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## Innovation in Marketing Strategies to Raise Consumer and Producer Relationship

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**Abstract:** Today, when the top management is interviewed, we can see that they are at the forefront because of their clients. We were exposed to different types of people, concepts and companies. From them, we have learned that today's companies need to be marketing-driven to succeed, because marketing helps organizations place the image of the product in the minds of their end users. Consumers can only be attracted to our product if we renew our product, service, marketing or technology. Productive and accurate innovation enables a company to proactively anticipate emerging consumer trends and thus address them through effective marketing strategies. So when we understand the trends, desires and needs of the consumers, we eventually pull them in and can last them longer. From basic marketing methods of product tagging to viral video, marketing innovation has helped companies promote their product in a unique and exciting way. The purpose of this paper is to examine how consumer attraction strategies help to better manage consumer-producer relationships and to identify different strategies used by the companies in today's world. Moreover, it helps us to identify the need of marketing innovation in each level of marketing. The research is done in the context of Oreo. Although the market share of Oreo biscuits is very low compared to other Indian biscuit brands, we can see that Oreo has covered almost all possible regions of India, including rural areas. This could be possible because they have a strong marketing team. The study is conducted through a questionnaire.

**Keywords:** Marketing, Innovation, Oreo cookies, Marketing strategies, Consumer-Producer relationship

### 1. INTRODUCTION

Marketing is the process of conveying the value of the product or service to consumers. Previous marketing was specific to advertising and sales only, but now it has expanded to influence consumers and continue to provide benefits and advantages to consumers even after the sale. Marketing is a very broad concept. It consists of advertising, promotion, personal sales, advertising, etc. We need to keep a picture of our brand or product in the minds of our consumers. Like some ads, you can only listen to their jingles or taglines to name their brand / company names. For example, MC Donald's "I love it," washing powder Nirmas Jingle, etc. This is also marketing that they have sold their product in the head.

Innovation means improvement, development or originality that leads to "something new being introduced". Innovation does not necessarily mean a new product. Doing things in a new, surprising or unusual way can apply to every aspect of innovation. For example, adding more features to a product, making it easier to use, reducing costs, quickly reaching the consumer, etc., can also contribute to innovation.

Innovations in marketing helped organizations understand consumer behavior. All you have to do is take a closer look at the market, what trend is, what people now prefer and their tastes. It now helps us to determine how many products of a company can be put on the shelf and how much product we would sell if we had offered a discount or coupons etc. You've created a new product or service revolutionizing your industry, but do you know how to successfully bring it to market? Are you ready to evaluate market opportunities? Will consumers understand the value of your innovation? Even the most brilliant innovation fails if you do not know how to market it. In other words, just because you build does not mean that consumers will come. Marketing innovation helps manufacturers leverage marketing concepts and research to better influence the results of new products and innovations. Producers learn to evaluate market effectiveness, think about channel design and management, and understand pricing architecture

The purpose of this study is to understand consumers' behavior due to innovations in marketing. This study can help many small FMCG companies to know about the latest innovative marketing techniques so they can easily

move up with their product through these strategies. The study is limited to the marketing department. This study can help companies to know if they need to work in the technology or marketing department

## **2. OBJECTIVES OF THE STUDY**

- a) To identify various latest innovative marketing strategies can help in consumer attraction adopted by the Oreo.
- b) To identify the needs of marketing innovation.
- c) To study how the consumer attraction strategies helps to maintain Consumer-Producer relationship.

## **3. LITERATURE REVIEW**

**Dr. Stan Maklan, Simon Knox, Lynette Ryals (2008). New trends in innovation and consumer relationship management: a challenge for market researchers**

They felt that traditional market research could be lagging behind by new practices in sales, marketing and R & D. The authors illustrate how Action Research can provide tools and methods that enable market researchers to support and enhance the co-creation process through a case study from a dot.com company. The implications for market researchers and research practices are identified. In today's economy, where consumers are active participants, innovation does not stop with the development of new products and line extensions, which are refined through qualitative and quantitative testing. AR techniques enable market researchers to more effectively collaborate with clients as co-creators of innovative solutions, whether relational, process-based, or even newly launched product offerings.

**Nagasimha Balakrishna Kanagal, (2015). Innovation and product innovation in marketing strategy**

This study looks at the nature of innovation, the elements of the innovation process system, types of product innovation, and the assessment of innovation. An empirical desk research on innovation aspects of Philips Corporations was conducted, followed by a primary interview with Philips Innovation Campus, Bangalore, India. The paper concludes with the presentation of the implications. Philip's research has led them to consider what impact their innovation really has on people and empower people to improve their lives. The understanding grows that innovation is not just about product innovation, innovation in end-to-end solutions and business models are equally important to business success.

