

MARKETING MOSAIC

ELEMENTS DRIVING CONSUMERS AND BUSINESS




Manakin
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EDITED BY **SANJEEV BANSAL | ASHOK SHARMA | VARSHA KHATTRI**

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About the Book

Marketing Mosaic gives an individual the intelligence they need to send the right message to the right person at the right time. It is relevant and enabled across channels and branding platforms with endless possibilities.

Other strengths that make Marketing Mosaic: Elements Driving Consumers & Business, a book of its kind includes:

- A wide range of research papers in advertising and branding which helps formulate the communication strategy for future.
- An understanding of how a consumer behaves and how this affects the market facilitating the practices and applications with cases and examples from the Indian Market.
- Insight of how new technologies are effecting the Indian retail market.
- A spectrum of opportunities one can explore from sales to the role of leaders in managing Indian business and operational efficiencies.

Marketing Mosaic gives an extraordinary detail to help a marketer communicate with its consumers in a way that matches their world.

About the Editors

Sanjeev Bansal is Dean FMS & Director of Amity Business School, Amity University, Uttar Pradesh. Under his leadership ABS has scaled heights and has been ranked in the top ten Business Schools of India. Dr. Bansal has recently been conferred with prestigious "Palmer Award" by Wharton. An admired academician, his doctoral work is an exemplary study in the area of Decision Sciences from Delhi.

In an acclaimed career span of about 27 years in teaching, research and consultancy, he has been invited to be a part of several prestigious academic / professional bodies and in his advisory capacity, has steered them to success. He is an avid researcher and has more than 125 research papers in prestigious journals to his credit. He has authored eight books which have been exceptionally well received. He has guided several research scholars to produce works of immense educational impact.

Ashok Sharma is a Ph.D. in the area of International Marketing and an Associate Professor at Amity Business School, Noida. Dr. Sharma is a certified Case study method teacher from Harvard Business School Publishing House. With close to two decades of experience in industry, academics, research, training and consulting, Sharma specializes in the area of marketing and strategy. He has several publications in reputed refereed Proceedings and Journals of International and National repute. Sharma has also been the editor of Ouredu international journal (since 2015) of Business Management. Sharma has also been actively involved in trainings and has been a resource person for various M.D.P./E.D.P.s for a number of companies for middle and senior executives including that from the Public Sector Undertakings, Private Sectors, Small and Medium Enterprises viz. Jal Nigam, U. P. Avas Vikas Parishad and in Commonwealth Games (held in New Delhi in 2010) etc.

Varsha Khattri is a Ph.D. in the area of Management and is an Assistant Professor at Amity Business School. She is a resourceful professional with more than 12 comprehensive years of experience in teaching, training and research. Her subjects of interest are Brand Management, Advertising Management, Consumer Behavior, Marketing Management and Integrated Marketing Communication. Many of her astounding works have been published in reputed journals like Emerald Emerging Markets Case Studies, Global Business Review and European Case Clearing House. She has also won laurels for best paper in several conferences. To her credentials, she has also been a part of Tata Motors, Common Wealth Games and Directorate General Resettlement, Ministry of Defence Training Programmes at Amity. Dr. Khattri has also recorded video lectures for Amity, Massive Open Online Course (MOOC). She takes pride in being part of the journey of inquisitive minds and find meaningful engagement in academic pursuits.

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Pester-Power Marketing in Case of Child-Centric Products

Manjot Kaur Shah¹ and Dr. Garima Malik²

ABSTRACT

In today's market children as consumer play very vital role. They constitute major consumer market and have important say in family purchase decision. Children these days have more influential place in the society as compared to their parents when they were of their age. Children of this generation are more informed, connected and use various tactics to influence their parents. This paper explores the various strategies used by children to persuade their parents. It focuses on "Pester Power" or "Nagging Ability" of children to purchase the product they like or want to buy. Children's demand these days are taken more seriously by their parents, whereas in earlier time when they were children they were expected to be content with whatever they were given. We will also try to examine how marketers misuse this nagging ability of children by using pester power marketing in targeting children to nag, pester and badger with persistence their parents into buying products they are unable to buy for themselves. The study would focus on food industry.

Keywords: Children, Consumer, Pester Power, Nagging, Child-Centric Products.

INTRODUCTION

There have been tremendous changes across globe in past decades. Family structure and pattern have changed with growing trend towards nuclear families. These changes have been witnessed by India too. Changing family structure has