Organising a new product is very different and its various complications often puzzle marketing manager, business manager and throws manufacturer into an uncertain, risk-bearing situation. In organising a new product the principal factor is consumer resistance to the new product in the early stages of its introduction. Someone may plan to move in a new product on the market with heavy promotional expenditure but his plan may be weakened by realization that the return from the expenditures may yield inadequate profit.

Programs for established products can often be routinised. In case of new products there must be constant interaction and free communication between specialised division. The specialised divisions like marketing, technical research and production are very much important in developing a new product. All these specialised division should bring the amount of interactions and inter-departmental communication into focus at the time of action-taking and they should work so unitedly that might be seemed as working as a single division.

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Several forms might be taken to achieve such a unity, for example, a product manager may be chosen and under him. Several specialist specialists or executive should work. These specialists and executive should report to product and market managers and these two managers after a lot of give-and-take discussion they would provide host of ideas for development of product. Secondly a product Committee may be formed which synthesize the data and serves as a helpful informational and motivational catalyst to the operating division. Third, there may be a need product development department with men specialising in each of the vital areas to serve as liaison with the area of his specialisation.

Let us consider that need product development department is in charge of organising a need product. The prime functions which are to be accomplished, enumerated below:

1) Developing a comprehensive understanding of customer.

2) Identifying the product of the same product service line that represent attractive opportunities for the company.
3) Preparing at regular intervals, an organised summary of the most attractive opportunities in the market place, specifying what must be done to the product for its development.

4) Maintaining product leadership by designing product, pricing, performance characteristics which are appropriately suitable to customers needs.

5) Ensuring that their product is responsive to market needs while at the same time protecting the engineering and production processes from getting cluttered.

6) Providing in-depth technical product knowledge required to support selling efforts.

When any new product entered the market, if passes through different stages, which is called product life cycle. A knowledge of the nature of the life cycle and the forces influence it is important to the marketing manager. Such knowledge will prompt him to plan ahead with programs that prevent the losses.

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Socially responsible firms are beginning to recognise that they should consider consumers "long-term interest" when designing products. Designing product is based on the analysis of potential customer's needs, attitudes. Product design is really an important decree to generate a new product in a market.

Next important task is product positioning which indicates where proposed present brands are to be located in a market. It requires formal marketing research that help the marketing manager to make a position for their product in relation to competitors. After getting a reasonably accurate picture the managers should decide whether they want to leave their product alone or whether they want reposition of the product. This might require modification of the product or in its image through packaging or promotion.

Safety features are important characteristics of marketing concept. These are desired by some potential customers. Safety is one of the four basic needs, and people seem to feel quite strongly about it.

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In the conclusion, developing and products should be a total company effort. The whole process is sequential, involving, research, production, promotion, packaging and branding. Technical development is not the first step of the product development but concept appraisal comes first. When product and related concepts are merged together, there the manager could expect that the product would be accepted. The least words that product-development Committee must have enthusiastic support of top management.

"Business is like riding a bicycle; either you keep moving or you fall down". So most companies view growth as an essential characteristics of business. Therefore management should toy to accelerate the growth through different devices. Consequently different policies approaches should set up.

Market segmentation is very important policy, which a company must formulate. Market segmentation is essential in a sense that in case of larger company the product may appeal different class, interest group or age groups or it may be a product that satisfy mass market. Therefore problems are acute and complex. In order to satisfy the needs of such complex customer's world market segmentation is obvious and essential.

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In this process the company must decide the extent to which it is going to tailor a special product and promotion campaign to satisfy specific groups whose tastes are peculiar to their own group. Theories of market segmentation help a company to make a specific promotion and price appeal with a product designed to serve a certain group can be more effective and profitable approach.

In setting the appropriation for a new product, the planner may face promotional problems - the very fundamental indeed. If the marketer has no past experience to go on, the marketer must depend mainly on market tests to find what part of advertising can play. Tests also can provide valuable information on the adaptability of the product and its pricing. They can help in indicating promising copy appeals.

Among other approaches to appropriation determination for the need product is financial approach. Composed of three types - (i) When manufacturer see that advertising is not very important factor in creating sales then they can arbitrarily say that, "I will put up huge amount of money, and see what happens, and (ii) he may suggest that it is better to short with relatively small amounts at first and spending larger amounts later - or instant about the same amount week by week or month by month.

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Third, the competitive parity approach adopted to the need-product situation (when manufacturer see that other organisations are existing in the same situation).

