

UNIVERSITY OF KWAZULU-NATAL

THE ROLE OF MARKETING MEDIA STRATEGIES ON CONSUMPTION

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## DECLARATION

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## ABSTRACT

This research study put together was based on whether marketing media strategies have an effect on consumption. The purpose of this investigation would provide alternate methods of improving product advertising and client service in the consumer market, as well as influencing the advertising and marketing industry. Marketing media strategies provides a series of tactical actions, which are applied during strategy sales of the product and create awareness in the market amongst the consumer. This will provide an organization with an opportunity to concentrate on the scarce amount of resources and energies available, to apply the best approach for utilizing these resources, to efficiently target the consumer market.

The research approach utilised is the quantitative method, which involves a non-probability sampling technique and a descriptive research type. The research tool implemented is a questionnaire, which consists of two sections, a profile of the participant and the survey section. The survey section explores the perceptions of these participants relating to the awareness of the marketing media strategies and how consumers perceive brands and media consumption in the market currently. Questionnaires were selected based on a high response rate when distributed to respondents. It also provides a possibility of anonymity because the respondent's names are not required on the completed questionnaires. This research tool was distributed in Gauteng and Kwa-Zulu Natal to random consumers, media and marketing strategists and people in different professions. The method in which the questionnaire was distributed provides an insight on how people in the market perceive advertising of brands and influences their consumption. A consumer's insight on advertising would be based on a shopper influence compared to a professional individual who would create a strategic insight. Information in this study was collected from primary and secondary sources, which consist of books, internet sources and past dissertations.

From the findings which were collected during this study, it concludes that marketing media strategies play an instrumental role in consumption. These strategies provide a foundation for brands that are advertising and competing in the market, by tactically targeting the consumer market. Consumers' value advertising in the market, as it provides a guideline before a purchase decision is made. Advertising also serves as a direct method of communicating the emotional and functional benefits of brands and products. Individuals make purchase decisions, which would improve their lifestyle based on emotions; therefore marketing media strategies serve as an awareness mechanism in the market, and drive education to the consumer about the product. The outcome of this study will serve as a guideline for future marketing and media strategists.

The key findings gathered during this study states marketing media strategies play a substantial role in brand life and consumption; it allows organizations to focus more on limited resources and energies available and to utilize these resources to their best ability to gain competitive advantage and drive sales in the market which contributes to a higher share of volume and market leadership. The main reasons for executing marketing media strategies in the market is based on developing relationships between the consumer and the brand, which is essentially to expand on repeat purchase from new acquisitions and current consume.

## LIST OF FIGURES

Figure 1-A table depicting the gender and age split of the participants	61
Figure 2-A positive histogram illustrating the age split	62
Figure 3-A chart depicting media most utilized by respondents	62
Figure 4-A chart illustrating the media which is least utilized by respondents	63
Figure 5-A chart showing respondents do not engage in internet shopping	64
Figure 6-A chart depicting media most preferred by participants	64
Figure 7-A chart showing advertising has a positive influence on the purchase decision	65
Figure 8-A chart illustrating advertising motivates product purchase	65
Figure 9-A chart showing that discounts and promotions contribute towards purchase	66
Figure 10-A chart illustrating price is not a factor when purchases are made	66
Figure 11-A chart presenting product loyalty	66
Figure 12-A chart illustrating the influence of market clutter on the purchase decision	67
Figure 13-A chart showing advertising does not mislead and create false perceptions	68
Figure 14-A chart illustrating future advertisements should be clearer and easily understood	69
Figure 15-A chart showing current advertisements are easy to interpret and gain an understanding	70

## TABLE OF CONTENTS

Declaration	ii
Acknowledgments	iii
Abstract	iv
List of Figures	v
Table of Contents	vi

### CHAPTER ONE: SUMMARY OF THE STUDY

1.1 Introduction	1
1.2 Motivation for the study	2
1.3 Focus of the study	2
1.4 Problem statement	3
1.5 Objectives	4
1.6 Research methodology	5
1.7 Summary of the chapter	5

### CHAPTER TWO: MARKETING MEDIA STRATEGIES AND CONSUMPTION

2.1 Introduction	6
2.2 Marketing strategies	6
2.3 Media strategies	8
2.4.1 Strategic pathway when creating marketing media strategies	9
2.4.2 Strategic opportunities	9
2.5 Different variations of marketing media strategies	10
2.5.1 Four forms of market dominance strategies applied in the marketing media strategy	10
2.5.2 Porters generic strategies applied when creating marketing media strategies	13
2.5.3 Effective marketing media strategies	14
2.5.4 Factors which determine marketing media strategy effectiveness	16
2.6 Different methods implemented to create marketing media strategies	16

2.6.1	Forms of models and approaches used to create marketing media strategies	16
2.6.2	Different types of marketing media strategy models	18
2.7	Media which are implemented in the marketing media strategy	20
2.7.1	Types of different mediums used in the marketing media strategies	20
2.7.2	Types of communication marketing media	22
2.7.3	Different forms of marketing media	22
2.7.4	Media that will reach the market most effectively	23
2.8	Social media	24
2.9	Applying the Art of war-Sun Tzu	25
2.10	Gaining a sustainable competitive advantage in the market	26
2.11	Insights of consumer behaviour gathered when creating a marketing media Strategy	27
2.11.1	Consumer behaviour in marketing media strategies	27
2.11.2	Consumer affect and cognition in consumer behaviour	30
2.11.3	Consumer environment influences on marketing media strategies	31
2.11.4	The idealised decision making process of consumers utilized in marketing media strategies	31
2.12	How marketing media strategies contribute to achieving consumer-focus	32
2.13	Implications on marketing media strategies	33
2.14	Outlining the relationship between consumer affect, cognition, environment Behaviour when creating marketing media strategy	34
2.14.1	Relationship among consumer affect and cognition, consumer behaviour and consumer environment	34
2.14.2	Consumer decision making and the cognitive processing consumer decision making model in marketing media strategies	35
2.14.3	Influences of consumer behaviour	36
2.14.4	Detailed insights on social and cultural properties on consumer	

2.15 Growth of media	39
2.15.1 Managerial implications on marketing media strategy	39
2.15.2 How does the media strategy contribute to the marketing media strategy	40
2.15.3 The effect of social media strategy on the marketing media strategy	41
2.15.4 The growth of word of mouth	43
2.15.5 Incorporating social media into organizations and brand life	44
2.16 Implementation in the market	45
2.16.1 Implementing the marketing media strategy in the market	45
2.17 Summary of the chapter	45

### **CHAPTER THREE: CASE STUDIES OF SUCCESSFUL MARKETING MEDIA STRATEGIES**

3.1 Introduction	46
3.2 Vodafone case study	46
3.3 Wilkinson case study	47
3.4 Coca-Cola case study	50
3.5 Scott's Emulsion case study	52
3.6 Summary of the chapter	53

### **CHAPTER FOUR: RESEARCH METHODOLOGY**

4.1 Introduction	54
4.2 Research methodology	54
4.3 Characteristics of quantitative research	55
4.4 Strengths and limitations of quantitative research	55
4.5 Marketing research process	56
4.6 Research approach and design	56
4.7 Research setting and sample population	57
4.8 The research instrument	58
4.8.1 Data collection	58



4.8.2 Data collection procedure	59
4.9 Data processing and analysis	59
4.10 Ethical clearance	59
4.11 Summary of the chapter	60

## **CHAPTER FIVE: DATA ANALYSIS AND PRESENTATION OF RESULTS**

5.1 Introduction	61
5.2 Demographics	61
5.3 Consumer's relationship with media	62
5.3.1 Consumer's media consumption	62
5.3.2 Most preferred medium for advertising	64
5.4 Impact of advertising on the consumer	65
5.5 Factors which influence the consumer purchase	65
5.6 Communication and meaning	67
5.6.1 Interpretation of a billboard	67
5.6.2 Communicating advertisements	68
5.7 Summary of the chapter	70

## **CHAPTER SIX: DISCUSSIONS AND RECOMMENDATIONS**

6.1 Introduction	71
6.2 Background of the study	71
6.3 Discussions on the research objectives	72
6.3.1 To determine whether marketing media strategies play a significant role on consumption	72
6.3.2 To investigate if the impacts of marketing media strategies have an influence on the consumer's purchase decision	73
6.3.3 To analyse the consumer's response towards the current media used in Marketing	75
6.4 Recommendations	76

6.5 Summary of the chapter	77
<b>CHAPTER SEVEN: CONCLUSION, SUMMARY OF CHAPTERS AND RECOMMENDATION</b>	
7.1 Introduction	78
7.2 Summary of Chapters	78
7.3 Value of the study	81
7.4 Contribution of this study to marketing	81
7.5 Any areas for future research in the same field or related field of study	81
7.6 Limitations	81
7.7 Final conclusion	81
<b>REFERENCES</b>	xi
<b>APPENDIX 1: ETHICAL CLEARANCE FORM</b>	xvii
<b>APPENDIX 2: QUESTIONNAIRE</b>	xviii

## CHAPTER ONE

### SUMMARY OF THE STUDY

#### 1.1 Introduction

This research intends to discover the role which marketing media strategies play in relation to consumption. As economies continue to evolve, marketing media strategies become more vital in the everyday role of advertising a brand and targeting a specific consumer target market. Consumers are becoming more critical, informative and demand-seeking, therefore brands have to intentionally go after their consumer market and create an engagement with them, which would enhance their purchase decision and form a strong relationship (Fleishcner, 2009). A marketing strategy can be defined as a method of focusing on an organizations resources and energies, which would contribute to increasing sales, market share and becoming a market leader in their category market (Laermer, 2007).

Marketing media strategies can be defined as a key tool for gaining dominance amongst consumers, in a competitivemarket and driving an increase in consumption. This type of strategy can be referred to as a series of tactical actions, which are carried out to gain competitive advantage in the market (Laermer, 2007). The marketing media strategy serves as the foundation of the marketing idea, which should successfully implement a marketing strategy (Fleishcner, 2009).

This study serves to understand the different variations which contribute towards creating a successful marketing media strategy. It outlines the different mediums which are utilised, the various strategic models and theories which are consulted before developing a strategy and lastly focuses on consumer behaviour which determines the outcome of a marketing media strategy. Incorporated in the marketing media strategy is the media plan which functions as the communication channels used to deliver the message to the consumer and the market (Garrido, 2003).

Lamb (2000), describes the main drive of an organization as being consumer-focused, which contributes towards building a brand. A strategy created should educate the consumer about the functional and emotional benefits of a brand, as well as relate to the consumer's daily lifestyle. With a high supply of information, consumers are well-informed about brands before purchasing them, which creates difficulty in developing a marketing media strategy. Consumers are seeking products which are compatible with their lifestyle and modern-day society. When marketing media strategies are executed in a market, consumers have the opportunity to select mediums, which they prefer to receive product information on. Therefore strategists have applied marketing media strategies which are applicable to the medium consumers engage with on a daily basis and delivers the message appropriately in the correct manner. Consumer behaviour which forms a central element of the marketing media strategy, allows the organization to study how consumers' purchase decisions are made, and provides insight into creating a strategy which would ideally target the consumer market through their preference communication channels and on their terms (Lamb, 2000).

The intention of this study is outlined in this chapter; it serves as a preliminary guide for conducting an investigation based on the role of strategic marketing and media. Sub-topics which include the motivation of the study, the key focus within this research topic, the objectives which the study is centred around and the limitations which appear, will be

discussed in more detail. These sub-topics would provide an insight as to why this particular topic was selected based on the objectives which are achieved in the research conducted.

## **1.2 Motivation for the study**

Peter (2004), describes South Africa as a developing country, the market is under threat and consumers are purchasing brands based on functional and emotional needs. A high percentage of consumers are not brand loyal, therefore organizations are faced with the dangers of losing sales, market share and even becoming liquidated and ceasing to exist. Marketing media strategies serve as an action plan for the organization to utilise limited resources to gain a competitive advantage in the market and amongst competitor's consumers. These strategies are developed based on the consumer-focus policy and what is best for the consumer in the market. These tactical plans provide opportunities to gain competitor advantage in the category market and sustain a long-term consumer relationship and consumer satisfaction level (Peter, 2004)

The research gathered would benefit many South Africa marketers, advertisers, strategists and consumers', in which it provides a report that would determine whether or not marketing media strategies influence consumption. A synopsis of the study would also indicate that marketing media strategies have an influence on the South African market and the country at large.

This investigation hopes to serve as a guideline to all South African marketers and strategists by informing them about marketing media strategies and its influence on consumption. It would expose the upcoming, young strategist about the effects of consumer behaviour, by implementing the campaign's strategies using tactical actions. It also strives to inform the consumer market and individuals about innovative advertising and the bond between the consumer and a brand. A guideline would also be created for the advertising and marketing industry, which contributes significantly towards the brands and organizations profitability in the market.

The benefit of this study would conclude whether marketing media strategies play an effective role on consumption. In turn, this study would provide information to the marketing and media departments in organizations on how to structure future marketing media campaigns which would have a positive impact on consumption. The results obtained would serve as support for the marketing and media strategists who are creating future campaigns, as the data would reflect on the most consumed and preferred media, providing support in selecting media for the campaign.

## **1.3 Focus of the study**

The drivers of this study focus around what contributes towards an effective marketing media strategy. Day (2000), explains with the media environment evolving over time, traditional advertising is beginning to become "wallpaper" to consumers and lack the innovation to retain and recruit new consumers. A relationship between consumer behaviour and the marketing media strategy will be analysed, to gain an insight on how to improve the consumer satisfaction levels which would have an outcome in a drive for sales and market share (Hundley, 2006). This has resulted in a complicated task for the marketing and media team to create a marketing media strategy suitable for a specific target market (Day, 2000).

Consumers have become active in creating and searching for information which relates to brands and products before making a purchase decision or deciding on which particular brand to select (Day, 2000). These findings would justify whether consumers have a positive response to the effect of marketing media strategies and if not, how this could be solved (Hundley,2006).

Outlining the different strategic opportunities provides a pathway for the organization to avoid pitfalls and identify the risks which are associated with marketing media strategies. By referring to strategic models and theories provides a source of guidance when developing a strategy which would tactically target the consumer in the market space. These models also provide methods to avoid the negative aspects in the market. It also provides a view on consumers and forms an understanding of which communication channels are the most efficient to deliver the brand message successfully (Lamb,2000).

Lamb (2000), describes cultural factors as an influence on marketing media strategies created, as various considerations have to be taken into account. Individuals make decisions based on cultural influences in society and amongst their community. Symbols and values form part of the cultural influences; therefore marketers would need to personally create messages which would be acceptable to the population of that particular country. Cultural boundaries can form the foundation for how a consumer decides on products they will purchase and how they would define their shopping patterns in the market (Keller,2008). A brand expert Simon Williams states “Brands that influence culture sell more; culture is the new catalyst for growth. In the market brands act as symbols which express values and identities, which influence an individual’s life style (William, 2012).

Media serves as a channel which conveys factual information about a brand, but also provides information about the qualities and benefits it provides (Hundley, 2006). Brand messages are delivered through media, which can be referred to as the communication channel. Media is selected, based on the target consumer market, which is appropriate to deliver the message clearly and easily. The frequency and reach of a medium determines the communication method which is used. In the study, media is viewed as a sub-topic analysing the traditional and non-traditional media which are used in marketing media strategies (Lamb,2000).

Depending on the messages and objectives in the campaign, the mediums are selected from a category based on traditional and non-traditional advertising. A more detailed view will also be focused on, i.e. social media, which is growing in the South African market. This medium provides a one-to-one relationship between the consumer and brand. Organizations are starting to increase their investment in social media, which is having more of an impact on the consumer than traditional media (Hundley,2006).

#### **1.4 Problem Statement**

The research problem examined in this study is to what extent do marketing media strategies impact consumption? The performance of marketing media strategies determines a brand’s and organization’s life-span and consumption performance in the market. These strategies created provide a key tool to successfully improve the brand and organization’s competitive advantage in the market amongst its consumers and competitors, which in turn drives profitability (Hunger, 2000).

By gaining an understanding between the relationship of marketing media strategies and consumption, provides an outline of how different marketing media strategies are successful in the market, which would be featured in the case studies discussed in Chapter 3. Marketing media strategies are created to provide innovative opportunities in the market, which influences the consumer purchase decision relating to the brand being advertised. Marketing media strategies serves four purposes in an organization; it provides operational control over the market budget, an effective planning for growth, strategically positions the brand in the market and seeks competitive advantage by implementing and evaluating opportunities (Simerson, 2011).

Bruce (2000) ,describes the market as becoming more cluttered and it is becoming a difficult task for brands to survive, because consumers are becoming more informed and critical when purchasing a brand. By executing marketing media strategies organisations drive the existence of a brand and increases the consumption performance. Therefore the problem statement in this study can be defined as the following: an excellent execution of marketing media strategies in organizations can drive the consumption performance of the brand (Bruce, 2000).

In order to determine whether marketing media strategies have an impact on consumption, these research questions will be addressed in the study:

- Does a marketing media strategy play a significant role in consumption?
- What type of impact do marketing media strategies have on the consumer and their purchase decisions?
- How do consumers respond to the current media used in marketing?

## **1.5 Objectives**

In order to conduct a successful research project, requires certain objectives, which would provide useful guidelines in conducting the relevant research and solving the research problem which has been stated in this study.

- To determine whether marketing media strategies play a significant role in consumption
- To investigate if the impact of marketing media strategies have an influence on the consumer's purchase decisions
- To analyse the consumer's response towards the current media used in marketing

The key objective of the research project is to conclude whether or not marketing media strategies have an impact on consumption. Thus, the core objective would have to be broken up into small sub-objectives, for example: To look at the strategic pathway when creating marketing media strategies and the insights of consumer behaviour.

The intention of this investigation would be to provide adequate information to the reader in an effort to shed light over the various methods used to create marketing media strategies and what influences the consumer purchase decision. This would enlighten the reader as to what factors have a direct response by the marketing media campaigns implemented.

Mazzocchi (2008), describes statistics as a far-reaching research which provides a different view which validates an improved viewpoint of marketing media strategies. This would in essence provide a variation of attitudes that consumers have adopted before and after

marketing media advertising were introduced by brands and organizations; it also illustrates how consumers respond to marketing and media approaches (Mazzocchi, 2008).

### **1.6 Research Methodology**

Quantitative research methods were executed in this study, which involved the research being detached from the study. This type of research is structured to find solutions to the research problems in the study (Burns & Grove, 1993). The research type is descriptive and involves non-probability sampling.

The research instrument implemented was questionnaire, which was distributed in Gauteng and Kwa-Zulu Natal. There were two central segments which formed part of the questionnaire, the profile and survey section (Burns & Grove, 1993).

### **1.7 Summary of the chapter**

This chapter outlines the main points that will be enclosed in this research study, which would provide the basis for the development of the marketing media strategies, the case studies, research methodology, the findings, the discussions and the conclusion chapter. These chapters provide a theoretical tool for an analysis of the findings which will be discussed later on in this study. The following chapter looks at the theoretical framework which is researched and incorporated to create an effective and profitable marketing media strategy. It outlines the various factors which are examined when creating a marketing media strategy.

## CHAPTER TWO

### MARKETING MEDIA STRATEGIES AND CONSUMPTION

#### 2.1 Introduction

This chapter focuses primarily on the nature and role of marketing media strategies within the market. It provides an explanation of the various types of marketing approaches and models which are used in these strategies, the different methods of marketing media strategies, how the consumer behaviour is influenced by the strategies implemented, the various mass media which are used to communicate to individuals through marketing media strategies, how social media contributes towards the strategies executed and future suggestions to improve marketing media strategies.

#### 2.2 Marketing Strategies

Abratt (1987), defines marketing strategy as the process which provides an organization an opportunity to concentrate on its restricted resources and energies to maximize on opportunities which would influence the growth of sales and achieve a sustainable competitive advantage. These strategies provide a foundation for underpinning the marketing plans created to fore fill market needs and reach marketing objectives of the organization. Plans created and objectives set are usually tested for measurable results and defaults which could occur. Commonly, marketing media strategies are developed over a multi-year period, with a strategic plan detailing specific actions to be accomplished in the current year. Marketing strategies are dynamic and interactive (Ferrell, 2008).

Ferrell (2008), states in simple terms the marketing strategy is about doing best for the consumer, it's about sustaining a long-term customer satisfaction and lastly finding new and innovative ways of looking at vital opportunities to gain an advantage of how methods can be improved in the market. According to Michael Porter and Gary Hamel, a strategy is about breaking free from industrial rules, from the present to create the future and from repetitiveness. Michael Porter states that an organization can only surpass its current competitors, if there is a difference and offers greater value to customers at a lower cost (Piercy, 1997).

Marketing strategy comprises of internal and external environments which are carefully looked at. Internal environmental factors consist of the marketing mix, performance analysis and strategic constraints. External environmental factors consist of customer analysis, competitor analysis, target market analysis, as well as an evaluation of any elements of the technological, economic, cultural, political or legal environment likely to have an influence on the organizations accomplishments. A key element of a marketing strategy is often to keep the marketing in line with a company's overarching mission statement and the consumer satisfaction levels (Nicoulaud, 2008).

When an in-depth environmental scan is completed, a strategic plan can be constructed to identify business alternatives, identify the challenging goals, determine the prime marketing mix to attain these goals, and a detailed implementation program. The final step in developing a marketing strategy is to create a plan to monitor the progress and a set of possibilities if problems arise in the execution of the plan (Nicoulaud, 2008).



Ferrell (2008), currently defines the term strategy can be connected with various elements which apply to the product, marketing mix and brands. Often strategic and tactical decisions are altered by marketers and strategists, therefore George Steiner and John Miner have suggested a set of dimensions which help to distinguish strategic from tactical decisions; for instance the level of importance regarding strategic and tactical decisions. Strategic decisions are significantly more important to the organization than tactical decisions, because strategic decision provides direction for the organization to utilize its limited resources. Some of the questions which are used to assess if strategic or tactical movement is important in the organization are the level at which these decisions are conducted, the time period in which these decisions are implemented, how often these processes are applied and what the nature of the strategic and tactical problems are. Once, these questions are evaluated the organization is able to conclude if the strategic or tactical decisions are more important (Wensley,1984).

Wensley (1984), describes differentiate strategic decisions as a form of tactical decisions which is examined as follows, strategic decisions are focused on the resource distribution which is based on the breakdown of the collaboration between environmental factors and organizational capabilities. The analysis conducted contributes towards where the organizations should allocate its efforts, which markets and the market divisions the organization selects to focus and participate in, whilst tactical decisions are needed as a source of actioning the strategic decisions (Weitz,1984).

Weitz (1984), states strategic marketing as an analysis of the needs and wants of individuals and organizations. From a marketing view, the buyer is not looking for a product, but instead wants to find a solution to a problem which they are experiencing. This solution can be obtained from different forms of technology and media, which are evolving on a continuous basis. The role for strategic marketing would be to align its actions with the evolution of the reference market and to analysis the several existing and competitive products in that market (Lambian,1993).

Weitz (1984), defines the purpose of strategic marketing as a direction for the firm towards attractive and prospective economic opportunities. These opportunities can be defined as potential growth and profitability, which are adapted to its resources. The strategic marketing process has a medium-to long-term prospect, its assignment is to specify the firm's mission, outline the objectives, elaborate a development marketing strategy and ensure there is a stable structure within the organization (Lambian,1993).

