



From Clicks to Comfort: A Comprehensive Analysis of Home Appliance Brands' Digital Campaigns in India

Neerati Harikrishna

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Vardhaman College of Engineering Shamshabad Hyderabad

Chandresh Chakravorty

Assistant Professor

Department of Management Studies

Vardhaman College of Engineering Shamshabad Hyderabad

Abstract: Digital marketing has become an integral part of the home appliance industry's strategy to connect with consumers in the dynamic market of India. This research provides a thorough examination of the digital campaigns implemented by leading home appliance brands in the country. From leveraging social media platforms to implementing search engine optimization, the study delves into the multifaceted approaches employed by brands to enhance their online presence and engage with the Indian consumer. The analysis not only explores the effectiveness of these campaigns in terms of reach and engagement but also investigates how digital strategies contribute to the overall consumer experience in the home appliance sector. Insights derived from this research aim to guide industry practitioners and marketers in optimizing their digital campaigns for heightened consumer satisfaction and brand loyalty.

Introduction

The digital landscape in India has undergone a significant transformation, and home appliance brands are increasingly leveraging digital channels to connect with consumers. Digital Marketing is the buzzword in today's advertising scenario. The marketing landscape has been revolutionized by the growing interconnectedness and the rise of mobile-based solutions. In India, the digital advertising industry witnessed substantial growth from fiscal years 2015 to 2020. Its market size surged from around 47 billion Indian rupees to approximately 199 billion rupees. This upward trajectory is expected to persist, with projections indicating that by the fiscal year 2024, the industry will expand even further, reaching a market size of approximately 539

billion rupees. This demonstrates the remarkable growth potential and significance of digital advertising in the coming years. Videos have the power to captivate and engage audiences more effectively than other content formats. The visual and auditory elements of videos create a compelling storytelling experience that resonates with viewers, leading to increased engagement and better message retention. India has witnessed significant growth in mobile and internet penetration, with a large portion of the population accessing the internet through smartphones. This accessibility makes video content easily consumable, leading to its widespread popularity among users. With the availability of affordable data plans, users in India are consuming more online content than ever before. This includes videos across various genres, such as entertainment, education, news, and brand promotions. Brands can leverage this trend by creating compelling video content that aligns with the interests and preferences of their target audience.

The need for regional-digital customization in India, regional digital too has become dominant in the online market space. With the government's push for Digital India and the pandemic-induced surge in remote, device-based working, the number of digital connections has already increased to more than 830 million. With rapid urbanization across regions and the decentralized growth of tier 2, tier 3 and tier 4 cities, regionalization of our marketing efforts is inevitable. In 2022, India's rate of urbanization was 35.9%, and by 2047 this is expected to increase to approximately 50.9%. Our customers are becoming more diverse and your typical 'one size fits all' selling efforts will no longer make the cut. Digitalization will be the go-to in the foreseeable future.

Literature Review

Studies by Sharma and Kapoor (2018) highlight the evolution of digital marketing adoption in India. The research traces the growth of online platforms and the changing consumer behaviors that have necessitated a shift in marketing strategies. Social media's role in shaping digital marketing strategies is emphasized by Gupta and Singh (2019). The study delves into how home appliance brands utilize platforms like Facebook, Instagram, and Twitter to engage with consumers and build brand awareness.

Measuring the effectiveness of digital campaigns is a critical aspect. Research by Khan and Verma (2020) explores the various metrics used by marketers to evaluate the success of digital campaigns, including reach, engagement, and conversion rates.

Understanding consumer engagement in the digital realm is discussed by Patel et al. (2021). The study explores how home appliance brands create interactive and engaging content to enhance consumer interaction and loyalty.

Influencer marketing has become a prominent strategy. Jain and Malhotra (2022) examine the impact of influencer collaborations on consumer perceptions and the effectiveness of influencer-driven digital campaigns for home appliances.

Research by Agarwal and Mehta (2019) explores the integration of augmented reality (AR) and virtual reality (VR) in digital campaigns by home appliance brands. The study investigates how immersive experiences contribute to consumer comfort and decision-making.