## **4. RESEARCH METHODOLOGY**

### **4.1 Name of study**

The study entitled "Innovation in marketing strategies to rise consumer and producer relationship".

### **4.2 Study Area**

The area of the study for the research purpose was Connaught Place, New Delhi. This study was conducted in the inner circle of Connaught Place.

### **4.3 Methodology**

4.3.1 The study will be conducted through questionnaire.

4.3.2 The sampling methods used for the research purpose is Non-Probability sampling also known as, Convenience sampling Method, where, the primary data was collected by using the survey method, with the help of questionnaire and secondary data was collected from internet, journals, research papers, books, and magazines.

### **4.4 Size of Population:**

The sample size for research purpose was 200 respondents. The sample size is calculated as follows:

Total numbers of consumer of Oreo at Connaught place, New Delhi are approx. 2000 and for research purpose of the study 10% of 2000 consumers i.e. 200 are taken as sample size.

### **4.5 Statistical analysis:**

The data collected through questionnaire was processed using SPSS version 23.0 statistical software. In order to interpret data, appropriate tools like percentage and correlation were used.

## **5. COMPANY PROFILE**

Oreo is a popular sandwich biscuit brand by Nabisco Division of Kraft Food. The current design consists of a sweet, white filling, commonly referred to as "cream" or "crème", sandwiched between two round pieces of chocolate or golden biscuits. They adopt very innovative marketing ideas to attract consumers. In their ads, they use the concept of togetherness and emotional connections to tingle the soft corners of their consumers. They also give the idea of a special way to enjoy the Oreo biscuit, i.e. "Twist, Lick and Dunk". They also use adorable characters in the ads that make consumers fall for it. In India, Oreo comes in various packaging variants and unique editions on special occasions such as Children's Day, Valentine's Day, etc. Oreo was originally introduced in the metropolises in India, but later in sub-metros, small cities and urban areas. Oreo ensured its availability in supermarkets, malls, department stores and kiriyana stores in these cities. They have strong distribution channels as Kraft India has access to more than 1.2 million of these outlets through Cadbury India. Oreo's main medium of communication in India is television. In addition, they have addressed consumers through various other innovative marketing strategies. The company launched a bus tour to promote the concept of family togetherness in nine cities and 450 small towns. Oreo has its own website called [www.oreo.com](http://www.oreo.com), which offers around 475 recipes and flash games. Oreo's latest marketing efforts are for the brand to work with Café Coffee Day to create a larger youth network. The coffee chain has introduced a new shake called Crunchy Frappe - Pleasured by Oreo. It can be recalled that the brand is also working with McDonald's, Kwalita Walls, and more recently with Mad Over Donuts. And they too have worked with Cadbury chocolate bars, adding Oreo biscuit to their chocolate. Many other innovative marketing measures are being implemented by Oreo to expand its product. During the fall of the company, these innovative marketing strategies helped the company attract a large number of consumers and led to growth of the company, which put it in that position that made it the best-selling biscuit in the world.

## **6. LATEST INNOVATIVE MARKETING STRATEGIES ADOPTED BY THE OREO.**

Companies and marketers invest a lot of money in the development, improvement and implementation of marketing programs that have two goals: to help the company achieve its "maximum profit potential" and to get it to last in the long term. To keep things simple, they have their eyes on two things: profit and growth.

All types of companies only want to attract the maximum number of consumers. Regardless of how these companies want to achieve their ultimate goal, they must pursue some policies that are designed to attract consumers. Below are some of the innovative marketing strategies used by organizations today.

### **a) Cause Marketing**

This study is also referred to as "cause-related marketing". This strategy is gaining visibility as more consumers integrate social responsibility into their buying decisions. Brands that are socially responsible are likely to grab customers' attention and establish brand awareness and loyalty. In the 2015 Cone Communications Millennial, Corporate Social Responsibility (CSR) study, 91% of respondents said that they would not hesitate to switch to a brand associated with a cause. That's why today we see many companies and organizations that are open to different concerns or interests. They even dedicate entire departments and a significant portion of their corporate resources to their own CSR programs and integrate them into their marketing campaign.

