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"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

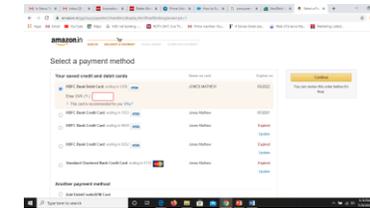
Less is More

Has Consumer Psychology Mutated?

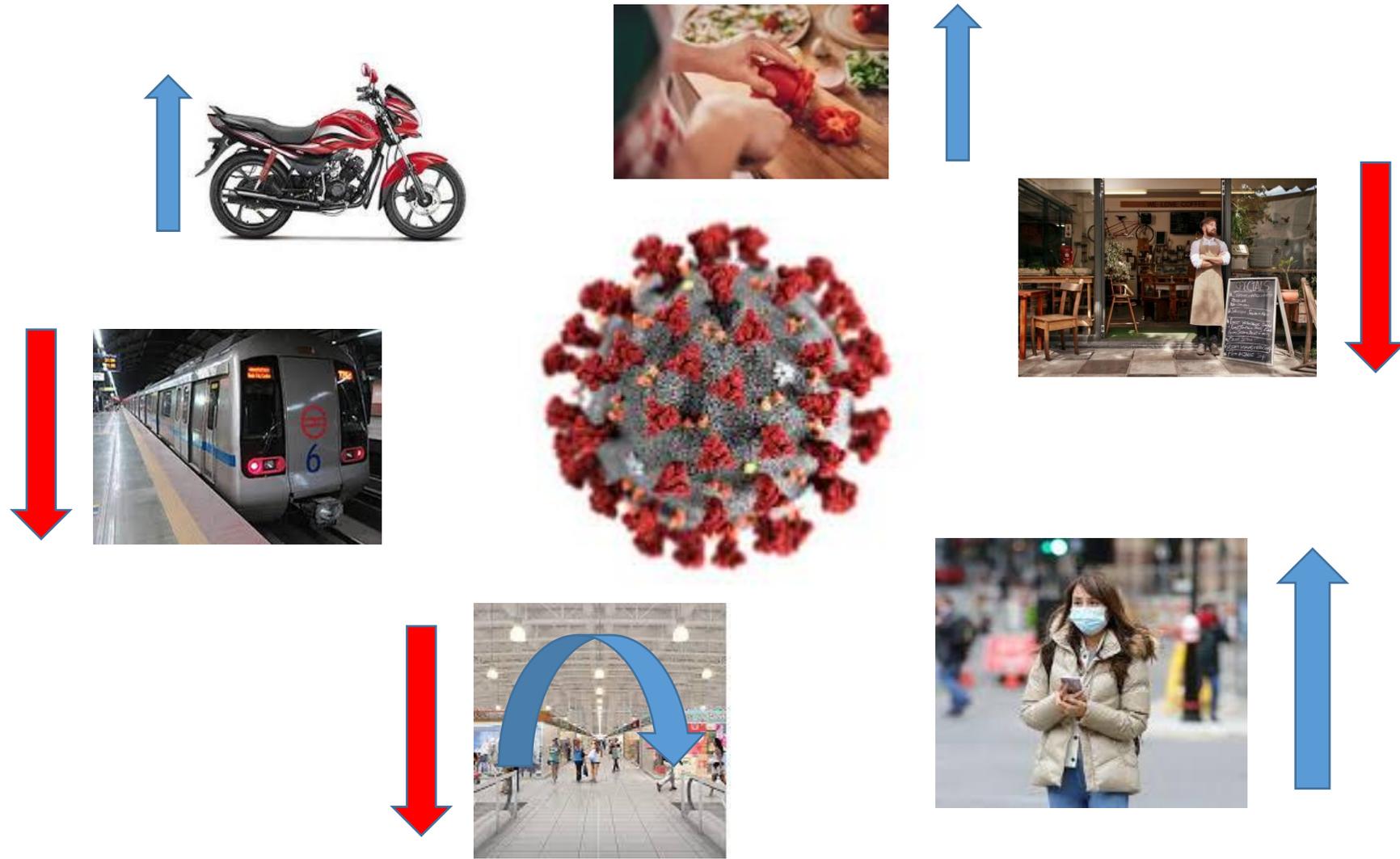
- Consumer “Preferences” are stubborn.
- Marketers, salespeople and advertisers have struggled to change preferences and attitudes consumer have toward brands.
- C-19 broke some of the well established preferences and attitudes down –
- A marked preference for physical retail is one such preference.
- “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