Lambian (1993), states an organization would require a marketing strategy, when resources and energies are limited, when there is an uncertainty about competitive strengths and behaviours, when the commitments of resources are unalterable, when decisions must be synchronized between far-flung places and over time and when there is insecurity about control of the initiative. An obvious statement of strategy is the key to success in altering business environment. Strategy provides a unified sense of direction to which all the members in the organization can relate. Where there is an unclear concept of strategy, decisions rest on either subjective or intuitive assessment and are made without regard to other decisions. Some of these decisions become progressively unreliable as the pace of change hastens or decelerates rapidly. Without a strategy, an organization can be related to a ship without a rudder going around in circles. Strategies provide a path for organizations when competing in a market and trying to gain consumer satisfaction and to drive sales (Jain,1993).

Finally, most marketing media strategies must be justified by the availability of a feasible market. When there is no feasible market, even the best strategy will not be effective or successful. The expansion of marketing media strategies for each business should be realistically related to the target audience. The market is the centre of successful marketing media strategies which are aligned to the relevant target audience, providing direction for key activities and projects. When resources are limited and strengths are weak, it is critical to spread them across the various markets, instead these resources and strengths should be focused on one specific market to get the optimum performance (Jain, 1993).

Kotler (2009), states that media is selected based on the marketing media strategy, which consists of marketing and media objectives, the message which is going to be delivered, the investment available and lastly, the most operational way of reaching a larger mass of consumers. It has become a daily task for marketing and media teams, to find innovative and creative ways to convey the message to the target market. With the economy constantly changing, consumers are beginning to respond differently to media. Many innovative ideas have to do with the scheduling of the advertisement in the media (Oosthuizen, 2010).

Hill (2012), explains the key in a marketing media strategy is to understand and match the capabilities of the brand to the opportunities available in the market. Therefore it is essential to have a range of information on the market data, which would outline the potential consumers, what they buy, when they buy and through whom they buy. Competitive and internal data would also be essential before creating a marketing media strategy, as it would provide information on direct competitors and the prices in the market (Hill, 2012).

### **2.3 Media Strategy**

Walker (2013), describes a media strategy as a strategy used in the advertising and incorporated in a marketing media strategy to effectively deliver the messages to consumers in the market. It involves identifying the characteristics of the target audience or market, who should receive messages and defining the characteristics of the media that will be used for the delivery of the messages, with the intent of being to influence the behaviour of the target audience or market pertinent to the initial brief (Creswell, 2008).

Du Plessis (1999), states the role of media strategy is to find out the right path to transfer or say deliver the message to the targeted customers. The basic intention of media strategy is not only procuring customers for their product but also placing a right message to the right people on the right time and of course that message should be persuasive and relevant. The media strategy process consists of three "W", which are where to advertise, when to advertise and what media type to use (Walker, 2013).

Walker (2013), states the geographical area where these advertisements should be placed and visible to the consumer is vital, as it affects the performance of the marketing media campaign. The area varies from place to place like it can be on national basis, state basis and for local brands it can be on city basis. The ad should be delivered with perfect timing when most customers are like to buy the product. In the media dispersion approach, there are more number of categories of media used to advertise. This approach is considered and practiced by only those people who know that a single or two types of media will not reach their target. Therefore by placing the product ads in many categories like TV, radio, internet, distributing pamphlets, sending messages to mobiles would be more profitable and effective (Elliott, 2005).

### **2.4.1 Strategic pathway when creating marketing media strategies**

Jain (1993), identifies the pathway of a strategy which occurs from transformation, but integrating different ideas to do valuable things for the organization and the brand, occurs by following a strategic pathway. The strategic pathway is considered as a model, which is created based on encounters and open-endedness, it provides a structure and tools which would allow the marketer and strategist to solve the challenges and issues which occur. There are three highly interrelated categories in the marketing media strategy, market choices, value proposition and the key relationships involved in creating the strategy (Piercy,1997).

Piercy (1997), looks at a simple explanation of market choices is, markets are defined in terms of consumer groups and products, and the market segments are developed to target the market capabilities. The choices involved are based on how compatible the market segments are to the market, which helps to build the value proposition. The key relationships in the strategy between the consumer, the suppliers and the competitors help to deliver real value to the consumer, which provides a framework for the strategy being created (Hamel,1996).

Piercy (1997), defines the biggest trial in the strategic pathway as market segmentation, which is misinterpreted as being strategic and as determining the success of the brand or product. By applying the conventional thinking method of developing programmes which are based on the different characteristics of the consumer would provide an opportunity to advertise to the targeted consumer market. A fundamental issue of the marketing media strategy is market segmentation, it requires an understanding of the market structure. At a strategic level, segmentation contributes towards the consumer's benefit, which is a condition that matters most to the consumer. In order to approve the market segmentation in the strategy, strategic segmentation is included which involves consumer benefits and relates to issues like the business mission, value, strategic intent and the market position (Hamel,1996).

When forming a marketing media strategy, a strategic weakness of trying to meet all requirements of people must be avoided. The market attractiveness and market position provide an insight into the strategy by providing a competitive advantage with the different consumer groups, the sustainability of the brand market position provides a value proposition in the brand and organization (Hamel,1996).

Hamel (1996),over all states the strategic pathway provides precarious elements such as market choices, the value proposition and the key relationships in the market media strategy, it outlines market factors which can provide a better market position and create attractiveness for the brand. This pathway provides a benefit in helping to solve the different issues which occur, and improve the strategy being created for a specific market division, by allowing the consumer to benefit from the product being advertised (Piercy, 1997).

### **2.4.2 Strategic Opportunities**

Weitz (1984), analyses when a marketing media strategy is created, a SWOT analysis is applied and a simple principle which is vital to strategic opportunities is executed. Strategic opportunities provide an advantage for the brand or product in the market against its competitors which the strategy is being written for. The overall accomplishment for a brand or product is publicizing the product to its consumers more cost-effectively than its competitors do in the category (Lamb,2000).

Lamb (2000), looks at the three main parties involved, the consumer, competitors and organization capabilities. Together, these three dimensions form a strategic opportunity triangle which provides clear distinctions for the marketing team. The traditional economic breakdown provides a distinction between the consumer and the organization capability, the variation is between demand and supply. The competitor aspect provides an insight as to how competitor organizations operate and compete in the market place. Generally organizations define competitors in terms of products that look similar and have similar functional benefits. This product-based approach provides an insight into consumer perceptions (Weitz,1984).

Weitz (1984), examines the two crucial concerns which contribute towards an analysis of the consumer when the competitor market is growing. These issues are the competitor offerings in terms of characteristics of the physical appearance cannot be related to any product and the breakdown of the consumer cannot be based on the competitor as it does not relate to the product in which the strategy is being created. An opportunity would be to compete against the assemblies of the product by adopting new approaches, instead of competing for consumers by offering a similar product (Weitz,1984).

It is important to understand the consumer as a way of avoiding pitfalls and identifying more meaningful ways in which the market might be separated. Although consumers are the most unreliable source of information, and the information gathered would be considered as 'wastage'. Research can be gathered on current consumer behaviour and attitudes. There are two uncommon methods of obtaining information about the consumer through an analysis of purchase and usage behaviour, or from customer judgements (Weitz,1984).

Competitors have a strong influence on marketing media strategy, therefore there is an opportunity for the product or brand to become more cost-effective. Competition in the market can be identified through these points of view, by providing the same product or service to the market, providing a product which would serve as a substitute and lastly by using similar assembly technology. In order for the product to gain a competitive advantage, a competitor review is put together outlining all the current competitors in the market and their differentiations. Once the review is complete, facts and figures are extracted which provide a competitor opportunity in the market for the brand or product (Weitz,1984).

According to Weitz (1984), these three scopes help create a marketing media strategy which understands and applies to the consumer, as well as distinguishes the product or brand from its competitors in the market space and gains a market position to be acknowledged by the consumer.

Mullins (2012), states in order to develop a strong marketing foundation the product must be defined in terms of what the consumers are going to purchase and the features which are being offered. Identifying the target market is essential as these are potential individuals who will be purchasing the product. The most important factor would be to gather information on the competitors and if there is a strong competitor in the market. Driving awareness and education influences the consumer purchase decision which would drive consumption. This can be conducted through the implementation of media (Elliot, 2005).

## **2.5 Different variations of marketing media strategies**

### **2.5.1 Four forms of market dominance strategies applied in the marketing media strategy**

Phillippe (2012), states in order for a product, brand, or service to have market dominance, it has to have the “lion's share” of the market in a particular area. Market dominance can occur nationwide, but there is no requirement for this action to occur. In specific geographic areas, the brand may have surrounded the market, whilst in other regions it has not made it into the consumer purchase decisions (Phillippe, 2012).

Proctor (2002), identifies that market dominance doesn't occur without competition. There are additional organizations around who sell products which are similar, but these products don't retail as successfully as other products do. The closest competitor doesn't have a high percentage of the market share. Products that have accomplished market dominance make it threatening for other products of that type to enter into competition in the geographic area. There is not sufficient market left for these products to compete since this product controls most of it (Phillippe, 2012).

Hooley (2008), defines that a product which has an outsized market share also has market power and the potential for market dominance. Market power is a powerful device to have, even if the organization produces a reduced amount of the products, the prices remain the same. Market dominance doesn't repeatedly transfer from one area to another. It depends on the strength and adaptability of this product in the market. Once these products become international, it gains the potential to dominate that market as well, but it is not a certainty (Phillippe, 2012).

Phillippe (2012), explains that further understanding is gained through categorizing the different roles which these competitors play in the market and amongst our target audience. In the market, there is one competitor which is considered as the market leader. This brand has the prime market share in the appropriate product market and usually heads the other brands in price fluctuations, new-product introductions, distribution coverage and promotional strength. Although the marketer assumes well-known brands are unique in consumer's minds, unless a prominent organization enjoys a legal monopoly, it must maintain constant awareness. A product innovation may come along and offend the leader, a competitor might unexpectedly find a fresh new marketing angle or commit to a major marketing investment, or the leader might find its cost structure spiralling upward (Kotler&Keller, 2009).

When the entire market size has grown, the dominant brand must continuously and actively defend its current position and reputation. The most effective solution is through constant innovation. The leader should lead the market in emerging new products and consumer services, distribution of effectiveness and efficiency. This would contribute to accumulating the market leader's competitive strength (Kotler&Keller, 2009).

Marketing media strategies may vary depending on the unique situation of the individual reputation and ranking in the market. Market dominance can be defined as the measure of the strength of a brand, product, service, or organization, comparative to competitive offerings. Market dominance strategies are classified into four different types which a marketer will consider which are the market leader, market challenger, market follower, and market nicher (Marketing guide index, 2012).

Phillippe (2012), defines the market frontrunner as a dominant player in its industry. It has an extensive amount of market share and a widespread distribution with retailers which occurs

frequently. It typically is the market frontrunner in developing innovative new business models and new products. The dominance strategies tend to be on the cutting edge of new technologies and new production processes, which contributes towards determining either price or output. Out of the four dominance strategies, market frontrunner (leader) has the most flexibility in crafting strategy. Research in experience curve effects and the PIMs study during the 1970s, concluded that market leadership was the most profitable strategy in most industries and markets. It claimed that if a brand cannot get enough market share to be a foremost player, it is recommended that the brand should get out of that market and concentrate resources where the brand can take advantage of experience curve effects and economies of scale, and thereby gain dominant market share. Some of the choices available to market frontrunners are to inflate the market by recruiting new acquisitions of products, protect the market share by creating new products and lastly expand the market share by targeting one or more competitors (Marketing guide index, 2012).

Kotler& Keller (2009), states many market challengers have gained an advantage and over taken the leader. Challengers set high targets, leveraging their resources and energies, while the market frontrunner operates business as usual. A market challenger is termed as a firm in a strong, but not dominant environment that is following an aggressive strategy of trying to gain market share. It is aimed at the industry leader, (for example, Pepsi targets Coke), but it could also target small, more vulnerable competitors. This is a high-risk, but potentially high pay-off strategy. This strategy has the benefit of distancing the brand from its competitors. Some of the principles in the market challenger strategy involved assess the strength of a competitor, selects one target at a time, finds a weakness in the target and lastly launches an attack (launch a new product or promotion) (Kotler& Keller, 2009).

Kotler& Keller (2009), explains challengers can implement the frontal and flank attack strategy, which allows the brand to go up against its competitors. The frontal attack, involves matching the competitor's price, advertising and distribution. If the competitor does not retaliate this could lead to being a successful strategy. The flank attack strategy targets the competitor's weak spots. This can be directed via two strategic dimensions, the geographic and segmented. The geographic attack, involves targeting the competitor where it is underachieving. It can be referred to as a strategy which distinguishes the shifts in the market segments which are resulting in breaks being developed, followed by filling in the gaps and developing stronger segments (Kotler and Keller, 2003).

Kotler& Keller (2003), states Theodore Levitt wrote an article about product imitation, as a strategy of product innovation and development. The innovator goes through the effort and expense of developing a new product as a strategy which is lucrative and beneficial to the consumer and the market. The outcome of this would result in normal market leadership. The downfall of this is, another brand can come along and copy or improve on the new product. This would result, in the market follower achieving high profits due to no expenditure on the innovative design. Many brands prefer to follow the market challenger rather than go up against it (Kotler and Keller, 2009).

It is vital for a market follower to know how to maintain current customers and recruit new acquisitions. Each follower seeks for unique advantages to bring to its target market and improve the current situation. The follower has a task to outline a growth path, but one that excludes competitive vengeance. There are four strategies which a market follower can implement namely, counterfeiter, cloner, imitator and lastly adapter (Kotler and Keller, 2009).

Kotler & Keller (2009), describes a market follower provides an opportunity for the organization to maintain a stable position in the market. The justification is that by developing strategies which are aligned to those of the market leader, they will gain improvement in the market from the leader while being exposed to very little risk. This “play it safe” strategy is similar to how Burger King retains its position behind McDonalds in various countries. Some of the benefits of the market follower strategy are minimum risk of competitor’s attack, no expensive Research & Development failures and no risk of a bad business model (Marketing guide index, 2012).

Kotler & Keller (2003), explains in a niche strategy the organization focuses on designated target markets, which can be referred to as the focus strategy. It is anticipated that by concentrating on marketing efforts on one or two narrow market segments and adapting the marketing mix to these specialized markets, it can refurbish and meet the needs of that target market. The niche should be outsized enough to be lucrative, but small enough to be discounted by the major industry players. Profit margins are accentuated rather than revenue or market share. The organization usually looks to gain a competitive advantage through efficacy rather than productivity. It is most suitable for relatively small firms and has ample in common with guerrilla marketing warfare strategies. The most successful niche strategies tend to have these characteristics, market high-end products, highly focused on a specific market segment and tend to keep their operating expenses down (Marketing guide index, 2012).

These four dominance variations can be applied during the process of creating a marketing media strategy. It provides an advantage for the brand being advertised to gain a competitive advantage over its competitors by becoming market dominant. By applying the market leader strategy allows the brand to gain prime market share and become top-of-mind for the consumer, this strategy is considered as the most successful when compared against the remaining dominance marketing media strategies.

### **2.5.2 Porters generic strategies applied when creating marketing media strategies**

Porter (1980), has outlined a category scheme consisting of three forms of generic strategies that are frequently used by organizations to achieve and maintain competitive advantage, and applied when creating a marketing media strategy. These three generic strategies are diverse and split along two scopes: strategic scope and strategic strength. Strategic scope is defined as a demand-side dimension and looks at the magnitude and alignment of the market the brand and organization intends to target. Strategic strength can be referred to as a supply-side dimension and looks at the strength or core competency of the organization. In particular Porter identified two competencies which stood out for him, that he felt were most important: product differentiation and product cost (Porter, 1980).

Porter (1980), analyzed his 1980 classic competitive strategy as a technique for analyzing industries and competitors, he simplifies this scheme by reducing it down to the three best strategies. They are cost leadership, differentiation, and market segmentation (or focus). Market segmentation is narrow in scope while both cost leadership and differentiation are relatively comprehensive in market scope (Hooley, 2008).

Hooley (2008), defines the cost leadership strategy as a tactical plan which the organization can appeal to win market share which appeals to cost-conscious or price-sensitive patrons. This objectives of this strategy can be achieved by having bottom-end prices in the target

market segment, or at least the lowest price to value proportion, (price compared to what customers receive). Organizations must be able to function at a lower cost than its opponents in order to succeed, by offering the lowest price while still achieving profitability and a high return on investment (ROI). There are three central ways to achieve this, the first methodology is achieving a high asset turnover, the second element is achieving low direct and indirect operating costs (expenses) and the third is gaining control over the supply chain to ensure low costs. A disadvantage of the cost leadership strategy may result in a lower consumer loyalty, as price-sensitive consumers will switch once a lower-priced substitute is available. A reputation as a cost leader may also result in a reputation for low quality, which may result in an obstacle for an organization to rebrand itself or its products if it chooses to shift to a differentiation strategy in future (Young, 2010).

Young (2010), examines the differentiation strategy which is applicable where the target consumer segment is not price-sensitive, the market is competitive or saturated, consumers have very definite needs which are possibly not met, and the organization has exclusive properties and capabilities which enable the organization to satisfy these needs in ways that are demanding. Successful brand management results in perceived uniqueness even when the physical product is the identical as competitors in the market. This way, Chiquita was able to brand bananas, Starbucks could brand coffee, and Nike could brand sneakers. Fashion brands rely heavily on this arrangement of image distinction (Hooley, 2008).

Young (2010), looks at the focus strategy as not a separate strategy, but instead describes the scope over which the organization should compete based on cost leadership or differentiation. The organization has an option to contest in the mass-reach market (like Wal-Mart), with a broad scope, or in a defined, focused market segment with a contracted scope. In either case, the foundation of competition will still be either cost leadership or differentiation. In adopting a contracted focus, the organization ideally focuses on partial target markets. These should be separate clusters with specialized needs. The choice of offering low prices or differentiated products or services should depend on the needs of the designated segments, the resources and capabilities of the organization. It is anticipated that by converging the marketing energies on one or two smaller market segments and adapting the marketing mix to these specialized markets, the brand and organization can improve the needs of that target market. The organization usually seeks ways to gain a competitive advantage through product innovation and/or brand marketing rather than through efficiency. It is most appropriate for moderate SME's, but can be used by any type of organization. A focused strategy serves the purpose of targeting market segments which are less vulnerable to substitutes or where a competition is weakest to earn above-average return on investment (Piercy, 1997).

Porter's generic strategies consists of three different formats which can be applied in the marketing media strategies and provide a competitive advantage for the brand being advertised. There are three different scenarios which can be incorporated into the marketing media strategies, to achieve a market winning share, increase consumption and have a positive effect on the marketing media strategy.

### **2.5.3 Effective marketing media strategies**

Pack (2007), explains with an increase in digital networks, marketing is undergoing a remarkable evolution. As a result, marketers at progressive organizations are refocusing their efforts and focusing on a more universal understanding of marketing performance and drive consumption. To drive response and determine the correct marketing mix in this new theory,



marketers must adopt a fresh approach to understand how to influence prospects and consumers. By doing so, marketers can exploit the marketing investment (spend) and generate a stronger return on investment (ROI) (Marketingprofs, 2012).

Whalley (2010), explains how marketing effectiveness influences how marketers go to market with the aim of optimizing their investments to achieve good results for both the short-term and long-term consumption. The best marketing media strategies are those which are cost-effective and cost-efficient at achieving the objectives they are designed to do. For this reason, the best marketing media strategies are difficult to define in specific terms. For example, if the objective is to increase awareness of a new product, various promotions, advertisements, demonstrations, and a variety of other tactics might be appropriate. If the aim is to drive sales and consumption, purchasing incentives, product association and product generalization techniques, as well as product differentiation tactics may be used. If the objective of the marketing media campaign is to increase awareness or drive sales across the brand, or develop a brand image, product differentiation, then emphasis on core competencies, low cost leadership, product development, and all other strategies that subsidize the uniqueness of a brand may be used as the base of a campaign (Pack, 2007).

Pack (2007), examines the five mainstay strategies which are required to measure marketing media effectiveness. These strategies carefully scrutinize the key execution tactics and methods to overcome the common challenges which arise. The first action of strategy one is to plan ahead and develop response-attribution infrastructure to support all channels. Organizations treat marketing measurement as an afterthought when campaign planning, which can result in negative consequences. These dynamics are considered as critical items and should be tracked during the up-front planning, to ensure everything is on track with the campaign. Strategy number two is develops control groups for a more-accurate result of campaign lift. Due to the development of digital media, it is vital to outline the control-group conditions across the different media channels which occur during the planning process. The third strategy involves defining the relevant measurement metrics, which aligns the corporate strategy and provides meaningful information. This strategy helps to scrutinize the business goals and objectives. The final two strategies are defining specific characteristic rules by campaign and the use of systematic tools to measure the campaign (Marketingprofs,2012).

Radford (1988), defines consumers as being unpredictable and are frequently hesitant to purchase a product they have little knowledge about. If the organization or products are new to the category, it could create a marketing media campaign that highlights the quality and value of the products, which results in boosting consumer confidence and knowledge. Another method to create an interest for products is to conduct a campaign designed to promote products in as many ways as possible, which would have a positive influence on the consumer market. In marketing terms, the marketing media strategy could be implemented to create a buzz by overspreading the local airwaves, print space, and other advertising media with the brand name, logo, and products. A growth in awareness will definitely bring more individuals into the store, but it also results in an increase in expense, therefore the organization should be prepared to investment a higher amount on advertising to successfully action this task. The purchase decision is considered as an emotional task for many consumers (Gaebler, 2012).

Jain (1993), identifies a crucial focus for organizations is to create a marketing media campaign that makes consumers feel good about themselves, the brand, and the decision to buy the products. This task of overcoming a buyer's assertions is usually assigned to the

marketing and media team. However, a well-thought marketing media campaign can work toward overcoming the customers' buying obstacles before they enter a store and make a decision. A marketing media strategy that highlights warranties, testimonials, endorsements, and other positive reinforcement devices can not only make the purchasing decision easier for existing customers, but also recruit new acquisitions who have not considered buying the brand (Gaebler, 2012).

#### **2.5.4 Factors which determine marketing media strategy effectiveness**

Hill (2004), stated there is a growing need to measure the effectiveness of marketing media activities, especially in today's digital age. Marketing media effectiveness is described as the authority of how marketers go to market with the intention of optimizing their investment to achieve worthy results for both the short-term and long-term, as well as return on investment by utilising communication media to deliver the brand message (Mediabuzz, 2004).

Hunger (2000), explains by arranging the product or brand correctly, the product or brand will be more fruitful in the market when compared to its competitors' products or brands. There are four extents in marketing media effectiveness, which are corporate, competitive, customers and exogenous factors. These factors help marketing and media strategists gain a better understanding, of the consumers, the environment, the impacts of the marketing media activities set and the consumer media preferences (Mediabuzz, 2004).

There are five aspects driving the level of marketing media effectiveness that marketers can attain, namely the marketing media strategy helps improve marketing media effectiveness by retaining a superior marketing media strategy. Marketers must implement their programs properly to achieve extraordinary results (Hunger, 2000).