### **b) Digital Marketing**

Marketers should be grateful today, with the greater variety of tools, devices, and platforms they can leverage for their marketing campaigns. With the rapidly growing number of consumers relying heavily on digital devices in their day-to-day activities, it is important for businesses to go where their target customers are. Examples of these digital devices include smart phones, computers, tablets, and similar mobile devices, and some of the electronic methods are text messaging, instant messaging, and podcasts. It also includes advertising content distributed or published through digital technologies such as electronic billboards and billboards. Marketers prefer to use these electronic methods and channels in their promotions, especially because they can track and monitor the results of the marketing campaign in real time.

### **c) Event Marketing**

Event marketing involves developing and running an advertising campaign that revolves around or is closely related to a particular occasion or event. The thematic activities include personal engagement and interaction,

which turns customers into active participants in the campaign. This marketing strategy is useful for attracting customers, building brand awareness and building lasting relationships. In a study conducted by the Event Marketing Institute, 50% of people who participate in an event marketing activity buy during the event. However, what will convince them to hold their own and be convinced of the purchase are the activities carried out during the event. These can be product demonstrations or tests, free samples or freebies, generous discounts and other incentives.

**d) Engagement/Experimental Marketing**

In this marketing strategy, the focus is on creating a strong link between the brand and the customer by directly engaging them through active and participatory interaction. As evidenced by a survey by Jack Morton aimed at measuring the effectiveness of engagement marketing, 11 out of 14 customers preferred to learn about new products, services or brands first-hand. Compared with what a celebrity endorser says about a product, or what is written on a product features flyer or booklet, the comments or opinions of someone they know personally and make them more likely to get that product to give a try. This shows that customers want to have a deeper connection to a brand before they can be persuaded to buy something from that company and become loyal customers. This type of marketing strategy is effective at attracting new customers, because what better way to introduce a new product than to connect the customer on a personal level? This demonstrates the confidence of the brand in their products and their commitment to a memorable and satisfying customer experience.

**e) Public Relations (PR) Marketing**

In the context of marketing, this means that the company develops and maintains a relationship with the media or the press in order to create brand awareness in the marketplace. This relationship will then allow the company to use the news or the business press, for example, to talk positively about the company, its products and services, and why consumers should also buy from them. Many confuse PR marketing with advertising, considering how the main platform is the media. However, it is important to note that advertising is a paid strategy and PR marketing is not. In PR marketing, you do not pay a news reporter or journalist to write or comment on a story about your brand or product. It's free advertising that actually enjoys more credibility in public. The creation of press releases and the organization of press conferences are also covered by PR marketing. The Company will provide the press with the information that they will write about and publish in their respective publications or broadcasts.

**f) Social Media Marketing (SMM)**

Now, companies have used social media to increase their reach because they know that building a strong social media presence will be beneficial to their branding and overall business success. The most common social media platforms for businesses are Facebook, Google+, LinkedIn, Twitter, Instagram, YouTube, Pinterest, Reddit, and Four Square. Research has shown that more than 25% of SMM companies are looking for customer loyalty. Certainly, social media is considered to be the best platform for businesses to create and maintain brand awareness, as well as to draw attention to a new product or service that companies will introduce. What makes SMM the preferred strategy among businesses?

- Companies are able to attract their customers and receive feedback in real time
- Companies can use the various facilities and features in social platforms for their promotional activities.
- A social media presence keeps the business up to date and relevant, especially in the minds of customers.
- Companies are able to build and maintain long-term relationships with their customers.
- Companies benefit from increased visibility in social media, thanks to the network structure.

**g) Transactional Marketing**

Perhaps the most conventional strategy for attracting customers is transactional marketing as companies attract customers and encourage them to buy their products and services by offering discounts, coupons, and other incentives to buy. A classic example of an activity under this strategy is, for example, the organization of a sales

event. Who would say no to make rebates? Even consumers who are unfamiliar with a brand may become curious enough to see what offers they can get. The disadvantage of this strategy is that it is less focused on maintaining brand awareness in the minds of customers or even building brand loyalty. The priority is to make as much revenue as possible, not to develop a relationship with the customer. However, it cannot be disputed that transactional marketing activities effectively attract customers, even if it is for one sale only.

**h) Word-of-Mouth Marketing (WOMM)**

Word-of-Mouth Marketing is widely known as an unpaid form of advertising. Highly satisfied customers are sure to recommend the products, services, or brands that they enjoy to other people, and that means more new customers for the business. In a Nielsen survey, 9 out of 10 customers (or 92%) are pleased to believe their friends, family and acquaintances say about a product, service or brand. What makes this a very good strategy is the high degree of credibility and authenticity behind the promotion. After all, customers will not recommend or talk much about a product unless they truly mean it. Written reviews and testimonials count as "word of mouth", so are reviews delivered in video format. Bloggers may also write about a product they have tried and liked in their blogs. Email, Facebook, Twitter and other social media are therefore often used for WOMM. The best way to do this type of marketing is to provide your customers with an overall customer experience that exceeds their expectations. You want to talk about great things about your brand? Then make sure you give them something to talk about. Be consistent about it, and you will soon turn them into ambassadors for your brand.