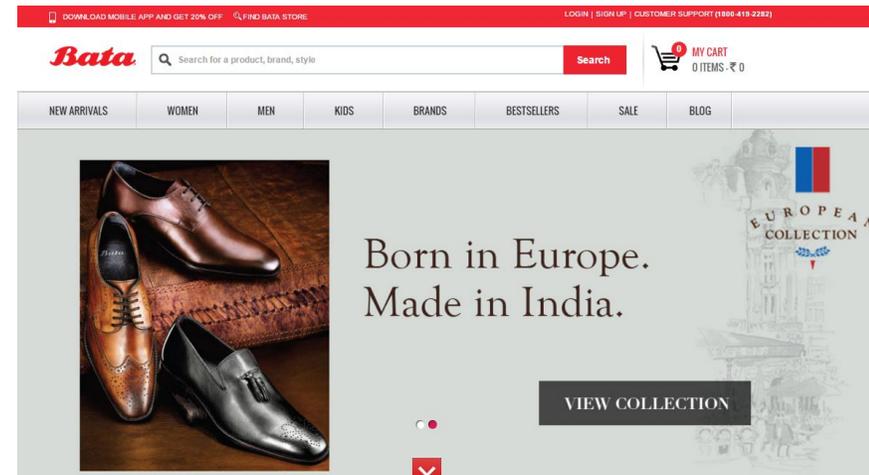


Consumer Behaviour

- 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

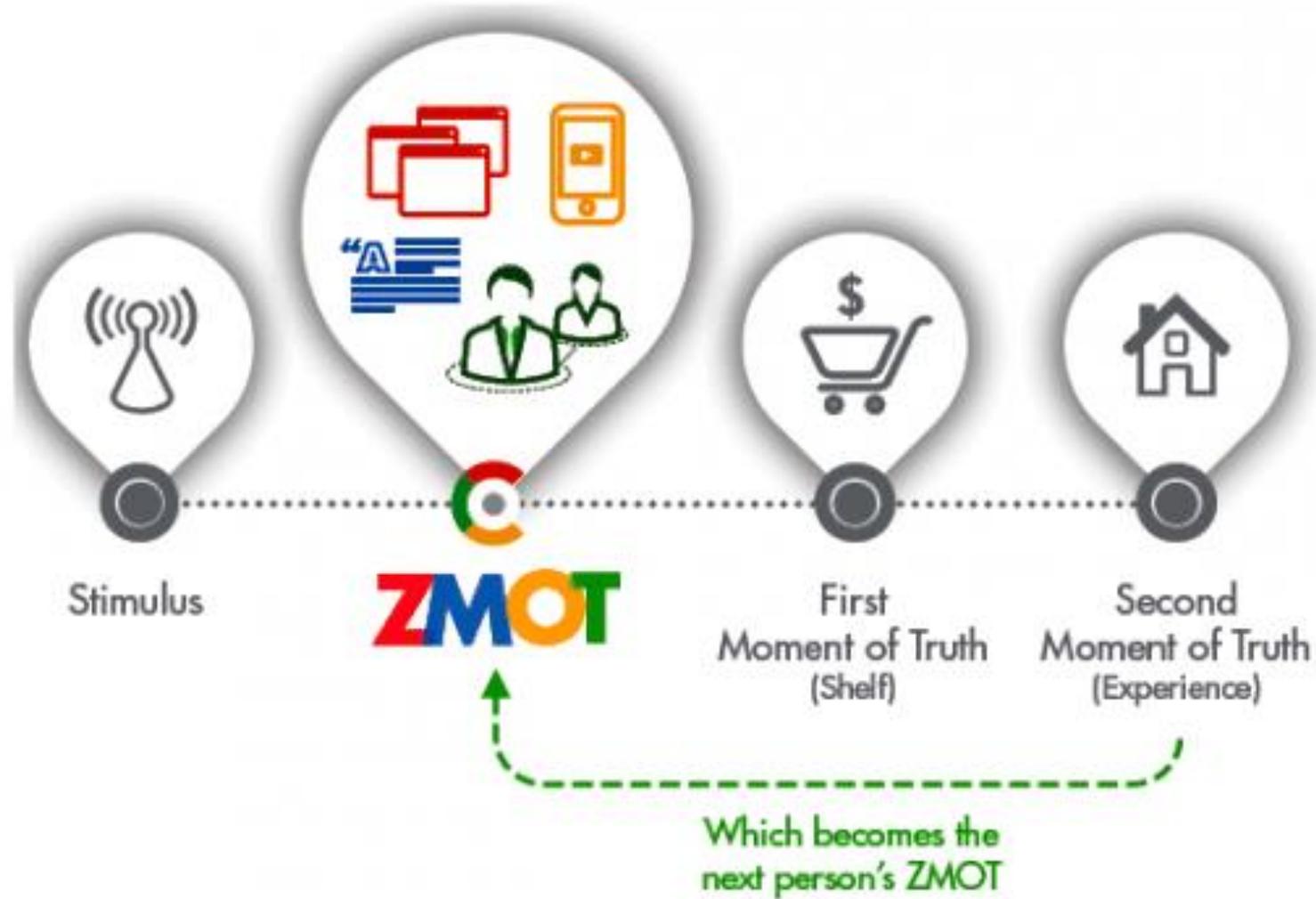
Marketing, the Internet and C-19: Omni-channel

