

## A STUDY ON THE RESPONSE OF CONSUMERS TOWARDS AGILE MARKETING

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**Abstract:** Agile Marketing is defined as “A high-communication, low-documentation, rapid iteration process designed to provide more frequent, more relevant, and highly measurable, marketing programs. Ultimately the goals are speed and innovation” – [Gerry Murray](#). Planbox study shows that almost 90% of small companies are using agile in one form or another. In 2010 33% of the organisations in India used agile. Only after 3 years has the number doubled to 74%. 86.9% of agile users attribute increased profits to the adoption of agile. How to rethink marketing in the digital age? How to create awareness of the product among consumers despite intense competition? A large advertising budget is no longer the centre piece of marketing. Instead, customer intimacy has become the new crown jewel. Will Agile marketing Strategy be adopted by our Indian marketers? Are consumers accepting this form of marketing or are comfortable with traditional mass media marketing techniques? The objectives of our study are to verify the awareness about and acceptance of agile marketing among consumers and to find out the level of effectiveness of companies who practice this. Primary data will be collected through structured questionnaires and interviews. Secondary data will be collected from various books and websites. Statistical tools such as averages and percentages will be used to analyse the information collected.

**Introduction:** *"It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change."* - Charles Darwin

The customer journey has become increasingly sinuous, winding back and forth from online to in-store, from individual to social, from static to mobile. In trying to keep up with these changes and manage complexity, brands are faced with new challenges that traditional marketing cannot meet. We are reaching the limits of yesterday's mass media communications—television, radio and print—and are in the midst of a paradigm shift brought on by digital technologies and the emergence of new digital marketing opportunities. This new paradigm calls for a new approach to marketing.

How to rethink marketing in the digital age? How to create, equip and organize marketing teams for meeting the needs of the new digital consumer in a rapidly changing world? How to seize the digital marketing?

Agile marketing is an approach to marketing that takes its inspiration from agile development

and that value responding to change over following a plan, rapid iterations over big-bang campaigns, testing and data over opinions and conventions, numerous small experiments over a few large bets, individuals and interactions over target markets. The goals of Agile Marketing are to improve speed, predictability, transparency and adaptability to change

Marketers are draining out the mass media methods of marketing. Today, information and interactions flow freely both ways. A large advertising budget is no longer the center piece of marketing. Instead, customer intimacy has become the new crown jewel. How long does it take for your prospects to open an email, query a search engine, jump to a web site, engage with social media? - As fast as they can click. And they can effortlessly move across the breadth of the global Internet as interest and inspiration strike. They are fluidly agile in the digital space. Symmetrically, how long does it take you to update your web site, send an email, launch a keyword ad on Google, or share new content on Facebook or Twitter? The actual moment

of publishing—and its delivery to your audience—is also done at the speed of a click. We've come to take this for granted, but it is an amazing shift in the nature of communications.

Up to this point, digital was largely squeezed into marketing management and governance structures that predated it by decades. But now we've reached an inflection point where it's manifest: digital is our new foundation, not our window dressing. To harness the agility of digital channels and technologies, we must now adapt our organizations to operate at this new speed.

#### **Literature review:**

1. Towill, et al (2010) in their paper seek to reconcile the two distinct models of business operations, leanness and agility. They have used case study examples to show how they may be successfully combined. Lean and agile principles are juxtaposed according to the requisite business strategy through time and space matrix.
2. Cooke, (2010) has in his book has clearly explained how the key principles of agile approaches can be used to significantly increase the productivity, quality and customer satisfaction in any organization.
3. Mason-Jones, Rachel, et al (2000) in their paper consider the effect of the marketplace environment on strategy selection to ensure optimal supply chain performance. They have found that real-world case studies in the mechanical precision products, carpet making, and electronic products market sectors demonstrate the new approach to matching supply chain design to the actual needs of the marketplace.
4. Christopher, Martin (2000) in his study on Agile marketing has drawn a distinction between philosophies of 'leanness' and 'agility' and has discussed appropriate application of these ideas. The paper suggests that the key to survival in these changed conditions is through agility, in particular by