**7. NEED OF MARKETING INNOVATIONS**

Innovation has given many benefits to marketing segment which lead it to growth in the marketing of a product which in result will help in growth of organizations. Innovation in Marketing may lead you to two different directions. On the one hand you might miss legitimate opportunities to "change the game" but on the other you might be wasting money on new technologies that haven't proven themselves. So, organizations need to carefully test out in which level of marketing they need innovation. Innovation in marketing can be seen to all levels of marketing.

*Table 1: shows the effect of innovation on different marketing areas.*

MARKETING AREA	EFFECT OF INNOVATION
<b>Marketing Research</b>	Creates new ways to conduct research including more sophisticated methods for monitoring and tracking consumer behavior and analyzing data. For example now we can do survey online through apps, .m sites, and new statistical methods like Bayesian statistics and discrete choice analysis give direct answers for the questionnaires.
<b>Targeting Markets</b>	Allows for extreme target marketing where marketing-to-person is replacing mass marketing. For consumer services, technology makes it easier to manage relationships and allows for rapid response to consumer's needs. For example, now we can easily understand the behavior of our consumer by analyzing their shopping habits. With the help of social media, and analyzing the search history of consumers we can target our market.
<b>Product</b>	Creates new digital products/services. Incorporation of innovation into existing product/service enhances value by offering improved quality, features & reliability at a lower price. Biggest example we have for product innovation is Apple Iphones, they focus on making the product as simpler as they can.
<b>Promotion</b>	New techniques allow better matching of promotion to consumer activity and individualized promotion. Makes it easier for sellers to offer product suggestions and promotional tie-ins. For example, now promotion can be done on social networking sites, creating pop-ups on various sites, giving offers through e-mails.
<b>Distribution</b>	Creates new channels for distribution and transaction (e.g., electronic commerce) that includes making it easier for buyers to place orders. Allows more control over inventory management and closer monitoring of product shipment. E-commerce is the biggest example we have for innovative distribution channels.
<b>Pricing</b>	Enables the use of dynamic pricing methods to increase profits. For example using the methods of flat pricing, personalized pricing, free method, pay what you want etc.

## 8. HOW CONSUMER ATTRACTION STRATEGIES HELPS TO MAINTAIN CONSUMER-PRODUCER RELATIONSHIP BETTER

### 8.1 Demographic profile of the respondents

The demographic characteristics were measured with respect to age, gender and educational qualification. Table- 2 compiles the respondent's profile. This section provides the detail finding of demographic aspect of the sample respondents; which are further discussed with their respective tables and figures.

**Table-2** Demographic profile of respondent

S.No.	Demographic Characteristics	Frequency (n=200)	Percentage (%)
<b>1</b>	<b>Age groups (years)</b>		
	10-15	46	23.0
	16-20	51	25.5
	21-25	85	42.5
	26 and above	18	9.0
<b>2</b>	<b>Gender</b>		
	Male	95	47.5
	Female	105	52.5
<b>3</b>	<b>Educational Qualification</b>		
	Basic Schooling	67	33.5
	Graduate	47	22.5
	Post Graduate	74	37.0
	Others	14	7.0

**Sources:** Data collected through questionnaire by the researcher

The detail of the demographic profile is discussed below.

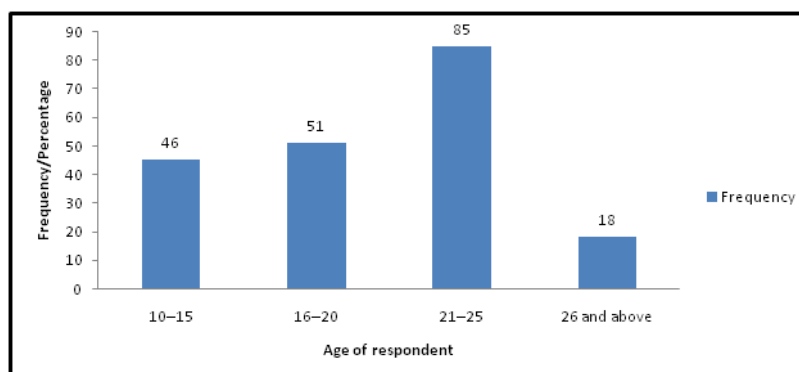
#### 8.1.1 Composition of Respondent on the basis of Age.

