



NEW TREND OF ONLINE MARKETING IN THE AGE OF GLOBALIZATION

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ABSTRACT

Globalization began in the economic field and later social transformation is also the core of it. The implications of new economy towards policy making etc have increased productivity for various technological innovations or also refer to the new communication. The most over used term in recent time is new economy and the new products to compete in the shops with new fashions and improved qualities. The new trend of structural changes is analyzing in this paper. The emerging trend of global market and aware of consumer towards food product is increasing day by day. The Information and Communication Technology revolution has developed homogenize global consumer culture. Production category, brands and consumption activities are part of this global consumer culture. The global consumer culture is developing with the sets of customers. The major concern of this paper is to study the food marketing trend in the age of globalization.

Keywords: food, online marketing, new economy, globalization, information and communication technology

1.INTRODUCTION

Globalization is an inevitable phenomenon and as a theory it manifested socio- economic change. The new trend of economy and marketing have spread its surface across nation and internationally too. This transitional phenomenon has brought stabilization after the changes of economic, political and cultural with different developmental views. The local culture can be linked with region and nationwide. The networking of relationship has connects different regions and crystallized the wider scale networking. Globalization is a process of understanding the world as a perception to understand the world. The global transformation is a rapid changing concept for which complex research is more required. Apart from academic debate globalization is a practice for academicians and politicians. The emerging economy is focusing to explore the new development of information and communication development and marketing. The development and prosperity of the world and the creation of free global marketing is a paradigm shift. To spread the communication and production as well as connection technology is a new strategy of globalization. It is connectivity for the worldwide to link different culture and economy. Spreading of ideas and technologies and the concept of market liberalization is enhancing with its practices.



II. GLOBALIZATION TO NEW CULTURAL TRENDS

The era of globalization started since 1990s and the evolution of world economy began. Another closed phenomenon also started the rising of the new economy based in information and communication technologies. The term “new economy” arises some quarries such as whether new economy means it is new? What makes it new? What are the implications of new economy towards policy making etc? Globalization began in the economic field and later social transformation is also the core of it. New economy refers different things to different people. In general context new economy refers to the information economy, hi- tech economy, technology revolution or also denotes to the explosive growth of the World Wide Web. The increased productivity has been used for various technological innovations or also refers the long lasting stock market boom from 1987 to 2000 or expansion period from 1991 through 2000 signifies the concept of new economy. The boom of the new economy was associated with the liberalization, deregulation and financial globalization. New economy is associated with a sharp process of acquisition, processing, transformation and distribution of information. Sometimes confusing definitions with the hype that make it confused what is actually new economy? Researchers and academicians express that there is something new about the new economy. But it is believable that new economy has changed in the last decade and these changes have enormously defined it as new economy.

In the present time we live in modern age i.e. globalization. Karl Marx and Friedrich Engels (1847/ 48) wrote in their *Manifesto of the Communist Party* “Modern industry has established the world market. This market has given an immense development to commerce, to navigation, to communication by land. This development in its turn reacted on the extension of industry.” The diagnosis of Marx and Engels made it easy and the worldwide inter linkages to be much more intensive. The globalization is not only development in trade but it is the expansion of mobile capital. Globalization has expanded the mobility of people with the development of communication and spread of new technologies. The whole process of economic liberalization has changed the social sector as well as that effect on humanity as a whole. New communication and technologies have also globalizing the media. New media refers to the concept of global public sphere and how media became critical to global industries. People thought of enjoying media globalization. Communication is not an easy process if we try it make it internationally. The new media has made it easy by giving such a platform, now we can have video conversation, chat with any one staying far apart from us. Media has the power to cross the cultural gap between the people of various communities and this has made it convenient to bring the people closer. With the development in media sector the corporate groups have owned the media by a very small percentage.



