### CHAPTER – 2 INDEX

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2.1 Introduction

For any research work it is utmost require to create necessary theoretical background. For this purpose researcher mainly relied on secondary information available from books, business magazines, journals, newspapers, and newsletters of different companies etc. This referring also helped in bringing about coherence in the overall understanding of the area of study. In this context a literature review through Books, Journals, Magazines and Internet Websites was undertaken. The detailed discussion of a few relevant literatures reviewed is presented here. For example David Aaker (1995) has done good work in this direction he became famous with his book "Managing Brand Equity" where he explained the fundamental and ways of building strong brand. In 1995 his Second book "Building Strong Brand" was published. With the example of six company’s brand building efforts he has given revolutionary statement that a brand building can be done without mass media with less budget and more effectively.
The detail published by US department of commerce (1986) related to the media used by different industries in US, Law of Russia for mass media published by Moscow Media Law and Policy Center, Tessa Jowell has published new ways of advertising giving lots of insights related to the non mass media advertisement.

2.2 Literature Review

1

**TITLE:** Building brand without mass media

**Publication:** Harvard Business Review

**Date of Issue:** Jan-Feb 1997: p.107.

**Author:** Erich Joachimsthaler and David A Aaker

The authors have described the specific work done in this direction. They talked about the various new and different ways of building
brand with non mass media. To prove this new and unique concept they have taken practical examples of six companies who have build the brand with using non mass media.

In this article the author has brought out revolutionary concept of brand building without mass media. They have explained the concept with showing inefficiency of mass media and proved it with the example of six brands were built with non mass media as new way of building brand. They have mentioned that fragmentation and rising cost are already inhibiting marketing through traditional mass media like television.

They focus on the approaches of six companies: the Body shop, Hugo Boss, Cadbury-Schweppes with its Cadbury chocolate line, Nestle with its Buitoni brand, Grand Met with its Haagen-Dazs brand and SMH with Swatch. Haagen-Dazs ice cream was launched at 30-40% premium price, first time shown unconventional way. It opened several posh ice-cream parlors in prominent, affluent locations with heavy foot traffic. Haagen-Dazs pursued additional approaches to fuel word-of-mouth communication: branded freezers in food retail stores; sponsorship of cultural events etc. and the brand building efforts were overwhelmingly successful. The Cadbury board of directors invested 15.8 million to build Cadbury World (The theme park), for visitors, the Cadbury brand became something more than the product. Every year, more than 450,000 people have visited the park, creating an operational profit. Cadbury has gained additional brand building through press coverage and word of mouth. Outside interests such as regional tourist boards, hotel chains, and the British Railways Board also have publicized the park to promote their own advantage. Every body cannot build theme park around their product, but they can certainly learn, that an entertaining, heritage-linked experience can be a corner stone of brand building. They concluded, that when
alternatives to mass media advertising are driving the brand-building process or playing substantial role, it is particularly important to have a brand champion with the ability, authority, and incentive to ensure that the brand identity is being delivered consistently across multiple media.

2

TITLE: Marketing strategies for emerging markets
Publication: Excel books, New Delhi
Date of Issue: 2005, p. 3-22.
Author: Rajendra Nargundkar, Tapan K Panda

One-to-one marketing is more than a sale approach and even more than an integrated marketing approach. In one-to-one marketing process, individual customers inform, explicitly or otherwise, the company about their preferences and needs. The more they interact, the better the understanding becomes leading to provide exactly what they want, and the harder it becomes for a competitor to entice them away. A company that can cultivate learning relationships with its customer should be able to retain their business forever; provided it continues to supply high-quality customized products or services at comprehensive price and does not miss the next technology wave. A company is customerized when it is able to dialogue with individual customers and responds by customizing its products, services and messages on a one-to-one basis. It is important to note that customization is not only of communication, channel of delivery, price, but product and service, too. One or more of these elements are customized to suit a customer's unique requirements. It is interesting to see how companies customized various elements of marketing mix.

1. Price: Companies, today, customize pricing arrangements that allow them to extract as much of value as possible. There are many forms of differential pricing or dynamic pricing including personalized
pricing and versioning. 2. Place: Companies are being more aggressive in offering several alternatives of distribution channels and offer product deliveries on consumer preferences. 3. Product: A company is customized when it is able to dialogue with individual customers and responds by customizing its products, services on one-to-one basis. 4. Promotion: A powerful customer database enables a firm to plan communication campaigns that target potential customers in highly specific way.

There are several ways in which interactive and database technologies are being used to deliver targeted communications. E-mail, Database powerful call centres, personalized Experiential Marketing, CRM and eCRM all are various tools of customized communications. One-to-one marketing process, thus, is based on the foundation of learning relationships and tool such as CRM. Internet and mass customization tools are integral part of it.

3

TITLE: Strategic Brand Management- Building, Measuring, and Managing Brand Equity.

Publication: Pearson Education (Singapore) Pte. Ltd, New Delhi
Date of Issue: 2004, p. 38-41.

Author: Kevin Lane Keller

The author explains the challenges faced by brand builders. An important change in marketing environment is the erosion or fragmentation of traditional advertising media and emergence of interactive and non-traditional media, promotion, and other communication alternatives. The price of network TV advertisement has far outpaced the rate of inflation but without accompanying increases in audience size. Second, commercial breaks on network TV have become more cluttered as advertisers increasingly have decided to advertise with 15-second spots rather than the traditional 30- or
60-second spots. Third the growth of independent stations and cable channels has resulted in a dramatic erosion of the network share of audience. Forth, the increase in remote controls, VCRS, and TV accessories such as TiVo- and the resulting zipping, zapping, grazing, and channel surfing, in the popular vernacular- has further reduced TV advertising effectiveness.

