


Collection

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Thread:	Discussion Wrap-up-Trucar	Posted Date:	September 17, 2023 8:30 AM
Post:	Discussion Wrap-up-Trucar	Status:	Published
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Good commentary from the class.

This case offers a reminder of how a company can play the role of influencer in the consumer's decision-making process. Segmentation, the competitive environment, targeting strategies are important in identifying ways to position the company in a consumer's mind.

As some of you pointed out, it all starts with need recognition on the part of a consumer. There is either an existing problem or desire that can be triggered by social pressure or advertising. When consumers decide to purchase a car, they start searching for car-related information. This purchase is generally a high activity process, relying on previous experience, advertising, on-line research (essential), word of mouth, family, and dealer visits (essential).

Once they have completed their information search, evaluation of alternatives takes over and the consumers evaluate the brands based on attributes crucial to them. This leads to a purchase and post purchase satisfaction or dissatisfaction.

These are basic concepts that help us develop a strategy to influence some portion of the process. Given that Trucar's purpose is to assist consumers to purchase a car of a specific brand from a specific dealer, they should influence consumers at the information and evaluation stage. The basis for segmentation could be geographic, demographic, behavioral or psychographic, or a combination of two or more of these. The "finer point" you put on your target market, the more successful you will be in reaching them and closing business.

Who will respond favorably to Trucar's marketing strategies? Lots of good ideas from the class. Let's make certain the segmentation is measurable, substantial, accessible, differentiable and actionable.

My input is to focus on the tier 1 cities which are the major drivers of demand and target customers who are seeking to save time and need assistance in the purchase with high discounts. This requires building strong relationships with the dealers, lead generation from the website, an information rich website and a value proposition that promotes a "resonating focus" (versus all benefits or points of differentiation). The target here will likely be middle class consumers, active online users and first-time buyers.

(Post is Read)

