

Macro environment analysis

Fast school of Computing

Political / Legal:

- HEC (legal body) to ensure the quality
 -) purpose built building (University)
- 9/11 students can't go ahead to study so local university intake increases (negative thing happens but it is positive for you)
 -) Political Instability

Economic:

- Dollar price so inflow in university (local) increases

Socio - Cultural:

- Education is basic necessity so people avoid their luxuries but their children study in universities.

Technological:

- Import of product (computer) which are not affordable

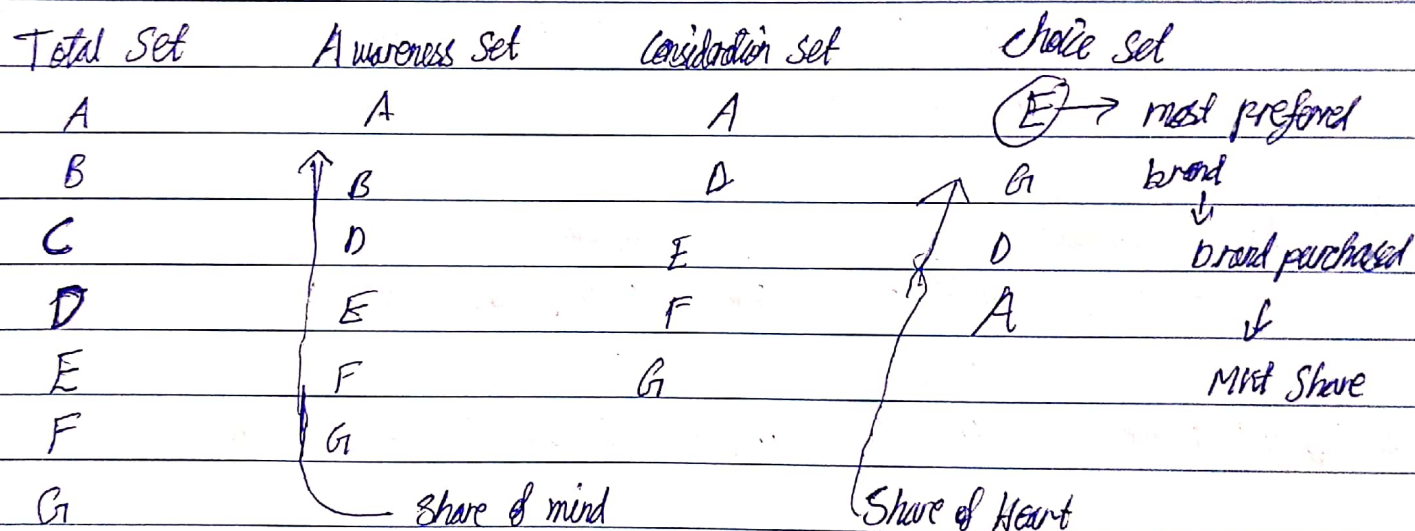
Demographic:

- population growth increases, so inflow in university increases

You can define narrowly or widely/broadly our competitor. In case of wide view every option that come into your mind is the competitors of yours.

Don't attack on competitor strong areas, always attack on weaknesses.

→ Market Share (performance indicator)



Indicators:

→ Share of Heart

→ Share of Mind (people speak about it first)

unaided recall (they speak without any hint)

weaker recall (we give some hint then they recall it)

aided recall

Competitor and consumers are important

- everyone is competitor who is fulfilling consumer need as you are fulfilling it also
- Strength and weaknesses of competitor (core strength)
- Marketing department of competitor is performing well or not?
 -) there can be barriers that your brand is at the top in choice set but it is not available in market so people would not buy it.

Late Back Competitor

competitor

→ late back attitude (when you carry this attitude)

•) reaction pattern (he does not react)

successful market leaders are destroyed because of this attitude

Tiger Competitor:

→ reacts strongly

Stechadic Competitor

→ betrays the competitor

→ competitor can't judge on which things he reacts, does not judge pattern



Consumer :

- different roles played by different people in buying.
- Decision making process
- culture plays role in defining buying behaviour

- initiator
- decider
- Influencer
- Purchaser
- user

Marketer
↑
You should know how much
communication you should do with
those roles

Decision Making Process

Need Recognition
(Problem Identification)

$$\begin{array}{|c|} \hline \text{Actual} \\ \hline \text{state} \\ \hline \end{array} = \begin{array}{|c|} \hline \text{Desired} \\ \hline \text{State} \\ \hline \end{array} \quad , \text{ here no need exists as actual st} = \text{desired st.}$$

Present Circumstances

Desired lifestyle

Need created here

exists

when Actual state \neq Desired state

when there will be inequality, need exists here

Need has to be there before you come ultimately for the solution.

Need Recognition
(Problem Identification)



Information Search (where we will take sol. & which type of sol.)
(Source)

starting point is ^{internal} long term memory, then we move on external sources
if information you want is not available in your memory.

↓ we give more importance to it
(reliable, trust)

- personal (friends, neighbours, cousin)

- public / independent (not bias) (magazines)

- commercial / marketing (TV add, news, banner)

plays a major role in quantity → paid communication
in org

- experiential (experience)

Q: How many brands are there to fulfill my need?

