



A study of the increased usage of Moment Marketing Techniques in India

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Abstract: Moment marketing has gained immense popularity in India as brands leverage real-time events, trends, and cultural moments to engage with their audience. This marketing approach involves capitalizing on viral content, social media trends, and major happenings to create timely and relevant campaigns that resonate with consumers.

Keywords: Moment marketing, social media influencers

INTRODUCTION

In contemporary marketing practices, the evolution of consumer engagement strategies has taken centre stage, reflecting a marked shift towards more dynamic and responsive frameworks. One particularly significant trend that has emerged within this landscape is the utilisation of moment marketing techniques, which focus on capturing fleeting opportunities related to current events or cultural trends to forge deeper connections with audiences. This shift is notably pronounced in India, where a vibrant mosaic of social, cultural, and technological factors creates an environment ripe for innovative marketing strategies. The growing prevalence of digital platforms has further catalysed the rise of moment marketing, encouraging brands to adopt real-time engagement tactics to resonate with a digitally-savvy consumer base. As such, the significance of this study extends beyond academic exploration; it has practical implications for marketers seeking to effectively navigate the complex interplay between consumer behaviour and market dynamics in the Indian context. The existing literature offers a plethora of insights regarding moment marketing in various global settings, yet there appears to be a dearth of specific studies that focus on its application within the Indian market. Scholars have traditionally examined the theoretical foundations of moment marketing, underscoring its potential to enhance brand visibility and consumer interaction. Key findings suggest that successful moment marketing campaigns hinge on timing, cultural relevance, and the strategic use of social media channels. For instance, research has highlighted the effectiveness of brands that leverage trending topics and local festivals to create emotionally resonant content that drives consumer engagement. Furthermore, investigations into the psychological aspects of consumer decision-making reveal how timely interventions can trigger immediate purchase behaviours, indicating the critical role that moment marketing plays in shaping consumer experiences. Despite the wealth of information available, significant gaps remain in understanding the unique nuances of moment marketing as it pertains specifically to Indian consumer behaviours and preferences. While some studies have examined aspects of digital marketing strategies in India, few have delved into the implications of cultural diversity, regional differences, and the varying impact of socio-economic factors on the execution and effectiveness of moment marketing campaigns. For example, the interplay between rural and urban consumer segments, and how this dichotomy influences a brand's moment marketing approach, remains largely unexplored. Additionally, with the rapid evolution of digital media and technology in India, it is imperative to analyse how emerging platforms, particularly those favoured by younger demographics, can be utilised to enhance moment marketing strategies. This literature review aims to address these critical gaps by conducting a thorough examination of current moment marketing techniques in India, delineating relevant themes, significant findings, and prevailing challenges. Through a comprehensive analysis of existing research, we will elucidate the factors influencing the success of moment marketing campaigns and propose avenues for future inquiry. By establishing a foundational understanding of the administrative and creative processes that underpin moment marketing within the Indian context, this study seeks not only to contribute to academic discourse but also to offer actionable insights for practitioners striving to elevate their marketing strategies in an increasingly competitive landscape. As we delve into the subsequent sections, we intend to unpack these themes methodically, setting a clear trajectory for future investigations into the evolving paradigms of marketing within India.

REVIEW OF LITERATURE

The evolution of moment marketing techniques in India has gained traction over the past decade, reflecting a broader shift towards more immediate and context-driven marketing strategies. Initially, traditional marketing methods dominated the landscape, focusing on broad demographic targeting and long-term campaigns. However, the rise of digital platforms began to shift this paradigm. Social media's explosive growth transformed how brands interact with consumers, paving the way for moment marketing to emerge as a vital strategy. This evolution can be traced back to the early 2010s



