

Building Brand Through Phygital Marketing

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Abstract: Fast moving technology and globalization of the world marketplaces, affecting increase in competition among one business to another, as well as increase in demand and expectations of consumer. Consumer what expects and his needs and wants are biased always. So to create a new platform for marketing the products is big challenge and to create the competitive brand in the marketing for the products is very much important. So from all these using of new technologies we have to create the brand image to the products so that can be helped to the consumers to choose the best and suitable products for their lifestyle. This article summarize basic concept of brand building using tools and techniques in marketing.

Index terms: Phygital Marketing, Brand building, Tools of Phygital concept.

I. INTRODUCTION

As a results of growing in technology and changes in the trends in the market consumers are look for differences between online and offline world. Minor businesses often employ period and exertion emerging marketing policies for reaching buyers. These marketing approaches challenge to notify buyers about several features of a firm's products, but they might also be affected by the aimed merchandise, or demographic clusters at which the marketing is intended.

An vital portion of a marketing approach is assembling purchaser anticipations. Consumer beliefs normally denote to the requirements and desires of every personalities in the fiscal market habitation. Such hopes are customarily determined by people's prejudiced concepts concerning goods or services. These designs drive users to buying one element over another or evade corporations with which they've had a former scrupulous understanding. Buyers may also have great prospects for novel merchandises that have been specified a lot of acquaintance through qualified assessments or other social media networks.

Modern technology has increased consumer expectations for things like selection, cost, shipping times and more. While the constant barrage of social media posts can make it seem that no one is happy with the customer service they receive, that couldn't be additional from the reality. It's important to remember that technology isn't a complete substitute for human interactions. People are willing to use self-serve options when it's quicker, but, as the complication of the issue upsurges, such as with payment arguments or grievances, consumers are more likely to pursue out a face-to-face communication or a actual individual on the phone. The value of good customer service will become more important over the next few weeks. Following all the Christmas shopping and gift

giving, it's time for returns. This can be a busy and frustrating time for retailers, but ensuring that employees give good customer service in these situations can build lifelong relationships with customers.

Phygital concept impacts activate not only on the inclinations of buyers, but are regularly linked with psychological effects in the dealings of recent marketing communication, specific understanding, insight of brand ideals and merchandises, correspondingly amenities. Customer have lengthy concluded to be the entity of marketing communications and developed its issues. As entities form brands, merchandises or amenities they are convention outlooks that the portfolio of merchandises and amenities of enterprises will vary to suit their new way of life. In a sense it is the expression of marketing communication originalities and their brands, since it permits the brand to unite with new shoppers, occasions, familiarities or moods.

The following are the 4 ways to attract customer

- 1) Consumers always prefer to have a quick right to use search engines, application of mobiles and other social media.
- 2) All the consumers has got their own plan and they are self-assured all their queries and problems would be solved every time they are ascend.
- 3) Most of the time people on digital platform search for things and their personal data in their interfaces with specific merchandises. The firm should also recognize the individual likings and specific service.
- 4) In fast moving world the firm quickly respond to the troubleshooting and resolve the issues in a fast way.

II. PHYGITAL CONCEPT

The consumers engagement in physical is more unforgettable comparing to digital, Insipite of the datum that



The Digital and Physical are conjoined together to form a new term called Phygital Concept. This makes bridge between the brands and consumers and creates atomshpere. The Idea uses the updated skills, knowledge and novelities in communication and later are brought in to practical world. This concept serves its consumer or audience in a very dynamic way which moves faster than human perception. It provides unbroken experience to consumer to buy the products by offline or virtual marketing.

The Brand can outlined as a design, term, name, symbol or mixture of them envisioned to recognized the product or service that differs from its rivals

The term brand always speaks about the branding as a brand building process. The active part of branding to change common to desired commodities and services. The insight of final customers the brands adds value to product and makes the consumers to buy it. Branding is made up of five basic components:

Positioning—it is the process through which the brand content is defined and placed a positive perception in the minds of the consumers.

Story —The main factor of this constituent is to create stories and there by attract the customers to be the part of it by paying extra for that particular brand.

Design — Related components of Ease of operation, Ergonomics, Recognizing functionality and so on.

Price —The branding process makes the branded products to be distinguished from unbranded products with higher price. The price increases the strength of the brand.

Relationship with the customer — The end customers are important in building brand through continuous process of research. In digital world where consumers have got massive power and this can be reflected in online platform when the consumer is dissatisfied and destroy the status of brand. The branding process and brand is having cavernous meaning the relationship of brand and customers are one and the same.