For these and some other reasons, the percentage of the communication budget devoted to advertising has shrunk over the years. In its place, marketers are spending more on nontraditional forms of communication and new and emerging forms of communications such as interactive, electronic media; sports and event sponsorship; in-store advertising; etc. At the same time that competition is increasing, the cost of introducing a new product or supporting an existing product has increased rapidly, making it difficult to match the investment and level of support that brands were able to receive.

4

TITLE: Broadening definitions
Publication: Brand Strategy
Date of Issue: December 2002.
Author: Alan Mitchell

Marketing is no longer a young profession and it matures. It faces an urgent challenges. It is a no-brainer that companies should use different channels of communication. He explains that, it's a no-brainer that a hurricane of change rips through the media landscape old assumptions and practices, such as heavy reliance on traditional TV for advertising, need to change. And it's a no-brainer that instead of using abstract data such as lowest cost per thousand as the basis for decision-making, marketers should
start the whole process with an understanding of particular target audience, including its use of media.

5

TITLE: **Database marketing on rise**

Publication: Fairfield County Business Journal

Date of Issue: June 27, 2005: p.27.

Author: David Toth

The author has explained views of advertising agencies say traditional forms of advertising, such as TV and print ads, are increasingly giving ways to direct marketing as a way of more effectively reaching consumers.

The authors have published the views of different authorities that have experiences the non mass media for building brand. "Advertising on network TV shows is becoming less and less effective and less justifiable from a cost point of view," said Nick Kilshy, director at Creative Partners, a Stamford advertising firm. David Goodwick of Liazon Leverage Marketing Group in Newtown believes database marketing, what he calls "one-to-one" marketing, will become even more prevalent in the future because it is the most effective way to reach targeted consumers. Charles Wintrub of Catalyst marketing Communication Inc. in Stamford predicts a surge in database marketing. "Database marketing is an approach that will be exploited more as we move forward. It allows you to hit your target's hot buttons," he said.

6

TITLE: **Brand building on net**

Publication: Interview published on www.exchange4media.com

Date of Issue: March 3, 2005.

Author: Imraan Surve, Marketing Head, ZODIAC.
Highlight: Internet gave him the flexibility to showcase his range pictorially and also gave the viewer time to browse/check out the merchandise unlike TV that was at best momentary. The Net was a very creative and cost effective advertising option. He confesses that one cannot sell garment on Internet. Only sell the brand and the ZOD! Experience

Imraan Surve, Marketing Head, ZOD! (Brand Zodiac) Says that, “for our new brand, ZOD! We wanted to be different and unique. We wanted to deviate from the norms of conventional regular print and electronic advertising. So, we started with the online advertising for the brand. Using the Net for the launch of the brand was done due to several reasons. At the time when ZOD! was gearing up, we were faced with issues like the plethora of the brands in the casual wear segment, some very well established, limited budgets to spend on the launch, need to look different and reach out to our very specific target audience.”

He added that The Net was a very cost effective advertising option. It enabled us to sharply focus our communication thereby eliminating wastage. It was different since no other garment brand had used it intelligently. It gave me the flexibility to showcase my range pictorially and also gave the viewer time to browse/check out the merchandise unlike TV that was at best momentary. Our experience in the garment business tried to convince us that selling clothes on the net was a no no. This being a "touch & feel" category, internationally, the net has not worked as well to drive sales like other categories. We were sure that we would not sell shirts on the net. Only sell the brand and the ZOD! experience. And create activities that engage the target audience intelligently.

Internet marketing is helpful in all level of marketing and sales like for conversion of customer from other brand through database and email
marketing. Here their purpose to draw customer to the counter. Mr. Imraan explained how they used data bases generated to email interesting concepts drawing them to counters close to them. We targeted email lists that are locality specific announcing/showcasing new designs and styles. So we reached and engaged a new set of target audience - Rediff and Yahoo and the first citizen club emailer.

For keeping the brand alive, Mr. Imraan said that we are continuing to create activities that engage users and continue to build mind share for the brand. While for customer relationships over the net, we are planning to roll out a CRM programme, which would run off the web. The objective of this will be to award ZOD! customers, to solicit new consumers and become a window to interact with consumers. A platform to receive feedback about the brand and encourage exchange of news/views about the brand/trends. At last he concluded Interview with message that “whether you are from the agencies side or the clients, remember the Internet continues to roll more and more business. And has a long way to go...”

7

TITLE: Branding without advertising

Publication: www.blonnet.com/catalyst/2002/08/22/stories

Date of Issue: January 6, 2006.


The author says that the realm of branding has been inextricably linked with that of advertising. The less you advertise, the less you build the brand and vice versa. It’s time to challenge this paradigm in branding then.

Several categories of products and services are fast falling into the slot of politically incorrect offerings. Offerings that tend to hurt society at large and health in particular. Take three categories for a start: cigarette, liquor and gutka. Society, continually over the years, will
tend to get more and more intrusive into products and services that cause long-term turmoil in the lives of people. Addictive categories of products and services will particularly face the brunt of this movement, an intrusive society will spearhead. The movement of choice will still remain around. So will advertising ostracism of every kind. This triumvirate category of cigarettes, liquor and gutka, with a whole host of aggressively built brands, will face the frontal assault of an advertising ban. And it is indeed this category that will first need to find the answer to the question whether brands can be built without advertising.

