

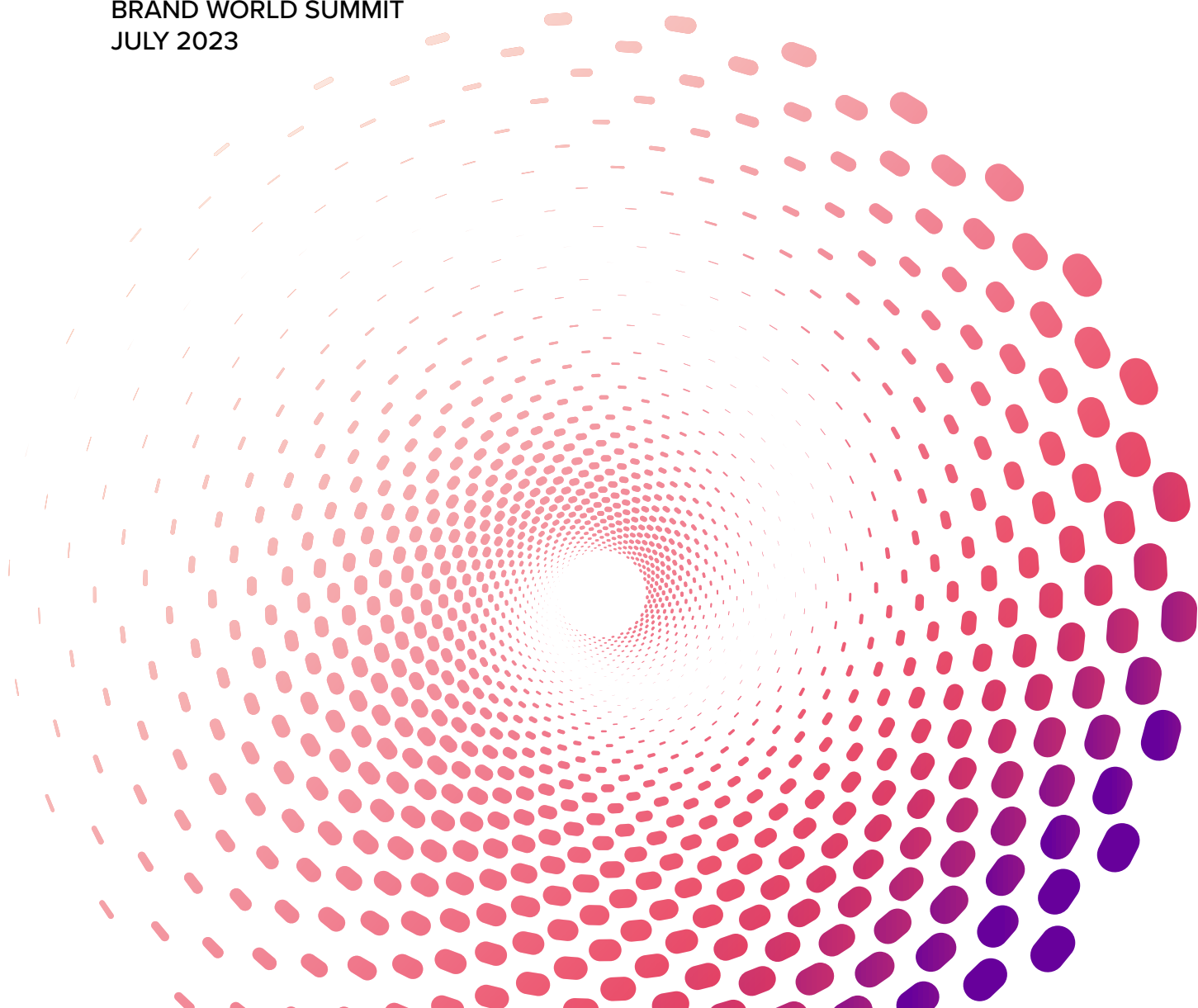


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HAVAS Media
Network

Role of Tech in Marketing to Drive Growth

BRAND WORLD SUMMIT
JULY 2023





FOREWORD



AMIT KUMAR GUPTA

Business Head
The Economic Times Business Verticals

OVER THE past decade, technology has revolutionised the way consumers perceive brands and engage with them. Organisations have been quick to tap into technology to address complex business challenges. However, the impact of emerging technologies on branding is still unfolding.

As India's largest A&M publication, ETBrandEquity.com has been a witness to the enormous potential of four key emerging technologies: Artificial Intelligence (AI), Augmented Reality (AR) and Virtual Reality (VR), Web3, Voice-enabled channels, and the Open Network for Digital Commerce (ONDC) and how these have become the talk of the town in the marketing world.

This report delves into the crucial role that emerging technologies will play in shaping the future of marketing. By investigating how these technologies are being leveraged by forward-thinking companies, this report aims to provide valuable insights into their transformative impact.

Through an in-depth analysis of focus group studies, expert interviews and anecdotal evidence, this report presents a comprehensive overview of emerging technologies. It explores the potential benefits, challenges, and ethical considerations associated with the adoption of these technologies, so that organisations can successfully navigate this new marketing landscape.

We are honoured to have an esteemed group of experts contribute their valuable insights and perspectives to this report. A special mention of thanks for our partner Havas Media Network India for their expertise and experience in the field of marketing and emerging technologies which provide a holistic understanding of the opportunities and challenges that lie ahead. We extend our sincere appreciation to the contributors, whose valuable knowledge and expertise have made this report possible.

I hope that this research will serve as a catalyst for organisations to embrace the transformative power of emerging technologies and embark on a journey of sustainable growth and success.

FOREWORD



MOHIT JOSHI

CEO

Havas Media Network India

IN TODAY'S rapidly evolving world, which is dynamic and fiercely competitive, it is imperative for organizations to not only adapt to change but embrace it and optimize it to explore its full potential. Technology plays a pivotal role in this pursuit, and emerging technologies have the power to revolutionize industries and create unprecedented opportunities. Role of Tech in Marketing to Drive Growth is a comprehensive research report that explores the transformative potential of cutting-edge technologies in shaping the future of marketing – which we call #MeaningfulMarketing.

For our readers, this report offers profound insights and strategic guidance to unlock unparalleled growth in the realm of marketing. By examining five key areas - AI, AR/VR, Web 3, the future of voice in service, and the perspective of ONDC (Open Network for Digital Commerce) - we aim to provide valuable insights into how businesses can leverage emerging technologies to unlock new avenues of growth and competitive advantage.