Some organisations put emphasis on the concept of investment planning. Rarely all organisation cannot reasonably expect to make profit on a new product or brand from the very beginning. Under the concept of investment planning, the manager begins with a series of sales forecasts based on different levels of advertising and promotion. After selecting the one most closely paralleling market potential and financial resources of the firm, he proceeds by establishing advertising levels for different periods. This concept of appropriation will represent a prospect for a product in a market.
Chapter X

"Difficulties of initiating a new product in a competitive market."

Marketing a new product is not one-shot activity especially when several products of the same product line exist in the market. Manufacturer will have to face lot of difficulties. So the manufacturer likes to handover all these responsibilities in the hands of market research specialists. Market research specialists should first analyse the product existing in the market so they should collect authentic information, basing on those informations they would be able to discover product characteristics that will give the product a competitive advantage. Therefore it is nothing but a comparative analysis between the would-be product and the existing product. This analysis should attempt to discover shortcomings of the products and what ways can competitive products offer a superior solution. Market research should always keep in their mind the new product would be sold in competition with products of other manufacturer consequently he must be able to demonstrate to consumers not only that the new product will solve their problems but it will solve better than will competitive products.

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Therefore, the basic process of planning product attributes is to search for competitive advantages.

Before marketing a product, the market researcher should discover some important characteristics that can make the new product distinguishingly prominent. It is no doubt a research work and a very difficult part of the job lies in being sufficiently thorough in the gathering and analysis of the product data. Characteristics to be added to a new product must vary, obviously depending upon the type of product; for example, characteristics to be examined for a consumer product must be different from the pertinent characteristics of an industrial product. For consumer products, generally the marketer researcher first think about the Composition of the product; and how each ingredient of the product will contribute? What ingredient of the product will contribute? What ingredients or features will make the product superior amongst others and in how many ways? Secondly, they should think about varieties i.e., what colours, sizes, flavors, taste etc., are taking in competitive products? Thirdly, how smoothly or easily the product will work and can bring satisfaction to the consumer mind outclassing others? Fourthly, the most important matter is 'pricing' to be taken into consideration; obviously they should try offer special price incentives. Fifth, 'packaging' this is also an important consideration; the marketers, today, are wise enough and they know Contd....
well that proper packaging can easily attract consumers' attention and can rouse curiosity into consumer minds, which drive them to us a new product besides their permanently-used product and finally they might consider the new one as substitute of old ones. It also raises prestige of the product. And the marketer researchers also suggest how many "packaging-incentives can be given besides its convenient value, display value etc.? Lastly, after considering these characteristics, they should put emphasis on the process of distribution. If the process of distribution is not prompt and up-to-date the wholesales, dealers and finally the customers will be frustrated; the product will suffer. Consequently the company will gain a tremendous loss.

Market researchers may conduct research on the physical product attributes to determine consumers reaction and accordingly they would filter their knowledge through practical experience and would evaluate what need product attributes should be brought in order to make the new product. The purpose of this research is to learn how consumers might react to the new product and purpose of this evaluation is to guess certain attributes that can give the need product superiority. But risk lies over here; if advertisers are not prompt in marketing product with distinguished attributes they will very Contd...
soon be out of competition. Therefore it is really a risky job for a company when it introduces a new product or changes in product attributes in a competitive market.

Market researchers can conduct research can be titled as "use-test" that can be performed by asking questions (i) what product they use permanently? (ii) why they use? (iii) Is there any special incentive in its using? (iv) Is it really that what is wanted, (iv) what benefits they enjoy from it? (v) Is it cheap? (vi). What kind of satisfaction or satisfaction the product offer? (vii) What special qualities of the very product prevent them to use others? Analysing the results of this survey the market research people may find out the shortcomings of the existing products and suggest change or changes in case of new one. But what would be the actual reaction of the consumer to new product they could not product because all the suggestions they give basing on guess or anticipation but in fact these may not fulfil consumer need. Again this research is done occasionally because research time is lengthened and the cost of inter-procedure make the cost substantial.

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Advertising a need product or with change is really a difficult because it is the task of advertising manager to prepare an advertising plan that can intelligently make a need product familiar and push it to come into the front-product line. On the contrary, if the product, to be marketed, is not with distinguishing Characteristics the advertising manager could not launch his advertising program confidently. It is, therefore, irritating for advertising manager to ask for preparing a copy which will present a clear conception about the new product that how presently appeared in the market. Unless consumers are not informed about the existence of the new one through advertisements the whole project would become stagnant.

Pricing of a new product should be reasonable. Today's customers are wise enough; they are not merely a purchasing unit. At the time of purchasing most of the consumers make wise decisions and they judge the price of the product is reasonable or not. They calculate it in comparison with other products of the same category and of same product line. Without doubt it is a very acute and obviously a risky task. If the price is low the customer may be afraid of its inferior quality and if it is higher the consumer must be annoyed of purchasing.