Hungers (2000), looks at how creative marketing can have a positive influence on the audience, as well as create awareness and increase consumption. Marketing media execution provides a pathway for developing plans which helps marketers with executions in the market, it provides methods of how they can achieve significantly greater results without amending their strategy or their creative execution. At the marketing mix level, marketers can develop their execution by making minor variations in any or all of the 4-Ps (Product, Price, Place and Promotion), without making differences to the strategic position or the creative execution marketers can expand their effectiveness and deliver increased revenues. It is known that dependability of a marketing creative strategy across various media (e.g. TV, Radio, Print and Online), not just within each individual medium message, can strengthen and enhance power of the overall marketing media campaign effort. Further examples would be to improve direct mail through an improved call-to-action, or editing web site content to develop its organic search results, marketers can improve their marketing effectiveness for each type of program (Day, 2000). Marketing infrastructure develops the organization marketing, which can lead to substantial gains (ROI) for the brand. Management of agencies, budgeting, motivation and coordination of marketing activities can lead to improved competitiveness and improved results. Exogenous factors influence how marketers can improve their results. Taking advantage of seasonality interests or the regulatory environment can help marketers improve their marketing effectiveness (Hunger, 2000).

### **2.6 Different methods implemented to create marketing media strategies**

#### **2.6.1 Forms of models and approaches used to create marketing media strategies**

Jain (1993), explains that communicating strategies are part of the marketing media planning process. An overall term of strategy is a pattern or plan that integrates major objectives, policies and action sequences into an interrelated whole. Therefore, a marketing media strategy can be defined as the method by which marketing and media intentions will be achieved. When creating a successful strategy, an important aspect to consider is timing. Timing plays an essential role in the plan and therefore should appear in the schedule of the marketing media campaign (Strydom, 2003). There are various types of marketing media strategy models which are used to implement marketing media strategies.

Strydom (2003), states that strategic planning requires that the organization resources be managed to get the most out of the financial return through the range of feasible business opportunities, which occur within the changing environment. An important aspect in strategic planning is to establish the product and market scope within the market, therefore a strategic role is created. The strategic role will concentrate on the market, focusing on competitors that need to be tackled and the incoming market entrants in the market (Jain, 1993).

Jain (1993), states in strategic planning, the core focus in the marketing media strategy is determining the key motives for success in particular markets. These motives are identified through examining the difference between winners and losers, or leaders in the market. Organizational capabilities, market opportunities and threats are some of the key motives which contribute towards success; these motives also operate the role in which the organization would serve in the market. Objectives set by the organization should consist of long-term and short-term objectives, as it provides a pathway for the brand to utilize its resources smartly and plan strategically (Bower, 1996).

Hunger (2000), explains the main principal focus for any organization is the plan of action to achieve its objectives which have been set. This involves two fundamental approaches in the marketing media strategy, expanding the total market or increasing the market share. In order to increase market share, the attraction of new acquisition, identifying new purposes for the product and stimulating the market would contribute towards market expansion. A successful example which illustrates this would be Wal-Mart who pursued new consumers when their new grocery department opened, by attacking new markets in different geographic areas. Recruiting new consumers by applying different types of marketing media techniques would contribute towards increasing share and sales in the market (Bower, 1996).

Bower (1996), also looked at the opportunity to increase growth of market share and sales often comes from “stealing” share and driving the sales from its competitors. Some of the approaches to increasing share are through winning a competitor’s consumers, partnering with the competitor or entering into a strategic alliance with the suppliers or competitors which would allow the organization to gain a competitive advantage. By identifying the competitor’s weaknesses and next steps, provides a competitive advantage against these competitors by offering an improved service which allows the organization to increase its own consumer added value (Bower, 1996).

Bower (1996), explains an expansion in the market and an increase in growth of market share and sales would result in an increase in profitability. The implications of offering added value to the product and the organization would build brand equity and position the brand as being a strong competitor. It also provides a long-term positioning plan for the organization in the market. In order for the organization to successfully maintain its position in the market, these focuses have to be continually maintained to avoid disappointment (Bower, 1996).

An expansion of the market and an increase in the market share and sales are some of objectives which are incorporated in to the marketing media strategy, as it contributes towards recruiting and retaining the consumer base. These are the drivers for creating awareness in the market amongst its competitors, which would result in stronger brand equity (Bower, 1996).

### **2.6.2 Different types of marketing media strategy models**

Bower (1996), explains the models and processes that are often employed in the expansion of marketing media strategy and the marketing-driven media strategy can be split into three sets of models: the first is a traditional assessment of market opportunities and media strengths, the second is marketing-strategy analysis and the third is the generation and evaluation of objectives and strategies. Marketing participants often engage in strategic models and tools to observe marketing and media decisions (12manage.com, 2012). These models are implemented to create successful marketing media strategies.

Day (2000), looks at the 3Cs model which can be implemented to get an extensive understanding of the strategic environment during strategic analysis. The 3C's model is known as a strategic model, which provides a strategic look at the factors needed for success and profitability. It was developed by Kenichi Ohmae, a business and corporate strategist. The 3C's model states that a strategist should focus on three key influences for success. In the construction of a marketing media strategy, three main players must be taken into account, the corporation (brand), the customer and the competitors. Only by incorporating these three C's (Corporation, Customer, Competitors) in a strategic triangle, can a stable competitive advantage be maintained. Ohmae refers to these key influences as the three C's or strategic triangle (12manage.com, 2012).

Together the 3Cs form the marketing media strategy triangle. The matching needs between customer and corporation has to be stronger, than the matching needs between the customer and the competitor. This model helps with the formulation of the marketing media strategy which requires these three decisions, where to compete, how to compete and when to compete (Jain, 1993).

Jain (1993), explains the Ansoff's matrix is also used to express the strategic positioning in the marketing media mix. Ansoff's product and market growth matrix intentions provide an opportunity for a brand to grow, but this depends on whether it plans to enter a new market or focus on the existing market. Market development is defined as a growth strategy where the organization seeks to trade its existing products into new markets. The market development growth strategy is when the brand seeks to trade its existing products into new markets. This matrix can focus on market development and market penetration. Market penetration highlights the growth strategy, whereby the organization focuses its efforts on trading remaining products into surviving markets. These strategies can be executed when creating a marketing media strategy, which is going to be effective, whether it may be in a new market or a surviving market (Percy, 2006).

Percy (2006), explains the process of thinking strategically requires that managers understand the structure and competitive dynamics of their industry, which affect the performance and profitability of their brands and organizations. Conceptual models are scrutinized to prevent mistakes during strategic thinking. An industry competitive analysis is conducted to focus on

the overall industry in which the brand competes before any market segments are considered. Micheal E. Porter's well-established framework, referred to as the five forces model, focuses on five forces that outline the competitor strategic plan within an industry which are 1. the risk of entry by potential competitors, 2. the intensity of rivalry among established companies within an industry, 3. the bargaining powers of buyers, 4. the bargaining power of suppliers and 5. the closeness of substitutes to an industry's products. Porter argues that the sturdier each of these forces is; the more restricted is the capability of traditional brands to increase the price and produce profits. Within Porters framework, a robust competitive force can be viewed as a threat, because it depresses the profits. A weak competitive force can be viewed as an opportunity, because it allows the brand to earn a profit (Hill, 2004).

Hill (2004), looks at the Porter five forces which allow the marketer to determine the strength of competitors within the market and the profitability. The degree of rivalry is determined by the quantity of competitors, market growth, asset intensity and the exit barriers. These five factors will interact with one another, to determine the attractiveness of the industry. Generally, the strong forces become dominant in determining the market profitability. In order for the brand to become efficacious and profitable, it has to diagnose the forces affecting the competition. Basically this model will help to position the brand according to its capabilities, influence forces strategically and anticipate the shifts in the market (Jain,1993).

Jain (1993), analyses the next component of strategic thinking which involves the generation of a series of strategic alternatives, or choices of future strategies to pursue, given the company's internal strengths and weaknesses and its external opportunities and threats. The comparison of strengths, weaknesses, opportunities and threats are referred to as a SWOT analysis. Its central purpose is to identify the strategies that will create a firm-specific model that will best align, fit or match brand resources, capacity to handle the demands of the environment in which it operates. The SWOT analysis helps the marketing and media team to create a business model that will allow the brand to obtain competitive advantage, which would in turn result in a growth in profitability and maximise the brands probabilities of surviving in the fast-changing, global competitive environment (Hill, 2004).

Hill (2004), examines how the SWOT analysis supports monitoring the key macro-environmental forces and the significant micro-environmental forces which will affect the profitability of a brand. In order for a marketer to take advantage of the opportunities available, the product would have to be supplied in short quantity, supply an existing product in a superior manner and lastly to be innovative with the product. Brands can benefit from market trends and by introducing innovative products into the market. When the SWOT analysis is complete, goals are formulated and planned. These goals will be a part of the marketing media strategy (Kotler,2009).

Kotler (2009), defines the two different planning models, which are used before creating a marketing media strategy; the marketing growth-market share matrix and the market attractiveness-enterprise strength model. This matrix is defined by the marketing media growth rate and the brand's relative marketshare. Four different classes with very descriptive names are distinguished and represented in the matrix. These are the following: Star, are relatively new products in the market-growth phase of their life cycle. Each star has attained a relatively large marketshare and has a growth potential. To maintain a star, it needs a lot of cash to generate it. Therefore the growth rates will dwindle in time or they will lose their position in the market. Cash cows are progressive stars of the prior period. They are well established in terms of the marketshare, but few prospects exist for further marketgrowth.

These brands will generate cash. A problem child has a moderately small market share and requires a continuous marketing effort just to retain their market share. The problem child is often a new product which can develop into a star, if it is maintained. The last class is a dog which has a low market share and market growth possibilities are limited (Hill, 2004).

Hill (2004), evaluates the growth opportunities which involves planning for new business, downsizing and terminating older businesses. Frequently, there are strategic-gaps which occur; there are two options to fill this gap. Firstly, to identify opportunities which will contribute to future growth and secondly to build or identify opportunities that would contribute towards the current brand (Kotler,2009).

Kotler (2009), states how the different axis determines the different growth rates of the four classes. It would put into perspective the stage in which the brand is in a product life cycle. For example: the star has a high market growth rate and a high market share, which can result in a successful progression into a cash cow. Strategists generally consult this matrix, to gather the background of the brand in the market (Hill, 2004).

Hill (2004), explains the market attractiveness-enterprise strength model was developed by McKinsey. This model consists of a market grid and is based on the rate of return. The market grid is bounded by two variables: market attractiveness on the horizontal axis and enterprise strength on the vertical axis. The market-attractiveness position is a compound index and consists of the following variables; market segment, competitors, economic and technological conditions and lastly socio-cultural changes. The enterprise strength shows how strong the brand is compared to its competitors. The following variables are evaluated and combined in an index, the market share, profitability, product quality and lastly technology. This model would determine, if these factors make a contribution to the brand and if would result in a high strength for the enterprise (Hill, 2004).

It is clear that these models complement each other in the planning and creating of market strategies. These models are also able to provide an organisational structure, so these strategies can be implemented successfully.

## **2.7 Media which are implemented in the marketing media strategies**

### **2.7.1 Types of different mediums implemented in marketing media strategies**

Kotler (2009), defines advertising as the most imperative element of the marketing media communication strategy. Advertisements reach masses of consumers with only one marketing communication message. The purpose of advertising is not only to convey factual information, but to motivate potential consumers to buy and frequently to remind them to buy the brand (Strydom, 2003).

Strydom (2003), explains that modern marketing requires more than just developing a respectable product, but also communicating to the present market and generation. As more organizations attempt to capture the consumer's undivided attention, communication gets firmer and harder. In the market, consumers are taking more of a vigorous role in the communication process in determining which communications they would like to receive and in which format they would prefer to receive these communications in. To effectively reach and influence target markets, markets have to invest in holistic communication methods (Kotler,2009).

Kotler (2009), looks at how marketing media communications contribute to brand equity and the main determination is to drive sales by creating awareness of a brand, providing connections and right associations to the brand image in a consumer's memory, stimulating positive brand judgements and creating a stronger consumer-brand connection. These communications must be combined to deliver a consistent message and achieve strategic positioning in the market. In order to achieve these objectives, marketing communications must create interactions between potential consumers in the target market (Keller,2009).

Keller (2009), looks at how marketers and strategists recognize the fundamental elements of effective communication, these two models are looked at, the macro-model and micro-model. The macro-model looks at the communication between the sender and the receiver. This model highlights the factors which contribute to an effective communication. Senders have to be familiar with their target audience, and what responses they want to get. These messages have to be coded, so the target market is able to interpret them. These messages have to be transmitted through media with a high reach and have to improve channels to monitor the consumer's responses. The micro-model concentrates on consumers' specific responses to communications. When the consumer engages in purchasing a product, they go through a cognitive, affective and behavioural stage. These are sequences where the audience have a high connection with product category. These sequences have an influence on the communication planning process (Kotler,2009). These two models have an impact on the marketing media strategy which is created, and provide a stable platform for the brand messages to be communicated through the selected media.

Cravens (2006), states that advertising comprises of any form of non-personal communication concerning a product which is often compensated by the sponsor. Depending on the product campaign, the medium selected can vary from television to non-traditional media. A higher amount of budget is invested when new products are introduced to the market and contributes to brand building and equity of existing products. These are some of the benefits connected with advertising to consumers; low cost per exposure, variety of media, control of exposure and the opportunity for creative design. The appeal, structure and message can be adjusted according to the communication being delivered to the consumer. Although advertising is operational, there are weaknesses which occur, such as advertising cannot hold an interaction with the buyer and may not hold the consumer's attention for a long period of time (Cravens,2006).

Craven (2006), defines how an advertiser would repeat an advert consecutively and then stop when the effectiveness of the advert wears out. Newspapers and magazines are generally used for increasing frequency and reach. Findings indicate that although traditional printed newspapers are still very widely read, the shift amongst internet users seem to be towards reading more electronic newspapers in the future, whereas television would result in a greater portion of the target market been reached. These mediums are considered as traditional media, which are still used in marketing strategies(Oosthuizen, 2010).

Oosthuizen (2010), states with media changing over time, new media has permitted consumers to engage with the brand and communicate with it. What used to be a one-way communication from the brand marketer to the consumer is now two-way communication between the brand and the consumer. Active communication exists when there is a shared meaning. A healthy brand is an operative communicator in every area, it respects the

engagement power of a creative concept and treasures its ability to transform a message into a meaningful and original communication (Credeur, 2006).

### **2.7.2 Types of communication marketing media**

Communication media can be split into two sets, the physical which is seen and heard by the audience, and the mechanical set which can be considered as non-verbal. Some of the mediums can be refined, into smaller groups which are written, visual, verbal and non-verbal (Tulyasys, 2012).

Tulyasys (2012), analyses physical media which can be categorised as written and visual mediums, as the consumer physically sees it. The purpose of this type of media is used to advertise to the consumer, using written communication and body language. Word of mouth is also considered as a verbal type of media, which is used to create awareness and pass knowledge about a brand from individual to individual. For this type of media to be successful, the consumers have to speak a mutual language to allow both parties to have a mutual understanding. This type of media can be defined as bounded (through wires) or unbounded (through airwaves) (Tulyasys, 2012).

The second category namely mechanical media can be defined as non-verbal. The media which falls into this category are digital such as emails, newsletters etc. These channels are generally used for more knowledge and to pass messages in a rapid format. This media is also used to store, transmit and archive information (Technopedia, 2010).

These communications can also be split into push and pull channels. Push channels occur when the sender is forcefully sending the message to the receiver, for example emails and pull channels on the other hand are when the receiver is demanding the message from the sender. The receiver has a choice when he or she wants to take in the message. Some of the pull media channels are magazines and the intranet (Communicationtoolbox, 2010).

Media which is currently implemented in the marketing media campaigns are categorised as physical media. This contributes towards a successful marketing media strategy and provides opportunities for brands to communicate to the target market more effectively.

### **2.7.3 Different forms of marketing media**

Anderson (2010), states that marketing is conducted through the media selection based on the consumer preference. A marketing medium can be defined as a technique in which a brand gets its message out to its target audience. A difficult part about marketing media is that every organization's marketing needs are different and varies according to the target market. Where television might work well for one brand, it might not reach the client base of another. For example, if a computer company is trying to target information technology executives, trade magazines might work better, because the target audience reads these publications for details that television or another medium would not be able to give (Anderson, 2010).

Anderson (2010), examines the selection of marketing media, which is generally influenced by the product, the target market, the message and its competitors. Before selecting marketing media, research is conducted to find out which strategies competitors use to gather insight for future strategies to gain an advantage in the market space. The medium selection also depends on the advertising objectives and the different communication methods. There are



several methods to select media which is suitable for the target market, for instance, the media selection could be selected based on the specific target market characteristics. Media should be carefully chosen based on the timing, frequency and target audience, which would result in the consumer purchase decision being influenced (Jain,1993).

Jain (1993), examines some of the mediums which are applied are newspapers, that convey information in a format that appeals to a high reach of people. Marketing media campaigns can be successful by placing advertising in popular sections such as sports and news. Magazines concentrate on a particular niche of readers, and can be very useful in helping a brand and organization reach a targeted demographic. Television is considered as a very expensive as a marketing medium, depending on the amount of people the organization wants to view their marketing and the time preference. Market and media strategists use market research from independent organizations to determine the best way to reach a target audience using television. If this medium is implemented correctly, television can be a premium marketing medium and achieve successful results. Radio can be a difficult marketing medium to be utilized because people listen to the radio all day at work, then it becomes background noise and the message may not be heard, but people listening to the same station on the ride to and from work may hear a message and consume it (Anderson, 2010).

#### **2.7.4 Media that will reach the market most effectively**

Jefkins (1990), defines two categories of advertising, which are aimed at the trade and are directed at the final user or consumer. It may employ above-the-line (ATL) media of print, radio, television, outdoor and cinema, or below-the-line (BTL) media of exhibitions, direct mail, sales literature and point-of-sales display. The range of media is immense. It is both a blessing and a curse. The combination of media determines the sales figures at the lowest cost possible. The product manager would not be buying media for the sake of prosperity because it is a bargain or because the competitor is currently consuming it. The crucial reason is because the objective is to achieve sales targets. Media changes over time, for instance daily newspapers have evolved and have now become digital as well, therefore the product manager has to be familiar with the kaleidoscope of media. Television may also bring substantial change, such as a change in audiences may vary due to new-age media. Nothing is certain in the media world, and the product manager has to be alert to the fluctuations and varying strengths and weaknesses of the means of communicating with a market (Jefkins,1990).

Jefkins (1990), looks at the most successful communication which depends on the target audience and the message which is being delivered. If the target market is large, television would be selected as it is mass media and print publications which would be effective. It is recommended to use media which has a wider communication span, and can reach large multitudes of the market. The minor target markets would require one-to-one interaction which is effective. The target market has an influence on the mediums, for instance if the target market consists of specialists or professionals, specialist publications would be used i.e. profession journals (Agrawala,2010).

Often acute judgment is needed, it can be referred to as the buying proposition. Marketing strategists project media schedules by using computerized statistics and this would help to detect any media weaknesses in the choice of media. For example, an insertion printed in the same magazine can produce different results from different positions on different insertion dates, days, weeks or even months (Jefkins,1990).

## 2.8 Social media

David (2010), explains with the revolution of social media, the consumer-brand relationship has evolved. Brands can no longer rely on simply shouting one-way messages at consumers. Today's consumer can be heard loud and clear as they form their own perspectives on brands and products. The consumer's voice can be heard ubiquitously, including review websites, blogs, YouTube videos, Tweets, Facebook updates and other social media outlets. Therefore, brands have to pay attention because social media is changing the entire the way consumers purchase. This has an influence on the buying process (David, 2010).

David (2010), explains how tactical decisions on specific social media channels only create a superficial cover when it comes to the entire realm's impact on brands, marketing, and ultimately the consumer. Social media is more than just a community like Facebook or a platform like a blog. It's symbolic of broad behavioural and cultural changes in the way we engage each other. It involves less effort when creating marketing opportunities and more about engaging people. It's less about 'buying' a presence through a new advertising channel and more about 'earning' consideration as the brand and consumers interact (Nishino, 2007).

David (2010), explains how marketing has changed from talking at consumers with traditional advertising to Internet-enabled, one-on-one consumer interactions to what the marketing industry call the Network Era. This enables more individuals to be connected, which amplifies the power of the individual's voice. An example to illustrate how social media is impactful on building a brand, the obstacle was building a brand, for Ford Fiesta and overcoming perceptions among the younger generation. Considering the importance of personal recommendations to a target market, the automakers enlisted a squad of influencers, loaning them new Fiestas to try out and encouraging them to share their experiences via Ford-owned online community and through Facebook, YouTube, Twitter and other non-owned platforms. The results were incredible and positive, with over 10 000 reservations for the car and a 10 percent conversion rate as millions of social media impressions increased (Nishino, 2007).

Nishino (2007), states according to a study performed by OTX research, about two-thirds of consumers use the material they find through social media to influence their media buying decisions, 67% of customers are likely to relay this information on to others (word-of-mouth), and over 60% trust information they find through social media more than traditional advertisements (David, 2010).

David (2010), looks at how marketing to consumers via digital media has many rewards for marketers. It allows products and services to provide a service 24 hours a day, 7 days a week, 365 days a year; this would allow products and services to be offered globally in an efficient manner. It is cost-efficient in that it saves the need for stores, paper catalogues and sales people; it also delivers resources on developing one-on-one relationships with consumers and establishing consumer databases for conducting online research (Peter, 2005).

Therefore, marketers are encouraged to test their social media initiatives on a small scale. It is considered as a simple and easymedium to test and learn, given the rapid variations that can be made and receive reactions from these changes. Social media marketing does take time and may even take months for consumer to adapt to. Consumers won't just alter their

behaviour, therefore social media marketing would have to be given time in order to influence consumers (Peter, 2005).

## **2.9 Applying the Art of War-Sun Tzu**

Cleary (2005), looks at the Art of War which was compiled two thousand years ago by a Chinese warrior-philosopher. In Asia modern politicians and executives studied this art, as well as military leaders and strategists in different industries and markets. This strategy has been applied from the ancient classics to modern business markets, applying a classic approach, “To win without fighting is best.” This study forms the body of an organization, which can be useful to competition and struggles in different markets, from personal to worldwide. The objective is to apply strength, without getting into battle, and understanding the market more intensely (Cleary,2005).

Cleary (2005), examines how the art of war encourages the creation of a strategy, whereby it is possible to win without getting into conflict, by accomplishing most of the objectives which have been written down. This study can be compared to psychology as it involves looking in-depth into competitor’s activities and gaining insight into their next move and following their natural thinking patterns to help gain a competitive advantage on them. According to the Taoist a Chinese philosophy and military general, deep knowledge allows for an individual to be aware of the consequences and defaults before something occurs, in basic terms it allows one to gain knowledge of an opponent’s move before it actually occurs, so that an organization can be prepared for possible results which could occur (Cleary,2005).