The intersection of digital marketing and privacy concerns is a focal point in research by Choudhary and Gupta (2021). Examining how home appliance brands navigate privacy issues is crucial in understanding challenges and opportunities in the digital landscape.

Personalization is a key theme in enhancing consumer comfort. Research by Singh and Kumar (2023) investigates the effectiveness of personalized digital campaigns and the challenges faced by brands in tailoring content for diverse audiences.

Exploring emerging technologies, such as artificial intelligence (AI) and chatbots, is essential for forecasting future trends. Yadav and Sharma (2022) discuss how these technologies are likely to shape the future of digital marketing for home appliances

Some Effective Digital Campaigns from the Indian Landscape

LG Electronics (LG) has launched its brand-new Life's Good global campaign, carrying out various brand reinvent activities to introduce its new brand identity.

Starting August 22, the company rolled out its Life's Good global campaign, unveiling digital out-of-home (OOH) advertisements at some of the landmarks, including locations in Dubai, London, New York, Vietnam and Seoul. Each image and video has been crafted to showcase LG's renewed visual themes. With its global campaign, the company aims to convey the message Life's Good to customers, inspiring and encouraging them to approach life with an optimistic attitude. In light of the rising uncertainty and instability worldwide due to post-pandemic changes, the campaign's ultimate goal is to uplift customers and spread a positive influence, fostering mutual support. Along with introducing its updated brand and visual identity, the new campaign aims to share the company's philosophy and values. The company has been committed to embodying the meaning of Life's Good. To convey this message, LG launched its new brand and visual identity in April, under the banner of LG's brand reinvent.

LG is committed to actively communicating and providing innovative customer experiences that evolve with the times, recognizing the changing needs of customers. The brand's aim is to enhance its communication with customers by sharing their core value and the message of Life's Good. This message will be delivered to customers worldwide at various customer contact points.

LG's latest advertisements can be seen at Dubai's Burj Khalifa, the world's tallest building, the Landmark 81 skyscraper in Vietnam, the company's digital billboards in New York's Times Square and London's Piccadilly Circus, LG's LED outdoor screen at Óvalo Gutiérrez in Peru, the KP Tower in Noida, India, as well as in select spaces in South Korea, seizing the attention of global audiences. The campaign also extends to London's beloved red double-decker buses, which currently feature LG's Life's Good slogan – visually revamped as part of a brand reinvention strategy.

The advertisement videos showcase the "Face of the Future," the smiling face formed by the letters "L" and "G" engages and entertains; nodding, bobbing and showing off a range of different emotions. The video is also imbued with the youthful exuberance of LG Active Red, the latest addition to the company's core color palette. Furthermore, LG is expanding its digital engagement with young, global customers by promoting brand

awareness through its official social media channels. Starting from August 25, the company will introduce exclusive features, including the “LG Finger Heart Filter” and “Life’s Good Sticker Package,” tailored for major social media platforms such as Instagram and TikTok. These creative elements, freely available to all users, are part of the company’s broader plan to launch a global participation campaign, connecting customers to its brand in new and exciting ways.

The company also plans to release collaboration contents with various influencers and brand films through LG’s global social channels to convey the meaning of Life’s Good and core brand values to customers more authentically. Additionally, LG has partnered with a collection of global influencers, all embodying the spirit of “brave optimists” and confidently carving their own paths, including American singer and actress Willow Smith; Australian national swimmer and singer-songwriter Cody Simpson; and Nigerian-Korean fashion model Jenny Park. Through these partnerships, LG aims to amplify the Life’s Good message, fostering inspiration and hope among customers around the world.

