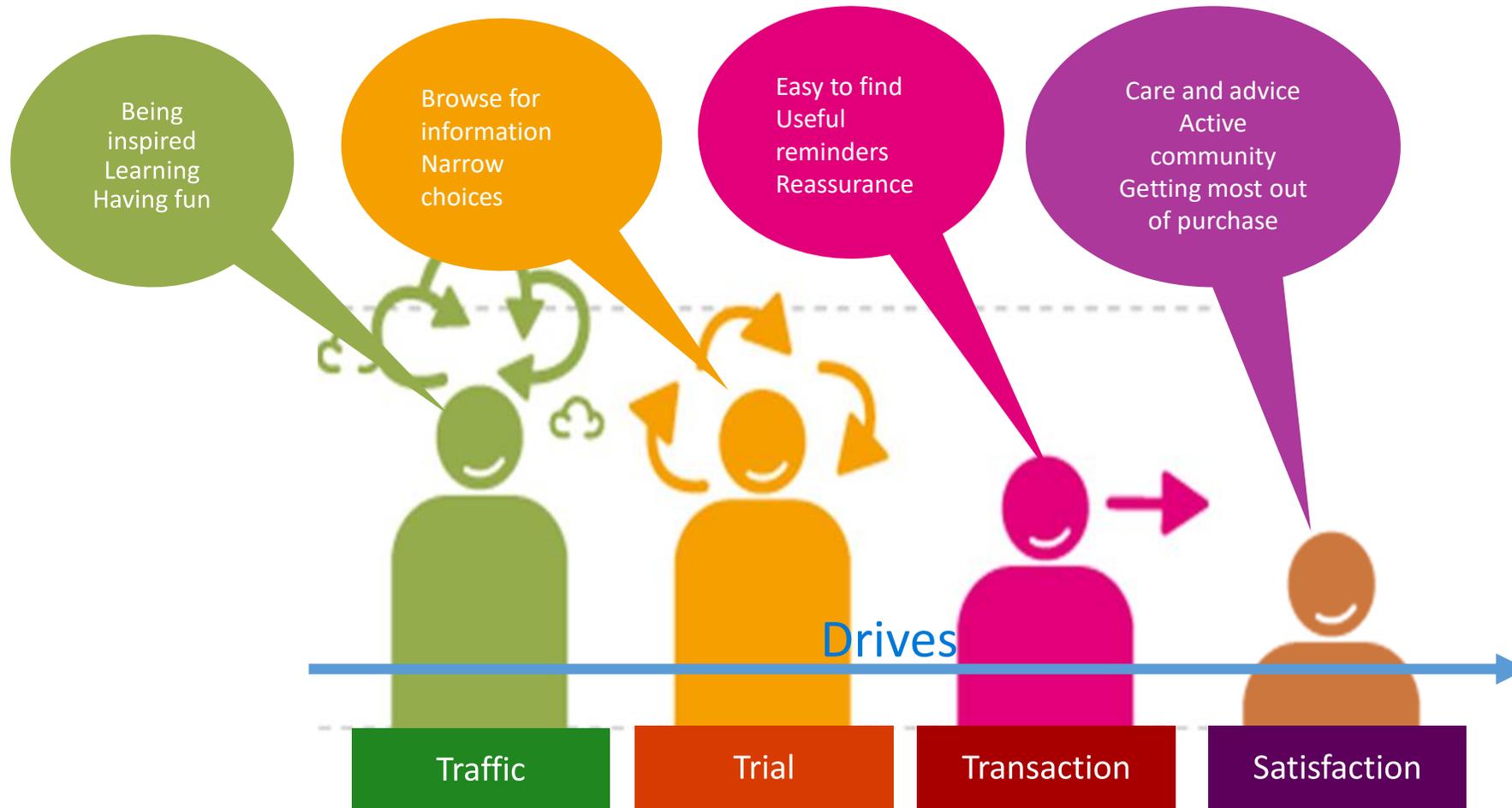


# Zero Moment of Truth (ZMOT)

2011- Google



# The new age consumer journey



## OWNED

Owned Assets e.g.  
Website  
Apps  
