



## Guest Lecture: 27<sup>th</sup> November 2021

### Pre GL

- **Name:** Mr. Hardik Jain
- **Organization:** The Works Media
- **Conducted By:** Marketing Club
- **Purpose of GL:** To teach students about the changes in consumer behavior in the post-pandemic period to design better consumer promotion strategies.
- **The request came from** Marketing Club in collaboration with ACADS.
  - LinkedIn profile link: <https://www.linkedin.com/in/hardikdotjain/>
  - GL for Semester (1/2/3/4): **2 & 4**
  - Topic: Consumer promotions and innovative strategies to stay relevant in the new normal
  - LinkedIn: [linkedin.com/in/hardikdotjain](https://www.linkedin.com/in/hardikdotjain/)

### Benefits to SIDTM:

Students learnt about changes that have been brought about in consumer preferences and company budgets in the post-pandemic period, the new trends that can be used to meet these preferences, and the ways of increasing Customer Lifetime Value.

### During GL:

- **Notes/Summary of Guest Lecture by:**  
Name of Guest: Mr. Hardik Jain  
Designation: Founder & Worker at The Works Media  
Date: 27<sup>th</sup> November 2021

The session was divided into four parts: the effects of COVID-19, what does the modern Indian consumer look like, discussion on hyper-personalization, and the ways of increasing the Customer Lifetime Value.

Sir began the session by discussing the effects of COVID-19 on the economic power and liquidity of different social classes. He threw light on the first significant trend in the post-covid era: consumers are less attracted to brands and purchase products as long as they are white-labeled and help them save money. The second trend that he drew attention to was consumers' attraction towards socially responsible brands. The third trend he spoke about was a drop in organizations' ATL budgets. The fourth trend he highlighted was consumers' attraction to brands that could compensate for the lack of sensory experience during the pandemic.

After completing this segment of his presentation, he answered a student's question about whether the cut in the budget was restricted to ATL budgets. He explained that there is a bias towards spending on BTL and digital activities.

The second segment of the session began with a discussion of what a modern Indian consumer looks like. A student pointed out that modern consumers make most of the transactions and have exposure to many options. Sir broadened the scope of the discussion by highlighting points from his presentation. He spoke about four features of the modern Indian consumer. First, the consumer is aware, has access to information from the internet, and is quite vocal on social media and otherwise. Secondly, he spoke about how consumers have become more "woke" and are more attracted to brands that show responsibility towards the environment in which they are functioning. Thirdly, he pointed out that there has been a steep increase in consumers' preference for customized products. Fourthly, he highlighted how the modern consumer is more drawn towards gathering experiences rather than assets.

After this segment, he answered a student's question about the difference between rural and urban consumers. He explained that the features discussed above represent urban consumers and that the rural consumers are far from reaching that consciousness. He answered another student's question about how the massive increase in the number of products has affected the organizations' marketing strategies. He explained that brands have become more socially responsible, make long-term deals with the sponsors of their products and customize the products to win consumers' trust.

In the third segment of the session, he threw light on the recent phenomenon of hyper-personalization. He first spoke about an essential enabling factor for hyper-personalization, which is the collection of metadata, which is then used to personalize products for various segments of consumers. He next spoke about the user customization journey. He elaborated that the consumers are divided into different categories, say time-based and discount-searching consumers. He drew attention to the critical factors that enable hyper-personalization, which are automating behavioral recommendations, automating omnichannel optimization, and predictive personalization. He highlighted that hyper-personalization is a very new phenomenon that has gotten accelerated due to the COVID-19 pandemic.

After finishing this segment, he explained omnichannel optimization in response to a student's request. He explained that it means selling and centralizing the consumer experience of buying products from different channels. He next answered a student's questions about the challenges an organization faces while transitioning to offering hyper-personalized services. He explained that the major challenge organizations face when making this shift is the lack of talent, infrastructure, technology, funding, and willingness to try a new marketing strategy to execute this on scale.

In the last and the final segment, he spoke about how to increase Customer Lifetime Value (CLV) in the face of dropping marketing budgets and the increasing costs of acquiring a new customer. He threw light on four tactics to do that: First, subscriptions; second, after-sale communication; third, loyalty programs; fourth, enhancing customer experience by building meaningful relationships with them.

After this segment, he answered a student's question about things an organization should consider while integrating gamification with its loyalty programs. He explained that the most

important factor in ensuring successful integration is possessing correct insights into the consumer psyche. He answered another student's question about the channels that an organization must use to distribute its products moving ahead. He explained that omnichannel optimization is the way forward.