Current legislation in the country, and more that will come tomorrow will prohibit the use of mass media for many a product. This will be for several reasons. Remember, Doordarshan in the initial days avoided carrying advertisements for the sanitary napkin with the issue of "social sensibility" in mind. And in later days, there was an exclusive slot in late night programming ("after the kids have gone to bed") for advertising that focused on the Nirodh and Carefree advertising of the day.

Marketers depended on one-to-one modes of selling. Communication was specific, direct and targeted. The geography was identified, the prospect delineated and then approached. One-to-one marketing is therefore a great tool to reinvent then. Get back to the good old days of working hard in the marketplace to find your customer. Get back to the days of personal-touch.

Mass media advertising wastage, which touches both the prospect and the non-prospect at the same time (remember advertising for your brand of smoke-stick reaches the man, woman and child in the house alike) will now pave way for a targeted approach that has no wastage and one that does not cover the innocent category of those you must not touch with the barge pole of your idea.
Direct Marketing will remain a tool to exploit to advantage. Use direct marketing with the creative urge that will yearn to get your brand into the psyche of the consumer. Use the medium as a medium, and certainly not as an extension of your now-junked advertising campaign! Direct marketing used right, and direct marketing used sensitively can help catapult your brand into the participative life of your target audience. Many brands will be able to get away with event sponsorships, just as long as these events cater only to the immediate target segment of the brand. The "Wills Made for Each other contest" was a wonderful social event! re-jigging the mechanics of such events, with a careful toeing of the official line on the subject of legislation at play, will take the brand into the lives of your consumers in a vibrant manner. Time to go back to the Vedas of brand building.

8

TITLE: Misplaced Marketing

Publication: Journal of Consumer Marketing
Date of Issue: Vol. 17, 2000, p. 479-480.
Author: Hae-Kyong Bang

The author explains the problem of mass media with the example of misplaced marketing is the role of mass media in programs in the marketing of public health initiatives. After many years of mass media oriented campaigns against drunk driving it is clear that the goal of persuading the public to stop drinking has not been achieved.

9

TITLE: Marketing Management Analysis planning Implementation and control

Publication: Prentice Hall of India, New Delhi
Author: Philip Kotler
P Kotler explains that mainly the new media scene and priorities changed by modern marketing like relationship building and customer retention; direct and one to one marketing has reduced the importance of mass media advertising.

The information and communication revolution promises to change the nature of buying and selling. People anywhere in the world can access the Internet and companies home page to scan offers and order goods. As a result of advances in database technology, companies can do more direct marketing and rely less on mass media.

Beyond this, much company buying is now done automatically through electronic data interchange links among companies.

Author has quoted; Don Peppers and Martha Rogers recently listed the main differences between mass marketing and what they call one-to-one marketing. (Table: 3.1) Companies that know their individual customers can customize their product, offer, message, shipment method, and payment method to maximize customer appeal. And today's companies have very powerful tool to gather the names, addresses, and other pertinent information about individual customers and prospects: the customer database. A well-developed customer database is a proprietary asset that can give the company a competitive edge. Armed with the information in its customer database, a company can achieve much more target-market precision than it can under mass marketing, Segment marketing, or niche marketing. Kotler has explained four ways that companies can use their database. 1. Identifying prospects. 2. Deciding which customers should receive a particular offer. 3. Deepening customer loyalty. 4. Reactivating customer purchase.

Online services will provide more objective information about the comparative merits of different brands. Marketers will need to think of
new ways to create effective online messages, as well as new channels for delivering products and services efficiently.

10
TITLE: Building Strong Brands
Publication: The Free Press, New York
Date of Issue: 1996, p. 21-34.
Author: David A. Aaker
Aaker explained the problems of mass media listed below, had played the major role for increasing the importance of non-mass media advertisement.

- Rising cost of media give pressure to compete on price
- Fragmenting Media and Markets
- Government ban and control on mass media for the product related to Tobacco, Alcohol and adults.
- Proliferation of competition
- Restricted geographical area (Like City or State)

A company can create successful brands even without restoring to expensive media advertising through a well-devised marketing strategy that incorporates brand building as one of its main elements.

11
TITLE: Re-thinking brand management: the role of “brand chartering”
Publication: Marketing Intelligence & Planning
Date of Issue: Vol. 14/7, 1996, p 46-55.
Author: Chris Macrae & Mark D. Uncles
The authors giving stress on effective use of direct communications in conjunction with mass media advertising. The development and exploitation of new means of communication, and new channels of distribution – from interactive media to buying clubs, Joint ventures and co-development of new channels.
Media are changing – traditional media are fragmenting, new media are emerging like Internet, sponsorship deals, loyalty schemes, database marketing.

12

TITLE: A study of entrepreneurial brand building in the manufacturing sector in the UK
Publication: Journal of Product and Brand Management
Date of Issue: Vol. 12 No. 2, 2003, p 79-93.
Author: Emily Boyle

The nature of entrepreneurship which typically implies serious limitations on the availability of resources suggest that entrepreneurs need to take an unconventional approach to brand building. In this article Mr. Boyle provides an analysis of how one entrepreneurial manufacturing concern in the UK, Dyson Appliances, successfully built a strong brand of vacuum cleaner. In particular it considers the importance of brand image and the role of product attributes and the development of the brand personality in creating this. It argues that a key aspect of a brand’s personality is its values and therefore one of the tasks of brand builders is to find a way of imbuing the brand with these values. One of the richest sources of society’s values is mythology, which emphasizes especially the values of its heroes. A brand can be imbued with these values through association with mythology. This was the approach adopted by Dyson Appliances as it built its vacuum cleaners into a leading national brand.

