

# Marketing-the Essence of Business

Tuesday, April 7, 2020

## Kiosk Marketing: A Small & Influential Marketing Domain

**Customer satisfaction is the ultimate aim of every successful business organisation in every domain of business. Along with this, every business and its product are always marketed to increase sales, profit and spread the innovation for the use of the public. That's why it needs a kind of catalogue that delivers brief information about what the business is doing, how it is doing and makes the transaction easier for customers. It may be possible through Kiosk Marketing.**



### What is Kiosk?

A kiosk is a small shop or structure from which people can buy small things such as sandwiches, newspapers, ice-creams, chocolates, credit card, debit cards, ATM, movie tickets etc. through an open window. It is a small booth which is sometimes movable, from which different products are sold. A kiosk denotes to a small stall or booth that offers goods and services. Vendors working from kiosks frequently sell small and inexpensive consumable goods & services.



### About Me



Pooja

[View my complete profile](#)



### Blog Archive

▼ 2020 (3)

▼ April (3)

[M-Marketing \(Mobile Marketing\): A Changing Phase o...](#)

[Kiosk Marketing: A Small & Influential Marketing D...](#)

[Telemarketing: User-Friendly Marketing Strategy](#)

► 2019 (4)



### Report Abuse

### Followers

Followers (4)



[Unfollow](#)



### Search This Blog

[Home](#)



### M-Marketing (Mobile Marketing): A Changing Phase of Traditional Marketing



### Popular Posts



[Pioneering Approach on Promotion of Digital India](#)

## What & Why Kiosk Marketing

Among all marketing domain, kiosk marketing is a mode of marketing which involves a seller and buyers. It is a form of direct marketing. Kiosks are usually managed by small to large business sectors. Marketing through kiosk is a free-standing, semi-stable display within large shopping establishments or public places where a large number of potential customers can be covered, such as shopping mall, doctors' clinic, schools-colleges, parks, picnic spots etc. these kinds of marketing strategies are used to attract satisfy the large customer base. In the recent years, kiosk marketing also refers to computer stations available for use by consumers either to provide access for information, the device for communication or for entertainment purpose which is known as an interactive kiosk or electronic kiosk.



## Kiosk Market in India: A Pro-Active Study

As per the forecast report presented in **India Interactive Kiosk Market (2018-2024) in June 2018**, it has been analysed and projected that "India has witnessed higher consumer acceptance for interactive kiosk solutions among several applications over the past few years. This adoption was majorly driven by Tier I and Tier II cities which witnessed greater number of installation of passbook printers, cash deposit machines (CDM's) as well as several retail interactive kiosk solutions. Additionally, the demand is further anticipated to grow on account of a surging number of interactive kiosk installations in varied applications including transportation, bill payment, information, and telecom kiosks over the coming years. India Interactive Kiosk Market is projected to grow at a CAGR over 17% during 2018-24. The BFSI vertical bagged highest revenue share in 2017. In addition, the vertical is likely to continue its dominance over the coming years owing to the preference of Indian consumers to visit bank kiosk solutions instead of a bank branch. Some of the major players in the India interactive kiosk market are Diebold, Forbes, NCR and 3M. The report thoroughly covers India interactive kiosk market by applications, verticals, components, and regions. The report provides an unbiased and detailed analysis of the ongoing trends, opportunities, high growth areas and market drivers which would help the stakeholders to decide and align their market strategies according to the current and future market dynamics."\*

## Types of Kiosks

### Campaign through Social Media

In today's digital scenario, social media become a platform that is easily accessible to anyone with internet contact and connection. It...



from Traditional Means of Communication in Service Industry  
Today communication has become the personal means of conversation between companies and their customers. Personalising communication and c...



### Strategy

With the changing pace of technological advancement, the marketing activities are also shifting from traditional to technological mode....

1. **Tele kiosk:** *The tele-kiosk is considered as a technical successor to the telephone booth, a publicly accessible set of devices that are used for communication. These include email facility, fax, SMS etc. as well as standard telephone service.*
2. **Financial services kiosk:** *The financial services kiosk provides the ability for customers to perform monetary transactions which may usually require a bank teller and may be more complex and longer to perform than desired at an ATM.*
3. **Photo kiosk:** *It is an interactive kiosk which permits users to print pictures from their digital images.*
4. **Digital Order Stations:** *This type of kiosk exists within retail locations and allows users to place orders for prints and graphic products.*
5. **Instant Print Stations:** *This type of kiosk uses internal printers to rapidly create photographic prints for a self-serve paying customer.*
6. **Internet kiosk:** *An Internet kiosk is a terminal that provides internet access in public. It sometimes resembles telephone booths, and typically placed in public places such as hotel lobbies, medical waiting rooms or airports for fast access to e-mail or web pages.*
7. **Ticketing kiosk:** *Many amusement parks use such kiosk for ticketing, such as Disney have unattended outdoor ticketing kiosks.*
8. **Movie ticket kiosk:** *Many movie theatres have focussed on ticket machines that allow their customers to purchase tickets and/or pick up tickets that were purchased online by them.*
9. **Restaurant kiosk:** *It is a new way to order food in the cafe from tablet kiosks. The kiosk is highly visual and includes a product builder to assist with order accuracy and customization.*
10. **Other types of Kiosk:**
  - *Visitor management and security kiosk*
  - *DVD vending kiosk*
  - *Building directory and wayfinding kiosk*
  - *Hospital and medical clinic registration and check-in kiosks*
  - *Information kiosk*
  - *Video kiosk*



## **Advantages of Kiosk Marketing**

1. Large screen for navigation.
2. Self Service
3. More advertising space (Revenue)
4. Kiosk's location-specific advertising
5. Replaces the human-assistants
6. Develops Customers' Purchasing Experience
7. Increases Customers' Base
8. Help to generate public interest

## **Disadvantages of Kiosk Marketing**

1. Regular maintenance at intervals.
2. Initial hardware cost
3. High installation & endorsement cost
4. Regular Up-gradation as per changing technology

**Thus, it is clear that kiosk marketing may increase the sales, profits and services. Meanwhile, it decreases the human resource effort to record or receive the information from the customers, in turn, the customers need maybe customized and improve the business.**

\*Report. (2018). India Interactive Kiosk Market (2018-2024): Market Forecast By Verticals, By Applications, By Components (Hardware and Software), By Regions (Northern, Western, Eastern and Southern) and Competitive Landscape; <https://www.researchandmarkets.com/reports/4586292/india-interactive-kiosk-market-2018-2024>)


on [April 07, 2020](#)



Location: Varanasi, Uttar Pradesh, India

No comments:

Post a Comment

 Comment as: Pooja (Google) ▾   
   Notify me

[Newer Post](#)

[Home](#)

[Older Post](#)

Subscribe to: Post Comments (Atom)