At Havas, we strongly believe in the significance of context. We understand that the media platforms brands choose to invest in are just as crucial as the messaging they convey in their advertising campaigns. Technology and marketing go hand in hand, but the ultimate goal is to activate meaningful connections that enable brands to drive desired actions.

In this report, we dive deep into these topics to equip readers with the knowledge and understanding needed to navigate the ever-changing landscape of meaningful marketing.

Whether you are a business leader, marketing professional, or technology enthusiast, this report is designed to inspire and guide you in unlocking the transformative potential of technology and how it can fuel the machinery of your brand and marketing.

In conclusion, I am confident that this report will serve as a beacon of inspiration and knowledge for anyone seeking to propel their organization towards unprecedented growth.

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EXECUTIVE SUMMARY

THIS STUDY, ‘Role of Tech in Marketing to Drive Growth’ examines the significance of technology in marketing and its implications for marketers and consumers. Through in-depth interviews with Marketing Leaders and focused group discussions with tech-savvy consumers across various geographies and demographics, the study provides valuable insights into the implications and impact of emerging technologies on marketing strategies and consumer behavior.

From the marketers’ point of view, it is evident that emerging technologies have the potential to revolutionize marketing practices, opening new avenues for growth and customer engagement. The research reveals several key technology truths echoed by all marketers. Technology is not limited to marketing alone but is leveraged across organizations in various business functions, empowering consumers and facilitating informed choices and decisions. However, marketers also stress the importance of responsible tech usage, emphasizing the need for data security and privacy to maintain consumer trust.

The study highlights the implications and impact of specific emerging technologies - Generative AI, Augmented Reality/Virtual Reality (AR/VR), Web 3, Open Network for Digital Commerce (ONDC), and Voice.

From the consumers’ perspective, technology plays a significant role in their lives. They are highly aware of various tech equipment, apps, and gadgets, and actively seek information, learning, and socializing through technology. Online and e-commerce platforms have expanded their shopping experiences, and digital brand presence influences their choices. Technology also provides convenience through payment wallets and home automation systems.

Overall, technology acts as a catalyst for change, shaping marketing strategies and consumer behaviors. By leveraging emerging technologies responsibly, marketers can unlock growth opportunities and engage tech-savvy consumers in meaningful ways.

CONSUMER & CATEGORY CONTEXT

What is technology according to consumers?



“Technology streamlines processes, saves time through connected devices, assists in online billing, task management thereby eliminating manual effort and promoting time efficiency.”

–Bangalore Respondents

“Technology’s immersive experiences like 3D VR takes consumers to different locations, heighten entertainment value and provide thrilling first-hand experiences akin to a roller coaster ride”

–Mumbai Respondents

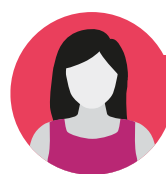
Gender prespective

Gender plays a key role in selecting technologies and their choices vary on different personal and social aspects



MALE PERSPECTIVE

- ▶ Most male consumers relate technology to gadgets that they use on a day-to-day basis.
- ▶ These could be as simple as smartphones to complex technology used at work.
- ▶ Technology for men is more inclined towards use of software and appliances for their personal comfort and productivity.



FEMALE PERSPECTIVE

- ▶ Most female consumers relate technology to anything that helps them to balance work and family.
- ▶ These could be as simple as security cameras to complex technology such as smart home appliances that save time.
- ▶ Technology for women has more softer aspects and social construct plays a vital role while selecting/adopting technology.



Gender Digital Divide: Many female consumers recognize the importance of learning and keeping up with new technology as a crucial social factor to stay at par with their male counterparts.

WHO IS TECH SAVVY?

While tech savviness for men is mostly connected with gadgets, for women it tends to bend more towards convenience

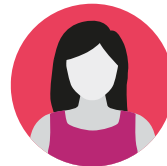


MALE PERSPECTIVE

1. Technology is mostly correlated with gadgets. They learn about technology from a variety of sources, including watching YouTube vlogs, etc.
2. Keeping up with new features, technologies, and trends is a sign that they are tech-savvy.
3. Their everyday lives are significantly influenced by technology, including how they buy, pay their bills, and access information.
4. Being tech knowledgeable is viewed as a way to locate the greatest bargains, save money, and have access to a variety of possibilities.
5. Consider people who are tech savvy to be knowledgeable and willing to counsel peers on technological issues.

"We employ smart technologies within our office premises to enhance convenience and security. For instance, we utilize automated systems that allow for lights to be switched off automatically when employees leave. Additionally, our smart cameras are equipped with motion detection capabilities."

–Delhi Respondents



FEMALE PERSPECTIVE

1. Being technologically proficient is connected with convenience, especially when it comes to online shopping, bill paying, and information access.
2. They like technology to offer knowledge and updates on a variety of subjects, such as beauty, fashion, and money.
3. One way to take wise decisions, get the greatest offers, and save money is to be tech-savvy.
4. Women who are tech-savvy guide people for ideas and various technologies.
5. Keeping up with tech is a way to be updated and relevant in the society. This ensures that they are not left behind while selecting/adopting technology.

"Being tech savvy means now if we go anywhere no body can fool us and we know what offers are going on. If there is any make up brand I would go and check it on two three different sites and will get the best deal."

–Mumbai Respondents

WHAT DRIVES TECH ADOPTION?

Communication, information and convenience remain the key benefits for consumers across gender and professional backgrounds



COMMUNICATION

Social media has revolutionized consumer communication, giving them a platform to share their thoughts and opinions with a wider audience.

This has fostered an informed and engaged consumer base.



RESEARCH & INFORMATION

The vast amount of online information empowers consumers to make informed decisions about products and services, even if it can be overwhelming at times.



CONVENIENCE, EXPERIENCE AND TIME-SAVING

Technology enhances consumer convenience and experience by enabling tasks like food ordering, travel booking, and remote control of home appliances through smartphones. This saves time and effort, allowing consumers to focus on what matters most to them.

Consumers leverage technology to acquire knowledge and enhance their skills on emerging advancements in the field



Social Media/ YouTube

Consumers reported that YouTube tutorials and Social Media reels are in parallel with launch of products and tech. It helps in creating awareness and learning process itself.



Google Guru

Most consumers consider Google as the ultimate source of knowledge to cope up with new technology.



Urge to be at par

Most consumers reported that they feel a personal and social responsibility to keep up with the advancing technology.



Learning while doing

Consumers reported that despite several tutorials and guides, the best way to learn tech was the traditional hit and try method.