The market that has been extended beyond national boarder and the socio- economic changes brings not only because of the globalization but information and communications technology revolution is also the fundamental factor. If we observe the changes from electric typewriters to laptop, from dial pay phone to GPS- enabled cell phones, from 8 track cassette players to iPods, without the development of ICT globalization would not be possible. Technological revolution is derived from the heart of economic transformations. The ICT revolution is not just only because of globalization but many common economic factors attribute to this revolution. The impact of globalization is noticeable in liberal economy, industrial changes, inequality in income but the new economy is driven by the changes in technologies; this transformation in ICT is more than globalization per say. Development of ICT recent economic transformations is happening. Because of the performance, prices and usability ICT revolution is accelerating. Without these three factors the revolution would not successful. Everyday new technology is expanding though ICT is cheaper, faster and better to use than earlier. It is the illustration of recent emergence of *You Tube*. *You Tube* was founded in February, 2005, as a “consumer media company for the people as a watch and share videos worldwide through a web experience” (Freeman & Chapman). The impact of ICT is going beyond because of internet and personal computer. In *You Tube* the new meaning of food has changed, food means different things to different cultures. In *You Tube* generation we eat food for nutritional support, for health, for social meaning food plays the role of communication and food values. Food is an expression of the self (for sex, power and cultural identity). The issues related to food and health emerge certain new concept such as poor diet is connected to chronic illness so the food labeled should be good, increasing food allergies and intolerance, food safety issues i.e. food should not be undercooked or overcooked. The relation between food and body is determined by what a person eats, if eats well looks fresh otherwise if does not eat well then makes unhappy. Food gives nutritional support to regulate bodily functions, promote growth, repair body tissues and obtain energy. In the context food and communication, foods as nonverbal means by which we can share meanings with others, social relationships are also shared. Food is the center in ritual and culture and in some festivals food items are mainly focused. In cultural events foods are used in traditional context, thus consumption of food in these ceremonies is also different. Love, acceptance, sharing food and humanity such values are attached to food. Besides these values of food has lost due to adaptation of western culture. Food affects mood in positive and negative. Even irregularity in eating and eating food without proper nutrients and vitamins also affect mood. In *You Tube* the whole notion of food is changing in such a way that the concept of good foods or healthy foods have also changed. Now dieting through certain nutritious foods is not a good sign relating to health or mood. Consumption of healthy foods may be the cause of depression, mood shrinking, loss of memory, energy etc.



III.THE MAIN TRNDS OF THE NEW ECONOMY, THE NEW GLOBAL MARKET, THE ONLINE MARKET FOR EXOTIC FOOD & GLOBALIZATION, THE RISE OF READY TO EAT FOODS

The most over used term in recent time is new economy and the new products to compete in the shops with new fashions and improved qualities. The term newness refers to the beauty in the eye of the beholder. The liberal economy is on the verge of the new economy. The present environment is new to some extent where moving towards a new ground is different. The main trend of the new economy is the structural changes. The long term plan is well established in new economy but distance is still there to overcome. In new economy shifting from manufacturing to services with output and employment is another trend. Gender balancing in labor sector and inequality is replaced with the up skilling trend. The market is extending from domestic to international which add another new trend in the phase of new economy. These trends are widespread and happening all over the world. The main trend of new economy is coming in industrial sector. The production and output is mainly the result of manufacturing firms, by construction companies, in mines and on farms has shrunk. Political party is playing a role to misguide the major industrial countries is also a trend of new economy. Other services like trade, tourism, transports & communication, government tourism have shrieked gradually and the shifts of output and jobs towards these services have accelerated the composition of the labor market. This shifting is one of the long term trends of new economy. Gender equality is gradually another factor to the economy as women were also employed. Men are getting engaged in transports & communication and manufacturing sector and women in government services. Afterwards new jobs were created in favor of women in tourism, trade sector. The trend of labor market was modified with higher skills and qualifications. With the beginning of globalization era, the market competition is shifted towards domestic to international. The production of goods became available within the industry at cheaper prices with good quality; this added higher growth in economic sector across national boarder. Apart from it the other new trend of new economy is the decline of inflation, the strengthening of sterling and the rise of information & communication technology (ICT). With the trend of new economy the concept of new global market and online market for exotic food is also emerging. The trend of global market is a new way of marketing with the development of communication. The ICT revolution has developed homogenize global consumer culture. This homogenization is stronger in US than any other parts of the world. Production category, brands and consumption activities are part of this global consumer culture. The global consumer culture is developing with the sets of customers. However marketing is possible with the interaction of people and they share the sets of symbols. Through marketing people fulfill their needs and the global market is rapidly changing. The development of skills is an important factor of global market. The spread of television and internet make it possible to the people of different nations continues to have their food habits across boundaries. The new global market is shifting their designs, products, quality according to the feedback of the customers. Customers view and expectations are try to fulfill by the measures of technologies and



