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### **DEVELOPMENT TRENDS IN MARKETING COMMUNICATIONS IN MODERN BUSINESS**

The increasing importance of digital tools and the internet has posed a challenge for businesses to adapt their marketing communications in 2020. As we head into the years 2020-2022, it is important to summarise the state of marketing messaging and how it has evolved over time. Marketing communications encompasses all methods and techniques used to interact with consumers and advertise goods or services. These include advertising, public relations, sales promotions, direct marketing, and personal selling, as well as other messages and activities used to communicate with stakeholders and customers.

Advertising is a crucial element of marketing communications and involves sponsored messages conveyed through various media channels, including print, broadcast, and digital media. The objective of advertising is to increase demand, raise awareness and interest in a good or service, and ultimately increase sales. As people spent more time in front of the TV while isolated during the pandemic, marketers should consider displaying their ads near television shows, entertainment programming, and motion pictures as they attract the most viewers overall. However, as marketing messages evolve rapidly, businesses struggle to keep up with the latest developments and incorporate them into their own strategies.

Sales promotion, direct marketing, and public relations are other marketing communication methods businesses use. Sales promotion offers temporary incentives to persuade customers to buy a good or service, while direct marketing involves sending tailored messages to a targeted audience. Public relations, on the other hand, involves managing a company's connection with the media and advancing the brand's positive image and reputation.

The evolution of marketing communications provides a springboard for further study and evidence for inferences about the complexity and dynamic evolution of these channels. Creating assessment methods for new tools is a promising area for future study. As new methods arise, the marketing communications platform can be enhanced, and better ways can be found to measure their effectiveness.

In conclusion, marketing communications play a critical role in contemporary business. Using a range of channels to connect with consumers and prospects at various stages of the buying process, the aim is to convey a consistent and appealing message to increase brand recognition and eventually increase sales.

Digital advertising, which encompasses online display ads, search engine marketing, social media advertising, and mobile advertising, is extremely important to modern organisations. These types of advertising have the benefit of allowing for the real-time optimisation of ad performance, the targeting of certain audiences, and campaign

effectiveness evaluation. Companies can now contact customers and prospects with highly tailored messaging based on their interests, behaviours, and preferences due to the development of social media and other digital channels.

Let us give you a synopsis of the most important developments in marketing relations in the years 2020-2022. Marketers' preferences for particular channels of communication and the reallocation of resources between channels of communication are both influenced by the widespread effects of the corona virus outbreak [1]. Let's take a look at K. Achkasova's carefully compiled data on how our shifting media habits affect us. Since people of all ages spent more time in front of the TV while they were isolated, this meant more people needed to see commercials before watching movies online. In addition, the unfaithful viewers kept coming back for more. Marketers and promotion experts who have built their careers around a medium like television should bear in mind that their audiences will be larger than they were before the time of isolation [2]. If you decide to use this method of spreading information, your ads should be displayed near television shows, entertainment programming, and motion pictures. Advertising next to these genres makes sense because they attract the most viewers overall (due to their high consumption rates), have seen the most growth in terms of audience size, and have the highest levels of consistency in terms of viewership [3]. No "rollback" impact was observed, where such an effect would have indicated a high degree of habit. The experts then ranked the five most-covered online stories by percentage rise over the course of a day. It's important to observe the rise in post-quarantine consumer behaviour in online communities. When distributing resources, businesses should think about this.

The right marketing communication strategies, effective evaluation methods for new tools that appear in conjunction with new trends, and trends in the advancement of marketing communications all necessitate close attention to these shifts at the present time. One of the study's flaws is that it's hard to tell how current trends and patterns have developed because marketing messages are always evolving. Furthermore, it impedes the actual implementation of marketing communications within businesses' day-to-day operations [4]. In response, certain aspects of marketing relations are evolving, necessitating new skill sets from industry experts. This also shows how hard it is to locate skilled workers during the period when new fashions emerge. The discovered challenges, however, open the door to additional study by experts. So, as new methods arise, we can enhance the marketing communications platform and seek out better ways to measure their effectiveness.

To conclude, marketing communications and advertising are crucial components of modern business because they assist organisations in reaching their target customers, building brand loyalty, and increasing sales. Marketing communications and advertising have become more digital and data-driven in recent years. As a result, customers now have a more personalised and engaging experience, as well as more efficient and effective marketing campaigns. Companies can increase brand awareness, generate demand, and ultimately drive sales and revenue growth by sending targeted, relevant messages to customers and prospects.

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## NUTRITION KNOWLEDGE AND HEALTH STATUS AMONG WORKING WOMEN OF PUNJAB: A CROSS-SECTIONAL ANALYSIS

Women, who have traditionally done the majority of household work, are now increasingly engaging in the paid sector, resulting in a double workload. Women contribute significantly to society both at home and at work [1]. Lack of time is one of the biggest challenges faced by working women in India. Women are often expected to juggle both their work and household responsibilities, and this double burden can have a substantial influence on women's health and nutrition, affecting their ability to work, perform and mental health [2]. The present study was conducted to assess the nutritional knowledge and health status of working women in Punjab. The study is descriptive and cross sectional in nature. It is based on primary survey. For the collection of data, a structured questionnaire has been prepared. The questionnaire was validated and pretested before the data collection. A total of 106 working women aged between 20-60 years were the study's respondents. Women's health has been largely ignored for a very long time, with some research on the subject only recently. The more one looks, the more complicated it appears to be [3]. Understanding the relationship between working women and their nutrition knowledge and health status is crucial for promoting gender equality and improving women's lives worldwide.

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