- 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

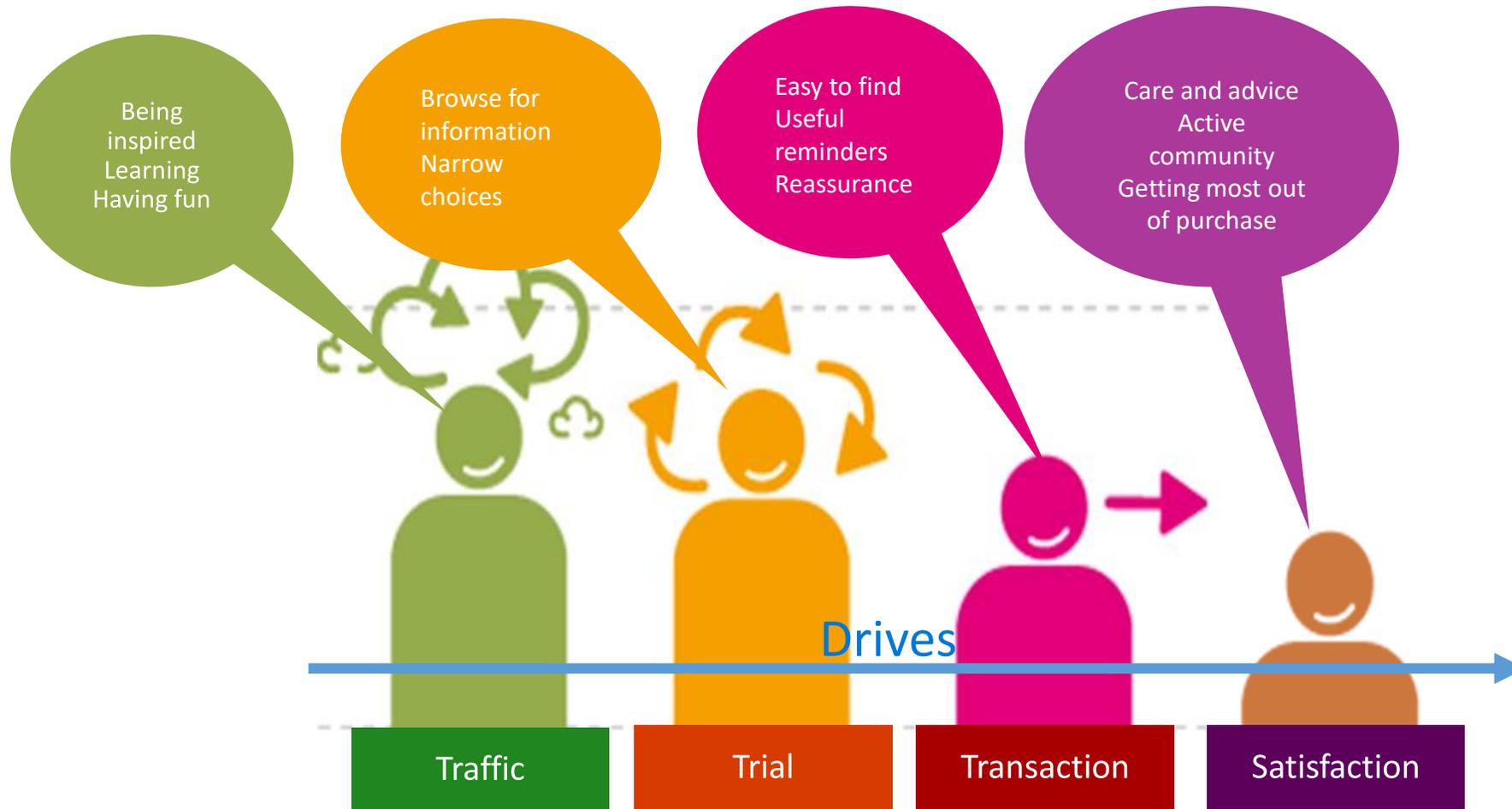


Zero Moment of Truth (ZMOT)

2011- Google



The new age consumer journey



OWNED