The session ended with the MOC thanking the guest for delivering an insightful session.

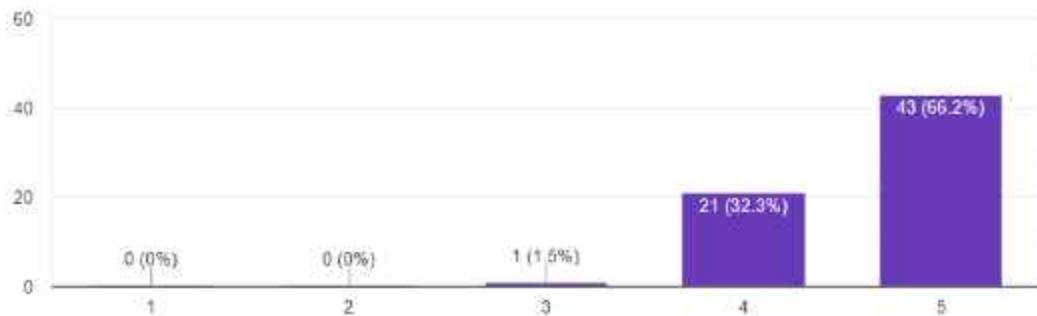
### Attendance:



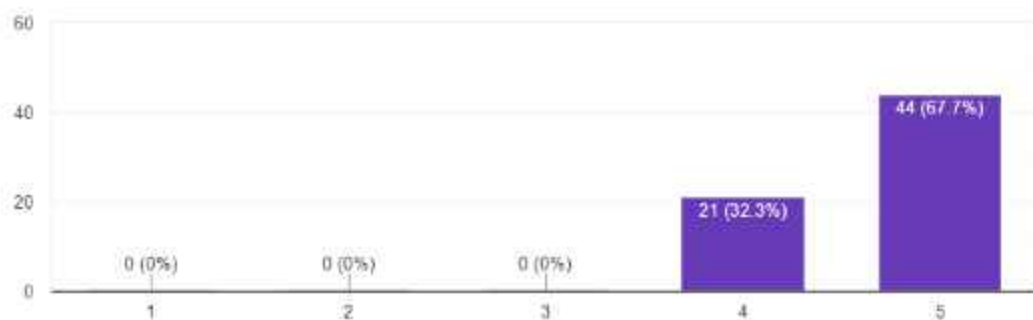
Attendance Guest  
Lecture 27-11-2021.xl

### Feedback from students:

1. How relevant did you find this session?



2. How insightful was the session?



### Feedback from some Students:

It was an extremely insightful session about consumer behaviour and hyper personalization.

Vipul Chaudhari

(Batch 2021-2023)

The session has helped me understanding the effects of COVID-19, what does the modern Indian consumer expect, and the ways of increasing the Customer Lifetime Value.

Alekhya Sai Ganugapati

(Batch 2021-2023)

#### Session Images:





November 27<sup>th</sup>, 2021. 04:58 PM



**SIDTM**  
**Batch 2021-23**  
**MBA-DTM**

S.No.	Div.	PRN	Name	Guest Lecture 27-11-2021
1	A	21020542001	AADESH GAIKWAD	P
2	A	21020542002	ABDULLA SIDDIQUI	P
3	A	21020542003	ABHIJEET PANDEY	A
4	A	21020542004	ABHILASHA RASTOGI	P
5	A	21020542005	ABHISHEK ANAND	A
6	A	21020542006	ABHISHEK MAITRA	P
7	A	21020542007	ADARSH KESHARI	P
8	A	21020542008	ADITHYA RAJEEVAN	A
9	A	21020542009	ADITI MARWAHA	P
10	A	21020542010	AKASH RANA	P
11	A	21020542011	AKSHATA DESAI	P
12	A	21020542012	AKSHAY PAWAR	P
13	A	21020542013	ALISHA FARZANA	P
14	A	21020542014	AMARJIT SAHA	P
15	A	21020542015	ANANYA SINGH	A
16	A	21020542016	ANJALI SRIVASTAVA	P
17	A	21020542017	ANKIT ANAND	P
18	A	21020542018	ANKITA DUTTAGUPTA	P
19	A	21020542019	ANURAG NAIK	Left
20	A	21020542021	ARNAB CHATTERJEE	A
21	A	21020542022	ARNAV GUPTA	P
22	A	21020542023	ARULMOZHI	P
23	A	21020542024	ASHLEY FELIX TUSCANO	P
24	A	21020542025	ASHUTOSH MEHRA	P
25	A	21020542026	ASTHA JAIN	A
26	A	21020542027	AZBANA VELATI	P
27	A	21020542028	BAKHLE APOORVA NILESH	P
28	A	21020542029	BANSOD AJAY VISHNU	A
29	A	21020542030	BHANU BHATIA	A
30	A	21020542031	BISWAJIT DAS	A
31	A	21020542032	CHARISHA SHYAM SUKHA	A
32	A	21020542033	CHAUDHARI VIPUL VIJAY	P
33	A	21020542034	CHELLVAMATHI R S	P
34	A	21020542035	CHINMAY SHEOREY	P
35	A	21020542036	CHIRANJEET BARKAKOTI	P
36	A	21020542037	DAKHARE MAHESH DIWAKAR	P