13

TITLE: Branding - a practical guide to planning your strategy
Publication: Crest Publishing house, New Delhi
Date of Issue: 2003, p 37.
Author: Geoffrey Randall
Geoffrey Randall has written in his book 'Branding' that "If heavy advertising support is essential in the traditional model of the strong consumer brand, the technology and social development of recent years have looked threatening" he has very clearly explained problems of mass media. He says that the cost of television time has risen much faster than inflation in most countries where it is available at all. Developments such as cable and satellite systems now offer enormous choice, thereby fragmenting audience. 'Time-shifting' through video-recorders, which also allow viewers to 'zap' unwanted commercials, further exacerbates this.

14

TITLE: Buzz Marketing model

Publication: www.imediaconnection.com
Date of Issue: Accessed on 13.04.2005
Author: Mark Hughes, CEO of Buzz Marketing

The author describes the Buzz Marketing model and says about the impact of advertisement on mass media with some statistics and examples. Today 71 percent of people who are buying TiVo are buying it to skip commercials. It's kind of hot topics in the media world, but guess what? Sixty three percent of us are skipping those commercial anyway. We are just doing it with our clickers. TiVo just make it easier. Thirty eight percent of us now have Internet pop-up blockers. According to American Academy of Advertising, only 8 percent of us pay full attention to the TV ads. He has asked very good question to marketing people that if you think that people are watching your ads, think again.

He has also explained more things on integrating buzz: Euro RSCG, part of the fifth largest advertising conglomerate in the world, did a study, and they found that world-of-mouth marketing was 10 times powerful than mass media advertisement. Harvard business School,
Euro RSCG – the states are there “face-to-face will blow away a TV as by a factor of 10-to-one every single day”.

**Title:** Consumer Behaviour in Indian perspective

**Publication:** Himalaya Publishing House, Mumbai

**Date of Issue:** 2001, p.283.

**Author:** Suja R Nair

The author has written in her book “Consumer Behaviour in Indian perspective” that ‘Visual cues of the brand in shopping environment are also very important facilitating easy recall of the value added promise communication through the media. This is usually done by using innovative techniques and by creating an in-store ambience to reinforce the brands image’. The author also giving examples like Garnier laboratories uses an acrylic unit with a light bulb inside, placed on the counters of almost each of its 25000 – odd retail outlets that stock its range. And whenever a few inches of space are available, acrylic stands are used to serve as an ‘Ultra Doux’ or ‘Synergie’ corner. At times displays with unusual features are used to catch the eye of the customer. ISPL used its state of art dispensers to display the Gillette sensor razor. Attractive packages in the retailers merchandise also communicates brand image.

Like wise merchandising by using P.O.Ps, displays, glow signs etc. outside the retail store also alerts customer to specific brands and developing relationship with them. This is the reason why well-known brands like Kit Kat (of Nestle), Pepsi (PepsiCo), Thums-Up (Coca-cola India), and Citibank Credit Cards etc. have used litup Vinyl suspenders just outside the outlets.
TITLE: *Building brands using direct marketing* – a case study
Publication: Marketing Intelligence & Planning
Date of Issue: 1998, p. 6.
Author: Peter Gardiner and Sarah Quinton

By using the case study approach, Peter Gardiner and Sarah Quinton had combined relevant theory and practice to illustrate the potential of direct marketing in brand building. They were explaining this with the help of case of Great British Bollard Company, and explained the launch of the “Ferrocast” brand using direct marketing.

The authors try to explain importance of Direct Marketing with the help of facts and figures of Great British Bollard Company (GBBC). “The direct marketing programme has continued in support of the direct selling activity for the first five years following the launch of the product. A sales team of directors, salesmen and self-employed agents was subsequently established and followed up this direct marketing activity. During this five-year period, the product group sales performance grew from 1,000 units in 1992 (value £125,000) to 20,000 units in 1996 (value £2.5m). The brand has become well established, and many Local Authority officers now use the word “Ferrocast” as a generic (in the same terms as “Hoover”). Local Authority specifications now actually quote the word “Ferrocast”. With the success of the brand, at least two direct competitors have moved into the marketplace, using copycat brands such as “Duracast” and “Rhinocast”. The market has actually been created by GBBC from zero base in 1992, since the product did not exist previously, and the NERCO launch of the GBBC has shown how Direct Marketing is a very attractive, viable and cost-effective option for an SME operating in the contract sales marketplace. It was estimated that total overall marketing costs were between 10 and 12 per cent of sales value for
the first three years, and have now settled down at between 3.5 and 4 per cent. The strength of the "Ferrocast" brand has also been of huge importance in the GBBC securing a major Japanese agent. The success of the "Ferrocast" brand-building strategy ensured that the Japanese company was keen to deal with the owner of the most visible perceived brand in the product sector. The authors wanted to present an objective view of the application of direct marketing techniques by the Great British Bollard Company, and feedback was encouraged on any negative aspects of the strategy. One of the points indicated that the direct mailing programme had missed some of the key decision makers first time round, possibly because interest was shown by the recipient of the initial literature, who did not pass this on to the real decision maker. Also this initial literature was not always able to convey the total and complete picture, but the GBBC sales team turned this to their advantage by encouraging meetings to expand on the benefits offered by "Ferrocast". In fact the major problem encountered by the sales team was a small number of potential users who were not going to be persuaded under any circumstances to test or buy the new products).