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

SHARED

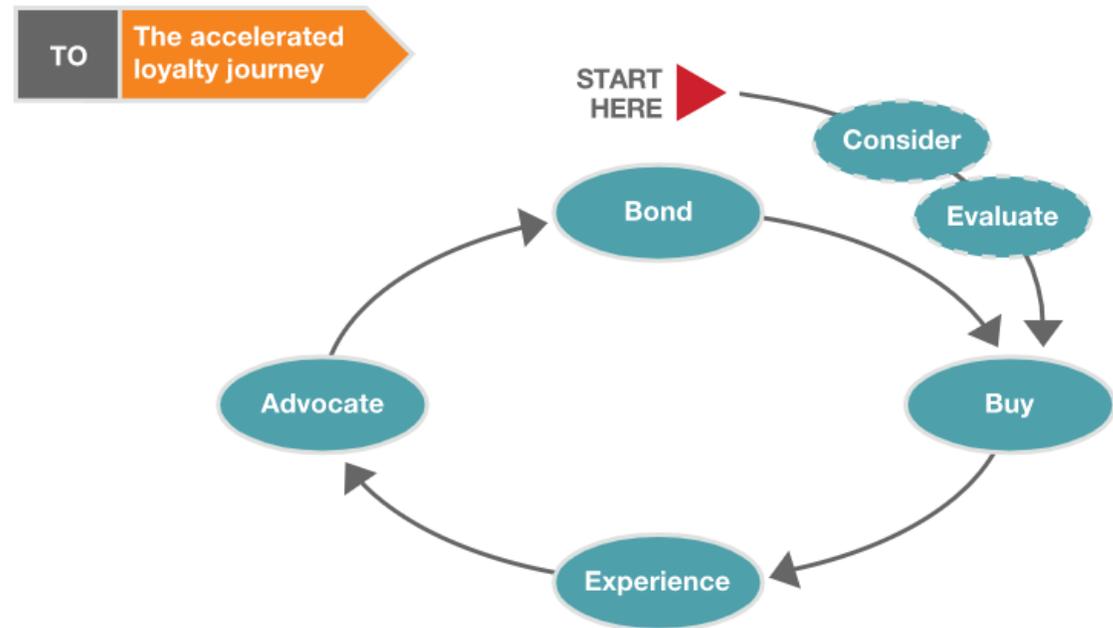
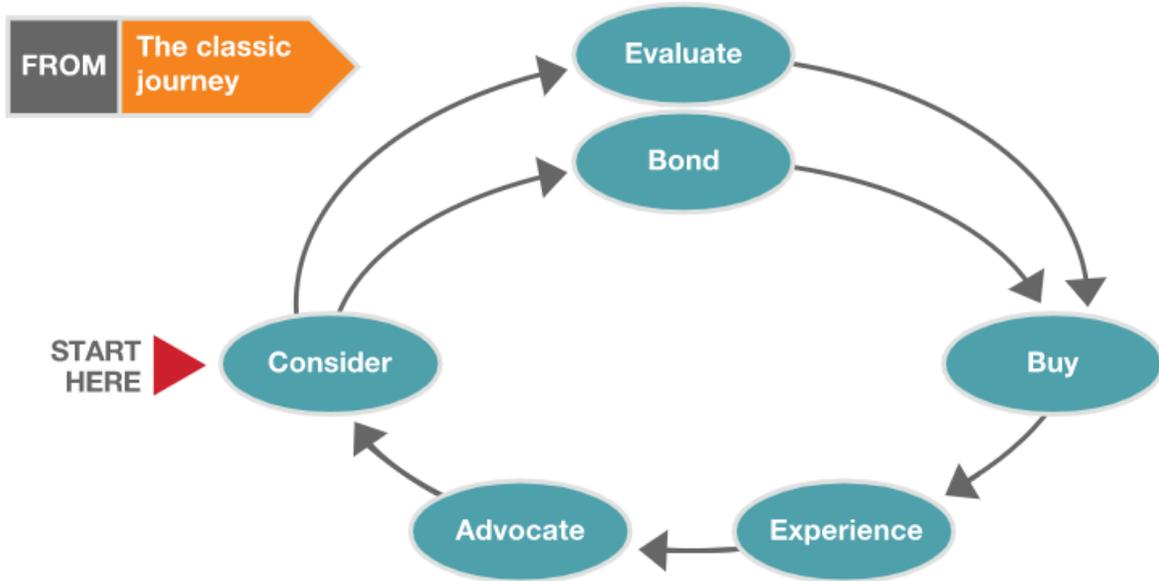
Sponsored Content
Partnerships etc