Cleary (2005), states according to Sun Tzu, engaging in rage and gluttony, results in defeat, therefore rather apply a strategy which operates outside the emotional influence as it will lead to victory rather than defeat. Emotional influence during competition with competitors would result in an attack on the competition, rather than applying a knowledgeable action plan which would result in more ambitious moves. By applying a strategy which operates outside the emotional barrier allows the organization to operate under limited conditions but with appropriate leadership from management, this action can be referred to as the military action (Cleary,2005).

Zhuge Liang, who is known for being a genius stated, “an action should not be made without a strategy and an action without a need”. In order for an action to be carried out, a deep insight must be had into the way in which a competitor carries out their activities, distinguishing between strengths and weaknesses. This is in order to have a strategy which has impact, to gain an advantage in the market as well as to learn more about how to better a brand. To succeed in a battle in the market, a strategy must not only consider the tactical practices but also involve psychological consistency, which would apply leadership as well. A strategist can be referred to as the commander, by determining the strategy and implementing it. The strategy is only created once the strategist has gained an insight into the competitor’s pathway in the market, which is similar to a commander of a ship. He would first find out about his enemies and their next strike (Cleary,2005).

The art of war approach provides an opportunity for marketers and strategists to understand the consumer and competitor. A marketing media strategy can be improved by applying this approach which provides an insight on leadership and tactically methods to strategically structure the media activities and actions (Cleary,2005).

## **2.10 Gaining a sustainable competitive advantage in the market**

Marketing media strategies have to be tactically structured to gain a competitive advantage in the market. A tactical approach such as value consideration can be applied to convey the benefits of the brand which has direct interaction with the consumer and potential individual (Hooley,2007).

Hooley (2007), explains that there are two specific routes in creating a competitive advantage, through cost leadership and differentiation. Porter (1985) has referred to this process as a value chain approach from the involvement of original material and other resources and energies through to the final delivery and after-sales service, which refer to consumers and their response. He has also identified several major aspects which affect a brand and organization's price, which are economies of scale. Economies of scale are the most operative cost driver in an organization. This process involves purchasing leverage to secure raw materials in times when there is limited availability, avoiding inefficiency. Timing is a feature which cannot be controlled and can lead to expensive disadvantages for a brand and an organization. Abell (1978), has specified that a crucial element of any marketing media strategy is timing, especially relating to opportunities which are available for only a certain time period. Other minor factors are capacity utilization, interrelationships, degree of integration and policy choices (Porter,1985).

Porter (1985), looks at when an organization is seeking to achieve differentiation from its competitors, uniqueness play a vital role in achieving product differentiation. The intention of product differentiation is to increase growth of market value of the product for the consumer. Levitt (1986), has distinguished there are four central levels; the core product, the expected product, the augmented product and the last, the potential product. The generic product is the central product which is offered, for example petrol. The amplified product is the additional extras which go beyond what the consumer expects, to convey added value and differentiate the product from its competitors. The last factor, which is the potential product, refers to additional accompaniments a product includes, for instance a petrol station may include a free car wash and car valeting service. Organizations are starting to put more focus on the amplified and prospective products by adding value, creating consumer pleasure which results in competitive advantage (Peter,1987).

Clark (1986), defines quality as a primary factor in differentiating a product from its competitors. This is the driving inspiration for a consumer to purchase the product, which comes down to the value of the service and the empathy received. Buzzell and Gale (1987) stated perceived quality is the most vital influence in affecting long-term performance of a brand and organization. Quality also has an influence on the ROI level and contributing towards the growth of market share in the market amongst its competitors (Peter, 1987).

Peter (1987), states that price differentiation forms a foundation base in creating a marketing media strategy, as the consumer tends to seek a cost advantage. Consumers tend to switch product choices according to prices of a product and its competitors in the market. Premium pricing is generally used if the product has elements which benefit a consumer and would differentiate the product in the market. Products which do engage in price differentiation generally gain an advantage against competitors, as consumers are able to purchase the product and experience what the brand is about (Clark,1986).

Clark (1986), looks at some of the approaches which would contribute towards sustaining competitive advantage is unique and value products. High margins from unique products give the consumer a reason for acquiring the product. The key differentiating variables of valued products and services are the unique offering and identification. Weaknesses of unique products are the time period before there is a substitute. Organizations generate exclusive products through superior, proprietary technology and utilizing superior raw materials. A clear understanding of the target market allows the organization to focus on who they are and what their preferences are (Peters, 1986).

Peter (1986), analyses the factors which are incorporated into a marketing media strategy are tactically combined to attack and become defensive in the market place, thus building a stronger position in the chosen market. The study of warfare and the principles developed by military strategists are the works of Sun Tzu, which are incorporated into the majority of strategies created currently. The strategy goals differ according to the market position the brand is placed in, for instance the market leader's main objective would be to maintain the current position against its potential attackers (Kotler, 1997).

In the information provided above, the two main competitive approaches were discussed, which provides an advantage for the brand and organization. Creating a marketing media strategy with a competitive advantage would contribute towards building a strong, defense position in the market to help differentiate the company's offerings from its competitors. Another factor brands and organizations need to consider, is offering low costs, as consumer are more price sensitive due to the economy changing and becoming harder to survive in (Kotler, 1997).

## **2.11 Insights on consumer behaviour gathered when creating a marketing media strategy**

### **2.11.1 Consumer behaviour in marketing media strategies**

Kotler (2009), states when creating a marketing media strategy, understanding the consumer and target market is critical. The philosophy of the consumer and the consumer decision process are idealized. It is often misunderstood that consumers have the motivation, capacity and the opportunity to make decisions that are in their best interests, however it can be proved that a sensible consumer is difficult to find. Consumer understanding contributes towards anticipating and possibly steering future developments. The benefit of having consumer insights provides the prospect of creating a relationship between a brand and consumer which could develop over time. This is also imperative as it establishes the media by which consumers may best communicate with the brand (Kotler, 2009).

Kotler (2009), identifies consumer behaviour as the use and disposal of products as well as the study of how these individuals are obtained. Product use is often of great interest to the marketer and strategist, because this may inspire how a product is best positioned or how the marketer can encourage increased consumption (Perner, 2011).

Perner (2011), defines consumer behaviour as the insight provided for organizations to function at a lower cost than its opponents "the dynamic interaction of affect and cognition, behaviour and the environment by which human beings conduct the exchange aspects of their lives". In simple terms, consumer behaviour involves the thoughts and feelings people experience and the actions they engage in the consumption process. It also involves all the

things in the environment that influence these thoughts, feelings and actions. These include comments from other consumers, advertisements, price information, packaging, product appearance and many others. It is important to recognize from this definition that consumer behaviour is dynamic, involves interactions and involves exchanges (Peter, 2005).

Peter (2005), analyses successful marketing organizations, which require marketers to fully connect with consumers by adopting holistic integrated marketing media methodologies. This involves understanding the consumers, gaining an insight into their daily lives and the variations which occur that inspire their lifestyle and purchase decisions. This would help direct the marketing media strategy towards the consumer and which would direct them to the product (Kotler,2009).

Kotler (2009), examines how the market focus is gradually changing into consumer focus, which requires organizations to become more consumer-oriented, based on knowledge of consumer behaviour and its determinants in order to understand consumer decisions, which would contribute towards predicting future consumer behaviour. Customer orientation in terms of an organization refers to when an organization takes an interest in consumer's preferences, motives and usage habits. Although consumers are professed to be decision makers, they can be observed as being experimental when making impulse decisions which do not match their priorities. Consumers do provide information, but sometime this information does not assist the quality of the product (Poiesz,2008).

Poiesz (2008), defines marketing media strategy as the design, implementation, and control of a proposal to influence actions to achieve organizational objectives. In consumer markets, marketing media strategies are typically designed to intensify the odds that consumers will have favourable thoughts and feelings about particular products, services and brands, and will repeatedly purchase them (brand loyalty). Also, marketing media strategies are created by retail stores, catalogue retailers, e-tailers and other marketers to increase the possibilities that consumers will have favourable thoughts and feelings about purchasing from them and will actually do so. Marketing media strategies involve establishing and presenting marketing stimuli directed at selected target markets and environments to influence what they think, how they feel, and what they do. The marketing and media team have to breakdown and understand not only consumers of their products and brands, but also consumers of competitive offerings and the reasons they purchase competitive products. Understanding markets and creating and executing superior strategies to create an interest and hold them profitably is the essence of a marketing strategy (Peter, 2005).

Peter (2005), states one of the main applications of influencing consumer behaviour is the marketing media strategy, this helps to create better marketing and media campaigns. For example, by gaining an understanding that consumers are more approachable to food advertising, when they are hungry, it becomes more effective to advertise during specific times. By understanding that new products are usually initially adopted by scarce numbers of consumers and only spread later, and then only gradually to the rest of the population; we learn firstly that organizations that introduce new products must be well funded so that they can stay afloat until their products become a commercial success and secondly, it is central to please primary consumers, since they will in turn inspire many subsequent customers' brand choices (Perner, 2011).

Perner (2011), states markets must be understood before marketing media strategies can be developed. The consumer market buys goods and services for personal consumption.

Consumers vary tremendously in age, income, education, tastes and other factors. Marketers must understand how consumers transform marketing and other inputs into buying responses. Consumer behaviour is influenced by a buyer's characteristics and by the buyer's decision process. Buyer characteristics include four major factors: cultural, social, personal and psychological (Kotler, 2007).

Kotler (2007), identifies a person's buying behaviour as the result of the complex interplay of all these factors. Many of these factors cannot be controlled by marketers, but they are useful in identifying and understanding consumers marketers are trying to inspire. Cultural factors exert the broadest and deepest influence on consumer behaviour. The marketer needs to appreciate the roles played by the buyer's culture, subculture and social class. Culture is the most uncomplicated cause of a person's wants and behaviour. Growing up in a society, a child learns simple values, perceptions, wants and behaviours from the family and other important institutions. Marketers are interested in social class because people within a given social class tend to display similar behaviour, including buying behaviour. A consumer's behaviour is also influenced by social factors, such as the consumer's small groups, family, and social roles and status. These social factors can strongly affect consumer responses, marketers and strategists must take them into account when designing their marketing strategies (Kotler, 2007).

Kotler (2007), states consumers' buying is also shaped by the stage of the family life cycle, the stages through which families might pass as they mature over time. Marketers and strategists often define their target markets in terms of life-cycle stage and develop suitable products and marketing plans accordingly, which contributes towards creating marketing media strategies. A person's buying choices are also influenced by four major psychological factors- motivation, perception, learning, beliefs and attitudes (Kotler, 2007). Abraham Maslow, an American psychologist, created the Maslow hierarchy of needs, which influences consumer behaviour. This model is arranged in the following order, from lowest to highest level: psychological needs, safety needs, social and belonging needs, esteem needs and self-actualization needs. An individual would satisfy the lower need before moving up to the higher need (Kotler, 2007). These factors discussed above have a strong influence on the marketing media strategies which are implemented.

Kotler (2007), identifies some of a consumer's needs are biogenic, which arise from physiological states of tension, whilst other needs are psychogenic, which form from psychological states such as the need for esteem and recognition. According to Sigmund Freud, the psychological forces shaping people's behaviour are largely unconscious and, they are unable to interpret their own motivations. Therefore when the consumer scrutinizes specific brands, she or he will be less conscious of the specific details of the brands and the competitor brands. This theory allows market researchers to identify how to target the consumer using different motives for buying a product and contributes towards creating a marketing media strategy (Kotler,2007).

Kotler (2007), examines the various problems and opportunities where consumer decisions arise. Frequently, problems occur in situational environments, this influences consumer's behaviour. The nature of a consumer is split into the self-concept and the lifestyle. These factors describe how the consumer perceives themselves and their daily lifestyle. This knowledge allows the marketer to be informed about the consumer in society; therefore the marketing media strategy would be tailored to the consumer. An aspect which plays a role in consumer behaviour is customer value, which provides superior value for the customer and

reacts to customer needs. In this aspect, the marketing strategy aims to provide more value to the consumer than its competitors, bearing in mind its profitability objectives (BB Advisor,2010).

Kotler (2007), describes online business- to- consumer (B2C) marketing as a requirement for marketers to understand consumers and deliver products and services, which consumers want and need, just as traditional marketing does. A recent survey shows that consumers would research the product before making purchase decisions. The digital aspect has definitely gained a lot of momentum with the consumer and the target audience (Businessnews,2012).

### **2.11.2 Consumer affect and cognition in consumer behaviour**

Peter (2005), describes consumer affect and cognition as the two types of mental responses consumers' demonstrate toward stimuli and events in their environment. Affect refers to their feelings about stimuli and events, such as whether they like or dislike a product. Cognition refers to their thinking, such as beliefs about a particular product. Affective responses can be favourable or unfavourable and vary in intensity. For instance, affect includes relatively intense emotions such as love or anger, less strong feeling states such as satisfaction or frustration. Marketers typically develop marketing media strategies to create a positive affect for their products and brands to increase the probability that consumers will buy them. Advertising creates a strong emotional effect on the marketing and media communication, which leads to an emotional decision making process; affect also influences the information process, this results in the process in which the cognition information is processed (Peter,2005). These two mental responses have an influence on the marketing media strategy implemented, it provides a greater insight on the target audience being marketed to.

Peter (2005), states buying intentions relate to beliefs and brand evaluations, these are subjective to the advertising which forms the brand attitude for a consumer. The general view of attitude is that affect towards an item is mediated by cognition, which triggers the emotional responses about a product. Zajonc and Markus (1995), have tested this statement, that affective responses are not grounded on past emotional experiences. Consumers can develop a feeling about a brand without sentient evaluation, this can be based on inadequate information, which is developed from conventional conditioning (Blythe,2008).

Blythe (2008), identifies cognition as the mental structures and processes involved in thinking, understanding, and interpreting stimuli and events. It includes knowledge, meanings and beliefs that consumers have got from their experiences and stored in their memories. It also includes the processes interconnected with paying attention to and understanding stimuli and events, remembering past events, forming evaluations, and making purchasing decisions and choices. Although many characteristics of cognition are conscious thinking processes, others are essentially automatic. Marketers often try to increase consumers' attention to products and their knowledge about them. For example, Volvo ads often feature detailed information about the safety features of the cars to increase consumers' knowledge and the chances that they will buy Volvos (Peter, 2005).

Peter (2005), describes cognitive learning as a concentrated focus on learning ideas, concepts, attitudes and facts that contribute towards the ability to reason without direct experience. This type of learning can vary from simple information attainment to a more complex one. There are five sorts of cognitive learning, classical conditioning, operant conditioning, iconic role, vicarious and reasoning. These theories aid to judge how consumers learn across different



situations, they are challenged with. These theories can activate during high involvement and low involvement (Hwakins,2004).

### **2.11.3 Consumer environment influences on marketing media strategies**

Individual decision-making occurs with a social, cultural, environment or a class ranking context, this occurs because consumers interact with one another. The physical environment within which decisions are made also have a consequence on the outcome of the purchase decision, this occurs due to dissimilar products available or a higher price range (Blythe,2008).

Blythe (2008), describes the consumer environment as an influence on what consumers think, feel and do. It includes social stimuli, such as the actions of others in cultures, subcultures, social classes, reference groups, and families that influence consumers. It also includes other physical stimuli, such as stores, products, advertisements, and signs, which can change consumers' thoughts, feelings and actions. The consumer environment is a key to the marketing media strategy because it is the medium in which stimuli are placed to influence consumers. For example, marketers run commercials during programme breaks which a specific target market watches to inform, persuade and remind them to purchase certain products and brands. Marketers can send free samples, coupons, catalogues and advertisements by mail to get them into consumers' environments. Thus, these elements become part of the consumers' environment (Peter, 2005).

Peter (2005), identifies the core environmental factor as the consumer purchase decision which affects the consumer culture, this is reflected by the values and norms society. These values are obtained from a young age; therefore it forms quite a dynamic role in decision-making. Culture can also be learnt from society, it is considered as a more enduring and deep-seated value when compared to other values(Assael,2005).

### **2.11.4 The idealised decision making process of consumers utilised in marketing media strategies**

Olshavsky and Granbois(1979), specified that there are quite a few motives to doubt the predisposition of consumers to process information and to make well-considered decisions. These are some of the possible reasons for the abnormalities of normative, rational decision-making. There are three core determinants, consumers may lack the motivation to engage in elaborate decision-making, consumers may not have the ability or mental capacity to engage in elaborate decision-making and lastly consumers may not have ample opportunity to make coherent decisions. A further explanation of these three determinants are consumers who lack motivation find information gathering and decision-making may be a tedious and unattractive activity. Ability refers to the consumer knowledge, understanding, processing and mental tasks. Consumers find it problematic to know and evaluate all possibilities available in the market, to understand the various features and attributes of products, resulting in the consumer mental activity being limited. Time is limited when consumers have to compare brand characteristics before making a purchase decision (Poiesz,2009).

Poiesz (2009), describes motivation, ability and opportunity as the required conditions for consumers decision-making. As purchase decisions become more complex, consumers lack motivation, capacity and opportunity to know, follow and evaluate all the market media activities which are going on. The three determinants are some of the causes why consumers

are not able to make careful decisions, but there are also other reasons. When consumers make purchase decisions, they are based on interrelated combinations, as consumers require an assortment of products. Former purchases create a pattern of properties and purchases, which has an influence on the consumer. Previous purchases and possessions not only develop into consumption experience, but also restrict the possibilities of new purchases. Many consumers continue on 'substitute optimal' without taking the drastic step of stopping and taking a different direction (Gredal,1996).

Gredal (1996), states with the market aggregating with innovative products, consumers escape from intricate decision-making by using mental short-cuts to arrive at a choice. These techniques support them to evade the actual decision-making process and arrive at a positive outcome. An example of this is where consumers base their purchase decision on the popularity of a product without knowing or understanding its true qualities. The marketing media used to communicate the product or brand also influences the popularity and quality of the product (Raaij,2009).

Raaij (2009), describes routine procedures as being engaged in when consumers make certain purchases. Brand and price characteristics have an influence on routine consumer purchases. Consumers may have inadequate insight into their own areas of preferences and biases. Other human deficiencies that are apparent in consumer decisions and help them to escape elaborate decision-making are overconfidence, illusion of control and psychological factors (Poiesz,2009). Therefore, we can conclude the consumer's decision to purchase are not only limited by financial and social conditions, but to a large extent by the consumer's past behaviour and psychological characteristics where it has an influence on marketing media strategies.

## **2.12 How marketing media strategies contribute to achieving consumer-focus**

Heller (1995), states for any organization to succeed in the market, it is imperious for the higher marketing team to focus better on consumer needs, to be market-led, to care for the consumers and create value for consumers which matters to them. It is evident that there are two main concerns to achieving consumer-focus in a market media strategy, real consumer-focus needs more than just higher management, it requires an in-depth insight about the consumer and the second concern is there are no rapid fixes to achieving consumer-focus (Heller,1995).

Kay (1997), examines the consumer-focus scale which consists of different positions on the scale which are associated with the different types of consumer relationships. This scale helps to focus effort on identifying and targeting consumers as a member of the key segments. This provides some insight into identifying who the consumers are and what modern marketing research can achieve, which provides an opportunity for all efforts to be put on winning loyalty through consumer satisfaction. Towards the bottom of the scale the marketing media strategy is focused more on consumers who are loyal followers. The goal is to attempt and win the consumer's hearts and minds, instead of applying push advertising (Heller,1995).

Heller (1995), looks at the starting points which are getting control over issues in consumer-focus and form an approach which will discover what value means to the consumer, learning and listening to consumers and their responses, calculating consumer satisfaction and building and sustaining a consumer-focused culture in the organization. Consumers build value expectations and make purchases based on their observations of products' benefits.

Superior consumer value is created when the buyer's experiences are encouraging compared to expectations and compared to the value provided by competitors which influences the consumers purchase decisions. Some of the features which contribute towards superior consumer value are commitment and service towards the consumer, innovation and change of a brand and product and listening to the consumer and captivating a learning which can increase value for the consumer in the future (Kay,1997).

Kay (1997), states organizations are faced with the reality that consumer's value exists on consumer's terms and reflects the consumer's priorities and preferences, therefore it is vital knowing what means value to the consumer is significant. An example to explain the point made above is in the consumers who visited the Post Office complained about the length of queues being long and time-consuming. Managers found the quickest method was to cut consumer perceptions of queuing times to redecorate Post Offices. With Post Offices being redecorated, consumers felt they spent a shorter time in the queue, which actually was not true. This case study proves that the Post Office took the consumer insight into perspective and acted on the consumer demand by redecorating the Post Office and providing an environment which was friendlier towards the consumer (Kay,1997).

Kay (1997), examines how one-to-one marketing is implemented to focus on value issues at the individual consumer level and to modify products and services accordingly. For instance Levi Strauss and Co developed a personal pair of jeans which would custom fit the individual purchasing the pair of jeans. Customized software was used to design jeans to the individual consumer's body measurements, which were recorded by a trained sales assistant. This product is then coded to allow easy re-ordering of an identical fit (Lele,1988).

Lele (1988), looks at how marketers and strategists are discovering altering methods of listening and learning about consumers, which helps contribute towards consumer focus. Storytelling is adopted by some organizations, which involves consumers telling real-life stories about their behaviour and their feelings. Another method of generating holistic insights is by viewing people who set standards similar to what Nike conducts, they employ trend observers to follow and observe the trend setters in fashion to gain an insight into the consumer's preferences and latest fashion trends. Whilst the organization is gathering an insight to find out about their potential consumer, they also have to bear in mind there are also consumers who complain. Disgruntled consumers can spread word of mouth and cause destruction to the consumer, buy less and it is generally much tougher recruiting a new consumer than retaining one. The advantage of accumulating insights about the complaint would be to retain this consumer and covert the unhappy consumer to become a loyal consumer (Lele, 1988).

Lele (1988), describes essentially to achieve consumer focus, an organization has to look at the current relationship and see what has to change, create value for the consumer and focus attention on them and find ways to pay attention to consumers and learn from their response. These are the three key drivers to accomplishing consumer-focus in a consumer-focused organization and producing a consumer-focused brand.

### **2.13 Implications of marketing media strategies**

Raaji (2007), examines as the consumer market changes, it begins to affect marketing developments, which contributes towards consumer behaviour. As the market becomes more intense, consumers try to escape the complexity and dynamics, due to the extra marketing,

which are trying to reach consumers through any method applicable. Consumers try to ignore the problem and evidently pretend not to know the solution, which results in great difficulty for marketers and strategists trying to develop effective marketing media strategies and measures. The more powerful the strategy is, the more control the organization has of a consumer and would provide a solution to consumers ignoring the problem (Raaji,2007).

Raaji (2007), examines that different market sectors are starting to disappear and the aggressive nature of the market situation is becoming weaker. Whilst society is becoming more business-like, because societal phenomena and processes increasingly manifest themselves as transactions. The market is developing a social aspect, which will result in a growth of commerce in traditionally non-profit sectors such as education, sports and health care. There is a current shift in marketing from the moment of acquisition, through the pre-purchase phase to the consumption or usage phase. Consumption has become the primary emphasis of the consumer, and now become the primary focus of marketing (Poiesz,2007).

