

Impact of modern sensitive marketing

■ **VIJAY GARG**

How Sensitive Marketing Works: By engaging with people in a more personal way, sensory marketing is able to influence people in a way that traditional public marketing cannot. Classical public marketing works on the belief that people - such as consumers - will behave 'rationally' when faced with a purchase decision. Traditional marketing assumes that consumers have considered solid product factors such as price, features, and usability in a systematic way. Sensitive marketing, on the other hand, seeks to exploit the user's life experience and emotions. These are recognizable sensory, emotional, cognitive and practical aspects of life experiences. Sensitive marketing assumes that people, such as consumers, act according to their own emotional feelings, only from their own impartial reasoning. In this way, as a result of an effective sensory marketing effort, consumers can choose to purchase a specific product rather than an equal but less expensive option. Sensitive marketing pioneer Ardhana Krishna wrote in the Howard

Looks and colors in marketing: Of course, before they got into the advertising industry, people were choosing their assets based on what they saw. With the eyes, which make up two-thirds of all the sensory cells in a person's body, sight is considered to be the most important of all the human senses. Sensitive marketing looks at the scene to create a brand identity and create a memorable 'visual experience' for consumers. This visual experience extends from product design to packaging, in-store and printed advertising. The design of a product makes its mark. A brand's design can reflect trend-setting innovation, such as Apple or a trusted tradition, such as IBM. The development of Virtual History (VR) devices is now allowing experienced marketers to create better user experiences. For example, Marriott Hotels has launched a 'new' teleporter 'VR'. The glasses allow potential guests to see and 'experience' sightseeing and sounds before traveling. Any aspect of product design is now missing the point, especially colour research shows that up to 90 per cent of all purchasing decisions depend on the colors of the brands or the branding alone. Other studies have shown that brand acceptance largely depends on the compatibility of the colors associated with the brand - does this color 'fit' the product? Over time, special colors are usually associated with special qualities. For example, brown with restlessness, red with excitement, and blue with certainty and reliability. However, the

Smell in marketing: Researchers believe that there is a strong sense of smell associated with the sense of smell, which affects more than 75 per cent of our emotions caused by illusions. Today's fragrance industry focuses on perfecting perfumes for the brain, in particular, the brains of consumers. According to Harold Vogt, co-founder of the Accent Marketing Institute in Scarsdale, New York, at least 20 suicide-marketing companies around the world are developing skepticism and aroma for companies to increase their marketing and brand recognition with customers. Over the years, the Fragrance Foundation says the consumer fragrance industry has grown into a billion-dollar business. The list of fragrance products they offer ranges from sanitizing agents and toilet paper to toothpicks and toothbrushes. In addition, the trade publication Drug and Cosmetic Industry reports that the perfume industry is also moving into the indoor environment using aromatherapy infusion techniques. Natural and chemical substances are released into the air to improve feelings of well-being and enhance human performance. Second conditioning systems are now found in homes, hotels, resorts, healthcare institutions and retail stores. Guests at the Magic House at the Epicot Center in Walt Disney World, Florida, are comforted by the smell of freshly baked chocolate chip cookies. Customers with in-house bakeries and seated kitchens such as Starbucks, Dickinney's Donuts and Fields Cookies recognize the importance of freshly brewed coffee to attract customers. Does the work smell? Andret marketing researchers say

Multi-syndicated marketing success: Today, the most sensitive marketing campaigns appeal to many senses. The more lists are appealing, the more effective branding and advertising will be. Two major brands are mentioned for multi-sensory marketing campaigns such as Apple and Starbucks.

■ **MAHADEEP SINGH JAMWAL**

fighting against Arab forces attained martyrdom. Likewise the Jammu Rajas Bhoj Dev fighting against the forces of invader Nasir-Ud-Din-Subukdin, Parhlad Dev son of Raja Jammu fighting against the forces of Mohammad Gaznavi and attaining martyrdom are living examples of Dogras bravery. The presence of memorials of Dogra soldiers at 'Saldhar' near Mahore' (District Reasi) and at 'Ghodad Gali' near 'Gool' (District Ramban) reminds of valor of Dogras in war between 'Tughlak' army and Dogra battle soldiers. Even today, the folk society has kept the memories of these Dogra brave soldiers preserved in their statues and idolatry. In the inaugural chapter, the writer has discussed only those martyrs, who are folk-heroes and still reflected in the folk psyche of the Dogars. This is the model of Dogra's bravery. There is appraisal of the Monuments of great Dogra warriors of pre Independence such as: Monuments of 'Bir Banda Bahadur', Raja Brij Dev', 'Manuk Droda', 'Mian Dido', 'General Zorwar Singh', 'Shahid Uttam Padiyar', 'Shahid Barkhurdar Malik', 'General Bazar Singh', 'Captain Kashmir Singh', 'Captain Gandharab Singh' etc. The detail description of monuments and concise description of deeds of brave Dogra soldiers decorated with 'Mahavir Chakra', 'Param Vir Chakra', 'Vir Chakra', 'Shorya Chakar', and those attaining martyrdom during Indo-Pak war of 1947-48, 1965, 1971 and Kargil conflict of 1999, and War of 1962 make us proud of Dogra bravery who sacrificed towards preserving the honor of

The concluding chapter of the book discusses the monuments that are collectively considered in the memory of the civilians and security forces martyred in the war and are spread over the entire Jammu Duggar region in the districts of Jammu, Udhampur, Rajouri, Samba, Kathua, Doda. These monuments are witness to the glorious history of our brave Duggar citizens and soldiers. In these monuments, the tales of the sacrifices of our young citizens and soldiers are inseparable, and these monuments are also a symbol of our pride. Very extensive data about martyrs from across the entire districts of Jammu region forming part of the book is one step to get details of martyrs with their address and date of martyrdom. This one stop has the detailing of 181 martyrs from Samba district, Rajouri-88, Poonch-33, Reasi-28, Doda-24, Jammu-21, Kishtwar-13 and Ramban-2, till the publication of book in the year 2018. Books have the power to transport us to new worlds and different times, but they can also take us back to the important moments and memories that make us proud of our ancestry and the book under review can easily be classified for this category.

Dear Editor,

It's a common practice in India where people abort or kill girl child on birth. But, they should be saved given equal opportunity, and respect and opportunity to grow ahead in life. Apart from that, the fate of civilization lies in their hand as they are the root of our creation.

For saving girl child the government has taken many initiatives and launched many campaigns to save them.

Ragini Sharma,
Greater Kailash.