Mailing Lists  
Social Pages etc

## SHARED

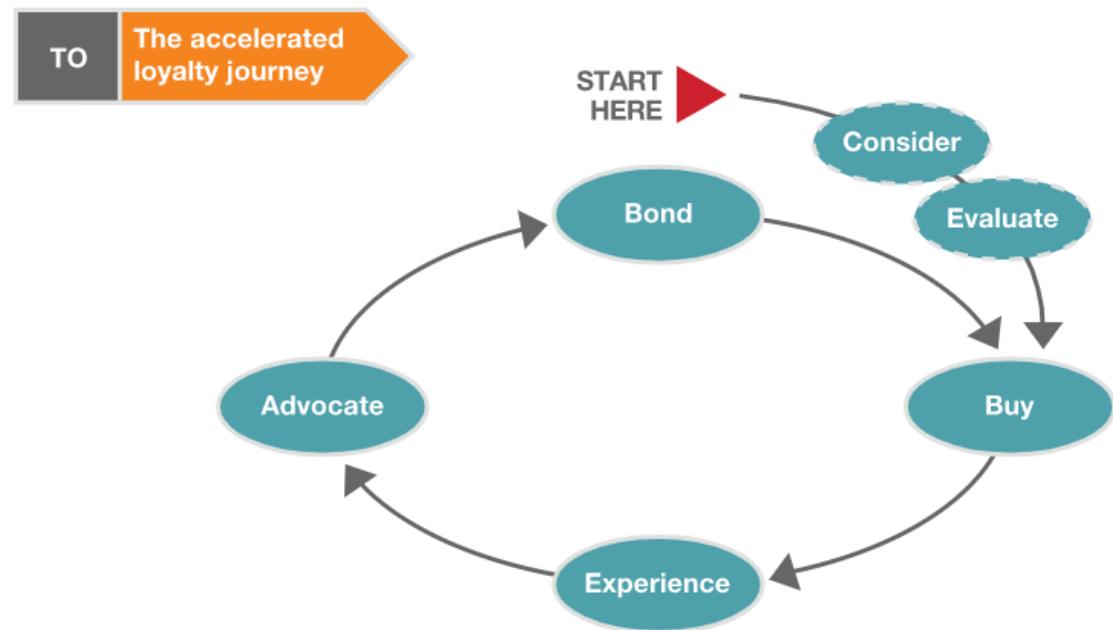
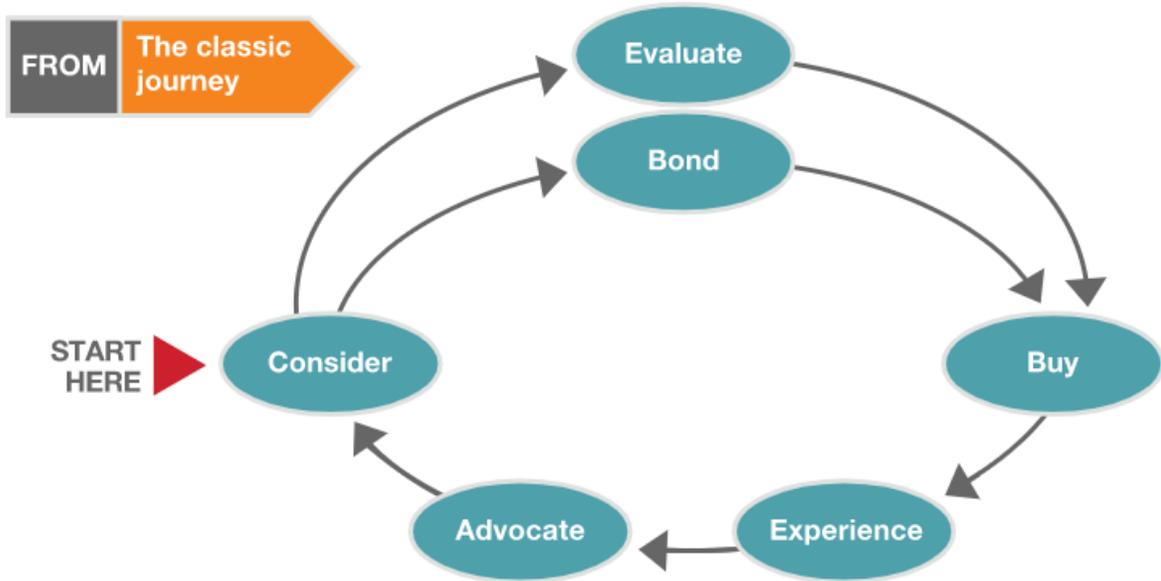
Sponsored Content  
Partnerships etc