Poiesz (2007), examines when creating a marketing media strategy, the marketing media vision is the general starting point and is the philosophy of the decision maker (consumer). This helps to determine the basis on which marketing media strategic decisions are defined. Customer-orientation is a strong focus for enterprises; it provides an insight on consumer perceptions, satisfaction and complaints. Current and future marketing media decisions will take the psychology of customer behaviour into account. It is no longer satisfactory to simply know consumer socio-demographic characteristics and the nature of their consumptions. With behaviour focus, the marketer is focused on understanding the customer, which provides a superior insight into human possibilities and limitations when creating a marketing media strategy. These insights provide material for the brand on how consumers evaluate the product. Marketers consistently misconstrue the degree to which a buyer is inspired, or has the capacity and the opportunity to conduct themselves as expected or desired by the marketer (Poiesz,1999).

## **2.14 Outlining the relationship between consumer affect, cognition, environment and behaviour when creating marketing media strategy**

### **2.14.1 The relationship among consumer affect and cognition, consumer behaviour and consumer environment**

Peter (2005), states there are five implications to viewing consumer processes as a reciprocal system involving affect and cognition, behaviour, and the environment. First, any comprehensive analysis of consumers must consider all three elements and the relationships among them. For example, to assume that affect and cognition always cause behaviour and ignore the impact of the environment underestimates the dynamic nature of the consumption processes. Similarly, to assume that the environment controls behaviour without consideration of affect and cognition, also gives an incomplete description. The development of marketing media strategies should include an analysis of all three elements, their relationships, and the direction of casual change at particular times. Secondly, any of the three elements may be the starting point for consumer analysis. Although it assumes that marketing and media strategists should start with a breakdown of specific overt behaviours consumers must perform to achieve marketing objectives; useful analyses could start with affect and cognition by researching what consumers think and feel about such things as various brands of a product. The third implication is a dynamic view; it recognizes that consumers can continuously change (Peter, 2005).

Peter (2005), examines although some consumers may change slightly during a particular time period, others may change their affect, cognition, behaviour, and environment frequently. Thus, keeping well-informed about consumers involves continuous research to detect changes that could influence marketing media strategies. Fourthly, a consumer analysis can be applied to a group of consumers that make up the target market, because the marketing media strategies can be applied at all of these levels. Lastly, these five implications highlight the importance of consumer research and analysis in developing marketing strategies (Peter, 2005).

Peter (2005), states the logical sequence is to first research and analyse what consumers think, feel, and do relative to a company's offerings and those of competitors. In addition, a breakdown of consumer environments is called for to see what factors are currently influencing them and what changes are occurring. Based on this research and analysis, a marketing strategy is developed that involves setting objectives, specifying an appropriate target market, and developing a marketing mix to influence it. After the target market has been selected based on a careful analysis of key differences in groups of consumers, marketing strategies involve placing stimuli in the environment that hopefully will become part of the target market's environment and ultimately influence its members' behaviour (Peter, 2005).

#### **2.14.2 Consumer decision making and the cognitive processing consumer decision making model in marketing media strategies**

Peter (2005), examines how a decision involves a choice, "between two or more alternative actions". Marketers are particularly interested in consumers buying behaviour, especially their choices of which brands to buy. Marketers need to recognize, that consumers also make many decisions about non-purchase behaviours. Sometimes these non-purchase choices can influence consumers' purchase decisions (Peter, 2005).

Peter (2005), explains how consumer decisions involve the consumer, carefully evaluating different products and selecting one which would recognize their needs for the least cost. Many decisions are not focused on a particular brand, but based on feelings or emotions which are linked with using the brand or the environment in which it is acquired. Consumer decisions are often the result of a problem, which has occurred, in some cases or may occur from several problems. The consumer purchase process is created when the consumer, which has a low involvement purchase, moves to a much higher and more complex purchase decision. Purchase involvement can be described as the level of concern or interest in which the purchase process has triggered by the need to consider a purchase of a particular product (Hawkins,2004).

Hawkins (2004), states marketers develop products which help consumers to solve problems, they also help consumers to pre-empt their problems. The cognitive processing consumer decision making model, clarifies all aspects of affect and cognition which are involved in consumer decision making, including knowledge, meanings, and beliefs activated from memory and attention and comprehension processes involved in interpreting new information in the environment. The key process in consumer decision making however is the integration process by which knowledge is combined to evaluate two or more alternative behaviours and select one. The outcome of this integration process is a choice, represented cognitively as a behavioural intention. Decision-making processes occur even for impulsive purchases that

seem to underlie trends. This does not mean, however that a conscious decision-making process necessarily occurs each time purchase behaviour is performed. Some voluntary behaviour becomes habitual and these intentions are stored in memories which are formed from a past decision-making process (Peter, 2005).

Peter (2005), explains consumer decision-making can be treated as problem solving. Problem recognition occurs when there is a fault between the desired and an actual state that activates the decision process. Consumers make decisions about which behaviours to perform to achieve their goals and thus, “solve the problem”. The kind of action which is taken by consumers to solve the problem, relates directly to the importance to the consumer of the problem and the dissatisfaction which is created for the consumer. In this sense, consumer decision making is a goal-directed, problem-solving process (Hawkins,2004).

Hawkins (2004), examines how consumer problem-solving is actually a continuous stream of interactions among environmental factors, cognitive and affective processes, and behavioural actions. The generic model of consumer problem solving identifies five basic phases; the first phase involves problem recognition. The next phase of the problem-solving process involves searching for alternative solutions. At the next phase, alternatives are evaluated and the most desirable action is selected. The fourth and fifth phase involves carrying out the intention and using the acquired product. Some of the purchase choices require very extensive problem-solving efforts, while other purchases are made virtually automatically in a highly routinized manner (Peter, 2005).

Peter (2005), explains consumer problems may be either active or inactive. An active problem is the one which the consumer is cognisant of, while the inactive problem randomly appears and creates a problem for the consumer. Generally the active problem requires the marketer to convince consumers that a brand is superior to its competitors. The inactive problem requires a large amount of effort from the marketer to convince consumers that there is a problem and the brand has a superior solution to the problem. In order for the consumer, to actively solve the problem, they have to conduct the following investigation, activity, product, problem and emotional. Once, the problem is identified, the marketer can create a marketing mix which would provide a solution to the problem (Hawkins,2008).

### **2.14.3 Influences of consumer behaviour**

Kotler (2007), explains consumer buying behaviour is influenced by cultural, social and personal factors. Culture factors tend to have the most influential impact on the buyer. The cultural environment also affects what motivates consumers, how to process information, and the kinds of decisions they make. Culture refers to the distinctive or expected behaviours, norms, and ideas that characterize a group of people. It can be a powerful influence on all traits of human behaviour. The psychological core, the decision-making processes, and the consumer’s culture affect consumer behaviour outcomes, such as the symbolic use of products, or services through a market (Kotler,2007).

Kotler (2007), states marketing across cultural boundaries can be a risky and challenging task. Cultures are not stationary and can evolve over periods of time. Marketers and media strategists are required to understand diverse cultural values and values which are currently emerging, a failure to understand these values could result in an unproductive strategy. There are three broad forms of cultural values namely, other-oriented, environment-oriented and self-oriented, which have an effect on a consumer. The other-oriented environment, perceives

a view on society's relationship between individuals and groups, whilst the environmental-oriented looks at the economic relationship and status (Hawkins,2008)

Hawkins (2008), looks at the many dynamics that affect acquisition, usage and disposition decisions of a consumer. These factors can be categorised into four domains, the psychological cores, and the process of making decisions, the consumer's culture and the consumer behaviour outcomes. To make decisions that have consequences like buying new products, consumers must first engage in processes such as the psychological core. They would need to be motivated, able, and have the opportunity to be exposed to, perceive and attend to the information. They would then think about this information, develop attitudes about it and form memories, therefore certain consumer behaviours and certain marketing and media practices may be problematic to a consumer. For instance, compulsive buying can have severe family consequences for the consumers and their family. Marketing and media also contributes to ethical issues, such as whether companies should advertise to children, whether the advertising campaign influences self-image and whether marketing invades consumer's privacy (Hoyer, 2007).

Hoyer (2007), explains social environment includes all the different types of behavioural inputs received from other people. These could include direct interactions (face to face interaction) and indirect interactions (engaging with media). Evidence presented by some people can be very credible and some people can spread a marketing message widely. Social influence is also authoritative when individuals within groups are in frequent contact and have many opportunities to communicate information and perspectives. Many people are influenced through marketing and non-marketing sources, which are delivered through mass media (Blythe,2008).

Blythe (2008), explains brands tend to inspire purchase behaviour when promoting special sales in newspapers and on television. Consumers shopping for particular products may learn about recalls and quality problems from television coverage, internet sites, blogs and other media not controlled by marketers. Some consumers may be influenced by information and opinions obtained through a virtual community or consumer groups that interact online to achieve personal and group goals (Hoyer, 2007).

Hoyer (2007), states there are two components to the social environment, the macro and the micro environment. The macro environment consists of culture, subculture and social class. These components have a strong influence on consumer behaviour, as it influences the attitudes, beliefs and values. The micro environment comprises of face-to-face interaction between friend, family and groups in different situations (Blythe,2008).

Blythe (2008), looks at how social influences are exerted by individuals, such as opinion leaders, as well as specific groups of people. A reference group is a set of people with whom individuals compare themselves for guidance in developing their own attitudes, knowledge and behaviours. Consumers may relate to three types of reference groups, aspirational, associative and dissociative. A study conducted shows that consumers aged 18 to 34 most often admire celebrities for their possessions, traits or lifestyles. Associative reference groups are clusters to which buyers actually belong such as a club or a particular work group. The gender, ethnic, geographic and age groups to which a consumer belongs are also associative reference groups with whom people may identify. Dissociative reference groups are groups whose attitudes, values and behaviours, whodisapprove and do not wish to emulate. The reference group also affects a buyer's behaviour through socialization, the process by which

individuals acquire skills, knowledge, values and attitudes. Consumer socialization is the process by which we learn to become consumers and come to know the value of money, the appropriateness of saving versus spending, and how, when and where products should be bought and used (Hoyer, 2007).

Hoyer (2007), states there are two types of influences, normative and information can affect intentions and consumption decisions. Normative influence is experienced in the hypothetical method. It is derived from norms, society's collective decisions about what behaviour should be. Morals also exert normative influence about what is right and wrong, and they can strongly influence attitudes, as they do in people's views. Normative influence can have several effects on consumption behaviour; such as brand-choice congruence and conformity; compliance versus reaction and social-relational theory. Normative influence affects brand-choice congruence; the likelihood that consumers will buy what others in their group buy. A comparison between a consumer and their friend's music, hairstyles and clothes would indicate that they have similar purchase choices. Conformity is also affected by normative influence, which is the tendency for an individual to behave as a group behaves. Conformity and brand-choice congruence are related, for example a consumer may conform by buying the same brands as others in a group, although brand-choice congruence is not the only way to conform. According to the social-relational theory, consumers conduct their social interaction according to the rights and responsibilities of their relationships with group members, a balance of reciprocal actions with group members, their relative status and authority and lastly the value placed on different objects and activities. These relationships and unspoken rules wield normative influence on consumer behaviour (Hoyer, 2007).

Hoyer (2007), explains in addition to normative influence, reference groups and other influence sources can utilize informational influence by contributing information to support a person when making decisions. For example, friends exert informational influence by telling what movie is playing in the local cinema and the media inspires informational guidance by reporting that certain foods may be health hazards. Informational influence can disturb how much time and determination consumers allocate to information research and decision making. The scope to which informational influence is strong or weak depends on the characteristics of the product, of the consumers, the influencers and of the group (Hoyer, 2007).

Hoyer (2007), explains how promotion plays also quite a vital role in consumer behaviour. Promotions are a technique which is communicated by a marketer and strategist, to induce the consumer to purchase. Promotion tends to affect the wants, motives, perceptions and attitudes of a consumer. Buyers who are influenced by individuals generally influence other members of their social group. Generally promotions do not create consumer needs, but basically emphasize a consumer's present liabilities. Advertising is used to constantly communicate to the consumer market. Marketers and media strategists use promotions to influence consumer purchase decisions (Walter, 1989).

#### **2.14.4 Detailed insights on social and cultural properties on consumer behaviour**

Raaji (2007), explains how social and cultural properties have an influence on the relationship between the consumer and the demand and supply of a market. The operation of a market will have a strong impression on social structures, processes and the manner in which people arrange their lives, individually and together with others around them. Parties such as the government, consumer organizations and non-profit organizations in the modern



market have complementary functions with regard to the protection of safety and health of consumers, and the promotion of consumer satisfaction and well-being (Raaji,2007).

Raaji (2007), looks at how the government has multiple roles in the market, by restraining and controlling tasks in relation to the operation of the market, which contributes towards marketing media strategy. It also provides a responsibility for tracing and fighting against excesses that may be central in the disproportionate advantage or disadvantage of certain individuals or groups in society. With the government being in control of the market, the free market mechanism is constrained with respect to the interest of consumers. The free market standard means that a competitive environment creates the best conditions to permit a choice of possibilities that are adjusted as much as possible to a buyer's needs. The free market also provides many variations of products as operational and economical, because with the market evolving consumers require more of a variety in the market (Poiesz,2007).

Poiesz (2007), explains with the government in the modern market being fixated on the protection of general consumer interests, consumer organizations are starting to have a role in the protection and promotion of consumer satisfaction in separate market segments. The aim of consumer organizations is to focus on protecting the consumer from inferior products, impulsive decisions and ambiguous marketing practices. Organizations are paying more attention to the quality of complementary products, quality is determined by the combination of their contributions (Raaji,2007).

Raaji (2007), explains how the phenomenon of culture contributes towards socio-cultural changes which are resulting in variations in marketing development. Culture can be interpreted as the norms and values which contribute towards the predicted developments of consumer behaviour and lifestyle of a consumer. Individuals who belong to the same culture group develop stereotypical behaviour and have their own environment and shopping preferences (Hoyer,2007).

It can be distinguished that social and cultural aspects have an influence on consumer behaviour, which results from government and other consumer parties. Therefore marketing media strategies can to be controlled around these aspects to accommodate the different types of consumers and their preferences. Cultural factors have a strong stimulus, as consumers form their own social groups according to their preferences, norms and values; hence brands and organizations have to be aware of these subcultures which can affect the brand reputation and perception (Hoyer, 2007).

## **2.15 Growth of media**

### **2.15.1 Managerial implications on marketing media strategies**

Ataman (2007), examines the foregoing investigations which have gathered insights regarding the relative role the marketing mix instruments play in building brand equity. Empirical findings show that distribution, product innovation and advertising play a major role in building brands, while discounts serve to decrease price elasticity and quantity premiums. This result seems inconsistent with a singular emphasis on the long-term effect of price promotions often observed in scanner-based marketing modelling (Bucklin &Gupta 1999). One plausible reason that many firms adopt a short-term emphasis on promotions is that they have a large-short term effect that is easy to measure (Bijmolt, Van Heerde, &Pieters 2005, Kalra, Rajiv &Srinivasan 1998).

Ataman (2007), looks at the longer-term properties of product and distribution on brands are also less readily measured and take months or years to become evident. Solving this problem, brand managers have a brief tenure in which to be promoted, often spending a year before moving to the next assignment. As such, long-term effects benefit the successor, while short term effects benefit the brand managers. Since there is little incentive to invest in long-term brand building, brand managers may choose to ignore the instruments that lead to beneficial long-term effects, such as advertising, new product introductions, and broader and deeper distribution. While short-term sales and profits play an imperative role in an organization's strategy, it is desirable to develop longer-term equity based measures of brand performance to discourage the potential for harvesting major brands (Ataman, 2007).

Ataman (2007), examines how an investigation conducted provides insights on how price promotion, advertising, product and distribution strategies (4P's) can be accomplished over time to move over a performance space. A conclusion is that marketing media strategies relate to the long-term performance of brands. Additionally, it is worthless that many of these strategies are coinciding. For example, Brand G accompanies its new variants with promotions, where an analysis of Brand G's performance over time to exclude the product component, as commonly done in prior research, the deleterious effects of discounts could be understated as they were accompanied by more innovation. These examples demonstrate the desirability of considering these strategies in an integrated framework (Ataman, 2007).

### **2.15.2 How does the media strategy contribute to the marketing media strategy?**

Symonds (2005), looks at the media planning four-step process which consists of 1) setting media intentions in light of marketing and advertising objectives, 2) developing a media strategy for executing media objectives, 3) designing media tactics for comprehending the media strategy, and 4) proposing procedures for evaluating the effectiveness of the media plan and creating a marketing media strategy. Media planning, such as planning the marketing communications for the launch of the Fusion new shaving system, starts with setting media objectives. Media objectives usually consist of two key mechanisms, target audience and communication goals. The target audience component of the media objectives defines who the intended target of the campaign is. For example, P&G's target audience objective for its Fusion shaving system was men 18-40 years old. The communications goals component of the media objectives defines how many of the audience, the campaign intends to reach and how many times it will reach them. In short, media aims are a series of statements that specify what exactly the media plan intends to accomplish. The objectives represent the most vital goals of brand message dissemination, and they are concrete steps to accomplishing marketing objectives (Symonds, 2005).

Symonds (2005), states media planners make three crucial decisions, where to publicize (geography), when to advertise (timing), and what media categories to use (media mix). Furthermore, they make these decisions in the face of budget constraints. The actual amount of money that an advertiser spends on marketing communications can vary widely, from billions of Rands for multinational giants such as Procter & Gamble, to a few thousand dollars for local "mom-n-pop" stores. In general, companies spend as little as 1% to more than 20% of revenues on advertising, depending on the landscape of their business. Regardless of the budget, some media options are more cost operative than others. It is the job of media planners to formulate the best media strategies, assigning budget across media categories, geographies, and time (Symonds, 2005).

Media planners craft a media mix by considering a budget-conscious intersection between their media ideas and the properties of several potential media vehicles. That is, they consider how each media vehicle provides a cost-effective contribution to attaining the objectives, and then they select the combination of vehicles that best attain all of the objectives (Symonds, 2005).

Symonds (2005), examines when making media mix decisions, planners look to a whole spectrum of media, not just traditional media vehicles such as TV, radio, and print. That is, media planners consider all the opportunities that consumers have for exchange with the brand. These opportunities can be non-traditional brand exchange opportunities, such as online advertising, sweepstakes, sponsorships, product placements, direct mail, mobile phones, blogs, and podcasts. The scale and situations of media use are exclusively significant when evaluating suitable brand exchange opportunities. For example, product placement in a video game makes sense if the target audience plays video games. Sweepstakes make sense if many of the target audience find sweepstakes attractive (Symonds, 2005).

Symonds (2005), examines a media planner's first media mix judgement is to indicate between a media concentration approach and the media dispersion approach. The media concentration approach uses fewer media categories and greater spending per category. This lets the media planner create higher frequency and repetition within that one media category. Media planners will choose a concentration approach if they are worried that their brand's ads will share space with competing brands, leading to confusion among consumers and failure of the media objectives. For example, when Nestle launched its 99% fat-free cereal Fitnessse, the similarity of ads actually amplified the sales of the opposing product. An organization can create a high share of voice with a concentrated media strategy. That is, the organization can be the leading advertiser in a product category in the chosen channel. Moreover, because only one set of creative materials will need to be prepared, a concentrated media strategy lets advertisers spend a higher percentage of their budget on frequency and reach, but a concentrated strategy is also an "all-eggs-in-one-basket" strategy. If the particular ad is not well received or the particular media category only reaches a fraction of the intended target audience, then it will perform poorly (Symonds, 2005).

Symonds (2005), states in addition to allocating advertising by media category, media planners must assign advertising by characteristics. In general, an organization that sells nationally can take one of three approaches to environmental spending allocation: a national approach (advertise in all markets), a spot approach (advertise only in selected markets), or a combined national plus spot approach (advertise in all markets with additional spending in selected markets). Media planners will choose a national approach if sales are relatively uniform across the country, such as for Tide laundry detergent or Toyota automobiles. A national approach will reach a national customer base with a national advertising program. For many other products, however, a company's customers are concentrated in a limited subset of geographic areas, which makes a spot approach more efficient (Symonds, 2005).

### **2.15.3 The effect of the social media strategy on the marketing media strategy**

Qualman (2009), examines how social media has brought about a revolution in how consumers communicate with each other and with organizations, this has impacted on businesses and how they in turn communicate with their consumers. Social Media has also affected brands and organizations in more subtle but no less important ways, such as forcing them to be more transparent and accountable. This revolution of sorts in commerce has

occurred when marketing has also been undergoing its own trials and tribulations. Many academics state that it is in 'decline', in 'crisis', or even 'dead in the water' (New river marketing, 2012).

New river marketing (2012), explains social media platforms like Facebook, YouTube and Twitter are primarily changing the ways in the commercial market, in which consumers and businesses behave by connecting hundreds of millions of people to each other via instant communication. This is considered as a major socio-economic shift that is shifting from how people within organizations and consumers communicate and interact with each other. Chris Anderson, the author of "The long tail", describes the internet as a broadcast which can bring one show to masses of people with unmatched efficiency. The internet is becoming a mass market which is becoming more market niche and fragmented, resulting in a stress-induced issue for the people (Qualman,2009).

Qualman (2009), states social media is the latest marketing buzz phrase. This type of media allows the marketing media strategy capably to spread the message and influences the brand. Social media creates a two-way relationship between the audience and the product, therefore the marketing media strategy is able to focus on relationship building. Investigating the impact of social media on marketing is very important because marketing is an important pillar in an organizations overall commercial strategy. It is within marketing plans that we see details such as marketing objectives, marketing mix decisions and marketing decision making variables of segmentation, positioning and targeting, which are all crucial in achieving marketing media objectives (Yusuf,2012).

Yusuf (2012), examines how modern companies also have social media strategies which are driven by a marketing media strategy. A good social media strategy creates a platform to initiate and act on conversations around key customer concerns. A company's presence on social media platforms should have clear objectives such as building visibility, deepening relationships and enhancing credibility. This will create interest and awareness about the value proposition. Even though the use of social media is exciting, the most critical factor that must be considered is the influence it has on a market. Unfortunately, many brands and organizations connect with the social media bandwagon, without ensuring that it synchronizes with the overall marketing media strategy and business objectives. This often fails to achieve business objectives because it is not a targeted effort (Yusuf,2012).

Yusuf (2012), looks at how social media has had a profound effect on marketing in its ability to influence consumer behaviour. There has been a proliferation of web advertising with big multinational corporations such as Coca Cola also getting involved. Coca Cola now reaches out to millions of consumers outside the traditional digital channels, such as television and radio by advertising on YouTube. This movement has also caught up in Nigeria with major Nigerian banks such as Zenith, GT Bank and even the more traditional First Bank all reaching out to customers through twitter and Facebook. As a result of this movement, marketers now deliberately use social networking sites to target prospective customers; for example, ten years ago advertisements on the American Super Bowl had an element of surprise to them with masses of people waiting to see the ads on the Super Bowl day. However, in recent years, some of the major advertisements are pre-released on social networking sites such as Face Book, twitter and You Tube. This generates eagerness even before the game, which is an indication of how marketing has changed in this era of social networking (Yusuf,2012).

Yusuf (2012), states market research organizations now use the power of the internet and social media to gather data about consumer behaviour through the use of online focus groups and surveys. A well-known web based resource; survey monkey, offers survey solutions and an alternative to traditional market research. This example shows that technology, especially social media and the proliferation of devices such as smart phones, has re-defined marketing (Yusuf,2012).