The introduction of brand in terms of its communication tool regarding environs consumers always wants to express themselves regarding their beliefs values through their consumption of product. For so many people it is a

the present technology comprises multi-dimensional prospects by enlargement in terms of internet.

representation of their socio presence as direct means to firms, bars etc.

Brand building with concept of phygital: The Phygital concept in turn bring vast volume of online, social media and digital marketing networks is a eccentric environs for its product and services branding. It works in dual nature like marketing and sales offering platforms by offering business an opportunity to fulfill the wants and prospects of consumers through out the cycle of trying expect this no other means will provide adequate level of potential customers. The firm may also face certain risks as they use two kinds of communication networks digital and physical. Digital networks is more concentrated consoles, websites and social media. Physical networks comprise advertising banners, packaging products, loyalty cards and brochures. Due to lack of communication there may be rise of danger within the networks which shows that over insight of brand to its customers. Normally consumer are having a prospect regarding digital and physical communication of marketing and cooperate in the method of branding.

To a firm creating a platforms of digital and physical is not enough but they should make effort or they should pit the effort to increase the reputation and standard of the brand in the concerned areas. The firm should also know that whatever they are doing online has got limited value until it is associated by instruments by offline mode.

Recent times have caused a change in the action in terms of action in the market in cyber space. Judicious firms try to enlarge their activities not only the market through the means of internet and websites. The means of internet is used to educate, train, exchange of experience, published experience, e-learning etc. there has been great changes in terms of marketing from one channel of marketing to multiple channel of marketing. Now a days companies are not relying on one channel to reach the customers but they provide multiple platforms to provide their products and services has customers preference to these different channels is also increasing.

Tools of Phygital concept: As it is shown in below figure, the 21st century is transformation of traditional marketing to digital marketing through some of the tools which apprises the elements of online and digital marketing world. Now a days every consumer seeks to have individual experience and latest technology of digital world. Consumer will also

get more platforms to intermingle with the brand of product or its amenity through various channels and most effective manner.

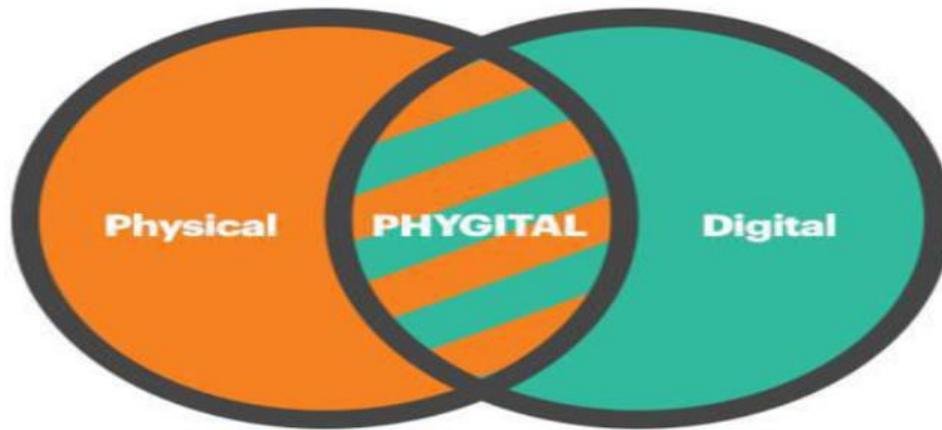


Fig: phigital= Digital+Physical

Brand are becoming more quick and modifying according to the customer demand, communication in technologies is moving towards a central point in an unique way to the markets like Brands are attractive active and familiarize to varying purchaser claim, communication through B2C and B2B with virtual reality, Interaction Reality, Artificial Intelligence.

OR codes: QR code is the trademark for a kind of matrix barcode mainly ingenious in 1994 for the automotive manufacturing firm in Japan. A barcode is a machine-readable optical label that comprises facts about the item to which it is attached. A QR code practices four standardized encoding methods to competently store records; extensions may also be castoff.

The rapid retort method is an well-known code outside automobile industry because of its fast decipherable and high storage size estimated to standard UPC barcodes. The applications of QR code comprise Time tracking,

Document management, General marketing, Item identification and Product tracking.

A QR consists of white background which has squares in black and arranged in grid square. Then the image is read by the device like camera through the method (Reed-Solomon error)

And the specified is detected and interpreted. Later on the requisite is removed from it from all its mechanisms.