EARNED

Consumers talking
about your
products

PAID

Advertising as we
know it

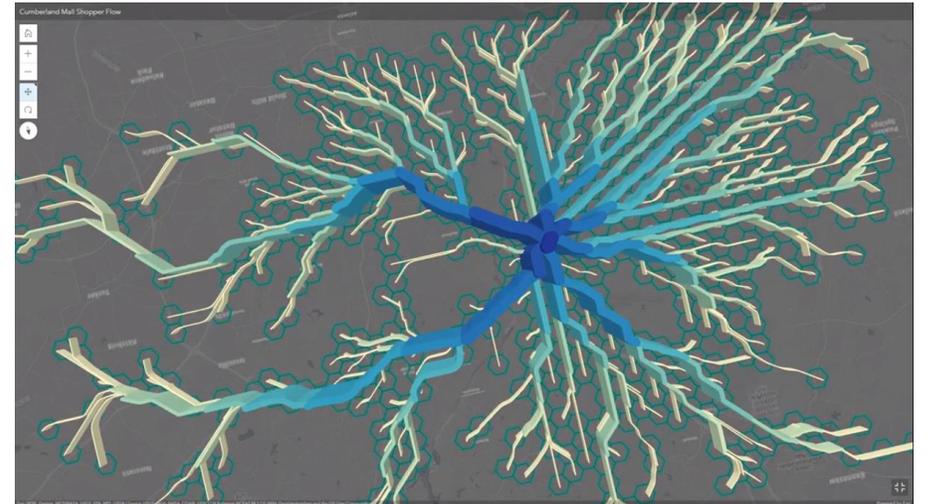
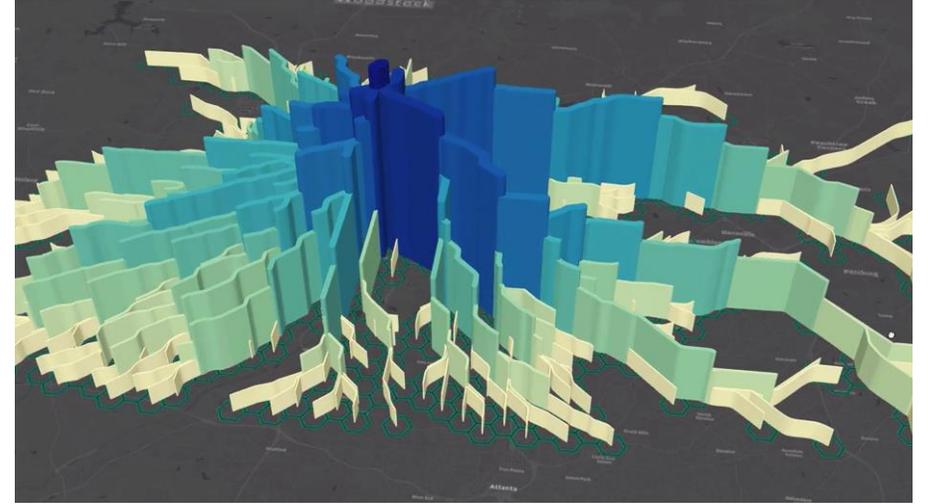