competencies of the companies. The new global market is trying to develop innovation, learning and growth for the satisfaction of employee and to establish long term competitiveness and success. In new global marketing system people are absorbed from both inside and outside of the company. The people are structured in a team to build the market in a global way. The global market tries to expand the global economy, the growth and expansion of the products will be outside to finding the people. The development of ICT is changing the competitive landscape of global market. The technology is linked electronically to achieve faster information. In global market electronically and systematically linked to customers, suppliers, distribution channels and competitors is very important. Davis (1998) suggested that organization transformation is an important part of global market. The transformation is evolved via centralized computing, development of management reporting system, desktop computing, rise in intra enterprise data management and communication, customer integration through internet. Thus the concept of marketing has been changing with the emergence of internet. Now life has become so fast that we can easily access information and communicate with people at any moment and whatever we want we can share across the globe. With the faster growth of information and technologies, internet is easily accessible, connecting the individual with modern amenities. This simultaneously has decayed the growth in traditional forms of media. As such online marketing has taken a pace in the global arena. The online marketing is a wide spread phenomenon and the products are easily available and can be accessed from any part of the globe. Online marketing is successful when it is concentrated more on the number of consumers. Now with the remarkable change in time, marketing has acquired a centered role in our daily lives. The influence of online marketing has remarkably changed the nutritional aspects of food. The evolutions in the consumption of food and beverages have marked the chance of choosing and believing the nutritional food. In online marketing the customer relationship is managed by the IT enabled inter connectivity to create and mediate dialogue and exchange. In online global food market consumer access foods which are having authentication, exotic and ethnically specialized ingredients. The mega super markets, departmental stores are perhaps the outcome of this global online market. The consumers prefer to buy ethnic food without losing its freshness. Even the sea food and meat are also available in online markets. With the emergence of online market for food the dynamics of business is also changing. The online booked foods are served at door steps of the consumers. Suppliers are selling international products with the increasing demand of consumers. The export tariffs are also changing time to time but global customers have not reduced and are in need of these products. The food service is continuing to flourish with the hype of internet. Now the concept food imperialism is not the main factor, it is the taste of consumers that are easily in demand, such as hamburger or fizzy drink. The world wide popular menus and the décor of the restaurants are familiar and recognizable only because of the globalization. The appearance of McDonald, KFC, and Dominos in the streets of every city across the globe is in high volume because of globalization. The services of these fast food outlets are available in online booking. The pleasure of eating from McDonald derives pleasure in a heterogeneous world culture. The global is manageable and we know how and where to place an order and what type of food we will receive at lunch or dinner. Now in the newly industrialized centre the internationally demanded foods may offer a new globalized