FUNCTIONAL AND EMOTIONAL NEEDS



KEY FUNCTIONAL BENEFITS

1. Technology enables quick and easy knowledge access, enhancing consumer decision-making and personal growth.
2. Technology streamlines processes, automates tasks, and boosts work and daily efficiency.
3. Technology provides centralized access to shopping, food, groceries, and other consumer needs, acting as a convenient one-stop-shop.

“Alexa has made our life easy. If I have to switch on or off any thing, we can instruct her like Alexa switch on the TV or switch off the light. It has made our life simple and easier. If we are tired and unable to do anything we can depend on such devices.”

– **Kolkata Respondents**



KEY EMOTIONAL PAY-OFFS

1. Technology promotes emotional closeness through platforms like WhatsApp and Instagram, enabling consumers to stay connected with loved ones regardless of distance.
2. Provides diverse entertainment options through OTT platforms and online shopping, offering an escape and promoting emotional well-being.
3. Empowers consumers by granting access to information, resources, and personal growth opportunities.

“The abundance of online suggestions and the proliferation of online businesses have significantly impacted consumer behavior. Google’s vast search results provide numerous suggestions, and an increasing number of individuals are engaging in online entrepreneurship.”

–**Chennai Respondents**

CONSUMER ENGAGEMENT WITH TECH

Although consumers (male & female) share technology, their dependency, usefulness and concerns vary depending on their work and social circumstances

Technology Engagement

High

Data Driven Sector



KEY TAKEOUT

Technologies empower tech and IT professionals to optimize workflows, address cybersecurity challenges, and necessitate ongoing professional development with potential impact on work-life balance.

"Introduction of ticket/token vending machines at metro stations has eliminated operators to charge extra from the customers."

–Delhi Respondents

Medium

Communication Driven Sectors



KEY TAKEOUT

Technology streamlines workflows, enhances collaboration, and facilitates organized coordination. This include concerns like data security, adapting to new software, balancing work-life, interpersonal skills and critical thinking.

"Now Microsoft Teams can be used as a diary in schools. Teacher writes once, and everyone gets a notification."

–Kolkata Respondents

Low

Entrepreneurial Sectors



KEY TAKEOUT

Tailored technologies enhance efficiency, productivity, and scalability in business operations while posing concerns of cost, integration issues, and expertise dependency.

"We use a security camera which detects movements and follows it. With this we can manage security better."

–Delhi Respondents

TECH INTERVENTION: PERSONAL-SPACE

Personal technology is an integral part of consumers' life to enhance experience and seek leisure

PERSONAL TECHNOLOGY



KEY PERCEIVED BENEFITS

Connectivity and communication

Health and well-being

Entertainment and leisure



Most consumers consider tech as a part of their life, especially wearables and mobile tech that is both seamless to carry and use.



Due to higher importance of tech in one's life, sometimes consumers feel disoriented and become restless.

TECH INTERVENTION: PERSONAL-SPACE

Difference based on consumer's lifestyle and preferences

GENDER ROLE

While men tend to incline towards personal gadgets focusing on connectivity and health, women step up and include technology that helps them monitor their loved ones.

OCCUPATION

For working professionals, connectivity plays an important aspect and hence they use personal tech to augment their workspace.

PERSONAL FACTOR

Some consumers felt that personal technology such as smart watches are gimmicks and could be replaced with simpler watches without the loss of the additional benefits.

1

2

3



PERSONAL TECHNOLOGY

KEY TAKEOUT

Personal technology has the potential to empower individuals and promote gender equality. There are challenges to consider and these include issues of accessibility, privacy, online safety, and the digital divide, which can disproportionately affect marginalized groups.

"I am a working woman and my helper take care of kids and I can watch my kids whenever I want. It is a very good feature"

–Mumbai Respondents

"Once you start to track things, it becomes crazy. You become highly obsessed with it. You always want to know what is happening and what is not."

–Delhi Respondents

"Since I am a fitness freak, it helps me track my activity on a daily basis. Whether I am going to office or out of home, it helps me track how much I have walked. Smart appliances at home like TV, Fridge, etc. it helps me ease my work and maintain it."

–Mumbai Respondents

TECH INTERVENTION: HOME-SPACE

Home/household technology is majorly classified as either gadgets or apps

SMART HOME APPLIANCES



APP-BASED SERVICES



KEY PERCEIVED BENEFITS

Improved convenience	Improved safety and security	Apps on fingertips	Reduced Dependency
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Convenient management of devices, sensors, lights, music playback, home security, with voice recognition or phone based smart controls.



Convenience, time-saving, and easy access to professional services without dependency on others.



Potential overdependence on technology can lead to social isolation and lack of interpersonal interactions.

TECH INTERVENTION: HOME-SPACE

Difference based on consumer's lifestyle and preferences

GENDER ROLE

Men consider technologies worth adopting that help them at a personal level whereas women tend to bend towards technology that helps them balance work and social life.

OCCUPATION

Occupation plays an important role as consumers from IT industry tend to incorporate tech as much as possible whereas others strive to maintain a balance.

PERSONAL FACTOR

Some consumers consider privacy and data security as a priority and limit tech use at home whereas others have reservations against over dependency and loss of social interactions.

1

2

3



HOUSEHOLD TECHNOLOGY

KEY TAKEOUT

While household technology can contribute to positive changes in gender dynamics, there can also be challenges and risks. Additionally, there can be disparities in access and affordability, which may affect certain groups more than others.

"I use smart watch, smart tv, and my husband has got smart camera which moves with the direction of reflexes and if somebody is coming it records the data with the USB."

–Mumbai Respondents

"There are many advantages of technology. We have to keep ourselves updated so that technology does not replace us."

–Bangalore Respondents

"The disadvantage is the amount of data you will expose on the device that can also be hacked. In case your data is leaked then medical history can be misused very easily. So there is high risk of hacking."

–Delhi Respondents

TECH INTERVENTION: WORK-SPACE

Workspace technology is majorly classified as softwares that enhance productivity

WORKSPACE TECHNOLOGY



KEY PERCEIVED BENEFITS

Increased productivity

Enhanced communication and collaboration

Enhanced security and data protection

Data analytics and insights



Convenience along with higher productivity is sought, as the major advantage of technology, at workspace for employees and business owners.



Over dependency on tech has reduced creativity.



While technology has crept in all forms of business and trade, creative professionals only tend to use these tech to overcome their creative blocks such as in case of jewellery designing, content writing etc.

TECH INTERVENTION: WORK-SPACE

Difference based on consumer's lifestyle and preferences

GENDER ROLE

Workspace technologies are equally valued and sought after as a source of constant learning and upgradation.