## EARNED

Consumers talking  
about your  
products

## PAID

Advertising as we  
know it

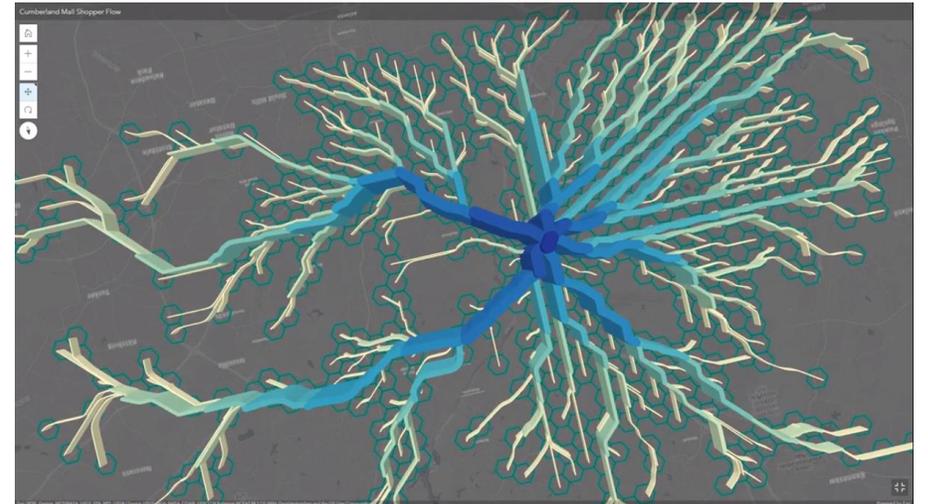
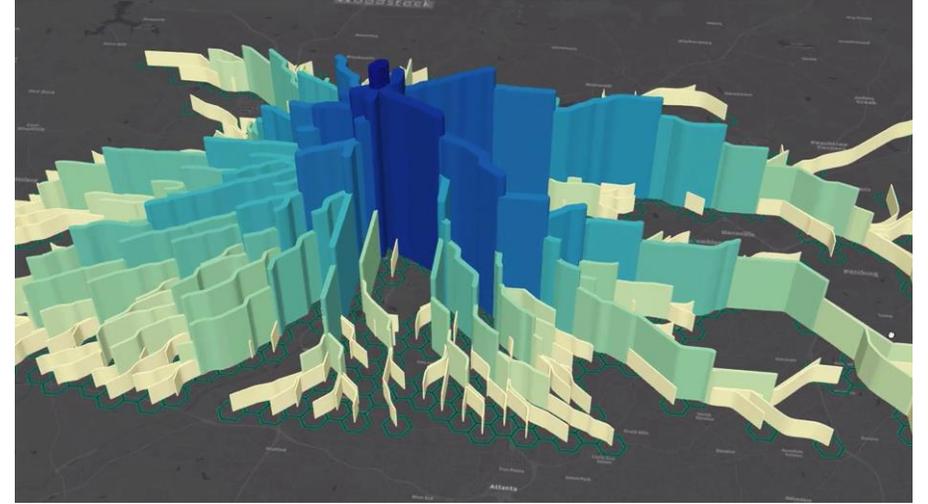