- creation of responsive supply chains.
5. Poolton, et al (1983) in their work have tried to examine the application of the principles of agile manufacturing to marketing strategy in the context of small and medium sized enterprises. The authors have used the case study method to test the development and deployment of agile marketing by applying the marketing techniques normally practiced by large companies. From their study the authors have found that the proactive approach was recognized by companies to be a cost effective route to business growth.
  6. M Accardi-Petersen - Agile Marketing, 2011 - Springer In his study on Agile Marketing, looks at how, in a recession economy, a large software company with multiple product lines successfully delivered greater value to the business while reducing its marketing staff and budget by more than 50%.
  7. D Karlstrom, P Runeson -, 2005 study that The stage-gate model, in turn, gives agile methods a means to coordinate with other development teams and communicate with functions such as marketing and senior management.
- Statement of the problem:** In 2010 33% of the organizations in India used agile. Only after 3 years has the number doubled to 74%. 86.9% of agile users attribute increased profits to the adoption of agile. Companies have reached the maximum limit of mass marketing and have seen less success. Hence they are branching out to internet marketing. But to what extent have the companies been able to adapt to agile marketing?. Despite the agile marketing techniques few Indian customers prefer the traditional method of purchasing. Some of the customers' feel agile marketing is unethical. This has led to a dilemma in the minds of Indian companies if they can really rely on agile marketing or get back to the traditional way of marketing. The companies must also try to be adaptable to the recent agile marketing methods

in favor of the Indian customers. From the above observation the researcher has made an attempt to study consumer response towards Agile Marketing.

**Significance of the Study:** This study will assist the companies in identifying the barriers that are confronted by various companies when they adopt agile marketing. The study throws light on the various agile marketing techniques adopted in order to attract customers. The study will also help in bringing awareness among customers about the benefits of agile marketing. On the whole the study will help in finding out if agile marketing can be adopted by Indian companies and if it will satisfy the Indian consumers. The above observation the researcher has made an attempt to study consumer response of Agile marketing.

#### **Objectives of the study:**

1. To validate the awareness and acceptance of agile marketing among consumers.
2. To find out the level of effectiveness of companies

#### **Scope:**

- The scope of the study examines the effect of agile marketing on the purchase decisions of consumers.
- To understand the various agile marketing techniques adopted by Indian companies.

#### **Research Methodology:**

**Data Collection:** The data required for the study will be collected using both primary as well as secondary sources.

**Primary Data:** Primary data will be collected by administering structured questionnaire and interview schedule

**Secondary Data:** Secondary data will be obtained from various relevant, articles, books, publications, newspapers and websites.

**Sampling Method:** Convenient random sampling (non-probability) method will be used in the study.

#### **Sampling Unit:**

- The respondents for the study consist of adults between the age group of 18 to 40 in the Bangalore.
- 120 respondents were approached for the structured questionnaires and interviews.

**Tools of Analysis:** The collected data is suitably classified and analyzed by keeping in view the objectives of the study. For the purpose of analysis suitable and appropriate tools were used. Statistical tools such as averages and percentages were used to analyze the data collected. Bar graphs and pie charts were used to represent the data collected.

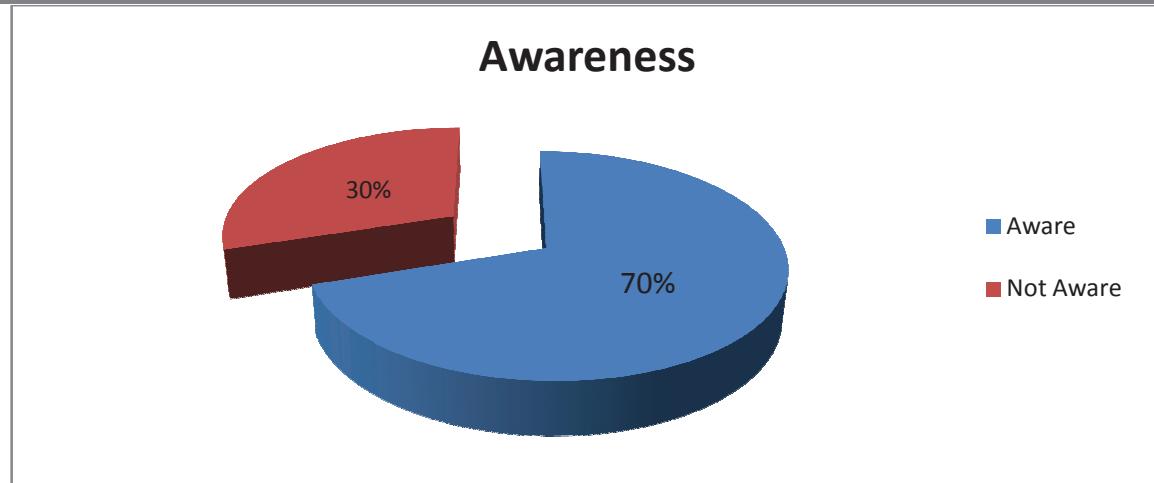
#### **Limitations of the study:**

- The concept of agile marketing had to be explained to the respondents since they aware not aware of the term.
- The study is confined to the district of Bangalore.
- The number of respondents approached was only 120.