OCCUPATION

Consumers in the creative line of work use tech for inspiration whereas for some, it is a part and parcel of their professional life.

PERSONAL FACTOR

While for some consumers, technology favors productivity at work but others fear that overdependency hampers their skillsets and abilities.

1

2

3



WORKSPACE TECHNOLOGY

KEY TAKEOUT

To maximize the positive impact of workplace technology, it is important to consider accessibility, inclusivity, and equitable design. This involves addressing biases, promoting diversity in tech development and decision-making, and creating inclusive work environments that empowers individuals of all genders.

"I do surveys and data analysis so that we can come up with intervention. But if there will be data driven intervention apps it will make it less time consuming."

–Delhi Respondents

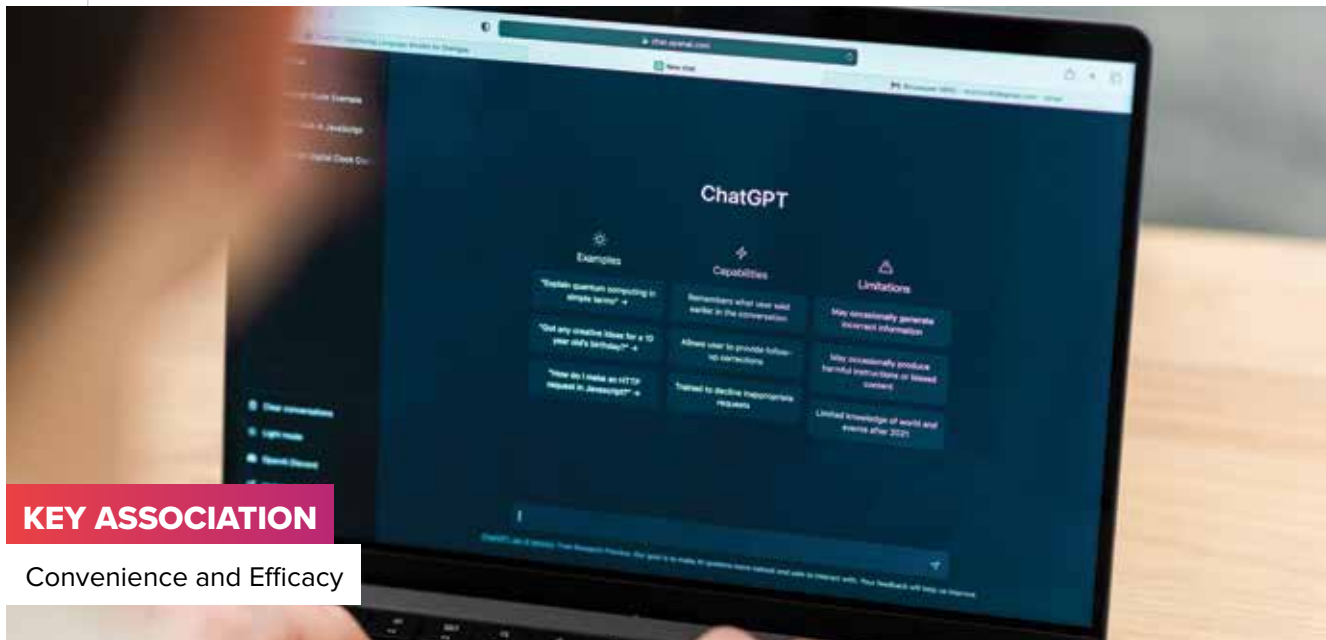
"My current helper is Chat GPT and it keeps my data in systematic manner so that I can represent it better. It is also used for research purposes."

–Mumbai Respondents

"It makes our work easy but makes us lazy. We do activities all the time in front of the laptop and tend to get addicted to it and get dependent on it."

–Bangalore Respondents

EMERGING TECH: CHAT GPT



KEY ASSOCIATION

Convenience and Efficacy

BENEFITS

- ▶ Utilized by respondents for various purposes, including research, content generation, data representation, persona design, and writing.
- ▶ Simplifies information, provides valuable insights, and enhances productivity.
- ▶ Convenient for remote work and handling multiple tasks.

CONCERNS

- ▶ Difficulty in understanding certain terms, the need for classification and specialized expertise in different domains, and challenges in accurately representing product images or colors.
- ▶ Not up-to-date – contains data only till 2021.

FUTURE EXPECTATIONS

- ▶ Fully automate the manual tasks such as email, messages, etc.
- ▶ Equipped with real-time data access to deliver up-to-date results.

"I use a lot of Chat GPT for my official and personal work. Whenever I get stuck, I go to Chat GPT and get everything I need. The best part is you will get detailed info about anything and everything."

–Kolkata Respondents

"There are still a lot of things that Chat GPT is unable to answer. It redirects to a reference site and claims to know only about 20-30% about the topic."

–Bangalore Respondents

EMERGING TECH:

AI CHATBOTS



KEY ASSOCIATION

First Point of Contact

BENEFITS

- ▶ Chatbots are widely used in various industries, including e-commerce, food delivery, insurance, tech support, and telecommunications.
- ▶ Primarily used to provide quick and standardized responses to common queries and issues.
- ▶ Chatbots are seen as an effective tool for handling repetitive and common issues, allowing human agents to focus on more complex tasks.

"Chatbots mean that it is not a real person talking to you. It helps in rectifying common issues & problems faced by the customer, otherwise it transfers to the support executive."

–Chennai Respondents

CONCERNS

- ▶ Chatbots can be limited in understanding specific problems, leading to frustration when users cannot adequately explain their issues.
- ▶ They cannot provide real-time assistance outside of working hours.

"Chatbots should be able to better understand what we want. When I used it to describe a colour, it was not able to comprehend properly."

–Kolkata Respondents

FUTURE EXPECTATIONS

- ▶ Will have organic conversation with consumers that is not limited by only few pre-decided options for reply.

EMERGING TECH: VOICE ASSISTANTS



KEY ASSOCIATION

Personal Assistance

BENEFITS

- ▶ Voice-activated assistants like Alexa are seen as very useful for performing quick tasks such as controlling fans, ordering from e-commerce stores and answering questions quickly.
- ▶ Voice assistants can be particularly useful for older people who may struggle with operating smartphones but find it easier to use voice commands.

"Alexa voice assistant is very useful. If you have a smart home, it will be very convenient for you to turn on the fans, lights, ACs, etc."

–Delhi Respondents

CONCERNS

- ▶ Voice assistants like Alexa and Google Assistant have limitations in accurately understanding user queries and providing correct answers, especially when specific terms or pitches are involved.
- ▶ Language and modality of tone often hampers commands.