Age wise distribution of sample population is depicted in the Table-3 and figure-1.

**Table-3** Age of the Sample Population

S.NO.	Age of respondent (in years)	Frequency	Percentage
1	10-15	46	23.0
2	16-20	51	25.5
3	21-25	85	42.5
4	26 and above	18	9.0
<b>Total</b>		<b>200</b>	<b>100.0</b>

**Source:** Data collected through questionnaire by the researcher



**Figure-1:** Bar graph showing the Age of respondent

The table-3 and figure-1 illustrates that the majority of respondents 85 (42.5%) were of the age group between 21 to 25 years, followed by the age group of 16 to 20 years category 51 (25.5%), followed by the age group of 10 to 15 years category 45 (23.0%). The least number of respondents were of the 26 and above category 18 (9.0%).

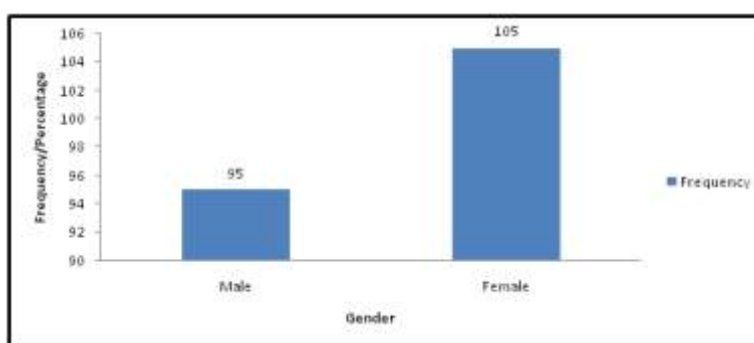
**8.1.2 Composition of Respondent on the bases of Gender.**

The sample population has been categorized in terms of gender using frequency Table-4 and figure-2.

**Table-4:** Gender of the Sample Population

S.NO.	Gender	Frequency	Percentage
1	Male	95	47.5
2	Female	105	52.5
	<b>Total</b>	<b>200</b>	<b>100.0</b>

**Source:** Data collected through questionnaire by the researcher



**Figure-2:** Bar graph showing the composition of respondent with respect to Gender

The table-4 and figure-2 illustrates that the majority of the respondents i.e. 105 (52.5%) were females whereas remaining 95 (47.5%) were males. This concludes that female customers were more attracted towards the product.

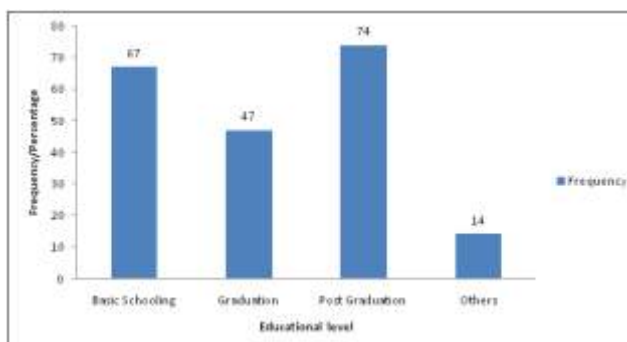
**8.1.3 Composition of respondent on the basis of Education.**

The population was categorized in term of level of education of the respondent using frequency Table-5 and Figure-3.

**Table-5:** Education of the sample population

S.NO.	Education	Frequency	Percentage
1	Basic Schooling	67	33.5
2	Graduate	47	22.5
3	Post Graduate	74	37.0
4	Others	14	7.0
	<b>Total</b>	<b>200</b>	<b>100.0</b>

**Source:** Data collected through questionnaire by the researcher



**Figure-3:** Bar graph showing the composition of respondent with respect to Education

The table-5 and figure-3 illustrates that the majority of respondents 74 (37.0%) were found to be post graduated, 67 (33.5%) were found to have basic schooling and 47 (22.5%) were found to be graduated and 14 (7.0%) others while the least of respondents were found to be other education. Thus, it shows that people who are customers of Oreo have good academic background.

**8.2 Consumer-Producer Relationship**

This section consist the result and finding regarding how much successful is Oreo to maintain consumer-producer relationship.