17

TITLE: Direct industry could be victim of own success
Publication: Precisian Marketing
Date of Issue: June 3, 2005, p.14
Author: Alan Mitchell

Alan Mitchell (2005) explains growing interest in the brand building potential of direct marketing. He says that for the last three decades, direct marketing has promoted itself as the measurable, accountable medium, and clients like its clarity, not the fuzziness of so many brand measures.
Lovelock and Wirtz (2005) says that nurturing customer relationships depends on a comprehensive and up-to-date customer database and the ability to use it in a personalized way. Techniques for keeping in touch with customers and building their loyalty include direct mail and contacts by telephone or other forms of telecommunications, including faxes, email and websites. Doctors, dentists and household maintenance services often send annual check-up reminders to their customers. Some businesses even send birthday and anniversary cards to valued customers.

The authors discuss some other alternatives to standard store-based retailing that is direct marketing and e-Marketing. Direct marketing avoids the use of bricks-and-mortar stores to distribute product to the final consumers. Direct marketing organizations have relatively low cost because they rely on the personal sell effort of their distributors to sell product, rather than on expensive advertising and promotional campaigns. Direct marketing is successful channel in many developing countries, because it does not rely on an establishing infrastructure of stores or delivery systems. E-Marketing can offer extensive assortment and variety, thanks to development of shopping “bots” that act as search engines for many categories of goods. On-line
marketing also provide great opportunity for free riding, however, consumers learn to consume presales service at standard store then buy on-line.

20

TITLE: The Future of Interactive marketing.
Publication: Harvard Business Review
Date of Issue: Nov-Dec, 1996
Author: Deighton, John.
The authors explains the importance of personalize marketing over mass marketing. Interactivity does the info-tech environment, one that seems to have shaped new tools, new paradigms, and new practices in the marketing discipline, offer the new power. The term interactive points two features of communication: the ability to address an individual and the ability to gather and remember the response of that individual. Those two features make possible a third: the ability to address the individual once more in a way that takes in to account his or her unique response. The promise of interactive marketing promises amore human face on marketplace exchanges through relationship without losing the scale economies of mass marketing.

21

TITLE: Do you want to keep your customer forever?
Publication: Harvard Business Review
Date of Issue: March – April, 1995
Author: B Joseph Pine II
The authors say about strategic comparison between mass marketing and individual (one-to-one) marketing. One-to-one marketing strategies are those that embrace the idea of treating each customer in an individualized way. A company that aspires to give customers exactly what they want must use technology to become one-to-one
marketer. One-to-one marketer plays the role of relationship builder, who builds learning relationships with each of his customers individually and a role of mass customizer that efficiently provides individually customize goods and services. This will bind marketer and customer together in an ongoing collaboration to meet customer's needs over time and continually strengthen their bond.

22

TITLE: One to one Marketing
Publication: Indian Management, The Journal of AIMA
Date & Issue: Vol.38 No. 8 August 1999
Name of Author: Prof. M.J. Xavier, of Academy of Mgt. Excellence, Che

Highlight: Issues and the paradigms in policy with the help of one-to-one marketing. Trust and relationship commitments lead to satisfaction and customer loyalty. While product and service quality is becoming the minimum requirement, the quality of relationship with the customers is emerging as a proper measure of success. There is a shift from episodic transaction based approach to enter active, holistic relationship paradigm, and emplace on machining the value throughout the customer life cycle.

In this article the author has highlighted a variety of issues of one-to-one marketing. Because of new technological developments the world over which has reduced the cycle chain for consumers purchase function, an entirely new world shopping style has evolved in last one decade with the advent of fuzzy logic mathematics and its applications in appliances manufacturing, the web based interactive marketing and tale shopping options. Referring to historical development of retailing in USA he says that pre-1950s, downtown small shop retailing was replaced by the shopping canters. Then came the explosion of in free outlet malls, the provided the customers a
different shopping experience. Category killers such as Wal-mart and Home Depot are taking their burn at bat, smothering the small merchant, who is unable to compete with huge buys of inventories. Now, the hot track is truly interactive, electronic marketing, which may well impost retailers indeed to brick and mortar. Currently, efforts are on to develop remote shopping using virtual reality. It uses computer generated three-dimensional images and a variety of instruments to create the illusion that that its user is wandering through a store environment. Basically, trust and relationship commitments lead to satisfaction and customer legality. While product and service quality is becoming the minimum requirement, the quality of relationship with the customers is emerging as a proper measure of success, there is a shift from episodic transaction based approach to enter active, holistic relationship paradigm, and emplace on machining the value throughout the customer life cycle.

23

TITLE: Marketing strategies for emerging markets
Publication: Excel books, New Delhi
Date of Issue: 2005, p. 102-104.
Author: Rajendra Nargundkar, Tapan K Panda

The authors explain the importance of brand building with the help of other functional ways than spending heavily on advertising. Long-term customer relationship management is strongly acknowledged weapon of building brand. However, not all companies are able to use this weapon to its fullest advantage mainly because they trample upon the very first and basic rules of developing and maintaining lasting relationship with customers. Easy and frequent contact with customers can sow the seeds of a strong relationship in the future. In fact Thedore Levitt, as early as 1983, had listed initiation of positive phone calls, use of “We” problem solving language and talk of “Our”
future together as the important actions affecting buyer-seller relationship. Companies should care to mention their website or email address on packaging and/or user manuals, and also think of providing Toll Free Phone numbers to facilitate customers to talk to them. No one can deny that this is the first step in establishing and maintaining any relationship with customers. Hewlett Packard has got specially appointed senior executives in charge of customer experience and their job is to monitor, measure, and improve customer experience with HP products. The whole exercise of brand building today, at least as far as India is concerned, tends to be more "I", "Me", "Myself" oriented, which needs to be convert in "You".