QR codes have turn out to be common in purchaser publicity. Usually, a smartphone is castoff as a QR code scanner, exhibit encryption and altering it to certain valuable form (such as a standard URL for a website, thereby precluding the essential for a user to type it into a web browser). QR code has become a focus of advertising plan, since it make available a way to access a brand's website faster than by manually entering a URL.



fig1: QR code

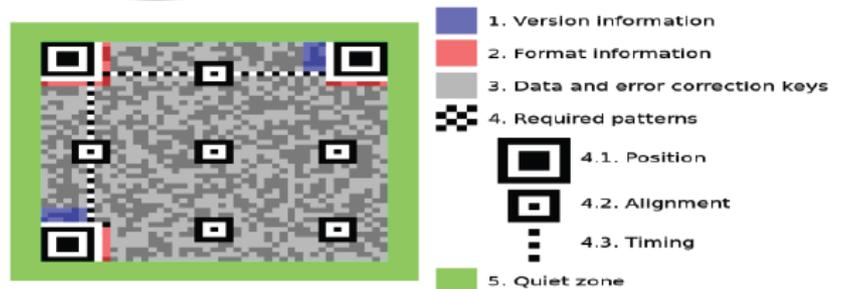


fig2: Structure of a QR code, highlighting functional elements

Augmented reality: Augmented Reality provides a platform to have an interactive experience of practical world environment whose elements are "augmented" by computer-generated perceptual information, sometimes across multiple sensory modalities, including visual, auditory, haptic, somatosensory, and olfactory. The

overlaid sensory information can be constructive (i.e. additive to the natural environment) or destructive (i.e. masking of the natural environment) and is continuously interwoven with the practical world such that it is conceived as an important aspect of the practical environment. In this way, augmented reality modifies one's

present perception of a practical world environment, whereas virtual reality entirely switches the purchasers practical world environs with a pretend one. Augmented reality is also connected with computed mediated reality and mixed reality.

Augmented Reality is used to improve actual environment or conditions and propose familiarities which are enriched



fig1: Application of Augmented Reality

The technique of Augmentation is accomplished in actual time in situation with rudiments of environment. The preconceived information may be conjoined with collateral facts like scores over a live video of a sporting event. This conjoins the aids like display technology and augmented reality technology.

III. MAPPING TECHNOLOGY

Mapping Technology is extrovert word that explains the techniques and equipment's used to distribute maps and examine and prepare of various dimensions.. This can comprise satellites used to acquire high resolution and multispectral facts; software to improve or categorize digital metaphors; global positioning system (GPS) satellites; and geographic information systems (GIS).

Intelligence association diagramming inside the USA is mainly the duty of the National Imagery and Mapping Agency. It was established in the year 1996 by consolidate the ability of the many federal agencies drawn with possession and breakdown of imaginary and other forms of Geospatial Intelligence. The United States Geological survey, a civilian agency inside the division the Interior, produces comprehensive Topography and geologic maps of areas of the USA.

One of the basic practices of technology in mapping is to collect the specifics from which charts can be created. There can be categorized pictures from satellites and images of sub-meter resolutions conjointly by government and private satellites that can be castoff to get information

perpetually. The advanced AR technology makes the adjoining real world information of the user into an digital and interactive replicable. The facts may be real or virtual, e.g. seeing other factual identified or measured facts such as electromagnetic radio waves overlaid in exact alignment with where they actually are in space. Augmented Reality is also got lot of impeding in collecting and retrieving distributing unstated knowledge.



fig2: Aircraft model of Augmented reality

of military and civil substructure of alien supremacies minus actual footing the restricted areas.

Real time Application of Phygital concept



Recently in Brazil has started in store real time Facebook "Like" feeds on various clothing hangers for particular product. The main aim is to help the actual buyer with the decision of purchasing by exhibiting to show how the real people think about the product live stream. There are various ways top grab the customers and keep them engaged. Technology and a buzz inspired communication approaches can personalize the marketing practices and keep customers come again and again to the store.

IV. CONCLUSION

The field of marketing has come with the new concepts for developing the business and to attract the customers, several companies are getting to know the actual value of online and digital atmosphere as a basic constituent for their network platform and started use substitute marketing practices which are profit in real engagement with

customers. The firms believe the digital platform will provide more customer interaction that has got vast possibilities in connecting physical and digital world. So every seller must have marketing efforts that transfers from screen to screen but, also the offline and virtual environs.

Now a days Phygital concept as well as its connecting tools are becoming prevalent by its benefits that can protect environs, for example decreasing the usage of paper, H2O and carbon dioxide. So Phygital concept is helpful for developing the business as well as experiencing the new level of marketing.

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