"Sometimes Alexa is not able to fully understand our queries. We say something and it does something else."

–Bangalore Respondents

FUTURE EXPECTATIONS

- ▶ Will have better understanding of colloquial accents.
- ▶ Will have integration of regional languages.

EMERGING TECH: AR / VR



KEY ASSOCIATION

Convenience, Time Saver

BENEFITS

- ▶ Eliminates the need for physical touch and enables customers to view products in their own environment.
- ▶ Virtual tryouts increase consumer confidence towards the brand.
- ▶ Virtual experiences are suitable for touch-less categories like phones while physical touch is emphasized for categories like cars and furniture.
- ▶ Seen as a positive marketing trend showcasing innovation and brand's tech association.

CONCERNS

- ▶ Requires investment in hardware, software development limiting widespread adoption.
- ▶ Limited availability of hardware & compatible devices. Continuous learning poses challenge for many.
- ▶ Hardware constraints can impact the quality and realism of the virtual experience.
- ▶ Prolonged use of AR/VR may affect health.
- ▶ Excessive immersive experiences may impact real world interactions and increase dependency on virtual interfaces.

FUTURE EXPECTATIONS

- ▶ More affordable hardware for consumers.
- ▶ Usage not limited to few industries and rather be used in wider aspects of life like travel, office work, etc.

"Nowadays, if we want to buy furniture, we can easily see how it will work in our living space with the help of the AR. We just have to put a picture and it will let you place the furniture wherever you like."

–Chennai Respondents

"I have experienced gaming in VR. It is not for everyone, you get sweaty, the heart rate increases, and your head starts to spin. It is not recommended for everyone."

–Delhi Respondents

EMERGING TECH: WEB 3 TECHNOLOGY



► Awareness of the Web 3 tech was low across centers.

► Few of the consumers associated cryptocurrency with it as it is based on blockchain.

► However, interest in cryptocurrency is low for the consumers due to lack of government backing of the same and tax cuts post legalization.

"We have heard that block chain software is used in cryptocurrency."

–Chennai Respondents

"It depends on the government, what kind of regulations do they bring, if they make it easy then everybody will invest in it."

–Delhi Respondents

EMERGING TECH:

ONDC



KEY ASSOCIATION

Money Saver, Government Portal

BENEFITS

- ▶ ONDC operates an open market without charging any third-party service fees, both vendors and consumers can realise considerable cost savings on their transactions.
- ▶ ONDC aims to help small retailers expand their business and reduce the dominance of e-commerce giants through an open network on which buyers and sellers can transact without being present on the same platform.

"I know that ONDC eliminates the role of middleman and the prices are approximately 30-40% less as compared to Swiggy & Zomato. It will help increase the saving of the consumers."

–Bangalore Respondents

CONCERNS

- ▶ It is perceived to hike prices just like Swiggy & Zomato in the long run in order to operate without incurring losses.
- ▶ The implementation will raise concerns regarding the privacy and security of consumer data.

FUTURE EXPECTATIONS

- ▶ An open network could reduce barriers to entry for small and medium-sized enterprises (SMEs) and entrepreneurs.
- ▶ Consumers will expect a seamless and user-friendly experience with using ONDC enabled services by adding more options (eateries) on the platform.

"It is a platform for buying and selling products. It will cut the competition created by these companies/big giants and small business will be able to come up easily."

–Mumbai Respondents

EMERGING TECH: KEY TAKEAWAYS



AR/VR TECHNOLOGY

While AR/VR technology has the potential to influence brand and social engagement, its impact will depend on adoption rates, technological advancements, and societal acceptance.



AI/CHATBOTS

AI brings significant benefits but ethical concerns like privacy, job displacement, and must be carefully monitored for responsible and equitable AI.



WEB 3 TECHNOLOGY

Web 3 Technology is evolving and has the potential to reshape occupation, households, and gender dynamics. Challenges regarding its scalability, useability, and regulatory frameworks needs to be addressed.



ONDC

While ONDC aims to help small retailers expand their business and keep the market competitive, it is perceived to behave in a similar manner to the e-commerce giants once it gains significant market share.

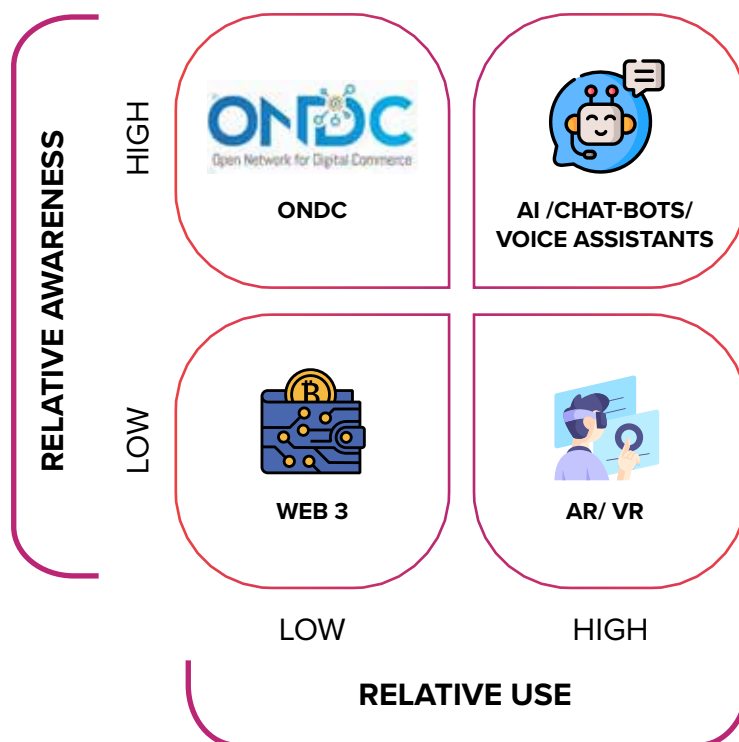
ADOPTION OF EMERGING TECH

ONDC

Despite being well-informed about the benefits of ONDC, consumers tend to gravitate towards platforms they are already familiar and comfortable with.

WEB 3

Web 3 technologies are viewed as unexplored horizons, hindered by a multitude of concerns.



AI/CHATBOTS/ VAS

AI, chatbots, and virtual assistants have become indispensable in consumers' lives, occupying a space of comfort and reliance simultaneously.

AR/VR

While consumers actively engage with AR/VR technologies, their awareness regarding the identification and classification of such technologies remains low.