24

TITLE: Strategic Brand Management- Creating and sustaining brand equity long term.

Publication: Kogan Page India Private Limited, New Delhi

Date of Issue: 2001, p. 164-168.

Author: Jean-Noel Kapferer

Kapferer explains importance of personalized marketing in building strong brand and how it helps in maintaining brand loyalty. The authors talk of becoming a 'loving company', interested not in the client but in the person. This marks the end of anonymous marketing: attention has to be customized if it is to be efficient. The loyal clients want to be recognized, he therefore has to be identified, a direct bond has to be established with him and he should be the focus of special attention. This is why what is commonly called relationship marketing (McKenna, 1991; Marconi, 1994) uses databases, customers' clubs and collective events that unite the best customers of the brand. Moreover, realizing that a brand, which does not have direct contact with customers, becomes further and further out of reach – literally as well as figuratively – many brands have stepped out of mere television
advertising and off the shelves to establish a direct relationship with customers. Recent findings, for example, recognize that mass-market brand profits come not from mass-market, but from the top category buyers. A brand's greatest potential for additional profit rests on its ability to increase share in this high-profit, heavy-buyers category (G Hallberg, 1995). Unfortunately advertising misses the mark with these prime prospects. Instead, it reaches mostly non-buyers or small-quantity buyers. On the other hand, promotions do touch the high-profit segment. That is frequent buyers are more likely to encounter price promotions, coupons, rebates etc.

Most mega-brands are now experimenting with database marketing on a grand scale. The database-marketing concept is twofold. 1. All marketing actions should target the prime segment more effectively. The goal is to increase this segment's rate of brand use. 2. Effective targeting requires companies to identify each of these customers or households, almost nominally. As a consequence, a by-product of all promotional activities should be database, ultimately comprising 100 percent of the high-profit customers.

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TITLE: **Successful customer relationship management.**

Publication: MIT Sloan Management Review

Date of Issue: July, 2001.

Author: Larry Yu

The author focuses on Branding via Customer Relationship Management. Customer relationship management (CRM) refers to a company's use of data systems and applications to track consumer activity and manages customer interactions with the company. As described in article: "CRM synthesizes all of a company's customer 'touchpoints'-including e-mail, call centers, retail stores, and sales reps-to support subsequent customer interactions as well as to inform
financial forecasts, product design, and supply-chain management. CRM can help customer service representative give better service by enabling them to instantly view and analyze pertinent information such as the customer's entire purchase record or the availability of product replacements and to determine the most cost-efficient course for both parties. CRM projects usually involve the installation of sophisticated hardware and complicated software, which is bit costly. Once the company have CRM system in their place, companies expect to harness the data-mining power of the system to trim costs or increase profits and make back their investment.

As an alternative to expensive in-house CRM systems, several companies are marketing Web-based CRM applications that are considerably a cheaper and easier to use. The technology is only part of the CRM equation. If the company intends on building relationship, it must do more than mine a customer's data in order to extract more money from that customer. CRM can be used to increase value for both the company and the customer.

26

TITLE: International Marketing Management - An Indian perspective.

Publication: Sultan Chand & Sons., New Delhi


Author: R L Varshney, B Bhattacharya

The author explains the brand-building concept on a national scale. He says advertising in national newspapers, TV and commercial radio is, however an expensive proposition which a firm from developing country with a narrow sales base may not be able to afford. Moreover in products such as specialized industrial product items, such national advertisement campaign is not required. In such case one of the most cost efficient methods is personalized marketing. In this the
direct mailing is more suitable because of two reasons. One, the system is selective and that it is personal. It is selective because the approaches are made directly to only those who have been identified as the target audience. It is personal because the letter and other publicity materials reach directly to identify receiver. The major advantage of personalized marketing is: 1. The strategy can be adjusted to meet the requirements of the buyers. 2. The sellers get to know the prospective buyers' reaction almost instantaneously. 3. He can collect information about the buyers, markets and environment. 4. He can provide technical and commercial information to the buyers. Marketers can cultivate long-term relationship with the customer. Fairs and exhibitions constitute the means of presenting goods and services in an attractive manner with the aid colour, light and motion in order to catch the imagination of the visitor, attract his attention and get him interested in the objects displayed. They help reach the public which may not be reached in any other way or which by nature would disregard other media of publicity. Fairs are more useful to the product like industrial product were demonstration is more effective.

27

TITLE: Advertising Sales and Promotion Management.
Publication: Himalaya Publishing House, Mumbai
Date of Issue: 2001, p. 207.
Author: S A Chunawalla

The author explains Internet as media of the new millennium. Multi-media offering text, graphics audio and video facilities make it a medium of the future. Internet takes a lead over TV since in TV text is a weak area. Internet is active and intelligent medium. A user searches across the Net-web crawling. When surfer purchases in appropriate key words, the crawler scans the documents on the web,
and make available all the related data. Internet ads are based on number of key words. In this media, the consumer comes to the advertiser. There is no wastage, as the ad reaches a viewer only if he is interested. Internet is spreading in India by being more accessible through penetration of PCs, cable TV and mobile phones; Internet has created a borderless world, and has opened up immense possibilities for e-commerce and e-business. Net can be used for brand building. It can also be used to increase the traffic to the advertiser web site. It is the only media where consumers have power to read, hear, re-write, alter, trash, save, archive and shop and do a host of other things. Interactivity of the media makes it valuable. In the long run, it can usurp all media, unless the traditional media like mass media re-invents itself radically.