# Consumer Flow Maps

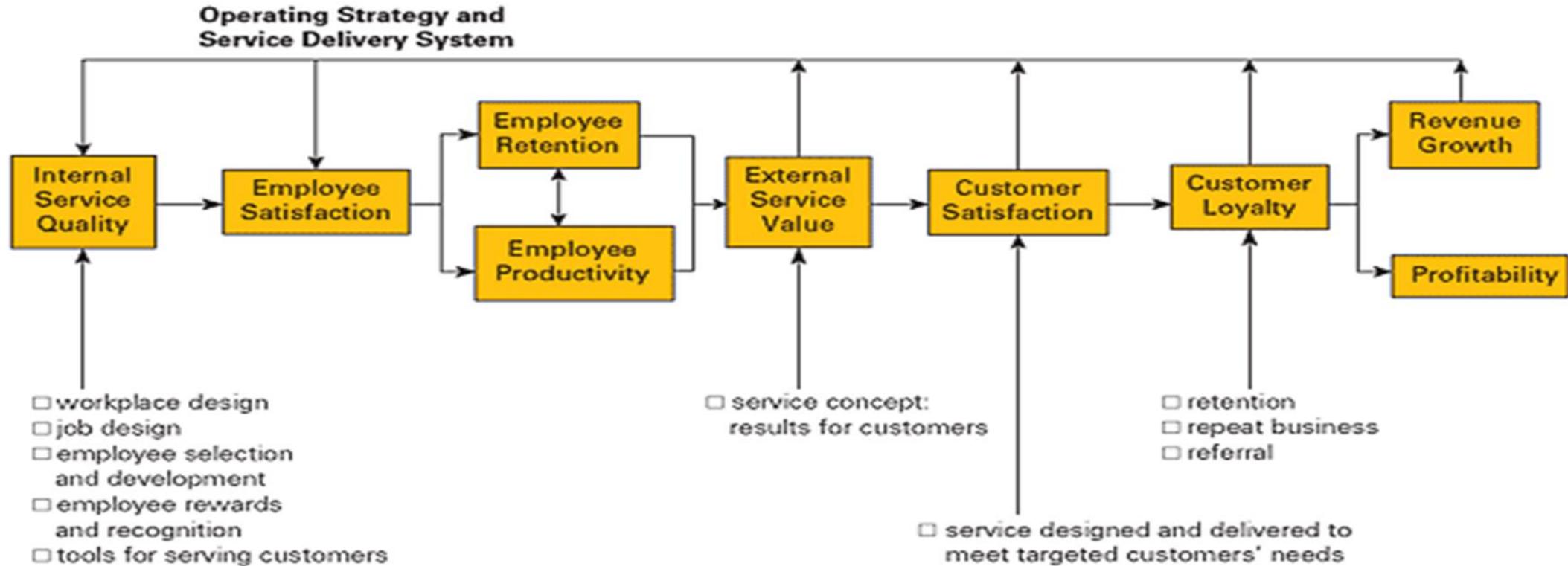
Consumer traffic pattern: location intelligence technology-based flow maps to analyze human movement has undergone a digital transformation.

What it shows is the human equivalent of tracking rainfall through a river system. As more people use a given road, the height of the spine on the map grows. Feeder streams connect to tributaries, which empty into arteries, which lead to a destination—in this case, a mall.