Despite using AR technology at Nykaa and Lenskart, the majority of consumers only recognized it as such when prompted.



SO, WHAT ARE WE SAYING?

Who are the tech savvy consumers?

Experimental in nature, the 'new' excites them → they like to try out new technology. They have the right skills and intuitive knowledge to operate modern devices, apps etc. effectively.

Their passion and interest towards technology has become a way of their lifestyle. They seek to keep themselves involved and updated in their respective interest areas via various technology platform(s).

Most of them (irrespective of the gender) are financially independent and this freedom gives them the liberty to make their own choices in every sphere of life from lifestyle to fashion to technology.

Technology acts as a catalyst for change

1

Technology is their form of empowerment. It is their tool for bringing change in their lives and lifestyle.

2

Therefore, the brands need to adopt AR/VR and Conversational AI technology – consumers feel positive as these tools can be accessed 24/7 and reinstates confidence.

3

Voice controlled devices can be used by brands – this can answer consumer's common queries with respect to products/services.



IMPLICATIONS FOR BRANDS

Role of tech in today's consumer's lives

- Awareness of various technology equipment, apps, gadgets etc. is at an all time high leading to high engagement.
- Technology is a means for seeking information & learning, staying tuned with the latest trends and socializing.
- Online/e – commerce has enabled the consumer to seek more in every aspect of their shopping experience.
- Digital presence of brands whether in the form for chatbots or Metaverse influence the consumers to at least try the brand.
- Aware tech savvy consumers seek greater convenience with payment wallets, home automation systems etc.

key takeaways

- 1 Being technology savvy is not a choice anymore but a necessity. It is a tool for self enhancement, growth and confidence.
- 2 Technologies such as AR/VR, Web 3, Chatbots, ONDC are here to stay and brands can not afford to ignore them.

MARKETERS SENTIMENT

- ▶ ‘Digital India’ – A reality. Digital divide between India & Bharat is almost nonexistent. Today awareness, usage and adoption transcends across towns, classes, socioeconomic profiles and genders.
- ▶ Emerging tech is now being adopted & leveraged in organisations at various stages of usage & deployment. It is no longer just restricted to marketing.
- ▶ Technology is seen beyond a tool for smarter marketing, business efficiency & revenue generator. It acts as an enabler for EMPOWERING

consumers (including trade)– facilitating knowledge/ information, smart choices, decisions & livelihood.

- ▶ Today, the role of marketing extends beyond providing information to ensure & maintain the credibility, believability and trust in brands. Further, it is critical to ensure the authenticity of the information shared.
- ▶ The need for ‘responsible’ usage of tech – ‘Data Security / Privacy’ is voiced by all marketers.

“The rapid digitization of India signals a paradigm shift in the way our consumers are consuming content, engaging with our brands and shopping for them. Today’s consumer expects us to offer an end-to-end brand experience that seems exclusively tailored for them across omnichannel touchpoints. Using data and emerging technology like AI and Big Data Analytics, personalising both content and the moment of targeting, looking for patterns in consumer’s behaviour and innovating rapidly on product and the proposition, and also measuring the impact of advertising across the entire consumer journey from online to offline in real time is what keeps us excited.” –Mondelez



GENERATIVE AI



- ▶ Universal acknowledgement on AI making significant impact on every aspect of business.
- ▶ Initial exploration to advanced implementation across functions in organisations, going beyond marketing.
- ▶ Not limited to business efficiencies, AI has the power to positively impact consumers.

▶ **Facilitating multi-directional thinking:**

Marketers can think and choose the best viable/ impactful direction given the multitude of options that can be got from leveraging AI tools.

▶ **Multiple campaigns around a central idea:**

Storytelling is going to be focused and sharply aligned to consumer cohorts based on distinct demarcations.

▶ **Facilitates holistic decision-making:**

Technology is impacting every function in an organisation and it can no longer be bucketised as marketing tech, finance tech, and others.

“At each step of the consumer journey, AI can generate multiple ideas for ways to engage & appeal to consumers, and be relevant in the world of clutter. We leverage AI tools for behaviour, content, and data. This is going to shape marketing very differently.” –Wholsum Foods

“Typical Sales and Operations meeting (S&OP) earlier would mostly include a manual evaluation of past sales trends and forecasting, that is now automated to a large extent using predictive AI & intelligent algorithms.” –Valvoline

“Real time customer insight generation – what product is being consumed & by which segment of consumers, which day of month and others. This is potentially overlayed with intelligent algorithms and tools which lends itself to highly effective, predictive demand-supply planning.” –Valvoline

GENERATIVE AI



► **Highly customised, relevant & tailor made solutions:**

Generative AI has the power to provide real time consumer insights, thereby enabling highly tailored solutions for customer needs.

► **High awareness and adoption amongst consumers:**

Transcends traditional divide India Vs. Bharat.

► **Positive impact in empowering consumers and trade partners:** Enabler for self-employment, access to information, education & learning, micro-campaigns impacting the lowest denomination of trade partners.

“We have integrated the usage of AI at various levels to ensure every learner experiences a personalised learning trajectory based on their existing skill competencies and domain interests. Innovative and experiential learning is at the core of what we do to ensure our learners are equipped with modern-day skill capabilities and find desired career outcomes as they progress in their lives. A few active integrations are done via curriculums, new program launches, in-house developed Chatbots, assignment grading, and live webinars. These changing dynamics will continue to impact the education ecosystem positively and unlock unprecedented growth opportunities for every industry in the times to come.” –upGrad

“One of our distributors in Maharashtra is completely run and operated by an all women’s team – including mechanics. They use some of the most modern tech tools including Machine Learning led data insight-ing! Women from small towns are using/leveraging technology to earn livelihoods – YouTube, Social Media channels, getting online education etc” –Valvoline

“Till a few years back 90% of all search for engine oils was limited to generic search i.e., best engine oil or cheapest engine oil. Today more than 50% of the search is by brand - XX brand’s engine oil for my X Model of car, time to change my engine oil or I want YY brand’s synthetic engine oil. On one hand, this means consumers are coming closer to the category and on the other this is a wealth of data that can be mined for exclusive insights.” –Valvoline

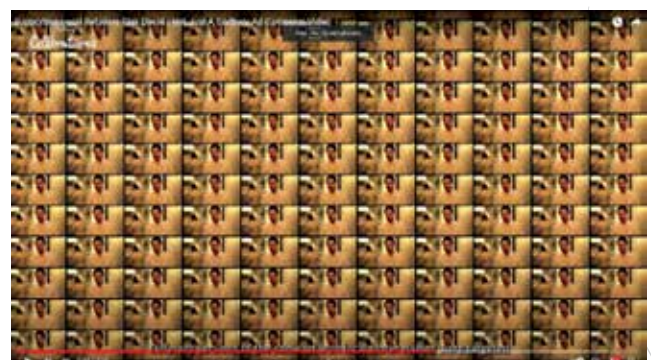
GENERATIVE AI



AI empowers consumers and trade partners.