28

TITLE: Retail Marketing Management.

Publication: Pearson Education (Singapore) Pvt. Limited, Delhi

Date of Issue: 2005, p. 238.

Author: David Gilbert

The author explains the importance of retailing in building brand. In the modern competitive retail marketplace, growth markets are increasingly scarce and consumers are sovereign in dictating what the market will be. Returns can be made only if the customer decides to purchase, and purchase again, as part of a relationship with the store and the brand. Simply put, retailers and suppliers of products or services need people to seek out and buy their retail offer. One current marketing method of achieving such a goal is the strategy of brand building. A successful brand strategy will both aid and convince consumers in the decision making process to select certain companies and merchandise. To build retail brand requires more than trading ability; it requires that the company institutionalize marketing
as the means to manage the long-term development of the brand values. There is a school of that believes that brand building will increasingly means developing the whole company as the brand. The services industries, which include retail, are ideally placed to produce this change because it is difficult for them to sustain a differentiated, competitive important to position organizations as 'brands' in the minds of actual and potential customer.

29

TITLE: Store Wars: The battle for midspace and shelfspace.
Publication: Chichester, Wiley
Date of Issue: 1999.
Author: J Corstjens and M Corstjens

The authors have offered the concepts of a battle for midspace of the retail consumer. The have uncovered number of arguments regarding the advantage and role-played by retailer of their specific branding exercise. A number of these are summarized as below.

- Ability to communicate directly with customer (Personalized interaction).
- Full control of retail marketing mix.
- Timely and accurate feedback and information (clear identification of customer need)
- Ability to be efficient with new product introductions and to reinforce the store image.
- Advantage of habitual, low interest purchases occurring and therefore brand acceptability id not difficult.
- High margin sales will attract competition.

Each brand will need to be reassessed in light of the changing nature of retail market place.
The author explains the role retail in brand building and its importance. World over, retailers like Marks & Spencer, Selfridges, Harrods, Bloomingdale's, Nordstrom and others have strived to create a distinct brand image. Primarily, in a complex and mature market place, a strong retail brand emerges as the key differentiator. Successful retail branding starts with a clear definition of what the retailer stand for – an identification of what the customer associate it with, leading customer to think: “this brand is reflection of me...this brand is meaningful to me.” It starts with the identification of that one world that the retailer wants to be in the mind of customer when he thinks about the brand.

A true branding effort involves communications that inspire an emotional reaction in the recipient. Retail branding does not sell a specific product. It is about customer service and how sales people greet the customers. It is about how fast the product is shipped or delivered. In short, retail branding involves every single contact that occurs between any product and a human representative of company and any customer or potential customer in the whole wide world. Successful brand is based on simplicity and clarity. At the heart of retail branding lies a deep understanding of the business that the retailer is in and how he can satisfy the customers’ needs. Customers today not only know what they want to buy, but also have a phenomenal amount of choice available to them. If a customer wants to buy a pair of Levi’s jeans, he can purchase from company’s own outlet or any of the departmental stores, like shopper’s Stop, Lifestyle
or Piramyd. The price of the product would be the same and the shopping environment would also be similar. Why then should the customer choose one retailer and not the other? This is where a strong retail brand, which connects to the consumer, can make difference. A strong retail brand can swing the customer's decision in favour of a particular retailer.

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TITLE: Buzz Marketing.
Publication: Business Week
Date of Issue: 2001, p. 50-56.
Author: Garry Khermouch and Jeff Green
The author explains effectiveness of buzz marketing over advertisement. Consumers have long had a love-hate relationship with advertising. But many consumers are tired of being bombarded with sales messages and are turned off by advertising. The young generation (Born between 1979 to 1994) cohort is three times the size of its elder generation. And its members constitute the biggest group to hit the U.S. market since the 72 million baby boomers, who are their parents. Having grown up in an even more media-saturated brand conscious world then their parents did, they respond to advertising differently and prefer to encounter marketing messages in different places or from different sources.
Marketers recognize that to penetrate the skepticism and capture attention of the Gen Ys they have to bring their messages to these people in different way. To do so, many companies are using strategy known as buzz marketing. Marketers are turning their brands in to carefully guarded secrets that are revealed to only a few people in each community. Each carefully cultivated recipient of brand message become powerful carrier, spreading the word to yet more carriers, who tell a few more and so on. The goal of the marketers is to identify the
trendsetters in each community and push them in to talking up the brand to their friends and admirers. As the senior vice president at Bates U.S.A., Who developed a buzz campaign for Luck strike cigarettes, notes, “Ultimately, the brand benefits because an accepted member of social circle will always be far more credible than any communication that could come directly from the brand.”

A number of marketers have used buzz marketing successfully. Rather than giving 30-second commercial for its new Focus subcompact, Ford motor company recruited 120 trendsetters in five key markets and gave them each a Focus to drive for six months. The recruits’ duties were simply to be seen with the car, to hand out Focus themed trinkets to anyone who expressed an interest in the car, and keep a record of where they took the car. The program helped Ford to get the Focus off to a brisk start, selling 286,166 units in the first full year. Even ad agencies that are heavily invested in traditional brand-building techniques acknowledge that buzz marketing has become a phenomenon. The authors explained so many proved examples, who have used the concept and successful in building brand.