Yusuf (2012), states in the next few years, these technology based social media platforms will make it more difficult for marketers to target consumers due to fragmentation. This fragmentation will be aided by the increase in technological devices such as iPhones and iPads. This is because the use of such devices cuts across the traditional age, gender and income group segments. This is also likely to reduce the effects of mass marketing techniques and brand loyalty. Even though social media platforms will continue to create opportunities, it remains to be seen if the myriad of opportunities can be converted into significant revenue growth by companies (Yusuf,2012).

#### **2.15.4 The growth of word of mouth**

Qualman (2009), looks at how search engines are recognised as the internet's greatest strength, which is the rapid and cost-effective method of sharing information, whilst this can also be considered as a weakness. These mechanisms provide trillions of bytes of data of material, but can be considered as a waste if the person using the search engine does not know what they are searching for. With the amount of material currently available, consumers require a tool to understand this amount of information, therefore social media is applied. With the advancement of technology, search engines are able to understand and form a perception of the people using this tool, providing related topics they might be interested in (Qualman,2009).

Qualman (2009), states with the internet becoming more available, conversations between individuals are becoming more informative and detailed, which contributes to an increase in word of mouth. The market and world has shifted from a minor supply of information to information becoming more reachable. Although it is a positive aspect for the growth of the internet, there are implications for traditional newspapers and magazines. The internet has resulted in major newspapers and magazines restructuring their business models; some to the extent of no longer existing. It has been estimated that the growth of print mediums are going to decrease by 24%. An insight for newspapers and magazines are that individuals are being pushed with information through the internet, free publications and automated free subscriptions. Therefore newspapers and magazines have to change their content drivers, as well as report information which has an opinion and challenges the reader (Qualman,2009).

Qualman (2009), analyses a case study illustrating how social media contributed towards the victory of an upcoming brand is as follows, Justin Esch and Dave Lefkow created an idea "wouldn't it be great if there was a powder that made everything taste like bacon?" Lefkow tapped into social media and created a portfolio on MySpace dedicated to Bacon Salt. This social platform gathered 35000 people who had listed bacon in their profile. It also provided a network of potential consumers who had an interest in Bacon Salt, which lead to orders been made for the Bacon Salt. Word of mouth enlarged and through the viral aspect of the Bacon Salt experience, branched into non-social media channels, which resulted in Gotham Girls Roller becoming a free endorser. The final result was the 600 000 bottles were sold in 18 months. The product and brand were built entirely using social media (Qualman,2009).

Qualman (2009), analyses the Bacon Salt case study is an example of a potential and profitable small business through social networks. It is evident that Lefkow and Esch created a fan page, profile page and group page in a matter of seconds which allowed Bacon Salt to become an upcoming brand. Overall, social networks can provide ability for business transactions to be made, which can be created in a matter of seconds. A similar case study is Barack Obama, which resulted in small payments becoming millions of dollars (Qualman,2009).

### **2.15.5 Incorporating social media into organization and brand life**

Qualman (2009), states social mechanisms provide supremacy, which can be transferred to people, allowing an opportunity to be revealed where enterprises and people can benefit. Organizations are benefiting more from social media, as there is direct interaction between consumers and the company. An example relating to the above statement is Microsoft's Live Cash back program. Microsoft announced in 2008 that people who use Live Search and click-through and make a purchase will receive cash back. This sort of model has replaced the existing paid-search model, whereby an advertiser spends money based on a projected return on investment. The benefit from the new socialnomic model is consumers are now getting a product, which is cheaper due to the improved relationship between the consumer and the advertiser (Qualman,2009).

Qualman (2009), examines brands and organizations are preliminary engaging in a win-win relationship with social networks. Consumers get to share some of the content they want without having it blocked or restricted. A benefit for the consumer and the brand are the target audience gets to receive content, express and share it as they choose too, and the organization benefits by receiving income for this. In order for brands and organizations to survive the changing market, they have to embrace social media. Organizations need to incorporate social media into the marketing media strategies been created, as social media is cost-effective (Qualman,2009).

Qualman (2009), describes search engines are becoming an integrate part of the marketing media strategy, as the consumer is most likely to perform a search if they are looking for a particular brand. Part of being prosperous in the socialnomic world, is brands and organizations have to be more open and comfortable in letting go of the ownership and control of the brand. Statistics reflect that 90% of the outcome is optimistic; whilst 10% is negative therefore the brand reputation is not at stake. Organizations have a fear of failure in the socialnomicworld, therefore the growth uptake on social media is slow (Qualman,2009).

Qualman (2009), states social media is not a waste of media investment; it contributes towards people's productivity. The internet has become an intelligent and time-less source, especially for advertising as the "push" strategy can be applied and consumers can be efficiently targeted. Traditional media is slowly being interchanged for social media. Organizations who apply the social media strategy are functioning more like entertainment companies rather than traditional advertisers, as social media allows brands to constantly update the consumer on a daily basis about the brand and any innovations which are available (Qualman,2009).

A 30-second television commercial which is part of the traditional media category is now being substituted by the 30-second review, tweet, post and a status update. With the evolution of the internet, marketers are obligated to listen, engage and react to potential and current

consumer needs, which are influencing the brand and business model. A benefit of social media is time saving for the consumer and providing a direct relation between the consumer and the brand (Qualman,2009).

## **2.16 Implementation in the market**

### **2.16.1 Implementing the marketing media strategy in the market**

Jobber (1996), describes once the marketing media plan is presented, the marketing media strategy is created, which is driven by the consumer-focus approach and responding to a consumer's needs. The market choices, value proposition and relationship factors will be implemented to distinguish the organization and brand's capabilities. There is an approach which is followed during the strategic pathway process, building implementation strategies for the market media strategies and turning these strategies into internal marketing programmes to match the external marketing programmes (Jobber,1996).

Jobber (1996), defines separating strategy from implementation can result in the marketing media strategy failing various tests in the market. The reasons are as follows: the strategy does not fit the culture in the organization and people fail to support it; it does not fit the existing planning and budget systems and lastly higher management does not support the strategy. Often marketers underestimate the degree and type of change in the market for a marketing media strategy to succeed. Marketing implementation failures generally occur due to a separation of planning from management; implementation is conducted too late, and ignoring the implementation problems which occur (Gilly,1996).

Gilly (1996), states in order for the implementation issues to be solved, the organization has to acknowledge there is a problem. A market performance assessment is applied, which helps to highlight the issues that occur; this assessment looks at the satisfaction level which marketers expect, the effort which is put into achieving the required result and the external factors which contribute towards the performance levels. The marketing media strategy has to be taken into consideration, when looking for possible issues in implementation (Ulrich,1989).

Once the implementation issues are resolved, the marketing media strategy will be implemented and deliver value to a consumer. The strategy will be focused on delivering consumer value, and focusing on building an organization's capabilities and skills, as well as the brand being advertised.

## **2.17 Summary of the chapter**

This chapter outlines the main points that have emerged from the literature review, which provide the basis for the development of this study namely: marketing strategies, consumer behaviour, media strategy effects on marketing strategies, influence of media, different types and models of marketing strategies and the effect of marketing strategies on brand performance and brand building.

## **CHAPTER THREE**

### **CASE STUDIES OF SUCCESSFUL MARKETING MEDIA STRATEGIES**

#### **3.1 Introduction**

This chapter will concentrate on outlining how the following marketing media strategy case studies were executed in the market successfully. It will look at the different marketing and media models which were used, the various media that was selected and different methods in which future marketing media strategies could implement and use as guidelines for future marketing media strategies.

#### **3.2 Vodafone Case Study**

Blackwell (1990), states marketing media strategy is a central segment of overall marketing strategy, which regards the developing plans for discovering what consumers want and then proficiently meeting their necessities in the market through advertising. Vodafone's marketing media ambition in the consumer market is to maintain market share which would drive sales, network quality and consumer satisfaction (Blackwell, 1990).

Blackwell (1990), explains Vodafone's marketing media strategy is consumer-focused and product led, the company is frequently evolving new products and services which utilize modern technological developments. However, as consumers become progressively refined users of modern mobile technology, they make innovative demands and seek added value through product enhancements. Vodafone must consider this as an marketing media insight which is incorporated into its product and marketing media strategy, which is later applied in the market (Ferrell, 2008).

Ferrell (2008), states in various countries, the mobile phone market has moved toward prime life-span in a very short space of time, predominantly with young people as the target market. To keep its prominence, Vodafone is constantly looking for methods to add value to the services it provides and to the packages it offers to consumers. Presently, within the market, there is a small amount of new consumers available therefore, Vodafone would have to "steal" consumers and retain its current consumer (Ferrell, 2008).

Ferrell (2008), explains the challenge is to deliver added value services and consumer service to existing consumers who are becoming more cultured and demanding. According to recent research, young people think hard about which mobile phone to buy. In their search for an extensive range of appropriate services and the best value for money, young individuals in particular examine catalogues, surf the Internet and study what their friends have bought. Marketing to this market is becoming a difficult task, as they are critical and well-informed. Vodafone has established a set of marketing intentions, to preserve market leadership (Blackwell, 1990). These are to:

- Recruit and retain current consumer
- Increase growth of penetration of new data services (i.e. Vodafone live!)
- Innovation of new technologies and services (e.g. Vodafone live! and mobile internet)
- Sustain development of the brand

Ferrell (2008), states Vodafone is attaining these objectives by regularly updating the series of phones and services offered to keep ahead of its competitors and maintain its position in the



market. Also, Vodafone's distinctive 'How are you? & live!' publicity is helping to progress the brand image and saliency to all mobile users (Ferrell, 2008)

Ferrell (2008), states from this case study, it can be deduced that Vodafone took consumer's choices and demands into consideration, which contributed towards achieving market share and profitability. This brand applied a marketing media strategy to retain consumer and maintain consumer satisfaction (Blackwell, 1990).

Blackwell (1990), explains part of the marketing media strategy is the media strategy which is incorporated into delivering the brand message. The media strategy was implemented to drive awareness, recruit new acquisitions and increase sales. Television was utilized as the main communication channel to deliver the brand message and capture a large portion of the target audience. Print and digital were also implemented to drive education and inform the consumer about this brand and its special offers. Overall, the media strategy was successful and had a high impact in the market. This campaign broke through the market clutter which is constantly growing (Blackwell, 1990).

Blackwell (1990), explains it can be concluded that employing a superior marketing media strategy helps to develop marketing effectiveness. By positioning the brand appropriately in the consumer market, the brand will be more successful than competitors in the category. Vodafone's distinctive "How are you? & live!" campaign creates an awareness with the consumer and their marketing execution helps consumers relate to the brand and form a relationship with the brand. Vodafone's market execution and marketing strategy has directed to Vodafone achieving their goals. Creating a consumer-focused strategy has resulted in Vodafone becoming a product leader and a consumer-focused organization, as well as developing the technology. This has contributed to Vodafone achieving their marketing objectives and increasing their brand performance (Ataman, 2010).

### **3.3 Wilkinson Case Study**

Strydom (2003), explains a brand must respond to change in order to remain competitive in the market. Creating successful marketing media strategies, would allow them to move forward in the market and gain competitive advantage, which is vital. Wilkinson is an appropriate example of a brand that has retorted to changing consumer needs throughout its past. It is one of the most popular deep-rooted retailers of a wide range of food, home, garden, office, and health and beauty products (Strydom, 2003).

Ferrell (2008), explains in the 1960s, consumers desired more convenience shopping. Wilkinson engaged in selling groceries and supermarket goods and created the Wilko brand. In the 1980s, Wilkinson stretched its assortment of low-cost products to consist of quality clothing, toys, toiletries and perfumes. In 1995, it opened a central distribution centre in Workshop, serving stores in the north of England and in 2004, a new distribution centre opened in Wales. In 2005 Wilkinson launched its Internet shopping service, offering over 800,000 product lines for sale online. Wilkinson currently has over 300 stores, which carry an average of 25,000 product lines. 40% of these are Wilko 'own-brand' products. The company's objective was to see this division grow and to have over 500 stores by 2012 (Ferrell,2008). This case study is relevant for the South African brands, as it can be used as a guideline and benchmark for upcoming future marketing media strategy.

Ferrell (2008), states lately it has tackled growing challenges from competitors, such as the supermarket sector. Wilkinson needed to contest this and identify new areas for growth. Over the past two years it has shown extensive market research. This has helped it create a marketing media strategy designed to continue growing by targeting a new market segment - the student population (Ferrell, 2008).

Ferrell (2008), explains in this case study it highlights how Wilkinson created and executed this marketing media strategy, using the discoveries of its market research to drive the strategy forward. To grow, a brand needs to provide consumers what they want, at a price they are satisfied with, when they want it and still make a profit for the company. Wilkinson custom-built market research defined the crucial potential for growth in the student sector. It had to develop a marketing media strategy for growth that not only covered the specific requirements of this target group, but also linked closely with the company's overall aims and objectives (Bernhardt, 1994).

The key fundamentals that need to be in place for marketing media planning are:

- aims - describe the overall goals of a business
- objectives - are steps which managers decide need to be taken in order to achieve the overall aims
- strategy - is a plan which outlines all the medium and long-term steps that need to be taken in order to achieve a given target
- tactics - are what the business does in the short-term - these respond to opportunities and threats identified when preparing the original strategy

Busch (1985), explains strategies may be implemented to combat competition, to progress the position of the company in the market or to grow the business. The type of strategy selected required will depend upon numerous features, but the central impacts include number and power of competitors, company strengths, size of business, financial position and government influences (Busch, 1985).

Busch (1985), states marketing media strategy is proposed to communicate to consumers the added-value benefits of products and services. This reflects the right mix of design, function, image or service to develop consumer awareness of the business' products and ultimately to inspire them to buy. A vital tool for assisting in developing an appropriate marketing media strategy is Ansoff's Matrix. This model looks at the opportunities for developing a marketing media strategy and helps to evaluate the levels of risk involved with each option. Marketing media strategies may focus its attention on the development of products or markets. (Busch, 1985).

Busch (1985), explains based on its research, Wilkinson committed to a market media strategy to sell its products to a new audience of students. This is a medium risk strategy as it requires the brand to recruit new acquisitions. It also communicates changes of the marketing media campaigns to reach this new group. The core focus of the strategy was to increase awareness of the brand among students and encourage them to shop regularly at Wilkinson stores (Ferrell, 2008)

Grant (2008), defines market research as important for collecting data on which to base a strategy. Market research takes one of two central methods of primary research and secondary research.

Both methods have benefits and weaknesses. The benefits of primary research are that it is recent, relevant and designed specifically for the company's intended strategy. The main weakness is that it is more expensive than secondary research and can be biased if not planned well. Secondary research is relatively cheap, can be undertaken quickly and so enables decision-making sooner. However, secondary research can go out of date and may not be entirely relevant to the company's needs (Grant, 2008).

Grant (2008), states Wilkinson undertook primary market research using questionnaires from students across the market and secondary research using government and university admissions data. The statistics revealed that there were three million potential student customers. This research confirmed that the choice of focusing on the student market as a means of growth was valid. Wilkinson undertook further research to identify how to reach students and convince them to start shopping at Wilkinson stores. This information was used to formulate a focused strategy. This was aimed specifically at the needs of the student market segment (Ferrell, 2008).

Ferrell (2008), explains the market research enabled Wilkinson to put together its marketing media strategy. The intention was to ensure the student population began shopping at Wilkinson stores early in their student experience. This would help to uphold their consumer loyalty to Wilkinson throughout their student years and also develop them as future consumers after university. Repeat business is key to sustained growth (Ferrell, 2008).

Wilkinson wanted to create satisfied consumers with their needs met by the Wilkinson range of products. A marketing media campaign was launched which focused on a range of promotional tactics, specifically designed to appeal to university students:

- Wilkinson attending freshers' fairs and gave free goody bags with sample products directly to students
- Sent direct mail flyers to homes and student halls, prior to students arriving
- Had advertisements with fun themes, for example, showing frying pans as tennis racquets
- Used web banners
- Offered discounts of 15% with first purchase using the online store
- Gave gift vouchers
- Distributed free wall planners

Ferrell (2008), explains Wilkinson wanted to know what would inspire students to shop at Wilkinson more and what factors would help to attract non-customers. The research provided significant principal information to support the objectives of the campaign. The results of interviews with fresher students two months after the campaign shows which of the various marketing tactics Wilkinson used with the students had the greatest impact on their awareness (Ferrell, 2008).

Strydom (2003), states Wilkinson marketing media strategy began with its corporate aim to grow and increase stores across the market. It was facing increased competition from supermarkets and needed to identify an area to focus on. To pursue a growth strategy, Wilkinson used market research to identify new consumers. This provided an opportunity to prepare marketing media strategies for the specific consumer market. Primary and secondary research was used to discover customer views regarding its brand. Data indicated the student

market segment was a significant area to focus on to achieve market development (Strydom, 2003).

Strydom (2003), explains a marketing media campaign using data from a follow-up survey was put in place. The campaign showed significant increase in students' levels of awareness about Wilkinson and its products. It encouraged them either to shop more or to try Wilkinson for the first time. This campaign helped to achieve many of the business' ambitions, creating increased brand awareness and repeat visits. It also helped to inform the company's future strategies for growth. Market research gathered will help to formulate future plans for new stores. These will be in line with Wilkinson commitment to providing communities with affordable products across the country (Strydom, 2003).

This case study proves that the role of marketing media strategies do contribute to a positive effect on consumption and profitability. The case study displays marketing effectiveness, which contributes to the quality of how marketers go to market with the goal of optimizing their spending to achieve good results. The goal of Wilkinson was to increase awareness, increase sales and offer purchasing tactics which resulted in a marketing campaign that was cost effective and cost efficient.

### **3.4 Coca-Cola Case Study**

Ataman (2007), explains global marketing has become an actuality, the product most representative of this process is Coca-Cola. Coca-Cola's Robert Woodruff, former chairman of The Coca-Cola Company stated in 1923, that Coca-Cola should always be 'Within an arm's reach of desire'. Coca-Cola is the most recognized and popular brand name in the world with 94 per cent recognition. This profile has spread with increasing growth in promptness in recent years as shown for example in China, where Coca-Cola became the most recognized trademark in the late 1990s (Business.com, 2012).

Ataman (2007), explains this learningscrutinizes how this fact has continued to drive the Company's marketing media strategy, empowering Coca-Cola to build a strong global presence in a world in which individuals on all continents are pursuing to purchase leading and strong brands. A developing brand will endlessly seek new opportunities to reintroduce itself. Aneffective global brand will seek to penetrate new markets and target new consumer markets while building on improving its presence in remaining markets and in this way it will continue to grow (Ataman, 2007)

Ataman (2007), explains the Coca-Cola Company has survived maintained a stable presence since the product was invented in 1886 by Dr John Styth Pemberton in a back yard in Atlanta, Georgia. Currently the organization is retailing over one billion servings a day. Countless business entrepreneursachieve such outcomes would indicate that the organization has arrived, but key decision makers at Coca-Cola do not see it like that, they believe that this brand is in its infancy. The Company is acutely aware that, although one billion servings of Coca-Cola are consumed each day, there are 47 billion servings of other beverages (Business.com, 2012).

Ataman (2007), explains Coca-Cola focuses its attention on the next billion servings. Statistics indicate 70 per cent of the world's population live in countries where per capita consumption of Coca-Cola products is less than 50 servings per person per year - this means

that they are drinking Coca-Cola products less than once a week. Even in developed countries like the United States there are many opportunities to promote sales (Business.com, 2012).

Ataman (2007), states marketing media strategies consist of getting the correct product to the right place, at the right time, and with the most appropriate promotional activity. Coca-Cola has always been able to develop the most relevant marketing mix. Since its initial stages, Coca-Cola has built its business using a universal strategy based on three enduring philosophies:

- acceptability - through effective marketing, ensuring Coca-Cola brands are an integral part of consumer's daily lives, making Coca-Cola the preferred beverage everywhere
- affordability - Coca-Cola guarantees it offers the best price in terms of value for money
- availability - making sure that Coca-Cola brands are available anywhere people want refreshment, a pervasive penetration of the marketplace.

Ataman (2007), explains the ability to participate in global branding is an important benefit to any huge enterprise. Coca-Cola is fortunate in that it retains a quantity of instantly recognizable icons which go beyond the familiar taste of its product. In particular this organization benefits from its registered trade mark, the characteristic classic shapes of its bottles and the highly familiar red and white Coca-Cola can (Business.com, 2012).

Ataman (2007), states no story of Coca-Cola would be complete without the Coca-Cola glass bottle. The design for the bottle was created in the early 1900s when the bottlers of Coca-Cola faced continuous threat of artificial product and packaging. 'We need a Coca-Cola bottle which a person will recognize as a Coca-Cola bottle even if he feels it in the dark. The bottle should be so shaped that, even if broken, a person could tell at a glance what it was.' (*The Coca-Cola bottle design brief in 1915.*)

Today the glass bottle is seen as an image. An icon is a symbol or image which directly refers to a specific entity or moment. Acclaimed as one of the most famous packages, the Coca-Cola glass bottle was re-launched in 1997 in a unique new format for Britain at "The Coca-Cola Bottle" exhibition at London's Design Museum (Ataman, 2007).

Ataman (2007), states Coca-Cola also produces the world's most popular flavored soft drinks: Fanta and Sprite, as well as diet Coke and Cherry Coke. These products can be mass marketed across the globe using standard promotions and advertising media campaigns. This dramatically cuts promotional and advertising expenses as these are disseminated over a great market area. As Coca-Cola is the flagship of the Company, more money is consumed advertising and promoting Coke than any of the other drinks. In the United Kingdom, Coca-Cola advertises all year round (Business.com, 2012).

Ataman (2007), explains advertising is a most operative force in gaining social acceptance for any product and Coca-Cola has recognized and used this power from its very first advertisement in 1892. Coca-Cola is able to participate in global advertising because the messages created about its products have a universal appeal. Coca-Cola's powerful brand personality has become a vehicle for promotion in its own right. Coca-Cola has provided a platform for a quantity of highly prosperous artistic and sporting events, including the Olympics. The brand has also proven to be strong enough to upkeep an extensive range of

branded merchandise, bought not only for its quality, but because it is fashionable (Cass, 2004).

This case study has illustrated the way in which Coca-Cola has developed a global mindset, which involves utilizing working relationships and understanding cultural structures, thereby identifying global opportunities. Through manipulating and co-coordinating the tools of branding and advertising via image and activity, such as through sport sponsorship, The Coca-Cola Company seeks to provide refreshment for all of the people on the planet - not just the 20 per cent who currently account for 80 per cent of sales. By Coca-Cola focusing on consumer perceptions, has not only influenced the offering, but also increased consumer loyalty. Coca-Cola has amplified its quantity and margin premiums. Brands are considered strong, when the quantity premiums are extraordinary. The longer-term effect of Coca-Cola's marketing strategy was to focus on brand performance, particularly satisfying the consumer and increasing the margin and quantity premium. These findings show that Coca-Cola has achieved its marketing objectives, proving that marketing strategies do play a significant role on brand performance and their consumer.