“#NotJustACadburyAd – enabling local small retailers by using India’s biggest brand ambassador Shah Rukh Khan to be their ambassador and advertise their business in smallest of towns and generating growth. One of the most fascinating examples of leveraging AI for enabling local retail at the smallest of towns to grow their business.” –Wholsum Foods

“In our first year of partnership with CSK – Chennai Super Kings, we used AI and ML with CSK star Ravindra Jadeja’s facial expressions to create personalised Ads for our retailers and mechanics.... Personalized Ads for all retailers and mechanics > 30000 partners. Activated 20% of inactive retail base in the country.” –TVS Eurogrip



GENERATIVE AI



And yet the challenge for marketers.....

Almost all consumer information is available online. There is a line that needs to be drawn – Tech vs Human Feeling.

It is important for the industry to take steps on teaching consumers on where to draw line to prevent their physical and mental health from being impacted.

“Given the vast access to information available, one of the key challenges for marketers is to maintain the credibility, believability and trust of the brands. Role of marketing extends beyond giving information to consumers – given the huge availability of information.” –Valvoline

“But I don’t think it can completely replace human intelligence or touch. Complete automation can make processes go haywire.” –TVS Eurogrip

“We have seen the negative impact on the physical and mental health of the children with very high digital engagement. Wholsum caters to mothers & children, therefore the entire organisation follows very strict guidelines and principles of data security. There definitely needs to be more responsibility among the industry players for protecting consumers against misuse of information / data shared.” –Wholsum Foods

AR / VR



► Going beyond gaming or providing immersive experiences alone.

► Seen as a powerful tool to engage, communicate and empowering consumers.

► Organizations are at different stages of deploying AR/VR tech.

EMPOWERING CUSTOMERS / TRADE PARTNERS TO UPSKILL / RELEARN

"With rapid changes in automotive technologies - from newer versions of ICE engines to EVs, mechanics must keep themselves abreast of new tech. One needs special training for even basic level servicing. It is not viable to take an actual engine to every workshop. We use high quality AR/VR tech to train mechanics on every aspect of engine servicing – from oils to greasing of components. This kind of training is vital to their knowledge and sustained future employment."

–Valvoline

HIGH TOUCH CONSUMER ENGAGEMENT & EDUCATION

"Wholsum leverages AR/VR tech to create an ecosystem for educating consumers on the process of creating healthy foods - from farm to factory to table. Consumers want to understand how we are sourcing millets and combining with other cereals like jawar/bajra, and no preservatives. Other objective is to make children more environment conscious with use of characters in the world of SLURRP FARM. Children must be encouraged to eat healthy willingly and not forced."

–Wholsum Foods

GAMIFICATION USING AR VR FOR CONSUMER ENGAGEMENT

"We have created high engagement tools for our social media platforms using AR/VR gamifications e.g., Virtual cheering for CSK team in IPL, or virtual selfies, cricket actions with the CSK players."

–TVS Eurogrip

VOICE TECH



► Voice Tech is at nascent stage, needs to mature.

► However, huge potential seen using Voice Tech in combination with vernacular languages. Overall usage in CRM getting more widespread usage

INDIA IS STILL A VOICE BASED MARKET

"I feel it is imperative for brands to have voice-based channel. India is still a highly voice-based market. A lot of categories like ticketing/holidays/delivery ecosystem have become online. People prefer to pick up the phone and talk. Even when the brand website maybe designed to give me the best holiday package, most people still feel if they spoke to someone, they might get a better deal."

–TVS Eurogrip

POWER OF VOICE TECH IN COMBINATION WITH VERNACULAR LANGUAGES ENABLING MEANINGFUL DIALOGUES WITH CONSUMERS

"To make a woman in a city like Lucknow, where she has a fixed grocery budget to spend that extra on a product that is going to deliver more --- I can have this conversation with her, in her own language in her own way using voice technology. It is a significantly better way to connect in comparison to traditional communication methods."

–Wholsum Foods

WEB 3.0



► It is said that Web 1.0 was like Black & White TV, Web 2.0 is the age of colour and basic 3D, while Web 3.0 is all about immersive experiences. From being dominated in current Web 2.0 by large behemoths FAANG – Facebook, Amazon, Apple, Netflix, Google TO Decentralization and openness to participation from anyone.

► Most marketers are excited with the proposition, it's a wait and watch approach with concerns on Privacy & Security & Regulatory implications.

EXCITING PROPOSITION OF DECENTRALIZATION, MORE TRANSPARENCY, NO OVER DEPENDENCE ON A FEW MONOLITH ORGANISATIONS DICTATING TERMS

"On one side marketers spend a significant portion of their budgets in digital marketing across platforms (Meta, Google), however, we are yet to get a clear understanding if we are reaching unique audiences across platforms. What is the degree of overlap? Programmatic advertising to an extent can tackle this problem – are we going to the same guys again and again? How often do we really keep changing the targeting mix? The measurability of digital media is still a black hole. There is no meaningful support from the large, big internet organisations."

–TVS Eurogrip

NEEDS MECHANISMS IN PLACE TO REGULATE AND SECURE DATA

"As a children's food brand, we keep interacting with mothers. One of their primary concerns is – the child does not eat without watching YouTube. This is impacting growth and cognitive development in children. They are not reading books or talking to their peers or parents. This is resulting in a distorted viewpoint. Absence of a regulatory body will have huge ramifications on our future generation. It is our moral responsibility to protect them from this ramification. And for that we need a central & strict mechanism to regulate and secure that data."

–Wholsum Foods

ONDC



► Most marketers are excited with the proposition, it is however a wait and watch approach for now.