32

TITLE: Advertising and Promotion- An Integrated Marketing and Communication Perspective.
Date of Issue: 2004, p. 576.
Author: George E Belch & Michael A Belch

The authors explain the various communication ways like: direct marketing, sales promotion and other e-marketing tool for building brand. For building brand with direct marketing the advantages are:
1. Selective reach: Direct marketing lets the advertiser reach a large number of people and reduces or eliminate waste coverage. A good list
allows for minimal waste, as only those consumers with the highest potential are targeted. 2. Segmentation capabilities: Marketers can purchase lists of recent product purchasers, car buyers, bankcard holders, and so on. With the helps of these perfect details marketers can develop effective segmentation. 3. Frequency: Depending on the medium used, it may be possible to build frequency levels. 4. Flexibility: Direct marketing may take of variety of creative forms. So marketers can choose effective to provide potential buyer with product information. 5. Timing: Direct marketing can be much more timely. Common strategy is to purchase available time at the last possible moment to get the best price. 6. Personalization: No other advertising medium can personalize the message as well as direct media. 7. Costs.: Its ability to specifically target the audience and eliminate waste coverage reduces the actual CPM (Cost per thousands). A second factor contributing to the cost effectiveness of direct marketing is the cost per customer purchasing. Because of low cost of media, each sale generated is very inexpensive. 8. Measures of effectiveness: No other medium can measure the effectiveness of its advertising efforts as well as direct response. Feedback is often immediate and always accurate.

By choosing right type of event sponsoring company can get visibility among their target market. Many companies are attracted to event sponsoring because effective communication programme can be built around them and promotional tie-ins can be mad local, regional, national and even international market. Companies are findings event sponsoring an excellent platform from which to build equity and gain affinity with target audiences as well as a good public relations tool.
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TITLE: Fast brand building in slow growth market.
Publication: Strategy+business
Date of Issue: Third Quarter 2002, p. 48-57.
Author: David A Aaker

The authors explain the use of Internet as powerful tool for building brand. The marketers define Internet in different role. Direct marketing, for example, argue that the Internet is just another direct marketing medium- albeit one with great sales potential. Others take much broader perspective, viewing the Internet as an important brand-building tool capable of supporting and enhancing other program elements. Aaker argues that one of the ways to improve the ROI of brand marketing is to “increase the synergies and impact among the firm’s individual brand-building programs so that the whole is greater than the sum of its parts.” Aaker’s view of Internet is not that it is just another medium but that it is the ‘integrator’ of IMC (Integrated Marketing Communication) program – the “glue” that hold the IMC program together. He argues, requires that it be used creatively and as a component of overall brand-building process. Aaker cites numerous examples of effective branding and integration programs involving PepsiCo, Oscar Mayer, Valvoline, FedEx, and Proctor & Gamble among others.

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TITLE: Today, ‘Brawny’ Men help with the kids and the housework.
Publication: The Wall Street Journal
Date of Issue: Oct.4 2002, p. 82.
Author: Evan Perez and Chad Terhune.

The authors explain the use of sales promotion for building brand. Building and/or maintaining brand equity has become an important
goal for marketers as they develop their sales promotion strategies. Companies are asking their promotion department/agencies to think strategically and develop promotional programs that can do more than just generate short-term sales. They want promotions that require consumers to become more involved with their brands and offer a means of presenting the brand essence in an engaging way. Many marketers are recognizing that a well-designed and executed contest can be a very effective way to engaging consumers and differentiate their brands. Contests are experiencing resurgence as marketers focus less on awareness and get their branding message across. More marketers are realizing that contests can get consumers to think more about a product than about the prize they might win.

2.3 Summary of literature review:
The foregoing review of the various literatures offers an insight into the subject of study and the different aspects of brand building discipline. Joachimsthaler and Aaker have published the concept of building brand without mass media. They talked about the various new and different ways of building brand with non mass media. To prove this new and unique concept they have taken practical examples of six companies who have build the brand with using non mass media. Nargundkar and Panda explains the importance of one-to-one marketing. David Toth publishes views of several authors about non mass media. Imraan Surve sharing his view of building brand without mass media. P Kotler explains that mainly the new media scene and priorities changed by modern marketing and use of non mass media. David Aaker explained the problems of mass media in his famous book building strong brand. Boyle has explained the concept with the case of Dyson Appliances. The article published in
Chapter 02

Literature Review

HBR by Pine II, explained strategic view for building brand with non mass media. David Gilbert has published the role of retailing in building brand. Swapna Pradhan has beautifully explained the brand building with the help of retailing. Belch & Belch explain the role of different non mass media toll with their advantages and problems. Basically, an important change in marketing environment is the erosion or fragmentation of traditional advertising media and emergence of interactive and non-traditional media, promotion, and other communication alternatives.

2.4 Summary:
The study of above stated literature and general reading of various other articles related to the topic, research papers, Journals, Magazines, Books and Websites of brand management in particular and reports have helped toward developing and defining the research problem for this study, sample selection, tools of study and methods of data analysis and inferences etc..
References:

20. www.exchange4media.com/c4m/izone1/izone_xpert.asp?izonexpert_id=10 accessed on 23.03.05, Interview of: Imraan Surve, Marketing Head, ZODIAC.


29. Ibid, p. 3-22.