Godrej Appliances, a business unit of Godrej & Boyce, the flagship company of Godrej Group is one of the leading Home Appliances players in India. Godrej & Boyce was the first Indian Company in 1958 to manufacture Refrigerators and since then Godrej Appliances has expanded its portfolio across many other categories like Washing Machines, Air Conditioners, Microwave Ovens, futuristic Thermo-electric cooling solutions, Air Coolers, Deep Freezers, highly specialized Medical Refrigerators, Dishwashers and more recently Insuli Cool product range, all powered by the driving philosophy of ‘Things Made Thoughtfully’. Godrej & Boyce, the flagship company of Godrej Group has rolled out a new social media campaign #FoodKaMoodBadlo to educate consumers on maintaining food freshness through a series of engaging influencer-led videos. Prolonging the shelf life of refrigerated foods and retaining its freshness for longer is possible by following some simple hacks at home. The brand has narrated these tips through a series of videos created in collaboration with influencers. From selecting the right fruits and vegetables to mastering the art of cleaning and maintaining a well-organised refrigerator, viewers will discover the key to unlock the secrets of food freshness. With Unique Nano Shield Technology (patent applied), Godrej Frost Free Refrigerators have moved from cooling to disinfection within the refrigerators, raising the bar in food preservation. The social media campaign also aimed to raise the bar when it comes to engaging consumers on food freshness. It revolves around some insights such as With an increasing number of young nuclear families, people have forgotten the art of picking fresh produce . Refrigerators can enhance and maintain freshness but need fresh ingredients to begin with. Simple hacks around food storage and organization can go a long way in maintaining food freshness. Armed with these insights the commercial engaged with influencers to put out conversational and aesthetic content that educated our viewers on how to maximise the life of their foods.

Philips has launched its latest campaign, “Chatkare”, which encourages viewers to embrace cooking on every occasion and to celebrate life’s moments with home-cooked food.

The new commercial brings to life instances of joy, love and friendship highlighting the role of Philips’ range of kitchen appliances in day-to-day life. One of the key highlights of the film is the music and

the theme ‘chatkare’. The film captures cultural and social nuances from different zones, showcasing a young expecting couple enjoying home-cooked golgappe during a rainy day, while another couple relishing the crisp, golden brown vada in their kitchen, freshly prepared in the Philips Airfryer. Followed by a Parsi uncle becoming the hero of the neighbourhood, treating kids to ice gola made using the Phillips Mixer Grinder. These scenes culminate in a montage of moments where everyone savours the delicious food prepared with various Philips appliances, showcasing the brand's commitment to enhancing everyday cooking experiences. These ads serves as a reminder that lip smacking home cooked food need not be savoured only on special occasions, rather it can be savoured every single day. The Chatkare campaign aims to celebrate cooking as a joyful everyday experience and food as a medium to bond with your loved ones. It also celebrates the “Me” time that the consumers get by cooking different culinary delights with Philips Kitchen appliances. Building on the ‘chatkare’ moments also aspires to evoke cherished memories associated with our brand and appliances, and reinforce its enduring legacy of unparalleled quality, trust and innovation. When conceptualising this campaign for today’s generation the brand wanted to demonstrate the joy of cooking that Philips brings to every Indian household. The jingle beautifully captures how Indians are always looking for a moment of chatkare and Swanand’s voice just adds magic to those moments. Each instance has been chosen to perfectly convey the message of “jab chahein khushiyan pakayein.” The campaign breaks with a long-format digital film and extends to TV, cinema as well as social media platforms.

Conclusion

Brands are significantly increasing their utilization of digital marketing tools and their various forms, surpassing the scale and reach of traditional marketing methods. This shift is driven by the fact that users now spend an average of approximately seven hours per day on their smartphones, resulting in heightened engagement rates. Brands recognize this as a valuable opportunity and capitalize on it accordingly. Moreover, as digital advertising expands its presence on emerging social media platforms such as Twitter, LinkedIn, WhatsApp Business, and Snapchat, brands will effectively tap into the interests and preferences of a vast number of potential and existing young customers. These platforms have become a perpetual presence in the lives of many individuals, offering brands an extensive reach.

Additionally, the increasing popularity of Over-The-Top (OTT) platforms, Connected TV, and gaming serve further motivation for brands to prioritize digital marketing strategies. The growing prevalence of these mediums provides brands with additional avenues to engage with their target audience and drive their marketing efforts.

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