### **3.5 Scott's Emulsion Case Study**

Scott's Emulsion is an orange-flavoured liquid which contains cod liver oil, a rich natural source of Vitamins A and D together with Calcium Hypophosphite. This vitamin helps build up the body's natural resistance to infections. The cod liver oil and the Vitamin A in the orange Scott's Emulsion help to keep the epithelial cells of the respiratory tract healthy and so reduce the risk of infection by organisms invading the body (Isilumko, 2012).

Recently Scott's Emulsion was experiencing a drop in sales in the market due to an increase in competitors entering into the market. The challenge was to create awareness, educate the market, create an interaction between the purchaser and the brand, and lastly induce trial through sampling. An insight was gathered through research that activation would ensure brand communication and drive consumption (Isilumko, 2012).

A mass in-store promotional campaign, based on the success of the previous campaign run in 2009, along with other below-the-line and above-the-line media was implemented. The store selected were 74 Dischems across 6 regions with a total of 104 shifts. The brand ambassadors were dressed in the sailor theme to further entrench the brand and the character in the minds of the target market. They were trained thoroughly on the products benefits in order to educate customers on the benefits of the product (Isilumko, 2012).

The results obtained from this campaign were 4500 children sampled the product. The Scott's Emulsion consumption and sales levels had increased. Also from the activations conducted data bases were created and consumer feedback was gathered (Isilumko, 2012).

### **3.6 Summary of the chapter**

This chapter showcases the main influences which contribute towards a successful marketing media strategy. It provides case studies which have developed and executed marketing media strategies, which have resulted in a growth in the brand performance and a high satisfaction level amongst the consumer and target market. These case studies contribute significantly towards justifying the role of marketing media strategies on brand performance and their consumer is positive. These points will be discussed further in the final conclusion chapter on this study.

## **CHAPTER FOUR RESEARCH METHODOLOGY**

### **4.1 Introduction**

This chapter outlines the different research methodology methods which were used in this study. The geographical area in which the study was conducted, the study design and the population and sample described. The instrument used to collect the data will be looked at, as well as the methods used to implement the research.

Data gathered from this research tool will be thoroughly examined and computed for interpretation. The literature reviews obtained by the researcher were gathered from various sources, namely, primary and secondary resources in the form of published articles and literature to support the results from the questionnaires collected. The form of the research tool will be discussed, analysing the structure and manner it was executed in to its participants.

### **4.2 Research Methodology**

Kumar (2005), states research methods are vehicles through which researchers attempt to provide answers to questions. The process of research intends to provide answers to research questions and sometimes raise more questions for further research. Research is a process and not an act. It starts off with a preliminary interest about, what, how and why something is happening the way it does and at a particular time. Thereafter, with time, questions develop and an understanding of, in this study, different marketing, media strategies is pursued (Makagalanchehe, 2006).

Kothari (2009), describes this study has embraced a system of quantitative research methods. Quantitative data collection methods are positioned around the quantification of relationships between variables. These data-gathering mechanisms create relationships between measured variables. When these methods are implemented, the researcher is usually separated from the study and the final output is context free. Measurement, numerical data and statistics are the core substance of quantitative tools. Questionnaires are an unambiguous description of data collection and breakdown of procedures, which are compulsory. Deductive reasoning is an approach that is principally based on fewer intricate explanations and provides a statement of statistical probability. This method is applied more on the detailed description of phenomena. It basically gives a generalisation of the congregated data with uncertain synthesized interpretations (Kumar, 2005).

According to Huysamen (1997), a description of quantitative research can be described as a cycle of successive phases of hypothesis foundation, data collection, analysis and interpretation. Quantitative research searches to establish facts and make predictions. This research method statistically strives to show that the perceptions of society at large, can be viewed through and compared to, a particular individual's state of mind (Burns, 2000).

Creswell (2008), states quantitative methods creates specific research problems and terms. The controlled observations, mass surveys, laboratory experiments and other means of research operation in quantitative methodology makes assembled data more reliable. In other words,



subjectivity of judgement, which is not required in a thesis discussion, can be eluded through quantitative methods. Thus, conclusions, discussions and experimentation involved in the process are more objective. Variables, both dependent and independent, that are essential in the study are specified in a quantitative study (Burns, 2000).

The design type which was implemented in this study was descriptive study. This study involved a non-probability sampling method. Descriptive statistics provides simple summaries about the sample and about the observations that have been made. This type of design is used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. Together with simple graphics analysis, they form the basis of virtually every quantitative analysis of data (Kumar, 2011).

### **4.3 Characteristics of quantitative research**

Burns (2000), states research is a structured analysis to discover solutions to solve a problem. Quantitative research is a pragmatic format in which the data gathered is represented in numbers. In a scientific routine, quantitative research methods are executed in an attempt to develop general laws or principles. This particular scientific methodology is often characterized as nomothetic and undertakes social reality is impartial and peripheral to the individual (Burns, 2000).

Kumar (2011), explains there are three central individualities which outline quantitative research, namely control, operational definition and replication. In more detail, control is the most vital section because it enables the marketer to achieve goals. Experiments are implemented in a trial to answer certain questions. These questions relate to why things happen, what causes the events which occur and under which conditions these events occurred in. Operational definition occurs in a procedure process, through steps or operations which are a form of measurement used. This sort of method allows maintaining an operational definition to identify different foundations. The last individuality is duplication in which the data is collected frequently to ensure the results are precise and constant (Burns, 2000).

Burns (2000), describes the core benefit of quantitative research is to source detailed evidence, which marketers and decision markets can use for more precise predictions about relationships between market factors and behaviours, to gather significant insights about relationships and substantiate current relationships. Quantitative research requires expertise on construct development, scale measurement, questionnaire design, and sampling and statistical data analysis skills (Bush, 2000).

### **4.4 Strengths and limitations of quantitative research**

Burns (2000), explains quantitative research is considered as being truthful; the data gathered implementing this approach is reliable and accurate. The market researcher has an advantage during the data process as they are in control of the sampling population selected, and the research designed, which is selected to gather the data required. This kind of approach has the capability to create connected statements through the usage of controlled experiments and research designs. When conducting research using the quantitative research method, statistic techniques allow for sophisticated evaluations (Burns, 2000).

Burns (2000), states there are always two sides to research methodology; therefore the quantitative research not only has strengths, but limitations. Unfortunately when conducting a survey using the quantitative approach, the variables selected cannot be controlled due to the complexity of human experience. Some of the other limitations which occur whilst using the quantitative approach, are the data produced are predictable therefore producing insignificant findings due to the restrictions and controlling of variables, people's distinctive ability to understand their experiences, build their own meanings and act on them. These are some of the key restrictions which contribute towards the data that is gathered during the quantitative processed (Burns,2000).

#### **4.5 Marketing research process**

Hussey (1999), states there are four phases in a marketing research process which are implemented during an investigation into a particular market. The first step is to define the problem. The marketing decision-makers engage with one another in depth to ensure they are on the correct path to confronting the correct issues. This period provides the foundation for the marketing process; therefore marketers and strategists have to carefully consider the choices which they make and agree on (Hussey,1999).

Hussey (1999), examines the following the research problem, is exploratory research; which is executed to identify information gaps and specify the need for conducting further research. More research within the consumer market such as group discussion, personal and in-depth interviews with the key consumers should be conducted. The research gathered will also classify relevant competitors and explore strengths and weaknesses in the current market (Hussey,1999).

Further research methods, like questionnaires are implemented, to gather material about how consumers categorise diverse products in a category according to their attributes and characteristics. Product samples can also be positioned amongst the surviving and prospective consumers to gather some sort of reaction about the existing or technologically better-quality products which are currently competing in the market (Hussey,1999). These research methods form part of the descriptive design type which is implemented in this study.

Hussey (1999), states the final phase in the process is examination and interpretation, which is the process of generating insights to help classify the segmentation in the market. There are two forms of analysis which can be used, factor analysis which helps to reduce a large number of attitudinal statements to the primary factors and cluster analysis. Cluster analysis is grouping the basis characteristics (i.e. likes, preferences or demographic backgrounds) into meaningful segments. The objective of a successful research study would be to use the data-gathering and analysis techniques that are relevant both to the product type being inspected. Innovative techniques and studying the markers allows new insights into the market structure which forms a better understanding of a target market (Hussey,1999).

#### **4.6 Research approach and design**

The research approach embraced in this study follows the quantitative method. Burns &Grove (1933) describe quantitative research as a formal, objective, systematic process utilised to define and test relationships, which scrutinizes the cause and effect interactions among variables. Marketers require adequate, timely, relevant and reliable quantitative information to support a range of marketing decisions. These decisions relate mainly to the

four marketing mix elements (price, promotion, place and product), and determine the competitiveness of an organization. The requirement for market-related quantitative information can occur firstly when a problem arises in the descriptive research design, which was executed in this research, the primary purpose of the marketing environment, secondly when new marketing opportunities arise or thirdly when planned changes in marketing media strategies are envisaged (Wenger, 2000).

Burns & Grove (1933), defines the nature of this research is to describe the phenomena which characterises the research problem. In addition, descriptive studies are also appropriate for validating conceptual theoretical models. The research conducted only describes actual and/or proposed consumer behaviour. It does not manipulate or control any phenomena in the research domain to observe their influence on other phenomena. Consequently, descriptive research cannot be used to identify any casual relationships. Descriptive research can be conducted over time or at a given point in time (Wegner, 2000).

Wegner (2000), explains the type of research design tool which was used was descriptive. Questionnaires may be utilized for descriptive and exploratory research. A survey is applied to gather primary data for describing a population which is too large to observe directly (Mouton, 1996). A questionnaire acquires information from a sample of people by means of a self-report, that is, the people react to a series of questions posed by the investigator (Polit & Hungler, 1993). In this study, the material was composed through self-administered questionnaires distributed by the researcher (Wegner, 2000).

Wegner (2000), explains the central benefits of using survey designs are to collect primary raw data from respondents who have the skill to accommodate large sample sizes, generalizability of results, ability to distinguish small differences between diverse sampled groups and the ease of administration. A descriptive survey was chosen because it offers an accurate portrayal of characteristics, for example behaviour, opinions, abilities, beliefs and knowledge of a particular individual ( Burns & Grove, 1993). This design was selected to meet the intentions of the study, simply to control the role of marketing media strategies amongst the consumer, the brand performance and consumption (Wegner, 2000).

#### **4.7 Research setting and sample population**

According to Burns & Grove (1993), a population is described as all fundamentals (individuals, objects and events), which are required to meet the sample criteria for an inclusion in the study. A random sample of 50 subjects was selected to participate in the study, which consisted of consumers and professional individuals but there were only 48 participants who accurately answered the questionnaire. The sample size was limited to 50 due to a cost and time constraint. The location of the participants was specifically selected from Johannesburg in the Gauteng region and Pietermaritzburg in the KwaZulu-Natal. The population size was 62, but the sample size was 48 due to inaccuracy. Mouton (1996) explains a sample, as components selected with the intent of finding out about the total population from which they were taken. A convenience sample comprises of subjects involved in the study because they happen to be in the right place at the right time and are suitable for the criteria of the participants, which are appropriate for the study (Polit & Hungler, 1993).

As a result, non-probability sampling will be utilised, because the target audience is based on consumers, hence there is an identified possibility of being selected as subjects in the sample.

Simple random sampling will be used; according to Sekaran (2003:270) in random sampling, every component in the population has a known and equal possibility of being chosen as a subject. This type of sampling has the least prejudice and the most reliability.

According to Lincoln and Guba (in Struwig&Stead, 2001:195), the individualities of sampling include the following:

- The total sample is not drawn in advance. Characteristics of what may comprise the final sample are considered (e.g. gender, age).
- The sample size is not concluded before the study commences and may change as the study progresses.
- The sampling of new units continues until there is no new information obtained from additional samples.

## **4.8 The research instrument**

### **4.8.1 Data collection**

A questionnaire was selected as the data collection instrument. This type of tool can be defined as a printed self-report format, created to stimulate information that can be attained through written responses by subjects. The information attained through a questionnaire is similar to that obtained by an interview, but the questions tend to have less depth and are easily communicated (Burns & Grove, 1993).

The questionnaire was separated into two central segments: a profile and the survey section. The profile contains socio-demographic features of the participants such as age and gender. The survey section explores the perceptions of these participants relating to the awareness of marketing media strategies and how they perceive them.

Some of the questions in the research instrument are characterized into nominal. The questions were structured using the Likert format where respondents are provided with five possible answers for every question.

The choices represent the degree of agreement each participant has on the given question. The Likert scale was selected particularly because it enables the participants to answer questions easier. This research instrument allowed the researcher to carry out the quantitative approach efficiently with the use of statistics for data interpretation. In order to test validity of the questionnaire, the researcher tested this research instrument on sample size of 50 random respondents.

Questionnaires were selected based on the following reasons:

- It guarantees a high response rate as the questionnaires were distributed to respondents to complete and be collected by the researcher
- It requires less time to administer
- It offers the possibility of anonymity because subject names were not required on the completed questionnaires
- There is less chance for preconception as questions were presented in a consistent manner
- Most of the items in the questionnaire were closed, which made it easier to compare answers

Apart from the benefits listed above, questionnaires also have weaknesses; for example there is the question of accuracy and validity (Burns & Grove, 1993). The subjects might not reflect their true opinion, but might answer what they think to please the researcher, and valuable information may be lost as these responses are brief and does not contain sufficient content.

The purpose of a questionnaire is to capture the respondent's true feelings about diverse products and related-issues. The raw data grouped through this tool, can be regarded as a critical key to gaining an understanding and truth about predetermined elements of a defined problem solution (Bush, 2000).

This questionnaire was adapted from other previous studies, using questions that are similar and suitable for the research topic. Since the questionnaire was adapted from previous studies, it was tested already. The questionnaire was pilot tested amongst 10 random individuals to test the phrasing order of the questions, if the questions were easily understood by the respondents and lastly if the questions were answered correctly.

#### **4.8.2 Data Collection Procedure**

Questionnaires were distributed by the researcher to career-oriented individuals in office parks, random consumers at malls and individuals in Gauteng and Kwa-Zulu Natal. This process was conducted over a period of one month. The questionnaire was distributed in two different provinces due to a time constraint, as the researcher travels frequently between Gauteng and Kwa-Zulu Natal for career purposes.

#### **4.9 Data processing and analysis**

The completed questionnaires will be organised and analysed. For analysis on closed-ended questions, a computer programme called Statistical Package for Social Sciences (SPSS), will be used. The open-ended questions will be examined through quantitative content analysis by the researcher with the objective of quantifying emerging characteristics and concepts. Concept analysis is the method of verbal or written communications in an organized manner to measure variables quantitatively (Polit & Hunger, 1995).

#### **4.10 Ethical Clearance**

The conducting of research requires not only expertise and diligence, but also honesty and integrity. This process is conducted to recognise and protect the human rights of the subjects. To concentrate on the ethical study, the rights to self-determination, anonymity, confidentiality and informed consent were observed during the data collection (Strydom, 1999).

Participants consent was attained before they completed the questionnaires by completing a confidentiality form before completing the questionnaire. Burns and Grove (1993), describe informed consent as the potential participant's agreement to participate voluntarily in a study, which is reached after integration of essential information about the study. The participants were informed of their rights to voluntarily consent or decline to participate, and to withdraw participation at any time without a penalty (Strydom, 1999).

Participants were informed about the intentions of the study, the procedures that would be used to collect the data, and assured that there were no potential costs involved (Piercy, 2008).

Anonymity and confidentiality were sustained throughout the study by keeping the participant's details confidential in the research study. Burns and Grove (1993), define anonymity as when subjects are not linked, even by the researcher, to his or her individual responses. In this study anonymity was ensured by not disclosing the participant's name on the questionnaire and research reports (Piercy,2008).

The ethical principle of self-determination was also maintained. Subjects were treated as autonomous agents by informing them about the study and allowing them to participant or not (Piercy,2008).

#### **4.11 Summary of the chapter**

In this chapter the final research phase was discussed with a particular emphasis on the sample and research methods. A discussion on the research process included a detailed discussion on the questionnaire design, the data processing and analysis. The following chapter discusses the findings that were gathered using the questionnaire which were distributed during the study.

## CHAPTER FIVE DATA ANALYSIS AND PRESENTATION OF RESULTS

### 5.1 Introduction

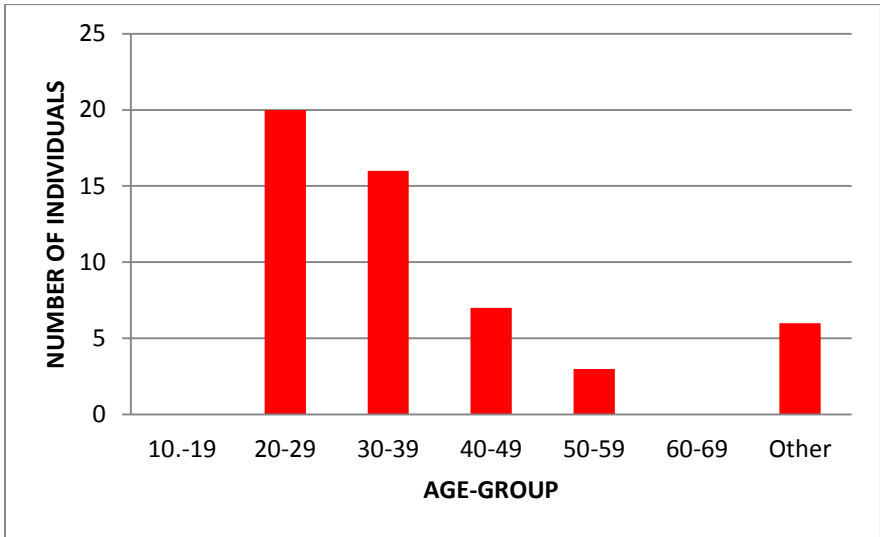
This chapter presents the finding of the study based on the data obtained from the participants in the KwaZulu-Natal and Gauteng region. These findings will be synchronized with the structure of the questionnaire and discussed under the following categories, namely demographics, the impact of advertising on the consumer, communication and meaning, factors which influence a consumer's purchase decision and consumers' relationship with the media. The influence of the marketing media strategies was the focus of the study and this category is dealt with in detail.

### 5.2 Demographics

<b>Gender</b>	<b>Percentage</b>
Male	50%
Female	50%
<b>Age</b>	<b>Percentage</b>
10-19'	2%
20-29	42%
30-39	33%
40-49	15%
50-59	6%
Unknown	2%

**Figure 1: A table displaying the gender and age split of the participants**

The study was commissioned as part of the larger evaluation of marketing media strategies on brand performance and their consumers. The survey was conducted amongst females (50%) and males (50%). This was an equal split in the gender category between females and males, which incorporates information from the female and male point of view. The age-groups consisted of 10-19 (2%), 20-29 (42%), 30-39 (33%), 40-49 (15%), 50-59 (3%) and 2% did not mark their age group. These respondents were asked to complete a questionnaire, which consisted of questions around the awareness and exposure of marketing, media communication. It also covered questions related to the different stimuli implemented which influence a consumer's purchase decisions. The data collected provides an insight into the female and male mind-set when reviewing products to purchase and advertising in the market.

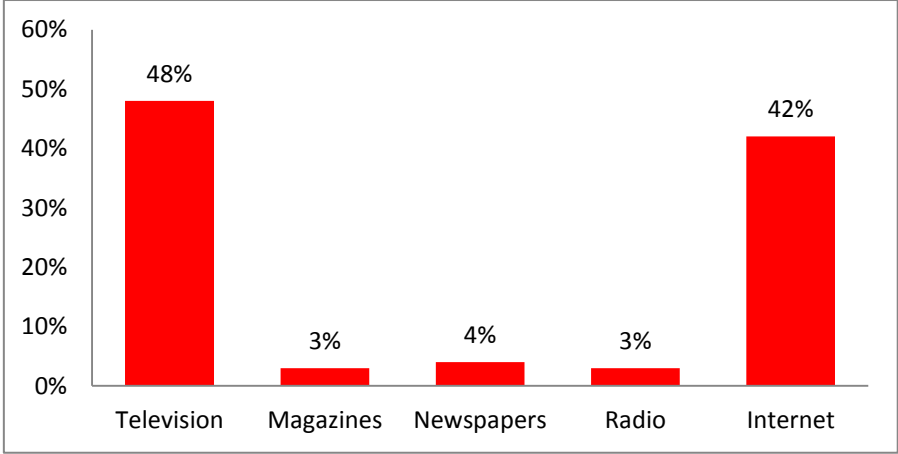


**Figure 2: A positive histogram illustrating the age split**

Figure 2 depicts a positively skewed graph of the age split, the data set selected is skewed towards the positive tail illustrating there is a higher number in the younger age categories who participated in the study.

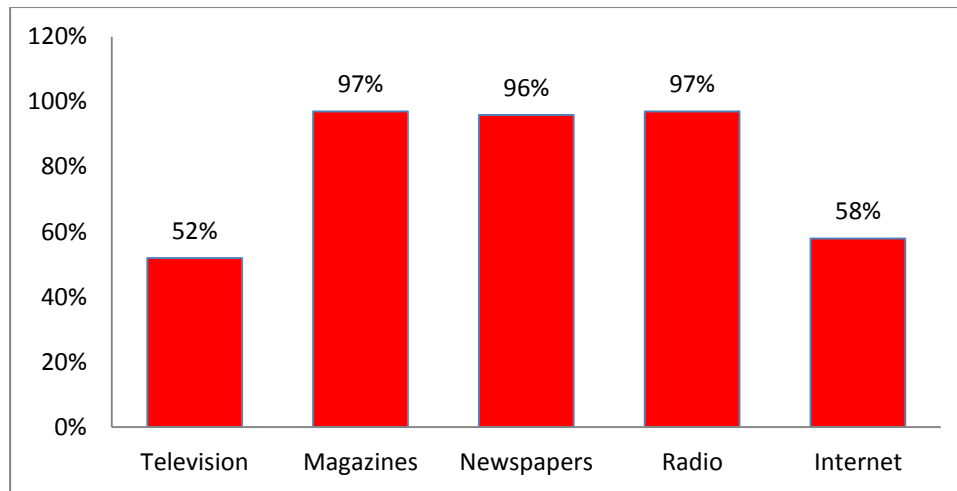
**5.3 Consumer’s relationship with media**

**5.3.1 Consumer’s media consumption**



**Figure 3: A chart depicting media most utilized by the respondents**



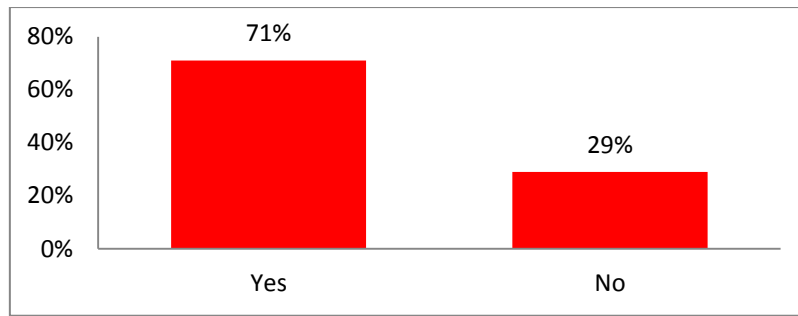


**Figure 4: A chart illustrating the media which is least utilized by the respondents**

Participants were questioned about which mediums were utilized on a daily basis. This question was asked to establish which medium was the consumer’s preference and first choice. To the question: “Please rate the following mediums from most used (1) to the least used (5)”, the following responses were obtained:- 42% responded using the internet and 48% for the television -refer to figure 3, whilst 97% rated magazines as being the least medium used due to digital magazines being utilized as it is more convenient and easier-refer to figure 5, which suggests that social media is being consumed more by the consumers on a daily basis and an increase in personal consumption. Print markets are shrinking and digital markets are growing, as different market sectors contract and expand, there will be significant fluctuations in the market.

