**Push Strategy**

In a push strategy, the manufacturer uses its sales force and trade promotion money to encourage intermediaries (such as wholesalers and retailers) to carry, promote, and sell the product. This strategy is appropriate in situations where:

* **Low Brand Loyalty**: Consumers do not have a strong preference for any particular brand and are willing to switch brands easily.
* **Choice is Made at Purchasing Time**: Consumers decide which brand to purchase at the point of sale.
* **Impulse Item**: The product is often bought on impulse rather than planned purchases.
* **Benefits are Understood**: Consumers understand the benefits of the product without needing extensive education or persuasion.

**Examples**:

1. **QMobile**:
   * **Strategy**: QMobile often uses a push strategy, incentivizing retailers through promotions and discounts to stock and promote their phones, appealing to consumers who make quick, in-store purchasing decisions.
2. **National Foods**:
   * **Strategy**: National Foods might use trade promotions to ensure their spices and ready-to-cook products are prominently displayed and recommended by retailers, leveraging the impulse nature of grocery shopping.

**Pull Strategy**

In a pull strategy, the manufacturer uses advertising and promotional efforts to create demand among consumers, persuading them to request the product from intermediaries. This strategy is appropriate when:

* **High Brand Loyalty**: Consumers have a strong preference for a specific brand and are less likely to switch.
* **High Involvement**: The purchase decision involves significant thought and consideration.
* **Perceived Differences in Brands**: Consumers recognize and value differences between brands.
* **Decision Before Going to Store**: Consumers decide on the brand they want to purchase before entering the store.

**Examples**:

1. **Khaadi**:
   * **Strategy**: Khaadi uses extensive advertising and brand-building campaigns to create a strong brand identity, leading customers to specifically seek out Khaadi stores or their online platform for purchases.
2. **Samsung**:
   * **Strategy**: Samsung employs heavy advertising and promotional campaigns for its smartphones, creating a strong brand preference and prompting consumers to specifically ask for Samsung products at retail outlets.

**Combined Push and Pull Strategies**

Top marketing companies often use both push and pull strategies to maximize their market reach and effectiveness. By creating consumer demand (pull) and ensuring product availability and promotion through intermediaries (push), firms can achieve a more comprehensive market presence.

**Examples of Companies Using Both Strategies**:

1. **Samsung**:
   * **Push**: Samsung incentivizes retailers with trade promotions and ensures prominent shelf placement for its products.
   * **Pull**: Simultaneously, Samsung runs extensive advertising campaigns across various media to build brand preference and drive consumer demand.