Q: Which brand is best for me based on attributes, we
will assign weightage to attributes

Q: How each brand is performing according to my evaluation criteria

passive / active learning

in our memory

Need Recognition
(Problem Identification)



Information Search

↓ Evaluation of ~~Attributes~~ Alternatives (brands)

outlet
selection

↓
Purchase



Post Purchase

(Customer will evaluate product, ending with
satisfied or dissatisfied)

usage (what difficulty it has to use)



Timely identify these problems, task of marketer

Become a moving target, when you are constantly improving your product.

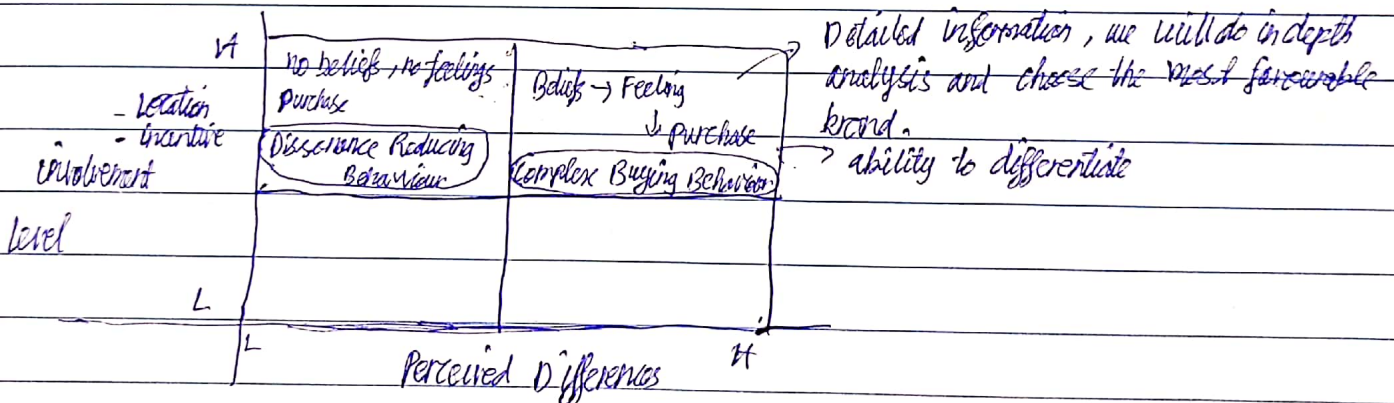
Post Purchase Evaluation (satisfied/dissatisfied/delighted, retain the consumer)

" " Usage / Innovation by consumer (he is using the product for other things)

" " ~~Disposal~~ ~~Innovation~~ by consumer (disposal / dispose of the old product & buy new one)
→ product should be environment friendly (packaging) / return policy offer (recycle / recondition)

→ Marketing is the cyclical activity start on the consumer & end on the consumer.

Buying Behaviour



→ Cost, costly products ~~mean~~ results in high involvement level / purchase here segment matters that the product is costly for this specific segment

Cost \propto involvement level

→ risk \propto involvement level

→ Frequency of Purchase \propto $1/\text{involvement level}$

low frequency means high involvement level

→ Self-expression

(If product allows to express you as you want to tell your taste or status to the society)

→ people can see ~~the~~ you ~~to~~ while you are using the product

→ Today most brands differentiate them based on self-expression as functionalities of products are almost same.

→ Perception matters

→ Game is the perception not the reality

As a marketer, I have to provide detailed information to consumer with arguments, strengths.

I will not waste the page for visuals ~~arguments~~, I will provide a lot of information as page size is limited.

I want to be shortlisted for a consumer.

When consumer visits web site so there is no space limit so I will use visuals there.

print (news paper) gives you opportunity ~~to~~ that you can pore on your page, even if you are slow reader.

Consumer will feel ^{experience} dissonance so as a marketer you have to ^{remove} rid off it.
not a logical decision

I am confused that my decision is good or not.

You are communicating after the purchase (can be 1 to 1 or mass media)
In this scenario you have sold your product based on location & incentive



You can sell your product based on location and incentive

Alternative Response Hierarchy Model

H	Preference	Comparison
	Reaching B.B	B.B
Implementation	$P \rightarrow F \rightarrow B$	$B \rightarrow F \rightarrow P$
Level	Habitual B.B	Variety seeking
Brand familiarity		Buying Behaviour
L		
	Perce Diff. (ability to distinguish)	IA

with all clarity I prefer A brand but for the sake of variety you will also take more brands in your choice set - (as you may get bored)

Critical factors

- Your product should be widely available in relevant outlet (widespread availability)
- good display & reach
- don't get out of stock as you would lose consumer early
- give incentives to retailer (seller)

These all 4 points will lead to high market share and those are tasks of sales department

Brand task - (Brand Manager's Job)

- ^{create} brand familiarity in the mind of consumer based on below factors:

•) visuals •) symbols •) music •) bright color •) high volume

→ constantly repetition (-to attract attention)

→ main medium is TV (others are supportive as they will recall TV ads)

→ only add elements in newspapers which can be captured by pictorial memory

(Brand name, product title, picture)

→ it's task is not to create brand loyalty

→ Variety Seeking B-B

→ Beliefs (Passively) → Purchase → Feelings
(Basic level evaluation)

FCB Model

	100% Thinking	50% 50% Feeling	100%
H			
	B → F → P	F → B → P	
Inv			
level			
L			

→ If you can break the product based on attributes and evaluation then it is thinking product.

→ If you don't break the product based on attributes or values then it is Feeling product e.g. shirt

→ Some products are feeling & thinking e.g. mobile phones



→ TV adds develop feelings

→ Brochure develop thinking