Total Students	160
Present	25
Absent	135

37	A	21020542038	DAMLE MOHINI JITENDRA	P
38	A	21020542039	DEBAPRIYA CHOWDHURY	P
39	A	21020542040	DEBAYAN MAJUMDAR	P
40	A	21020542041	DEDE ANIKET RAGHUNATH	P
41	A	21020542042	DEEPSIKHA HOTA	P
42	A	21020542043	DEV DARSHAN	P
43	A	21020542044	DEVARASETTI HARISH	P
44	A	21020542045	DHARINI PAL	A
45	A	21020542046	DHAS KASHMIRA KIRAN	P
46	A	21020542047	PARTH TYAGI	A
47	A	21020542048	GANUGAPATI SAI ALEKHYA	P
48	A	21020542049	GAYATHRI BALARAM	P
49	A	21020542050	GUPTA DIVYANSH NAGENDRA	P
50	A	21020542051	HARSH TRIVEDI	P
51	A	21020542052	HARSHIT VERMA	P
52	A	21020542053	HEMANT BHATT	P
53	A	21020542054	HUDLI VIRAJ MOHAN	P
54	A	21020542055	INDER RAJ SINGH	P
55	A	21020542056	INDUJA V	P
56	A	21020542057	INDURKAR KETAN MILIND	P
57	A	21020542058	JAGGESH S R	P
58	A	21020542059	JAGRATI VIJAY	P
59	A	21020542060	JASMEET SINGH	P
60	A	21020542061	JEJURKAR AJAY ASHOK	P
61	A	21020542062	JOSHI PRASANNA PRAKASH	P
62	A	21020542063	JOY CHATTERJEE	P
63	A	21020542064	KAJAL MISHRA	P
64	A	21020542065	KARTHIKA HEMA MANASA M	A
65	A	21020542066	KARTIKE BHUSHAN	A
66	A	21020542067	KEERTHANA P	P
67	A	21020542068	KESHAV BAJAJ	A
68	A	21020542069	KISHOR BASAVARAJ ALEGAON	P
69	A	21020542070	KSHITIJ RAWAT	A
70	A	21020542071	M POOJA	P
71	A	21020542072	MAGAR ABHISHEK TREMBAK	A
72	A	21020542073	MAHALE ASMITA MILIND	P
73	A	21020542074	MANIKA DARUKA	P



74	A	21020542075	MAYURI DIWAKAR PURI	P
75	A	21020542076	MEGHNA PILLALA	P
76	A	21020542077	MEMANAMURUPEL DHEERAJ PURUSHOTHAMAN	P
77	A	21020542078	MIDATHADA LEELU GOWRI SHANKAR SAI RAM	P
78	A	21020542079	MODI TRISA SHAILESHKUMAR	A
79	A	21020542080	MUSKAN SHRIVASTAVA	P
80	A	21020542081	GAIKWAD AJINKYA ANIL	P
81	B	21020542091	NAKUL NAYAN MEHTA	P
82	B	21020542092	NALIN VERMA	P
83	B	21020542093	NIKHIL TUKARAM SALUNKE	P
84	B	21020542094	NIMISHA	P
85	B	21020542095	NIRUPAM BISWAS	P
86	B	21020542096	SHAN SHANE VARIKKATTU	P
87	B	21020542097	PADEWAR ANIKET PRADEEP	P
88	B	21020542098	PARAB YOGESH NARAYAN	P
89	B	21020542099	PARIDHI ARORA	P
90	B	21020542100	PARIKSHIT ANAND	P
91	B	21020542101	PARV ARORA	P
92	B	21020542102	PATIL HARISH KISHOR	P
93	B	21020542103	PIYUSH BODWAL	P
94	B	21020542104	POOJA KALRA	P
95	B	21020542105	POULAMI NANDI	P
96	B	21020542106	PRADUMN SAXENA	P
97	B	21020542107	PRAGYA SRIVASTAVA	P
98	B	21020542108	PRATYUSHAW PRATA	P
99	B	21020542109	PRINSON PHILIP	P
100	B	21020542110	PRIYANKA BHANDARI	P
101	B	21020542111	PULKITA CHAWLA	P
102	B	21020542112	RAHUL BARDHAN	P
103	B	21020542113	RAJAT CHANDA	P
104	B	21020542114	RATHOD FORUM RAJESH	P
105	B	21020542115	RATNAKAR RAJASI AJIT	P
106	B	21020542116	RIA HIMANSHU BHATTACHARJEE	P
107	B	21020542117	RITU PARNA GHOSH	A
108	B	21020542118	RODRICKS AARON VIVIAN	P



