Chapter VII
Conclusions

- Brand image construction is compulsory for any organization.
- Vertical expansion is compulsory in getting good market share though it has risks.
- Brands will be shaded on several reasons.
- Marketing Manager should be meticulous on brand image construction.
- Abruptly brand falls, when there is gap between the producer and the consumer.
- Past experience is must for brand construction.
- New brands faces hurdles.
- The company needs both explicit and implicit knowledge repeatedly.
- We should build relationships for the very long term.
- The top management team must stimulate the organization, not in controlling it.
- Company need to form the relationships with partners, suppliers and customers so that the brand can get maximum value.
- Managers can reposition a brand in a new market by dropping its price, but risks are compulsory.
- Identifying weak spots for any brand doesn’t necessarily mean identifying areas that need more attention.
Branding is not static, and the game is even more difficult when a brand spans many product categories.

Maintaining a strong brand means striking the right balance between continuity in marketing activities and the kind of change needed to stay relevant.

Strong brands possess different perceptions, beliefs, attitudes and behaviors among their consumers.

Consumer knowledge is really at the heart of brand equity. The power of the brand lies in the minds of consumers or customers, in what they have experienced and learned about the brand over time.

There is strong positive correlation between price and consumption.

From product to product, the price will be varying and hence the customer may make the decision the plan according to his budget.

Only a thorough examination of how the cost vary - placed against a schedule of how the demand vary can results in an intelligent pricing decisions.

Demand is based on absolute need rather than whims and fancies.

Price game can bring amazing results, especially if it source marketers to differentiate their product.

Most leading brand tend to keep their prices just where they want them to stay.
Pricing can be used not only to penetrate the market deeper but also to prompt competition to put up an entry barrier.

Many new products initially sold at low prices to gain a foot-hold.

In today’s global markets we don’t want to go abroad to experience the international competition, sooner or later the world comes to us.

In the battle of capture the customer, companies use a wide range of tactics among their competitors increasingly.

Price is the weapon of the choice and frequently degenerates into a price war.

Most of the Managers will be involved in a price war at some point in their career. Every price cut is potential. The first salvo and some discounts routinely lead to retaliatory price cuts that then escalate into a full-blown price war.

Lower costs often tempt a business to cut its prices. But doing so can diminish consumer’s perceptions of quality and may trigger an unprofitable price war.

Managers should learn to play by a new set of rules to get the maximum share in the concerned markets. They must out source aggressively to gain efficiencies and must nurture a few core competencies in the race to stay ahead of rivals by watching the consumer’s behavior with the scientific models.

Managers should pre-occupy the good position in the market with improved operational effectiveness through programs such as TQM, time-based competition and bench marking.
As rivals imitate one another’s improvements in quality, cycle times partnership, strategies converge and competition becomes a series of races down identical paths that no one can win. Competition based on operational effectiveness alone is mutually destructive, leading to wars of attrition that can be arrested only by limiting competitions.

Difference in needs will not translate activities. Every competitor could meet those same needs and there would be nothing unique or valuable about the positioning.

For those who argue the competitors can copy a market position

A strategic position is not sustainable unless there are trade-offs with other positions.

When activities complement one another, rivals will get title benefit from imitation unless they successfully match the whole system. Such situations tend to promote the winner.

A sound strategy is under maintained by a misguided view of competition, by organizational failures, and especially by the desire to grow.

A company may have to change its strategy if there are major structural changes in its industry. In fact, new strategic positions often arrive because of industry changes and new entrants unencumbered by history often can exploit them more easily. However, a company’s choice of a new position must be driven by the ability to find new traders and leverage a new system of complementary activities into a sustainable advantage.
The techniques of empathic-design gathering, analyzing and applying information gleaned from observation in the field - are familiar to top engineering/design companies and to few forward thinking manufacturers, but they are not in common practice nor are they taught in marketing courses, being more akin to anthropology than marketing science. In fact few companies are set up to employ empathic design; the techniques require unusual collaborative skills that many organisations have not developed.

Market researchers generally use text or numbers to spark ideas for new products, but empathic designers use visual information as well.

Traditional researchers are generally trained to gather data in relative isolation from other disciplines; empathic design demands creative interactions among members of an interdisciplinary team.

Gel closure to the customer and listen to the voice of the customer. The problem is customer's ability to guide the development of new products and services, is limited by their experience and their ability to imagine and describe possible innovation.

Market research is generally unhelpful when a company has developed a new technological capability that is not tied to a familiar consumer paradigm.

Professionalism in observation is highly required to any market researcher in evaluating the behavior of consumer in marketing research, observation method is meritorious than the inquiry method.
“Self” is playing a vital role in product purchasing decisions particularly on television, two wheeler, refrigerator, washing machine, audio system, air cooler and wrist watch

Aiwa should improve their marketing strategies particularly at brand expansion. Videocon and BPL are good at their marketing strategies. Their brand vertical expansion is good

New companies L.G., Daewoo, Whirlpool should improve their penetration towards rural consumers

Though Allwyn, HMT, Godrej have some market at present, their market share may fall if they doesn’t follow the consumer’s perceptions.

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