#### **Results and Discussions**

Table1: Awareness about Agile Marketing among consumers.

Awareness about Agile Marketing among consumers.	Figures in Percentages
Aware	70
Not Aware	30



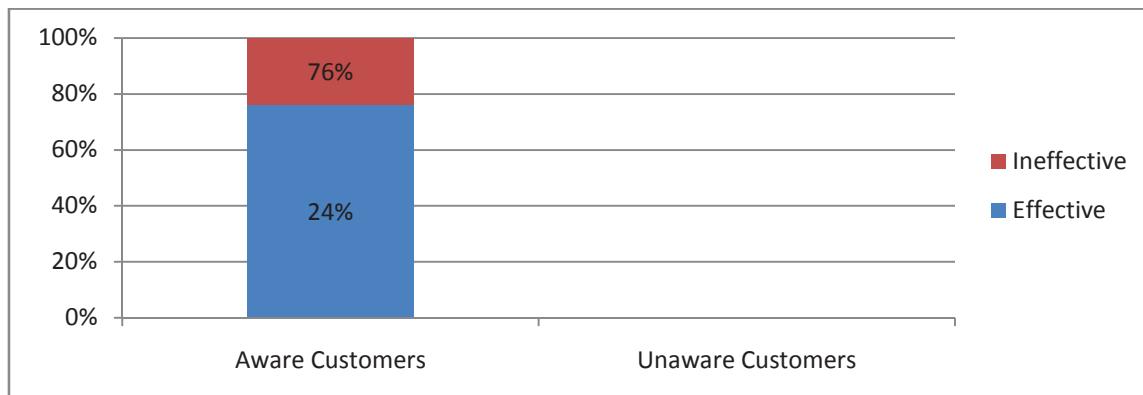
Source: Computed from primary data

**Interpretation:** Among 120 respondents, 84 respondents have said that they were aware of the concept of Agile marketing. Most of them did not know the term given to this type of marketing. But the concept of this type of immediate response marketing was known to

70% of our respondents. This huge percentage can be attributable to the fact that our survey was conducted among people aged between 18 and 40, typically those who use internet every day in their lives.

Table 2 :Level of effectiveness of companies who practice Agile Marketing.

Effectiveness of companies who practice Agile Marketing.	Figures in Percentages
Effective	76
Ineffective	24



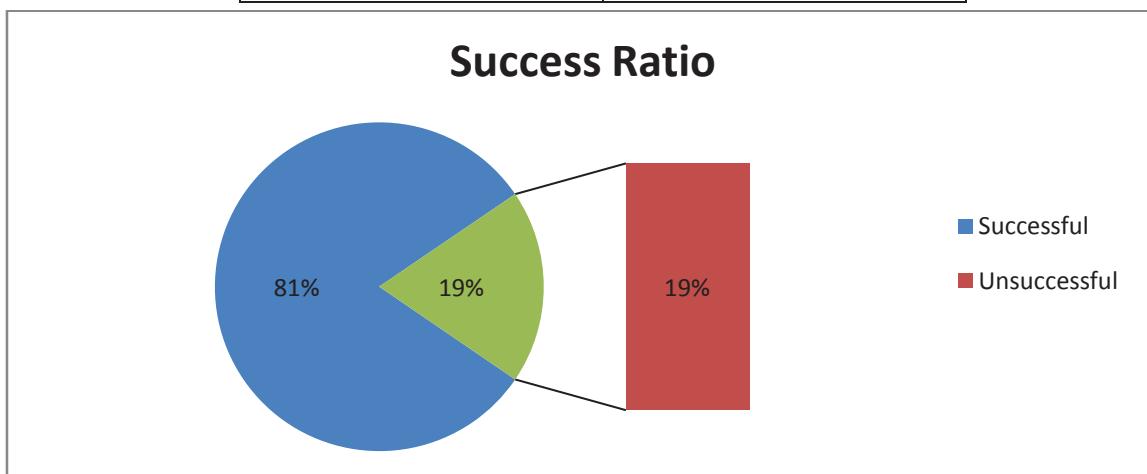
Source: Computed from primary data

**Interpretation:** Among the 84 respondents who were aware of agile marketing, 64 respondents felt that this form of marketing was effective since it used a faster means of approaching their customers and was up to date with the current trends of marketing. The other 20 respondents

felt that agile marketing was not an effective strategy because they felt that it involved an unethical way of marketing by pointing out the faults in other products. The remaining 36 respondents who were not aware of agile marketing could not answer this question.

