



CHRIST
(DEEMED TO BE UNIVERSITY)
BANGALORE · INDIA

Unit V Competitive Dynamics & Socially Responsible Marketing

MISSION

CHRIST is a nurturing ground for an individual's holistic development to make effective contribution to the society in a dynamic environment

VISION

Excellence and Service

CORE VALUES

Faith in God | Moral Uprightness
Love of Fellow Beings
Social Responsibility | Pursuit of Excellence

- Competitive Dynamics: Competitive Strategies for Market, Other Competitive Strategies – Market Challenger Strategies Market Follower Strategies, Market Nicher Strategies.
- Sustainable Marketing, Social Criticisms of Marketing, Marketing's Impact on Individual, on Society as a Whole, and on Other Businesses, Actions to Promote Sustainable Marketing, importance of Ethics in Marketing Practice.

Designing Competitive Strategies

Major Strategies

- *Market-Leader*
- *Market-Challenger*
- *Market-Follower*
- *Market-Nicher*

- Expanding the total market
- Defending market share
- Expanding market share

Designing Competitive Strategies

- Expanding the Total Market:
 - Targeting Product to New Users
 - Market-penetration strategy
 - New-market strategy
 - Geographical-expansion strategy
 - Promoting New Uses of Product
 - Encouraging Greater Product Use

Designing Competitive Strategies

Major Strategies

- *Market-Leader*
- *Market-Challenger*
- *Market-Follower*
- *Market-Nicher*

- First define the strategic goals and opponent(s)
- Choose general attack strategy
- Choose specific attack strategy

Designing Competitive Strategies

- General Attack Strategies:

- Frontal attacks match competition

(Cutting price vis-à-vis the opponent)

- Flank attacks serve unmet market needs or underserved areas(Geographical & segmental: GE-Tier 2, Tier 3 & Value segments).

- Bypassing opponent and attacking easier markets is also an option

(diversifying into unrelated products, new geographical markets & leapfrogging into new technologies)

Specific Attack Strategies Include:

- Price-discount
 - Lower-price goods
 - Prestige goods
 - Improved services
 - Product proliferation
 - Product innovation
 - Distribution innovation
 - Manufacturing cost reduction
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- **Intensive advertising promotion**

Designing Competitive Strategies

Major Strategies

- *Market-Leader*
- *Market-Challenger*
- *Market-Follower*
- *Market-Nicher*

- Imitation may be more profitable than innovation
- Four broad strategies:
 - Counterfeiter(grey & disreputable dealers)
 - Cloner(Lifeboy...Lifebuy)
 - Imitator(ex:same product with package differentiation)
 - Adapter

Designing Competitive Strategies

Major Strategies

- *Market-Leader*
- *Market-Challenger*
- *Market-Follower*
- *Market-Nicher*

- Niche specialties:
 - End-user
 - Customer-size
 - Specific customer
 - Geographic
 - Product/product line
 - Product feature
 - Quality-price
 - Service
 - Channel

Sustainable Marketing,

- **Sustainable marketing** is the promotion of environmentally and socially responsible products, practices, and brand values. If you've ever spent a little bit more on something because you knew it was locally sourced or 100% recyclable, you've experienced sustainable marketing.

Examples of sustainable marketing

- Donating profits to sustainable causes
- Sourcing sustainable materials and/or packaging
- Creating a product that contributes to sustainable living

Sustainable Marketing,

Donating profits to sustainable causes

Sustainable commerce leaders, [Patagonia](#), have pledged 1% of sales to the preservation and restoration of the natural environment since 1985. In 2022, that means a total of \$140 million so far. They have also set an aim to be completely carbon neutral by 2025.



Sourcing sustainable materials and/or packaging

Household cleaning products supplier, [Smol](#), offers cleaning spray tablets that dissolve in water and can be used with refillable spray bottles to eliminate single-use plastics.

Showing the importance of keeping your products relevant, smol is currently offering refillable aluminum hand sanitizer dispensers, amongst other plastic-free cleaning innovations.

save more than just money.

together since we launched we have saved:



1,068

tonnes of
plastic



2,900

tonnes of
chemicals



16,251

tonnes of
carbon



32

tonnes of
animal fat



901,600

litres of water
shipped



167,444

washes
donated

Creating a product that contributes to sustainable living

Of course, another approach would be to create a business which is completely centered around sustainability, such as Treedom, a member of the [B Corp Certification](#), verified by B Lab to meet high standards of social and environmental performance, transparency, and accountability.

[Treedom](#) enables individuals and businesses to gift/sponsor trees and provides an interface where receivers can view a personalized webpage about their tree.

 Mango Thailand Discover more Meaning: Happiness CO₂: -700kg € 29.90 Add	 Cacao A gift for the Future Discover more Meaning: Sweetness CO₂: -55kg € 14.90 Add	 3 Trees for the Future Discover more CO₂: -165kg € 64.70 € 57.90 Add
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Social Criticisms of Marketing



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Marketing's Impact on Individual Consumers

❖ High-Pressure Selling

- ❖ Some products – such as cars and jewelry – are said to be *sold*, not *bought*.
- ❖ Such tactics damage marketer's long-run relationship with customers.

❖ Shoddy or Unsafe Products

- ❖ Complaint that many products are not made well.
- ❖ Second, many products deliver little benefit.
- ❖ Third, concerns product safety.



Marketing's Impact on Society as a Whole

False Wants & Too Much Materialism

Producing Too Few Social Goods

Marketing Perceived Negative Impact on Society as a Whole

Too Much Political Power

Cultural Pollution

Ethical marketing is a strategy where organisations promote honesty, transparency, responsibility and fair practices within their marketing activity.

As part of this, organisations communicate these business ethics in marketing materials, in order to reach target audiences with similar values.

Unethical marketing, on the other hand, sees organisations putting profit above everything else. Unethical marketing tactics include scaremongering, false claims and slandering competitors.

Principles of Ethical marketing

Fairness: Ethical marketing involves a commitment to fair prices, better wages and sustainable development.

Transparency: Being open and transparent when sharing information regarding business operations, including ethical employee treatment and the environmental and sustainability impact of services or products.

Honesty: Honesty forms the foundation of ethical marketing. Organisations will provide clear, factual and unembellished information in their marketing activity, avoiding making misleading or exaggerated claims about their service or product.

Responsibility: Ethical companies will take responsibility in what they're producing and how it's produced. This involves everything, from how the workforce and entire supply chain is treated throughout the making of the product, to supporting social and environmental causes in their day-to-day.

Ethical Marketing