Consumer Flow Maps

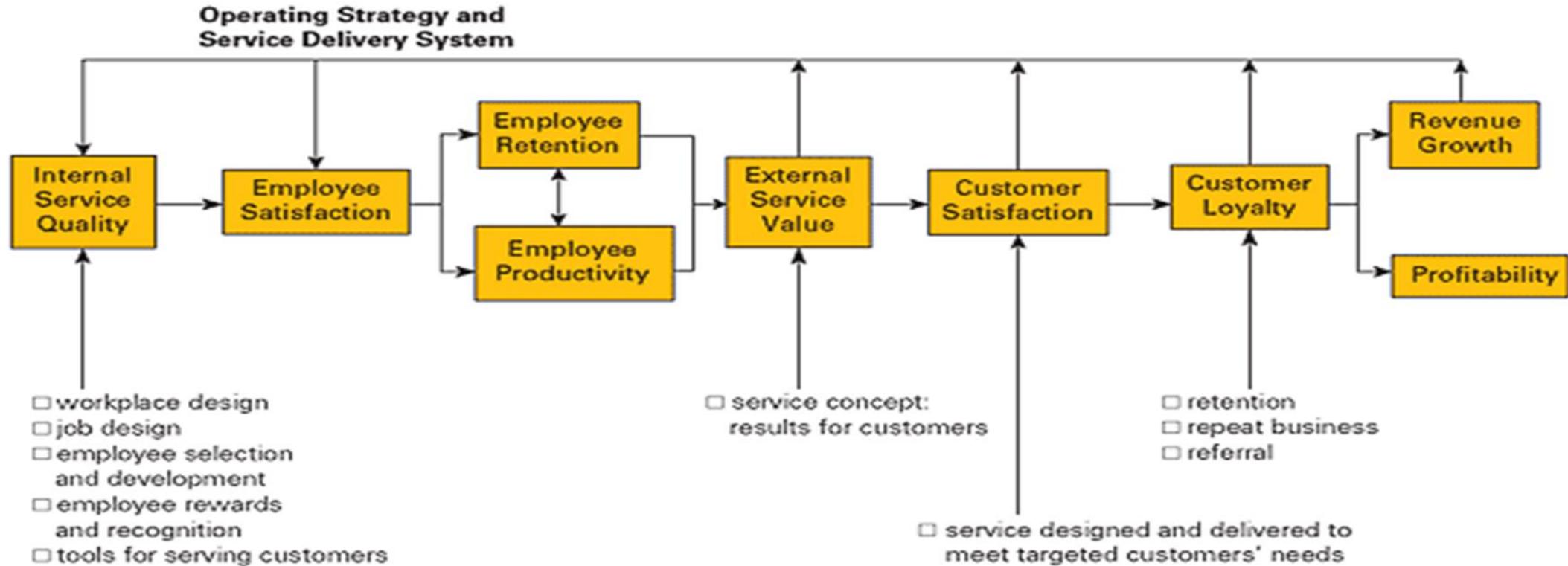
Consumer traffic pattern: location intelligence technology-based flow maps to analyze human movement has undergone a digital transformation.