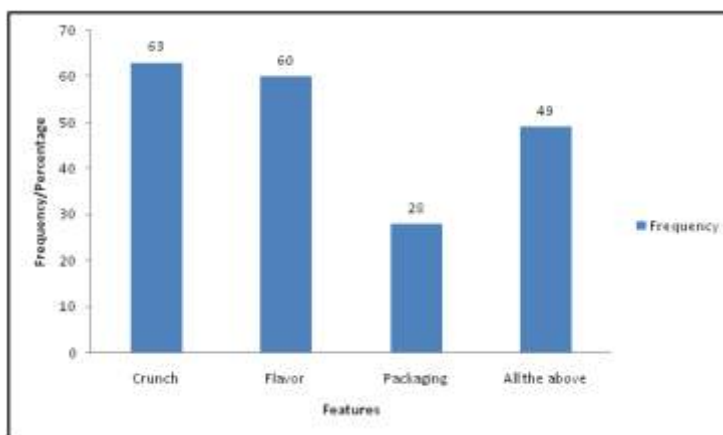
**8.2.1: Composition of respondent on the basis of features they look for while purchasing cookies.**

This section depicts the composition of population on the basis of features they look for while purchasing cookies.

**Table-6:** Features consumers look for while purchasing cookies

S.NO.	Values	Frequency	Percentage
1	Crunch	63	31.5
2	Flavor	60	30.0
3	Packaging	28	14.0
4	All the above	49	24.5
	<b>TOTAL</b>	<b>200</b>	<b>100.0</b>

Source: Data collected through questionnaire by the researcher



**Figure-4:** Bar Graph showing features consumers look for while purchasing cookies

Table-6 and figure-4 illustrates the results suggesting that highest respondents look for crunch 63 (31.5%) whereas 60 (30.0%) of total respondents look for only flavor and 49 (24.5%) look for all the factors mentioned i.e. crunch, flavor and packaging and only 28 (14.0%) respondents track the packaging of cookies. This shows that comparatively large proportion of people focus on crunch and flavor. It means that biscuit companies need to pay attention on innovation in crunch and flavor to attract maximum amount of consumers.

**8.2.2 Composition of respondent on the basis of their first reaction to products by Oreo.**

This section depicts the composition of population on the basis of their first reaction to products by Oreo.

**Table-7** Respondents' first reaction to products by Oreo

S.NO.	Values	Frequency	Presentation
1	Excited	43	21.5
2	Neutral	70	35.0
3	Negative	63	31.5
4	Disappointed	24	12.0
	<b>Total</b>	<b>200</b>	<b>100.0</b>

Source: Data collected through questionnaire by the researcher



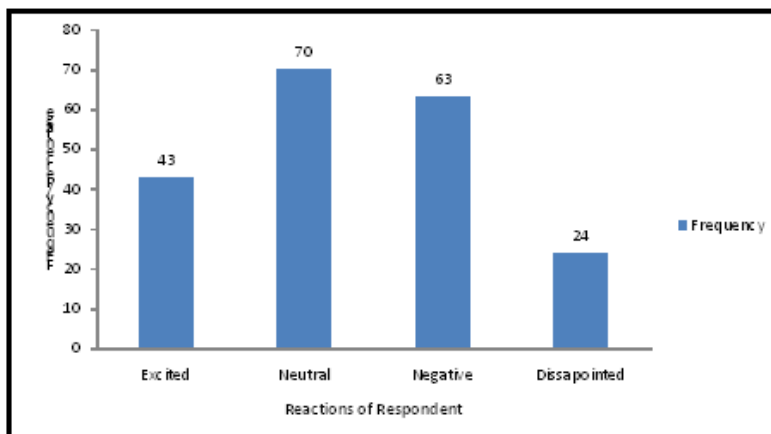


Figure-5: Bar graph presenting first reaction of respondents to products by Oreo

The table-7 and figure-5 illustrates the results suggesting that highest respondents have neutral reaction 70 (35.0%) whereas 63 (31.5%) of the total respondent have negative reaction for products. 43 (21.5%) feel excited for products by Oreo and 24 (21.0%) reacts disappointedly for products by Oreo. It can be concluded that most of the people have neutral attraction for the Oreo.

### 8.2.3 Composition of respondents on the basis of kind of Oreo they enjoy the most.

This section depicts the composition of population on the basis of kind of Oreo they enjoy the most.