Table 3: Success Ratio of companies practicing Agile Marketing

Success Ratio of companies practicing Agile Marketing	Figures in Percentages
Successful	81
Unsuccessful	19



Source: Computed from primary data

**Interpretation:** Among the 84 respondents who were aware of agile marketing, 68 respondents felt that companies which adopted agile marketing strategy will be successful as it catered to the needs of the consumers faster and in a more unique way. The remaining 16 respondents felt that this strategy will not lead to the companies' success as it was an immoral way of advertising.

**Findings:** Based on the data analysis the following are the major findings of the study

1. 70% of the respondents were aware of the concept of agile marketing even though they did not know the term used for it and 30% were unaware of this type of marketing technique.
2. 76% felt that this type of marketing strategy was more effective when compared to other marketing techniques.
3. 24% of the respondents who were aware of agile marketing felt that it was not effective enough as it was an unethical way of

- marketing a product.
4. 13% said it so because they did not rely on advertisements while making their purchase decision. 27% said it so because they felt that pointing out another brand's fault did not make the company's brand better. 60% felt it so since they were more brand loyal in spite of the small glitches in their products.
  5. 80% of the aware respondents accepted this form of marketing which in turn leads to the success of companies. The companies' success ratio was said to be lower among 20% aware respondents as they were more comfortable with the traditional methods of marketing.
  6. 58% completely relied on this technique whereas 42% did not completely rely and used other advertisement strategies along with agile marketing to make their purchase decisions.

**Suggestions:**

1. Companies in India should start adopting agile marketing to a larger extent since this concept is getting recognition at a faster pace in the foreign countries.
2. Companies should bring in advertisements through agile marketing in a way that will not criticize the other brands.
3. The Indian crowd has different beliefs when compared to the foreign crowd. Therefore agile marketing should be used keeping in view these beliefs.
4. Agile marketing needs to be altered according to the thinking and expectations of the Indian consumers.

5. Agile marketing can be adaptable by the Indian companies when it is used after accommodating the Indian culture and beliefs.

**Conclusion:** As Indian companies are moving towards the transition of Agile Marketing, it is currently the most significant and potentially far reaching topic in marketing. Researchers have studied the various agile marketing techniques carried out in companies and their impact on the purchase decision of the consumers. To a large extent agile marketing has a positive impact on the company and consumers. Consumers feel that agile marketing will increase the effectiveness of the company. The acceptance level of this type of marketing among consumers is also high in turn leading to an increased success ratio of companies.

Agile marketing has different types of impact on the consumers. If some feel that it is fast and appealing, others feel that it is morally incorrect. Few consumers prefer agile marketing since it provides an immediate response to what is happening in the world of brands. But few other consumers do not prefer this type of marketing as they feel it is unethical to criticize other brands in order to praise one's own brand.

With the companies starting to adopt agile marketing, there is a need for detailed study of this concept. This concept that is a success in foreign countries cannot be used in India, unless it is tailored according to the culture and beliefs of the Indian consumers, because Consumer is the King.

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## Annexure

### QUESTIONNAIRE

As a part of our research paper on "A Study on the Response of Consumers towards Agile Marketing", we are conducting a survey through questionnaire to know the details on Non-Performing Assets. Your information would serve as a great help in finding out the data necessary for our research.

We will assure you the information shared would be kept confidential and will be used for research purpose only.

Agile Marketing refers to immediate responsive marketing. Companies take advantage of the current happenings in the world of brands and market their products.

#### Age:

1. Which method of marketing do you find most interesting?
  - a. E-Marketing
  - b. Media marketing
  - c. Traditional marketing
2. Do you think Indian companies are at par with the current trends of marketing?
  - a. Yes
  - b. No
3. What is the percentage of your awareness about agile marketing?
  - a. 0%-24%
  - b. 25%-49-%


- c. 50%-74%
- d. 75%-100%
4. Do you buy brands which market themselves through agile marketing?
- a. Yes
- b. No
5. If no what are the reasons for not responding to agile marketing?
- a. I do not rely only on advertisements while purchasing.
- b. Pointing out another brand's fault doesn't make the company's brand good.
- c. Brand loyalty towards one brand in spite of better brands.
6. If yes, what is the percentage of your reliability on agile marketing for your purchases?
- a. 0%-24%
- b. 25%-49%
- c. 50%-74%
- d. 75%-100%
7. Do you think agile marketing is morally correct?
- a. Yes
- b. No
8. If No. why do you think so?  
.....  
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9. How effective do you think is agile marketing on your purchase decision?
- a. 0%-24%
- b. 25%-49%
- c. 50%-74%
- d. 75%-100%
10. What is the effectiveness of products marketed through agile marketing?
- a. 0%-24%
- b. 25%-49%
- c. 50%-74%
- d. 75%-100%

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