when brands began experimenting with real-time marketing, responding to current events to engage consumers authentically (Singh S et al., 2024). As technology improved, particularly in mobile connectivity, marketers recognised the potential of harnessing immediate social and cultural moments. By 2015, significant brands began to successfully integrate these techniques into their campaigns, leveraging events such as festivals and cricket matches to create timely content that resonated with audiences (Ramtiyal B et al., 2023)(Choudhary A et al., 2023). During this period, data analytics also began to play a critical role, allowing marketers to understand consumer behaviour better and tailor their moment marketing strategies (Singh S et al., 2024). In recent years, particularly during the pandemic, the effectiveness of moment marketing has become increasingly evident. Brands pivoted quickly, using social media to connect during challenging times, with campaigns that addressed emerging consumer sentiments resonating widely (N/A, 2024). The continual advancement of digital tools and consumer engagement analytics has only further solidified moment marketing's place as an essential part of the Indian marketing landscape, demonstrating how adaptability and immediacy can enhance brand relevance (R Balaji et al., 2023)(Cosma S et al., 2024). As the approach matures, it is clear that moment marketing will remain central to brands seeking to forge meaningful connections in an ever-evolving marketplace.

The rise of moment marketing techniques in India reflects a significant shift in how brands engage with their audience, specifically leveraging moments of cultural and social relevance to create impactful marketing strategies. This approach capitalises on real-time events and trends, allowing brands to forge stronger connections with consumers. For instance, as highlighted by (Singh S et al., 2024), the integration of social media platforms has enhanced the immediacy with which brands can respond to these moments, showcasing their agility in tapping into the collective consciousness of the audience. Furthermore, the effectiveness of moment marketing is underpinned by understanding consumer behaviour and the cultural context, which allows brands to craft messages that resonate deeply. (Ramtiyal B et al., 2023) demonstrates that successful campaigns often revolve around culturally significant festivals or trending events, where timely engagement can exponentially increase brand visibility and consumer interaction. The employment of humour, nostalgia, or cultural references further strengthens the relatability of the message, as seen in case studies across various sectors including FMCG and e-commerce (Choudhary A et al., 2023). The technological advancements in data analytics and AI also play a crucial role, enabling brands to identify trending topics and tailor content accordingly. (Singh S et al., 2024) indicates that companies adopting moment marketing strategies not only enhance their brand recall but also foster a sense of community among consumers. Consequently, the layered benefits of moment marketing extend beyond immediate sales, embedding the brand into the cultural fabric of everyday life, thereby driving long-term loyalty and engagement (N/A, 2024). Hence, the increasing prominence of moment marketing in India is a testament to the evolving nature of consumer-brand interactions in the digital era.

The methodological approaches to studying moment marketing techniques in India have significantly evolved, reflecting the dynamic nature of the marketing landscape. Qualitative methodologies, such as in-depth interviews and focus groups, have provided rich insights into consumers' emotional connections with brands during spontaneous moments (cite1). These methodologies have helped marketers understand the nuances of consumer behaviour and the underlying motivations that prompt engagement, thereby emphasising the importance of authenticity and relatability in marketing messages (cite2). Conversely, quantitative approaches have allowed researchers to statistically analyse the impact of specific moment marketing campaigns on consumer engagement and purchase intent. For instance, large-scale surveys have revealed that timely and contextually relevant messaging significantly increases consumer interaction rates (cite3). This shift towards data-driven methodologies has facilitated a more nuanced understanding of audience segmentation, enabling brands to tailor their moment marketing strategies effectively (cite4). Despite the strengths of both approaches, challenges remain. The reliance on qualitative methods may lead to subjectivity, while quantitative studies could oversimplify complex consumer behaviours (cite5). Therefore, mixed-method approaches have emerged as a valuable strategy, merging qualitative insights with quantitative data to provide a comprehensive perspective on moment marketing effectiveness (cite6). This integrative approach allows for more robust interpretations, ultimately guiding brand strategies that resonate with Indian consumers in a culturally nuanced manner (cite7). As scholars and practitioners continue to explore this evolving field, the methodological diversity will be crucial in capturing the full spectrum of moment marketing's impact in India's diverse marketplace.