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After a certain period, manufacturer must be anxious to know whether the need product has gained consumer acceptance or captured the market. It is indeed difficult to measure product successiveness within a short period. It is the general tendency of human being not to bring change in "using-habit" unless it renders some unsatisfactory results. Consumers give value to their own judgement and under no circumstances they should not throw themselves whimsically at the mercy of advertising. Therefore advertising takes time to persuade people. Very truly, a successful advertising rubs human mind at its both stage (Sub-conscious and conscious stage) very slowly; it can make one's mind to think about the product which is advertised. Therefore, advertising, as a persuador, can convince the consumer to use a new product but not by derailing from their actual need. But persuading the consumer through advertisement takes a long period.

To launch a advertising campaign for a new product might be successful if vast amount of money is spent and be a liberty be given to advertising manager. But the manufacturer might feel hesitation to spend huge money in this channel or the budget cannot permit them to spend in advertising.

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Therefore a cold war between advertiser and advertising manager may reveal distrust, and misunderstanding or may erase their relationship which obviously will cause great hamper in workings.
Chapter X
Evaluation of the Contemporary trend of Style & Fashion

Style can be defined as a distinctive mode or method of expression or presentation or conception in the field of art. And fashion refers currently accepted popular style in a given field. A particular style may be in fashion for the time being and then lose its popularity. Dress of certain design may be in fashion for a year and so on then becomes outdated or outsmart by new one. It is still a style but not fashion.

The words style and fashion commonly are used synonymously by consumers. Marketing strategy is greatly affected by those style and fashions. As technology advances, world has become materialistic, marketing process has gained extra pace and been complicated. New business problems have arisen and opportunities are created by society in motion. Consumption patterns are continually modified and changed by life style forces. Constantly changing consumer attitudes towards products and services compell to change old marketing tactics.

Life style refers characteristic mode of living. It is concerned with those spicis of life which narrate the style of life of some groups or cultures, and distinguish differences with each other. Life style is very important to marketers.
because it contributes a lot to their awareness and understanding of the complexity of consumer behaviour.

Roughly, a society is composed of individual, so study society's life indicates the study of the aggregate of consumer purchase and the manner in which they are consumed, it helps the marketer to gather data on consumer incomes, age groups etc. Life style study permits the marketer to predict various dimensions of consumer behaviour, especially purchase behaviour. As a result, life style studies modify theories related to consumer behaviour. To the marketing people it is the 'state of art' which is viewed as important force influence and shaping economic activity. In America, as the people are thing-minded and live in abundant economy, understanding of life style has become mostly important and marketing is in position to follow a number of life-style oriented disciplines.

Since we live in the era of fast-changing and rapid development, life style of living members of society help the marketing institutions to have a clear conception of consumers' up-to-date-cultural needs and render most effective consumer services profitably.

Several behavioral scientists by their theories remind the marketing people that consumer is indeed a complex person, analysis of their life style raises so
many questions which are important into marketing decision-making. Analysis of consumer life style is essentially important to those firms who do not develop and distribute consumer satisfying products and services appropriate to changing technologies and modes of living.

In developed nations, technological development render speed to economic and social movements. These are reciprocally related. As the economic development has sprung up, the expectations of people have been raised. The people feels sure that tomorrow will be better than today, they believe that they could continue to expand their purchasing power than today's mere limited desires. The optimistic outlook automatically accelerates the buying habits of the consumer.

In developed country like U.S.A., life style appear as marketing force which is related to the development of society. The Americans in their lifestyle do not accept anything as permanent, because anticipating change is the tradition of their society. They believe that what appears today as good will be superseded by tomorrow's superior items. This ever-changing tendency of the people has a rich meaning for business and the marketers try to meet the demands for the new products of the people. The society in which innovation, change and mobility are the permanent traits, inspire the business organisations to compete with rendering modified services.

In previous marketing techniques, consumer interests were greatly under-emphasized, attention
was drawn only to the business investment. But today, consumer investment has achieved some amount of importance and these two have been important forces on which economy is dependent. As the marketers have recently drawn attention and recognized the importance of it, consumers are not merely considered as purchasing unit, they are portrayed as emotional, irrational, and uninformed beings. Unlike the previous studies on consumer, the modern study reveals that consumers are rational creatures and also curious, exploratory and receptive to new ideas. This theory contributes to the understanding of the complexity of consumer nature and business future. Consumer acceptance of fashion goes through three stages viz. (i) the distinctive stage, (ii) the emulation stage, (iii) the economic evaluation stage.