Table-8 Kind of Oreos consumers enjoys the most

S.NO.	Values	Frequency	Percentage
1	Original	38	19
2	Chocolate	62	31
3	Strawberry	70	35
4	Golden with Vanilla	30	15
TOTAL		200	100.0

Source: Data collected through questionnaire by the researcher

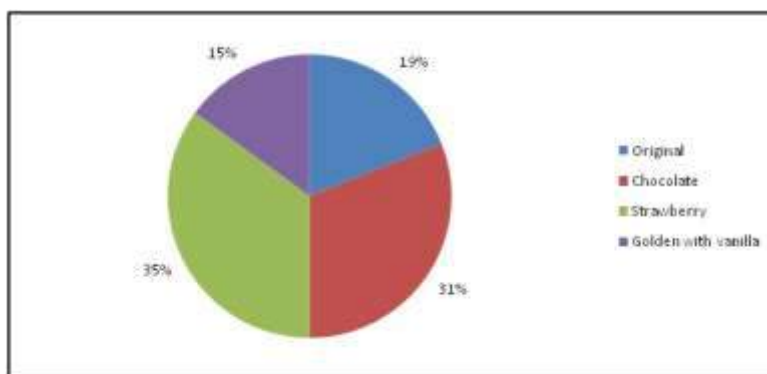


Figure-6: Pie Chart showing the kind of Oreos consumers enjoys the most

Table-8 and figure-6 illustrates that 35% of the respondents prefer strawberry flavor of Oreo cookies, 31% of the respondents prefer chocolate flavor, whereas 19% of respondents enjoys original flavor of Oreo cookies and only 15% of respondents go for golden with vanilla Oreo cookies. It can be concluded that consumers enjoy the unique combination of the Oreo cookies i.e. strawberry crème and chocolate flavored cookies sandwich the most.

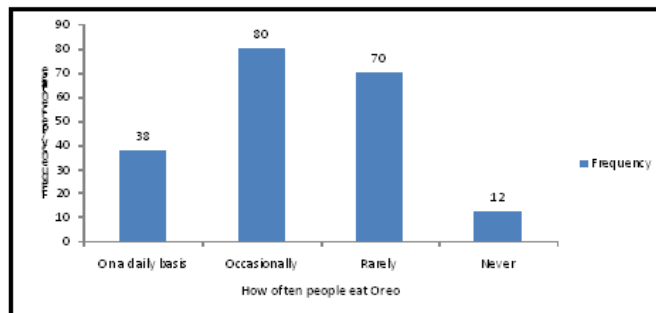
### 8.2.4: Composition of respondents on the basis of how often they prefer to eat Oreo cookies.

This section depicts the composition of population on the basis of how often they prefer to eat Oreo cookies.

**Table-9:** How often do consumers eat Oreo cookies

S.NO.	Values	Frequency	Percentage
1	On a daily basis	38	19.0
2	Occasionally	80	40.0
3	Rarely	70	35.0
4	Never	12	6.0
<b>TOTAL</b>		<b>200</b>	<b>100.0</b>

**Source:** Data collected through questionnaire by the researcher



**Figure-7:** Bar graph showing how often consumers eat Oreo cookies

Table-9 and figure-7 illustrates that 80 (40%) respondents eat Oreo cookies occasionally, 70 (35%) respondents rarely eat Oreo cookies, 38 (19%) respondents eat Oreo cookies on regular basis and only 12 (6%) respondent never eat Oreo cookies. This leads to conclusion that most of the consumers prefer Oreo cookies occasionally.

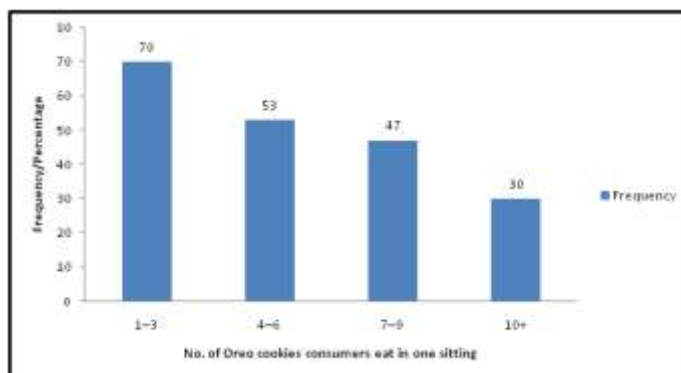
**8.2.5: Composition of respondents on the basis of no. of Oreo cookies they prefer to eat in one sitting.**

This section depicts the composition of population on the basis of no. of Oreo cookies they prefer to eat in one sitting.