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.

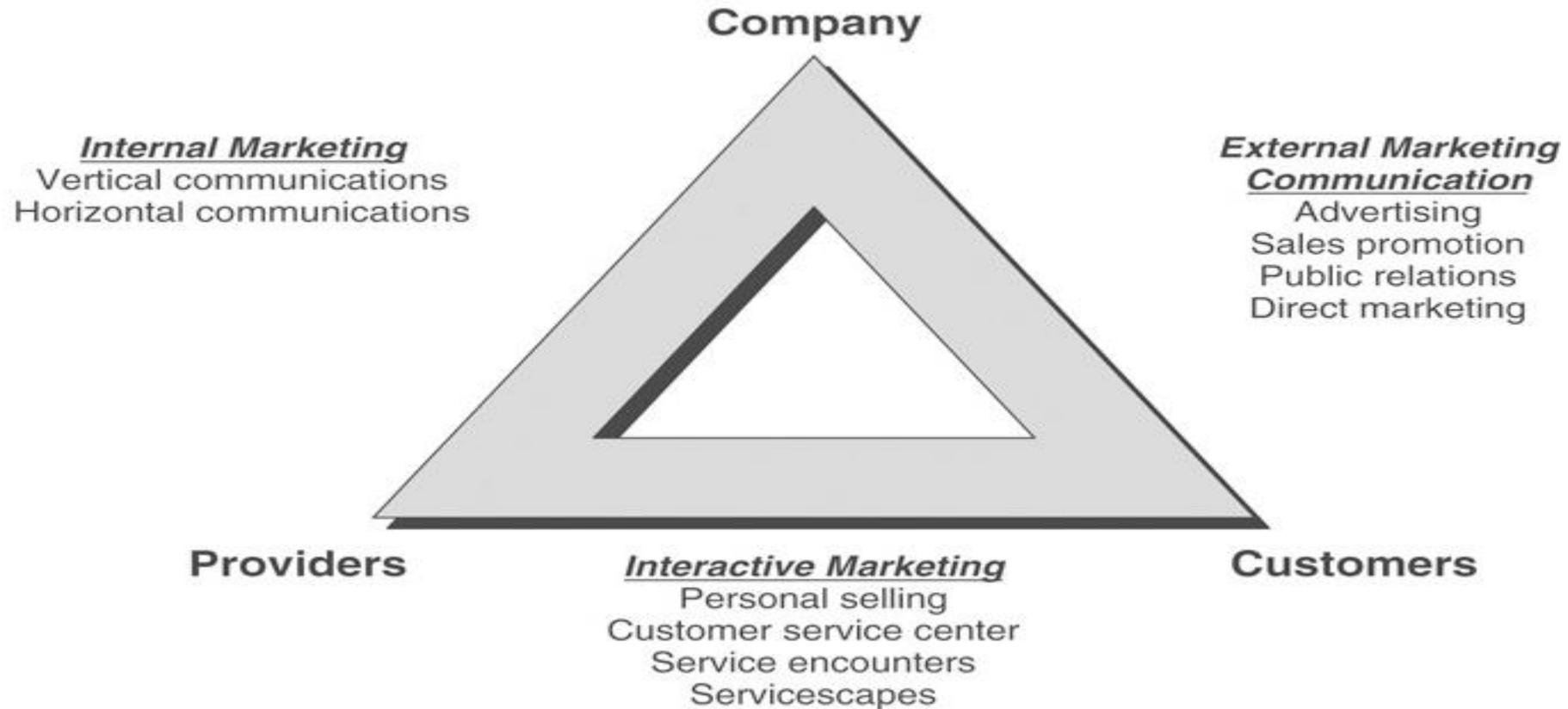
The destination could be any place. For example, a clicks-to-bricks retailer might examine several empty storefronts to see how much traffic each attracts at certain times of the day. Likewise, a corporate real estate planner might examine a new office park to see how traffic flows during rush hour,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

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