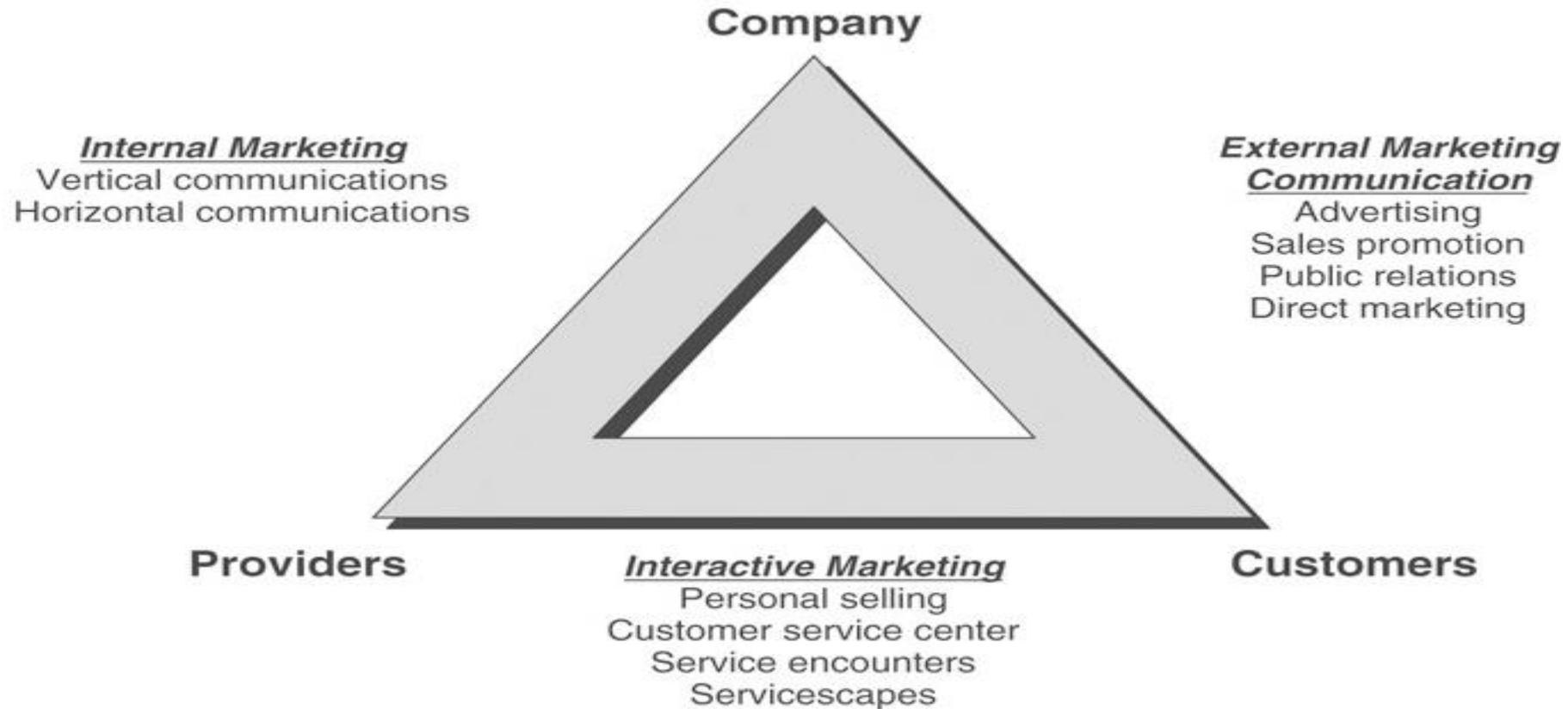
The destination could be any place. For example, a clicks-to-bricks retailer might examine several empty storefronts to see how much traffic each attracts at certain times of the day. Likewise, a corporate real estate planner might examine a new office park to see how traffic flows during rush hour, and where professionals go for lunch.



# How Employees will Increasingly Determine Customer Delight



# External, Internal & Interactive Communications in the Age of Covid



# The Covid-19 Induced New Learning Context

Anxiety & Doubts

2-dimensional reality

Postponement?

Fun of hostel life

Missing Peers Effect



Physical access to faculty

Less ability to collaborate

Technology Challenges

# “Consumer” Behaviour of Students: How Will Covid Affect Their Outlook & Thought Processes?

- The feeling that there is rigour in a program will go down.
- The sanctity of assessments will be doubted.
- Class discipline is likely to be lower.
- Distractions will be higher.
- Quality of debate and discussions will be slower and lower.
- Peer learning will be affected severely.
- Engagement levels will be lower.
- Convenience will be higher.
- Bonding with faculty will be lower.
- Yearning for the physical dimension will be intense.

# As Marketers, What can Educators Do?

- Focus on end-to-end customer (student) experience to create unprecedented value.
- Build and protect “brand reputation”.
- Adopt best practices from the digital-native companies (Airbnb, Zomato, Netflix, etc).
- Compensate for the loss of physical dimension by offering high quality, engaging and seamless digital content.
- Adopt innovative tools – gamification, simulations, b/o rooms, polls, pop up quizzes, recorded lectures, virtual office hours, small group spaces,
- Empathize with students’ mental states.
- All service providers (faculty + staff) will have to collaborate to create customer delight.
- Appoint a Risk Management Officer.

# Role of Brands in the Covid Era

- Make the customer journey as convenient as possible. Amazon Prime
- Make the customer experience consistently positive. Apple.
- Understand customer concerns deeply. Marriott.
- Put people before profits. Vistara Airlines.
- Make purpose, helpfulness, & generosity the most important offerings. Tata Group.



Thank you

[jones.m@greatlakes.edu.in](mailto:jones.m@greatlakes.edu.in)

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