**Table-10:** How many Oreo cookies consumers prefer to eat in one sitting

S.NO.	Values	Frequency	Percentage
1	1-3	70	35.0
2	4-6	53	26.5
3	7-9	47	23.5
4	10+	30	15.0
<b>TOTAL</b>		<b>200</b>	<b>100.0</b>

**Source:** Data collected through questionnaire by the researcher



**Figure-8:** Bar Graph showing the results of no. of Oreo cookies consumers prefer to eat in one sitting

Table-10 and figure-8 illustrates the result that 70 (35%) of respondents consumes 1-3 Oreo cookies in one sitting, 53 (26.5%) of respondent prefer to eat 4-6 Oreo cookies in one sitting, 47(23.5%) of respondents eat 7-9 Oreo

cookies in a single sitting whereas, 30(15%) of respondents consumes 10+ cookies in one sitting. This can lead to conclusion that only few people eat a full packet of Oreo cookies and most consumers prefer to buy smaller packet of Oreo cookies.

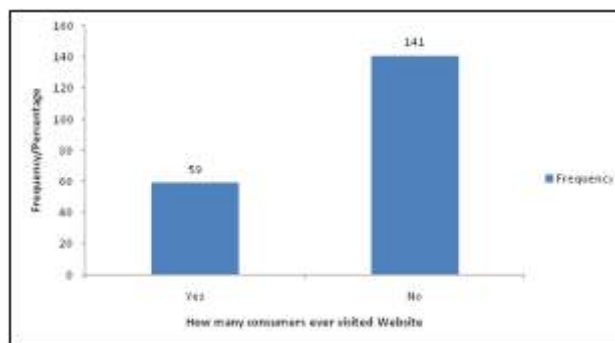
**8.2.6: Composition of respondents on the basis of has they ever visited Oreo’s website.**

This section depicts the composition of population on the basis of have they ever visited Oreo’s website.

**Table-11:** How many consumers ever visited Oreo’s website.

S.NO.	Values	Frequency	Percentage
1	Yes	59	29.5
2	No	141	70.5
<b>TOTAL</b>		<b>200</b>	<b>100.0</b>

Source: Data collected through questionnaire by the researcher



**Figure-9:** Bar graph showing results of how many respondents ever visited Oreo’s website

Table-11 and figure-9 illustrates the result that 59 (29.5%) of respondents have visited Oreo’s website, whereas, rest 141 (70.5%) of respondents never visited Oreo’s website. It can be concluded that most of the population never visited company’s website.

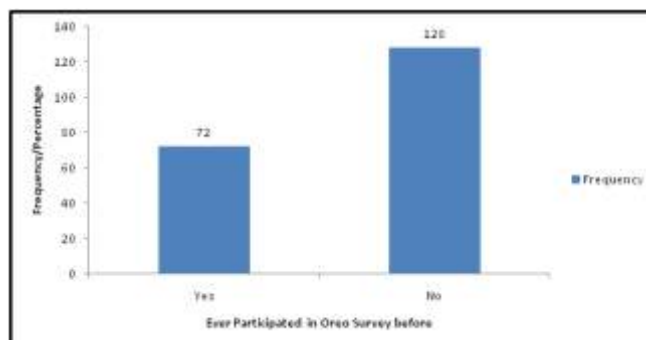
**8.2.7: Composition of respondents on the basis of have they ever participated in any survey organized by Oreo or its collaboration.**

This section depicts the composition of population on the basis of have they ever participated in any survey organized by Oreo or its collaboration.

**Table-12:** How many consumers ever participated in any survey organized by Oreo or its collaboration

S.NO.	Values	Frequency	Percentage
1	Yes	72	36.0
2	No	128	64.0
<b>TOTAL</b>		<b>200</b>	<b>100.0</b>

Source: Data collected through questionnaire by the researcher.



**Figure-10:** Bar graph showing how many consumers ever participated in any survey organized by Oreo or its collaboration.

Table-12 and figure-10 illustrates the result that 72 (36%) of respondent participated in some survey organized by Oreo or its collaboration before and 128(64%) of respondents never participated in any survey organized by Oreo or its collaboration before. It can be concluded that Oreo and its collaboration has organized the survey before but not most of the population had participated in that.

## **9. CONCLUSION**

It was found that consumers can be attracted with innovative marketing techniques. Companies need to adopt latest and more developed strategies in order to increase their sales and create awareness among consumers. With introduction of various marketing strategies in each segment of marketing it has become easy for researchers as well as organizations to identify their consumers as well as competition also. In order to maintain consumer-producer relationship and create strong bond between them companies need to focus on what their targeted consumers demand. As we can conclude from this study that people of all age examine the features of cookies they want to buy and get attracted towards products with can satisfy their needs. Furthermore, people go for their favorite flavor and want something new in every concept. We can also conclude that not more people have participated in any survey so company must conduct surveys more often to understand the psychology of its customers. And they need to maintain stronger relationship with their consumers on social media as very few people ever visited its website.

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