109	B	21020542119	ROHAN NAIK	P
110	B	21020542120	RONAK ASODIYA	P
111	B	21020542121	S ASMITHA	P
112	B	21020542122	S.PL.SUBRAMANIYAN	P
113	B	21020542123	SAAHIL REHANI	A
114	B	21020542124	SACHIN KUMAR YADAV	P
115	B	21020542125	SAHIL SAINI	P
116	B	21020542127	SANCHIT SAXENA	P
117	B	21020542128	SANTOSH KUMAR SINGH	P
118	B	21020542129	SATYAM JHA	P
119	B	21020542131	SAYAN ROY CHOUDHURY	P
120	B	21020542132	SHARMA VIVEK VINAY	P
121	B	21020542133	SHASHWAT KRISHNA	P
122	B	21020542134	SHASHWAT PARASHAR	P
123	B	21020542135	SHINY BHATTACHARJEE	P
124	B	21020542136	SHIVAM SINGHAL	P
125	B	21020542137	SHIVANGI SHARMA	P
126	B	21020542138	SHREYA ASHOK KAMBLE	P
127	B	21020542139	SHUBHAM PATHAK	P
128	B	21020542140	SHWETA MISHRA	P
129	B	21020542141	SIDDHANT PADAVE	P
130	B	21020542142	SINGH VARTIKA KRISHNAMURARI	P
131	B	21020542143	SOUMYADIP DAS	P
132	B	21020542145	SOURABH PURKAIT	P
133	B	21020542146	SOURAV SONOWAL	P
134	B	21020542148	SRIJIT JAGADEESAN NAIR	P
135	B	21020542149	SRISHTI SWAIN	P
136	B	21020542150	SRIYA MITRA	A
137	B	21020542151	SUDEEP KHAWAS	P
138	B	21020542152	SUGANDHA AGGARWAL	A
139	B	21020542153	SUKRITI PRIYA	P
140	B	21020542154	SURYASISH MAJUMDAR	P
141	B	21020542155	SWETA DASGUPTA	A
142	B	21020542156	TANMAY SIDDHARTH	P
143	B	21020542157	TARUSH SOOD	P
144	B	21020542158	TAYADE RUSHIKESH BHANUDAS	P
145	B	21020542159	TUHIN KANTI DEB	P
146	B	21020542160	VAGMITA CHAUDHARY	P
147	B	21020542161	VIKRANT NANDKISHOR PUSDEKAR	P

148	B	21020542162	VINAYAK GHANSHYAM CHAUDHARI	P
149	B	21020542163	YADAV SANCHIT ASHOK	A
150	B	21020542164	JASH MINESH SHAH	P
151	B	21020542165	ZA'NAB KHAN	P
152	B	21020542166	SAWANT AKSHAY SUDHAKAR	P
153	B	21020542167	AKASH DEEP	P
154	B	21020542168	ROUNAK SAHA	P
155	B	21020542169	SANDEEP SAINI	A
156	B	21020542170	TANIKA SHARMA	P
157	B	21020542171	TAK SACHIN RAMDAS	P
158	B	21020542172	RISHABH MISHRA	P
159	B	21020542173	JHAVERI MIIT YASHESH	P
160	B	21020542174	VAISHNAVI BAJPAI	P
161	B	21020542175	VIBHUTI SHANKER	P

Guestecture, Mr. Hardik Jain, Marketing club

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# Questions?

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the works

Hardik Jain (Guest)

November 27<sup>th</sup>, 2021. 05:35 PM