identity, the homogeneity of these new trendy foods is available worldwide. The status of an individual is reflected when buying food from an internationally recognizable food court. Buying means to meet the demands of time and literally it refers to consuming a global culture. The online food market is not able to homogenize the food items through fast food rather concentrating on more traditional or local culture. The food revolution has set the comparative homogenized identities. Local traditional cuisines are revived in contrast to the demand of global consumers. The online food marketing or global food consumers are experiencing different outcomes as a result of this. Robertson, (1992) express that it has experiences the both sides such as sameness and difference, universalism and pluralism, re- authentication of local identities in a global context. In the global context ready to eat food is another influential part of study. The ready to eat or cook products are influential factors for a growing market. The potentiality to ready to eat products and the major forces to determine such products are important factor of the market. The people attitudes, income level, changing life styles, products availability are the factors behind this emergence trend. The consuming habits of people are changing tremendously. The choices of consumers are varied and there is no boundary for these products. The products available in the market are not only western but local items come in packages. There are factors which have created the market for ready to eat/ cook products like liberalization policy, dual income, separate living of couples, innovative kitchen, media proliferation etc. The cooking habits are drastically changing due to life style pattern, now people prefer easy short way of cooking rather than spending much time. The products are easily accessible by the consumers due to non availability of raw materials to prepare the *masala*. The product portfolio is not uniform rather it varies from dairy products, noodles, pasta, chips, fish & meat products, pre cooked dishes, *masala* items, ready to cook *dosa*, *paneer*, soup etc. People who are migrating to cities for job or educational purpose find the ready to eat or cook products more comfortable than eating in restaurants. Another cause of these changes in products is the choice of food for the consumers with different flavors and dishes. Even we cannot say that only for tastes or time constraint or availability of such products are the driven forces for completing these products. The trend of this ready to eat product has attracted consumers for their attitude towards purchasing such products. Emerging marketing communication, packaging and formulation of products are reason behind buying the ready to cook items. The use of these products is increasing because of modern influence, inclination of the young generation, educated consumers etc. The literary level, development of ICT, consumers are more up to date and aware of food products which are available in the market. The present life style of people are affected with stress and hence they have become more health conscious gathering easy information from the use of internet, magazines, shows on television and other mediums of communication. In relation to India, women are more conscious than men and show interests in knowing the level of food products which show a sign of healthy generation. Consumers are now purchasing high fibre, low calorie products, nutritious food products and advertisement of ready to eat food are also a factor for more consumption of these products. The information, price and packaging style carried out by the advertisement is in the increasing awareness of food intake among the consumers. Beside these, the changing life style, lack of time in cooking traditional food, families residing away from home, availability of modern cooking devices are also responsible



for this change. The consumers are more inclined towards ready to eat/ cooked products because it consumes less time and less efforts. Apart from the 'national players' targeted as *nestle*, *haldiram*, *pepsico* etc, the 'regional players' are also making products under various segment. The ready to eat/ cooked products can be stored long working hours under proper refrigeration. But to prepare the traditional food items, due to non-availability of the indigenous spices to prepare the raw *masala* there is a change in the life styles of the individuals who are the targeted consumers of these varied products. The changes is taking place from the home made to ready to eat. Home makers are branded with ready to eat food, frozen food, ready to fry non-vegetarian products; even instant noodles, pasta, snack mixtures are tracked as ready to eat/ cooked products. With growing demand, vegetarian category products are also made easily available. Examples are *aloo matar*, *palak paneer*, *sarso ka saag*, *chana masala*, *dal makhani*, *cheese tomato*, *rajma masala* and in non vegetarian category *butter chicken*, *chicken curry*, *kadhai chicken*, *mughlai chicken*, *mutton masala*, *mutton korma*, *mutton biriyani* etc. The availability of these products gives an opportunity to the consumers to have their own choice of products. The processed foods are internationally in sale today. The main target of these products is the cooking aids which ease the process of preparation and provides readymade solutions to save time. The producer therefore need a deeper understanding of the need of consumers and requires a high degree of creativity in designing the products for an easy market.

IV.CONCLUSION

The factors for increasing urbanization changes in per capita income and diet are a cause for increasing online food marketing and establishing in super markets. In developing countries the major component of changing food system is because of increasing super markets and food distribution. The consumers are getting more choice with the emerging trend of online food marketing and easily available ready to eat food products. The preservative food and processed foods are improving the quality of food as well as saving time of the consumers. The changing trend of globalization is influencing the behavior of the people, life styles, beliefs, feelings as well as eating culture. The factors why the customers are purchasing and consumers have become quite similar with the effect of globalization across the world. In today's marketing there is a necessity to design an effective strategy to promote the food products. There is an importance to understand the consumers need with the increasing market competition. The global market is giving scope and availing expanding range of goods and products with the available service of internet. Media and technology is reinforcing the idea in people's life as well as helping in adopting new lifestyles.

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