LACK OF RELEVANCE FOR SOME SECTORS

"In India and Western markets tyres are still a category where you need last mile fulfilment of tyre change at the consumer end. Besides, the category witnesses low contribution of e-commerce channel." –**TVS Eurogrip**

"E-commerce in automobiles is growing however in India the overall contribution is still 3-5%. India is still DO IT FOR ME market and not DIY as the case in majority of Western markets. For us ONDC is not very relevant at the moment." –**Valvoline**

POSSIBILITY OF EXPLORING AND LEVERAGING IN FUTURE

"The platform seems very interesting & the proposition is exciting, but it is a wait and watch at the moment, its overall impact on our business is yet to be seen." –**Wholsum Foods**

"With ONDC, the government is attempting to democratise the e-commerce space, and if consumers have more choices, it is certainly a positive development. However, the main challenge lies in adoption. India has a diverse ecosystem of retailers spanning multiple sectors, and each of them will need to navigate various learning curves to establish a digital presence." –**LT Foods**

"Thus far, e-commerce companies have primarily focused on a select few metro cities. However, there will eventually be an expansion to a level where people across regions will increasingly have access to e-commerce, leaving no gaps. The underlying concept is to enhance the convenience and accessibility of technology, enabling people to utilise it more effectively." –**LT Foods**

IMPLICATIONS & IMPACT OF EMERGING TECHNOLOGIES: GENERATIVE AI



THE POSITIVES

- ▶ Universal acknowledgement on AI making significant impact on every aspect of business. Most organizations agree they have only started exploring AI – the full benefits on how it will shape the future of marketing or businesses remains to be seen.
- ▶ Initial explorations to advanced implementation across functions in organizations, go beyond marketing to drive holistic business decisions.
- ▶ Not limited to business efficiencies, AI has the power to positively impact consumers.

THE CONCERNS

- ▶ Is NOT a replacement for human intelligence or touch.
- ▶ There needs to be a line drawn between tech & human feelings along with ensuring Data Security & Privacy.
- ▶ Initiatives are needed on teaching consumers where to draw lines between tech usage and personal wellbeing.

IMPLICATIONS & IMPACT OF EMERGING TECHNOLOGIES: AR/VR



THE POSITIVES

- ▶ Going beyond gaming or providing immersive experiences alone.
- ▶ Seen as a powerful tool to engage, communicate and empowering consumers.
- ▶ Most organizations are at different stages of deploying AR VR tech.

THE CONCERNS

- ▶ Even if seen as a powerful tool, overall utility and relevance varies by sectors and industry verticals. High usage and utility seen in categories with high product engagements, complexities, DIY, training etc.
- ▶ Concerns around investments in development & deployment including AR VR devices vs. returns. Online FMCG brand with limited retail / in-store presence.
- ▶ Unless the costs are rationalized, most will continue to use AR VR tactically as a gaming tool for consumer engagements etc.

IMPLICATIONS & IMPACT OF EMERGING TECHNOLOGIES: VOICE TECH



THE POSITIVES

- ▶ Largely nascent, currently most organizations are dependent on old school IVR.
- ▶ However, huge potential seen using Voice Tech in combination with vernacular languages. Overall usage in CRM getting more widespread usage.

THE CONCERNS

- ▶ The current levels of speech synthesis and capability of current systems for addressing complex consumer queries are not up to the desired levels of performance, barring the relatively simple and repeated queries.

IMPLICATIONS & IMPACT OF EMERGING TECHNOLOGIES: WEB 3.0



THE POSITIVES

- ▶ Exciting proposition of decentralization, more transparency, no over dependence on a few monolith organizations dictating terms.

THE CONCERNS

- ▶ Needs mechanisms in place to regulate and secure data.
- ▶ For most organizations it is wait and watch.

IMPLICATIONS & IMPACT OF EMERGING TECHNOLOGIES:

ONDC



THE POSITIVES

- ▶ Exciting proposition for marketers – breaking silos in digital commerce.

THE CONCERNS

- ▶ At a very nascent stage even though the platform has made rapid gains.
- ▶ Not for every category, but the ones with limited e-commerce presence.

RESEARCH OBJECTIVE

The study aims to investigate the perception, utilization, and adaptation of technology by consumers in their daily lives, with a particular focus on emerging technologies. Additionally, it seeks to gather insights from marketing leaders through in-depth interviews, exploring their perspectives on the role of technology in driving growth, providing use case examples, and analyzing the advantages and disadvantages of adopting these technologies. The research will encompass factors that influence technology adoption and strategies for managing technological change, drawing from a diverse range of industry verticals and addressing various marketing challenges.

Consumer research methodology



NCCS A1 and A2

30-35 years of age

While there was NO USERSHIP criterion, however, respondents:

- ▶ Frequently engage in online shopping, online digital payments, gaming and have a general sense of the digital world along with its pros and cons.
- ▶ Are aware about new technologies in general and/or follow tech news and technology updates

5 Focus Group Discussions (FGDs) (6-8 respondents) across 5 locations.

► 3 Male FGDs

► 2 Female FGDs

FGD Distribution:

Markets	Delhi	Mumbai	Bangalore	Kolkata	Chennai	Total
Males FGD	1		1		1	3
Females FGD		1		1		2

IN-DEPTH INTERVIEWS WITH MARKETING LEADERS ACROSS CATEGORIES



LT Foods



SPECIAL THANKS TO

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Upcoming Events

ET BRAND EQUITY.com

MARTEQUITY Summit & Awards '23

August 2023

DG+ DigiPlus Fest '23

November 2023

iStream congress '24

February 2024



March 2024

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Upcoming Awards

ET BRAND EQUITY.com

MARTEQUITY
Summit & Awards '23

August 2023

India
DG+
Awards '23

Nov 2023

 **Trendies**
Awards '24

February 2024

 **Brand
Disruption**
Awards '24

BE DIFFERENT, MAKE AN IMPACT

March 2024

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Marketing is a business driver as well as a social changemaker. ETBrandEquity.com is a celebration of this spirit and power of marketing to make the world a better place. We bring to fore the biggest questions, challenges, developments: all that elevates marketing as a driving force for an individual, a business and the community-at-large. Through our rich portfolio of content as well as in-house events, conclaves and more, we're here to help you build influence, enhance your effectiveness and become the best marketer you choose to be.

Today, ETBrandEquity has grown into a globally-networked media brand focusing on data and analysis, people and culture, and innovation and forecasting. Furthermore, we transfer our core values of honesty, curiosity, quality, and integrity to the events, conclaves, sessions, and other such gatherings in the fields of MarTech, AdTech, PR, corporate communications and more. The DigiPlus Conclave and Awards, Martech Asia, India Communication Summit, Kaleido Awards, Brand World Summit, Shark Awards, iStream Congress, SPOTT Awards, Brand Disruption Awards, Brand Bharat Summit, CX+ Summit, are just some of our landmark properties that have grown from strength to strength in recent years.

Much like the rest of marketing, the story of ETBrandEquity is still being written.