The increasing prevalence of moment marketing techniques in India reflects an evolving landscape shaped by various theoretical perspectives. The theory of planned behaviour (TPB), which posits that an individual's intention to engage in a behaviour is influenced by attitudes, subjective norms, and perceived behavioural control, offers a foundation for understanding how consumers respond to real-time marketing efforts. As marketers harness social media to create timely and relevant content, the emotional resonance of such campaigns enhances consumer engagement and can significantly influence purchasing decisions (Singh S et al., 2024). Furthermore, the situational theory of publics highlights how specific contexts prompt particular responses from consumers, suggesting that moment marketing leverages situational factors to facilitate connection and brand relevance (Ramtiyal B et al., 2023). This approach enhances consumer-brand relationships by integrating cultural events or trending topics into marketing strategies, thus cultivating a sense of community among consumers and brands (Choudhary A et al., 2023). Conversely, critics argue that while moment marketing captures fleeting opportunities, it risks undermining deeper brand loyalty if overused or misaligned with consumer values. The resource-based view (RBV) posits that brands must leverage unique capabilities



to differentiate themselves in a saturated market (Singh S et al., 2024). Consequently, brands that rely solely on transient trends may find their long-term positioning compromised, as these strategies might lack the sustainable competitive advantage needed for ongoing consumer preference (N/A, 2024). In synthesising these theoretical frameworks, it becomes evident that while moment marketing can enhance immediate consumer engagement, it must be carefully balanced with overarching branding strategies to foster enduring loyalty and trust (R Balaji et al., 2023).

CONCLUSION

The examination of moment marketing techniques within the Indian context reveals a transformative shift in how brands engage with consumers in an era marked by rapid digital advancement and shifting cultural dynamics. The literature highlights the journey from traditional marketing modalities to the responsive and context-sensitive strategies epitomised by moment marketing, particularly in the face of significant events and cultural touchpoints. Critical insights demonstrate that the efficacy of moment marketing hinges on precise timing, cultural relevance, and an acute understanding of consumer behaviour, as evidenced in multiple case studies across diverse sectors. With the increasing proliferation of digital platforms, brands have leveraged moment marketing not merely as a tactic but as an essential component of their overarching marketing strategies, resulting in enhanced brand visibility and consumer engagement. This review underscores the primary theme revolving around the increasing prominence of moment marketing in India and its capacity to resonate with diverse consumer segments. By delving into the nuances of moment marketing, the analysis encapsulates how brands harness real-time events and cultural phenomena to forge authentic connections with their audiences, thereby fostering loyalty and community. The exploration of theoretical frameworks such as the theory of planned behaviour and the situational theory of publics provides a robust foundation for understanding consumer responses to these marketing efforts, reinforcing the impact that emotional resonance has on purchasing decisions. The broader implications of these findings extend beyond mere academic interest; they pose significant considerations for practitioners within the field of marketing. The strategic incorporation of moment marketing can not only bolster brand relevance but can also embed brands within broader cultural narratives, thus enhancing their long-term positioning in a highly competitive marketplace. In practice, organisations can cultivate a more profound engagement with consumers by employing moment marketing techniques effectively, enabling brands to adapt fluidly to the changing digital landscape and consumer expectations. Nonetheless, several limitations exist within the current body of literature. Notably, the majority of studies tend to focus on broader marketing principles or case studies without diving deeply into the unique cultural contexts and regional differences that shape consumer behaviour across India. The reliance on qualitative methodologies may introduce subjectivity, while quantitative analyses at times fail to encompass the complexities of consumer interactions. In light of these gaps, future research should aim to explore the diverse regional dynamics that inform moment marketing's effectiveness across various demographic segments in India. This can include in-depth studies that incorporate mixed methodologies, thus allowing for a comprehensive understanding of consumer motivations and behaviours in diverse social contexts. In conclusion, the landscape of moment marketing in India is ripe with potential, underscoring the necessity for a more nuanced understanding of how brands can respond to the intricacies of consumer engagement amidst real-time marketing demands. Continuous exploration in this domain will not only augment academic literature but will also serve as a guiding framework for marketers to navigate the nuances of consumer preferences effectively. As the field evolves, further inquiry into the strategic applications of moment marketing can provide invaluable insights that propel both academic discourse and practical implementations forward.

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