How a particular fashion gets started is not well understood. Whenever a fashion is carried on, the market research people study the popularity of the fashion and find out the link between fashion and stages of product life cycle. For example, some consumers seeking new styles, they are ready to pay for it, willing to copy it, this is the first stage of the fashion cycle. In the second stage, the fashion will be highly appreciated and carried on by some style leaders, others will copy then. In this stage fashion cycle is linked with the market-maturity stage of the product life style.
when a fashion becomes popular, it is to be secured that this fashion is going to be popular in a large segment of population, manufacturers must produce large quantities of the product at low cost. Lastly it can be said, one of the most important duty of the market research people is to understand the modern trends of fashion and style and feel them by heart with a view to increase the sale of the product. The market research people are wise enough and they know that any fashion, at the first stage, must be criticised by a section of people and later the same fashions might be followed by them. They also know that every generation laughts at the old fashions and welcomes regorously the new. So the market research people, like a watchdog, must always be in pursuit of new style and fashions. Predicting what will sell is very difficult. Fortune can be lost in fashion business by gressing wrong. To overcome this risk market research people have focused their attention on consumer behaviour.
When business organisations are determined to project a image of his company or of particular brand they must think sincerely about and should plan how to do it. Undoubtedly they would put emphasis on communication which is the art of transmitting information, ideas, attitudes from communicator to the audience or listeners. We are fortunate enough that the unfolding achievements of science are making this communication machinery more promising in its ability to perform works and to reach goals.

How communication work to project image of any organisation? Successful communication build additional awareness for a brand, dispel a false impression about a product, bring immediate sales response to get new users, develop greater understanding of service policies, help salesmen to reach the target market or beyond of it. The difficulty, obviously is there that what specific communication task will lead to sales or project objectives, a perplexing problem indeed. The creative strategy may take a different approach and it is mainly depended upon the nature and type of marketing problem.

Among the communication machineries, advertising is considered as a major part of total marketing mix. No doubt planned advertising programs are dedicated to project the image of a company. It is the objective of advertising is the creation of a favourable image for the company. The image is particularly needed in the case of a market where the company's name and reputation are entirely unknown.

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Secondly, advertising creates awareness and interest and stimulate evaluation of the company's product.

Advertisers must be alert that advertising must communicate effectively in the target market environment. In case of international marketer communication is a great problem because of the basic cultural, social and economic differences exist in the market. The effective appeal may vary from country to country. So the international marketer must often change the specific advertising message and media strategy. In case of national marketers it is quite easy for them to study backgrounds, motivations and other characteristics of the customers which greatly influence the target market, so that they can prepare advertising campaign in order to achieve success.

How advertising can project the image? Obviously by communicating. Advertising not only center on information about the physical qualities of the product it also enhance certain psychological qualities important to the product and organisation. This psychological characteristic may influence the advertising theme which on the other hand rub the human mind casting a permanent impression. The content of the advertisement perform influencing and informational task. Attention is achieved when content is observed and the content is aided by some other factors, must work to develop mental attention and change it immediately into interest in the message. Color in advertisements can achieve some attention-getting effects. If increase the visibility of an advertisement and therefore number of people give attention to it. Color is indispensable for outdoor advertising. Color can go beyond attracting...

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attention to an advertisement. When advertisers are determined to build a visual identification of product, trademark or package color must be used perfectly. Color conveys other silent-messages. A type of prestige or glamour may be associated with the product when they advertised in color. A feeling of importance may be attached to the color advertisements. The advantages of using color are increased layout efficiency, Spotlighting of special product features; the conveying of strong quality associations.

The message, the headline, the illustration of advertisement work together to accomplish several important functions. In the message trademark, headline silently tell the story to the customer. The strong theme of advertising message can create a strong desire for purchasing product and it meaningfully describe product benefit and brand uniqueness. The headline shares with illustrations responsibility for capturing the mental attention of the prospect. When headline, illustrations are perfectly blended can produce a successful copy determine to project an image of the product as well as the company. A product-appeal headline clearly narrates why the customer will purchase the advertiser's brand. Besides this it also either directly or indirectly promises a solution to some specific problem.

Personal selling is a part of promotional mix which can project a company's image. Because it provides opportunity for explanation of complex products. The salesman in their own territories can identify their customers their attitude about the product so that they can explain accordingly and at the sometime they can alert the management of contd...p/4.
any changes in products or methods of distribution that will affect their business. The salesmen know the inventory level requirements of their customers. The Salesmen in some situations have to interpret company advertising to customers and in turn provide ideas to his company for advertising purposes. Salesmen are not only motivated by financial gain but also derive satisfaction from providing the best possible service. They always think themselves that they are responsible for helping his customer to buy. All these efforts of salesmen can easily project an image of a company.