Ever since the growth of broadband, smart phones and news content are on demand, the consumer’s enthusiasm for print has shrunk dramatically. The print online provides an improved and easier content than offline by complementing it with things like online videos and other rich media content that would be difficult to do offline. As customers have been bombarded with advertising they have adjusted to filtering out which information they choose not to read (Ferrell, 2010).

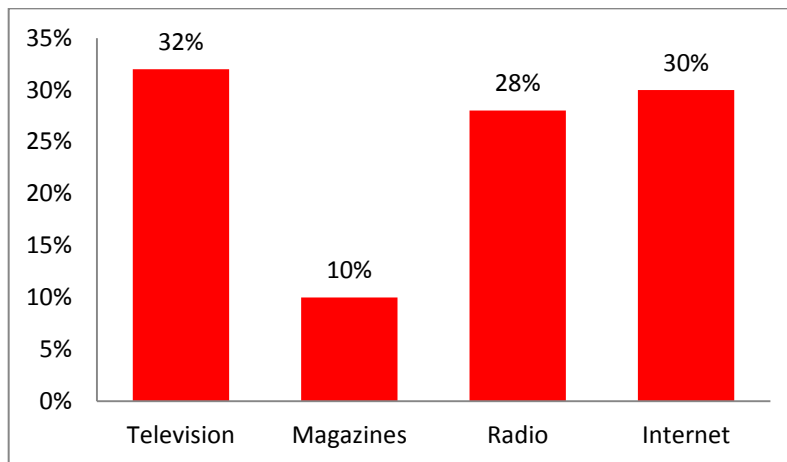
Television media in South Africa has the highest reach percentage when advertising to a huge consumer market, and is referred to as the “king” of all media. Consumers form emotional connections with the visual advertisements rather than print insertions placed in magazines, which increases curiosity and drives trial of a product. Digital growth is currently increasing rapidly and providing a higher return on investment (ROI) when compared to traditional mediums, as this medium is cost-effective. This medium also provides a benefit for the brand which is being advertised as it provides longevity and consumers can engage with the product on a one-to-one basis, providing a more personalized interaction between the consumer and the brand (Whalley, 2010).



**Figure 5: A chart showing respondents do not engage in internet shopping**

Although the internet is considered to be one of the most consumed mediums by respondents, 71% of the respondents do not purchase products on the internet- refer to Figure 5. A comment received from a respondent stating why they do not purchase on the internet was the following “is the fear about the safety of their personal data”. While navigating the internet, there is no engagement between the consumer and the product and consumers also fear hidden costs. The remaining 29% of the respondents, who did shop online, purchased books, magazines and airline tickets. South Africa is a developing country; therefore the growth of digital purchases is much slower (Lamb, 2000).

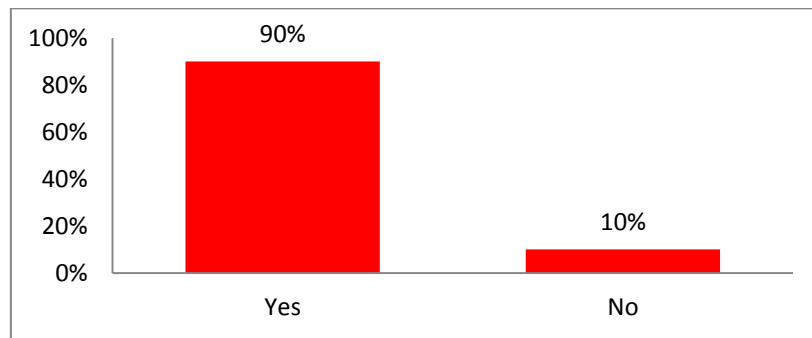
### 5.3.2 Most preferred medium for advertising



**Figure 6: A chart depicting media most preferred by participants**

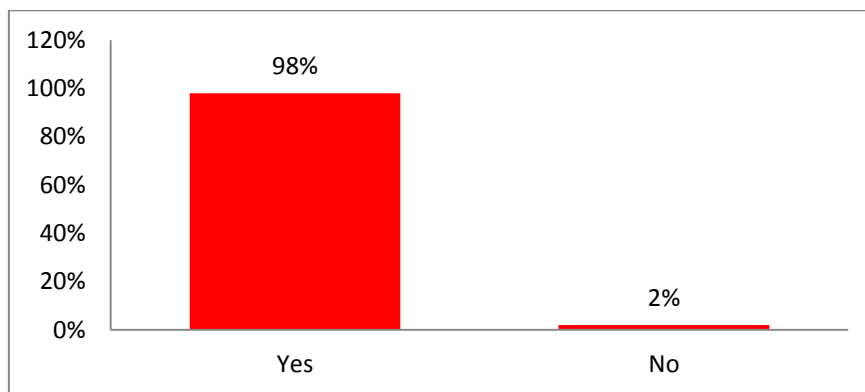
It was crucial to establish which medium respondents preferred to see advertising on. When asked the following question: “Which of the following mediums do you prefer to see advertising on?”, the outcome was respondents preferred to see advertising on television (32%), internet (30%), magazines (28%) and radio (10%), which is illustrated in Figure 6. This suggests that consumers still prefer traditional media, although they are open to digital advertising in the market.

### 5.4 Impact of advertising on the consumer



**Figure 7: A chart showing advertising has a positive influence on the purchase decision**

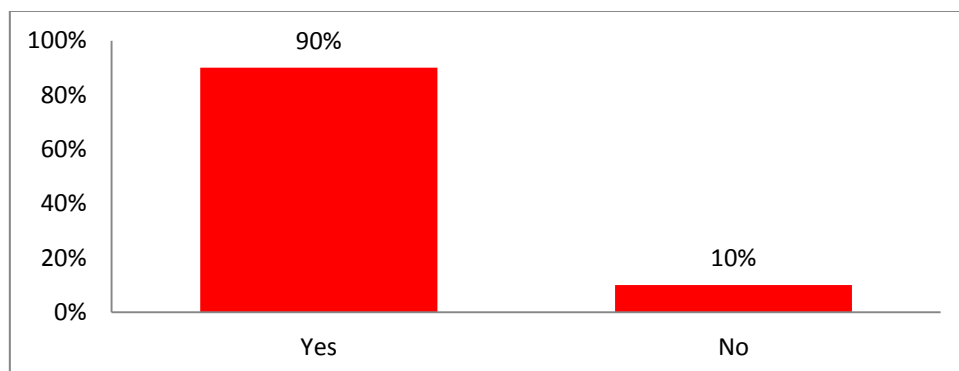
Figure 7 depicts 90% of respondents believe that product advertising has a positive influence on their purchase decision.



**Figure 8: A chart illustrating advertising motivates product purchase**

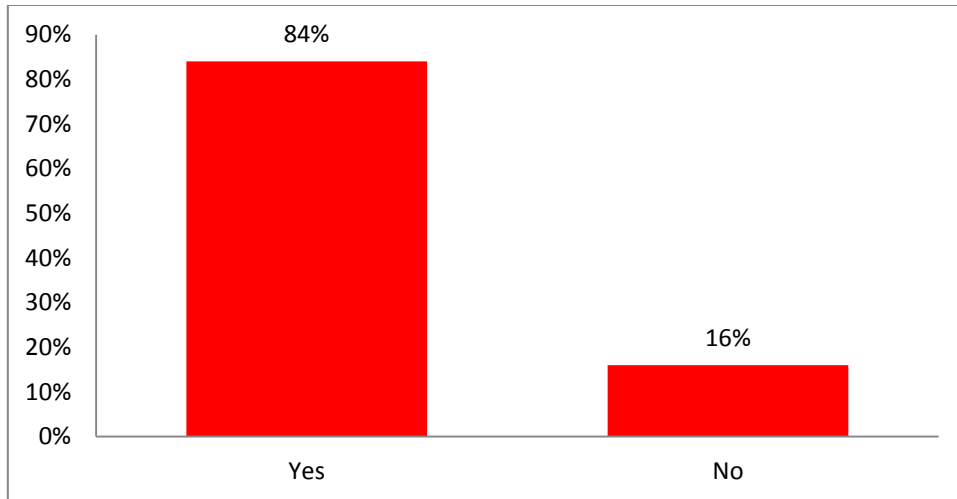
This chart illustrates that 98% of the respondents are motivated by advertising and it influences their purchase decision.

### 5.5 Factors which influence the consumer purchase



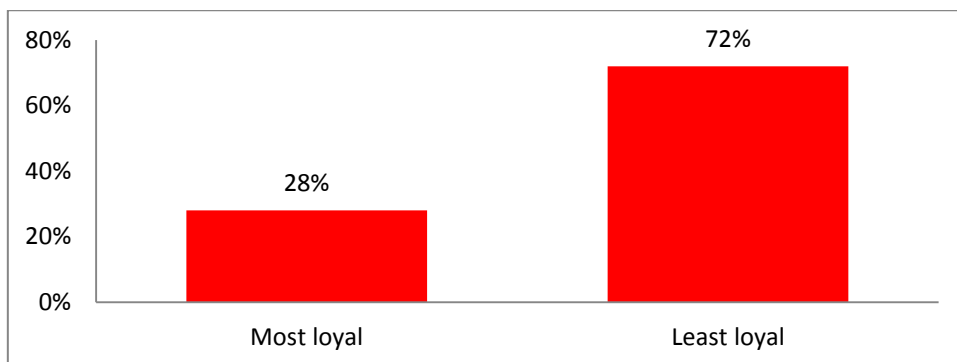
**Figure 9: A chart showing that discounts and promotions contribute towards product purchase**

Pricing applications are utilised to advertise products and services to customers, which are extremely predominant in the current society representing that they are favourable for brands and organizations. According to the classical economic theory, people act logically, using cost benefit analysis when making decisions and coming to conclusions. According to this theory people will always select the possibility that is accurately best for them (optimal option), hence 90% of the respondents purchase decisions are motivated by discounts and promotions, which can be seen in Figure 9.



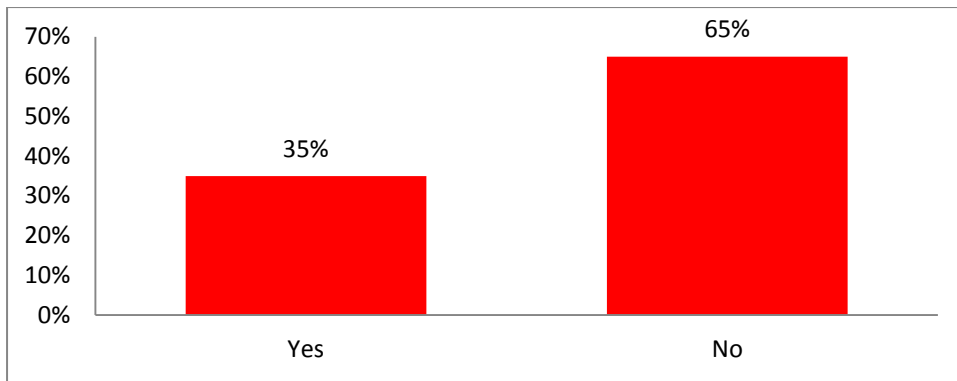
**Figure 10: A chart illustrating price is not a factor when purchases are made**

In Figure 10, majority (84%) of respondents agreed that price affects their purchase decision.



**Figure 11: A chart presenting product loyalty**

In Figure 11, 72% of respondents were not brand loyal; reasons contributing to this response were consumers enjoy the benefit of a much wider choice of brands and consumers are better informed, therefore they leverage from this privilege.



**Figure 12: A chart illustrating the influence of market clutter on the purchase decision**

Consumers are exposed to thousands of commercial messages daily. They are bombarded by television, radio, the internet, and email. Consumers are also marketed to on the street, at the store, on the sides of buses, and at sporting events. Consumers are more critical, as they can see through hype, and they usually know when someone is trying to sell them something. In Figure 12, 65% of the respondents are not affected by the clutter in the market, when making a purchase decision. A hand-full of brands have managed to break through the clutter and engage directly with the consumer, which makes the consumer's purchase decision much easier. Consumers are attaining more control of what they want and when they want it, as society is currently changing. All these effects are shifting towards an interactive marketing environment (Newell & Merier, 2007; Kondo & Nakahara, 2007).

Consumers have become more critical, and choose certain mediums they would receive information on, therefore they disregard any information which is transferred through mediums that are not favourable. Insights are gathered on consumer preferences, needs and wants before creating a marketing media strategy, which allows the organization to target the consumer market through channels that are applicable to an individual. In order for brands to stand out and connect with the consumer, emotional links have paired up with brands to form a character that relates to the consumer.

Clutter in the market is known as a form of noise. Advertisements are placed in environments which are suitable for the message and allow consumers to respond positively to the message.

## 5.6 Communication and meaning

### 5.6.1 Interpretation of a billboard



Source: (Chandler, 1997)

Which of the following describes the advertisement most closely?

1. Essence of freedom
2. Connection with youth and nature

The question was asked in order to determine how respondents interpreted the advertisement.

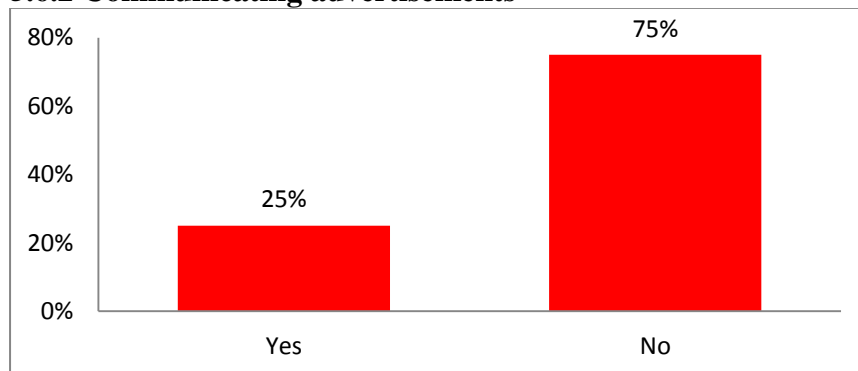
According to Chandler (1997), this advertisement utilises a variability of symbols which advertise both the distinctiveness of the brand, and an image which is aligned with the viewpoint of the text in which it appears, which, in this case, is the youthful, glamorous magazine. The advert and image concentrates on the features a male model in his early to mid-twenties, and he is kneeling on a sand dune. Next to him is an iconic image of the product itself, which is predicted as being excessively large. Below this image of the product are the words: 'Essence of Freedom,' and together these distinct components form an effective and cohesive message.

On a clearer level it is easier to gather two things. Firstly, that the theme, (the image of the man) provides a youthful component of glamour, which assists both the product and the text in which it is being advertised, and secondly, that the image of the sand dune is a physical reappearance of the product name. However, the more fascinating semiotic essentials of the advert exist within its notion of freedom, which is the advert's main notion (Chandler, 1997).

The idea of freedom is principally conveyed by the image of this man; who, in his lonesome location; seems very relaxed, and unlimited by normal life, therefore providing a sense of emancipation which is also conveyed by his loose, unorthodox, clothing. Additionally the softly focused approach of the photography, and the advertisement's colouring of gentle blues and pale browns, symbolises the dreamy, utopian image of emancipation (Chandler, 1997).

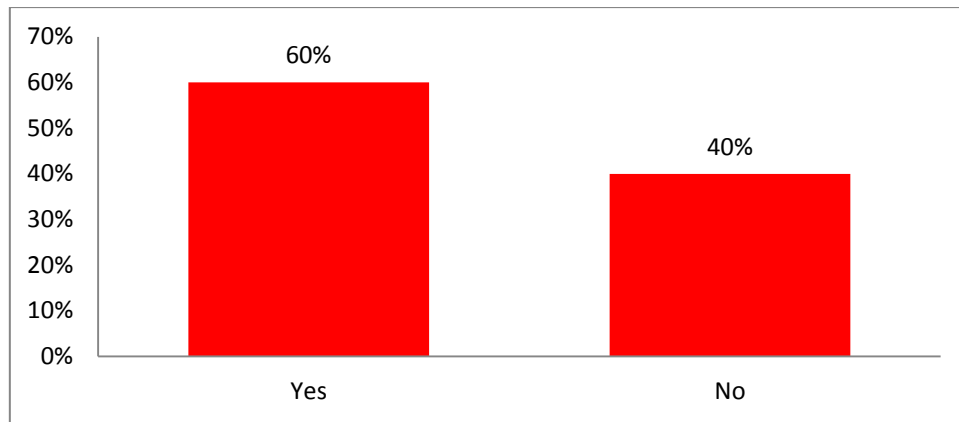
The respondents answered as: - 78% described the advertisement as an essence of freedom whilst the remaining 22% interpreted the advertisement as a connection with youth and nature. These percentages justify that consumers are able to interpret advertising, which relates to the emotional aspect of the media message. Interpretation of adverts influences the media strategy, as the results gathered contributes towards the media selection for the marketing media strategy.

### 5.6.2 Communicating advertisements



**Figure 13: A chart showing advertising does not mislead and create false perceptions**

Seventy-five percent of the respondents believe in the advertising currently in the market which is illustrated in Figure 13, hence the form of communication for advertising has captured the audience and made an impact on their buying behaviour.

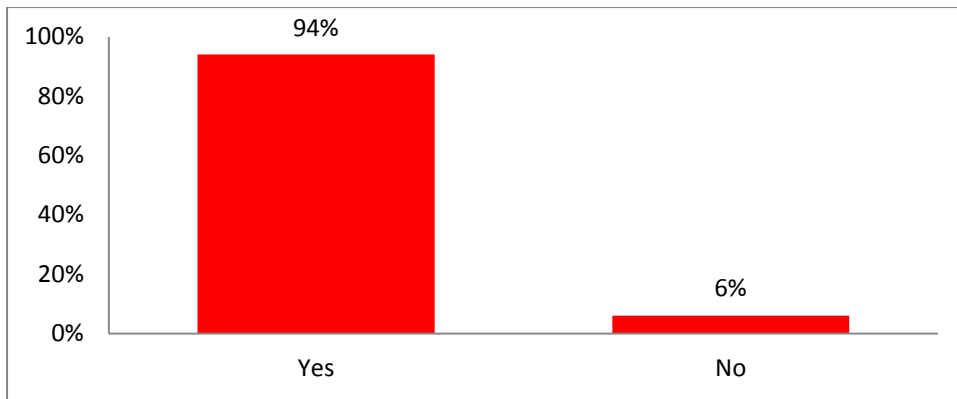


**Figure 14: A chart illustrating future advertisements should be clearer and easily understood**

Advertising has an influence on an individual by creating awareness, informing, and persuading them. It is a communication tool of a massive difficulty, however. Most advertising does not have an intentional effect. The reasons for this failure lie in the diversity and difficulty of the properties of advertising. Like all successful communication, operative advertising is guided by a thorough understanding of its intended audience and how that audience will receive the intended message; therefore in Figure 14, 60% of the respondents suggest that advertisements should be clearer and more easily understood. An easily interpreted advertisement would contribute to the brand performance (Burns, 2000).

Advertising can be referred as a special form of communication intended to persuade an individual to react in a positive way toward a product. There are three forms of advertising communication, namely individual communication which relates to the response of individuals and how they would retain the information conveyed. Since the media is a cluttered environment, the message transferred to individuals must be worth remembering. Messages which are creatively unique and offer consumers information or ideas of value are the most effective in the media environment currently (Burns, 2000).

The second form of communication is interpersonal which forms face-to-face interaction with the consumer. These interactions are effective as it breaks through the media clutter providing instant feedback to an individual.



**Figure 15: A chart showing current advertisements are easy to interpret and gain an understanding**

Even though the respondents suggest that advertisements should be clearer and easily communicated, 94% of the respondents understand the current advertisements, which is displayed in Figure 15. It can be deduced from the response received in the research study, consumers find advertising to be easier to interpret. They are also able to translate the emotional messaging in advertising. Advertisements are created based on simplicity, which allows the consumer to interpret the communication without any difficulty. It also has a positive effect on sales as well as increasing market share. The advantage of having simple communication in advertising allows the individual to understand the emotional and functional benefits of the product.

### **5.7 Summary of the chapter**

This chapter outlined the responses from participants regarding communicating advertisements, the preference of medium used and how they would prefer advertisements to be created in the future. These findings would contribute to answering the research questions of this thesis. The following chapter will be focused on the discussion questions, providing answers to the research questions which provided a structure for the study. A background of the study will also be included, to provide an outline on the study and its focus.



## **CHAPTER SIX**

### **DISCUSSIONS AND RECOMMENDATIONS**

#### **6.1 Introduction**

The intention of the discussions chapter is to integrate the research findings with the literature and previous studies. This is done by focusing on each objective in order to adequately tackle the issue and ultimately provide logical and acceptable recommendations. These research objectives would determine the success of the study and contribute towards stating whether marketing media strategies have a strong effect on consumption. Apart of this chapter will also include a background summary of the study briefly explaining what the study was about and the objectives which were set.

#### **6.2 Background of the study**

The intention of the study is to determine the role in which marketing media strategies play amongst consumption. These strategies serve as the foundation of the marketing media campaigns, which are successfully executed as a marketing media strategy. With the economies continually changing and product market share declining, the marketing media strategy would serve a vital purpose in targeting the target audience and persuading their purchase decision (Laermer, 2007).

This study outlines the different factors which contribute towards creating a successful and effective marketing media strategy, the following factors were outlined; the different mediums which are utilized, the strategic pathway implemented when creating a marketing media strategy, strategic models and theories and lastly insights on the consumer before creating a marketing media strategy (Garrido, 2003).

The main purpose of a brand is to become more consumer-focused which contributes towards building the brand and product in the market, and increasing its consumption. The relationship between consumer behaviour and the marketing media strategy has been looked at, to gain an insight on how to improve the customer satisfaction levels which would result in an increase in growth in market share and drive sales. There are three main factors which influence consumer buying behaviour such as cultural, social and environmental, which has a strong influence on the purchase decisions made (Lamb,2000).

The brand messages developed are delivered through media, which is selected based on the specific target audience. Media is analysed in this study which is categorised into traditional and non-traditional media. Media serves as the communication method between the consumer and the brand. Therefore with the digital network growing at a rapid pace and providing a one-to-one relationship between the brand and consumer, social media has been looked at in more detail (Hundley,2006).

To conclude if the research study has been successful, research objectives were set which provides guidelines in conducting relevant research and contributing towards solving the research problem. These are the three research objectives which were established:

- To determine whether or not marketing media strategies play a significant role on consumption
- To determine what type of impact marketing media strategies have on the consumer and their purchase decisions

- How do consumers respond to the current media used in marketing?

### **6.3 Discussions on the research objectives**

#### **6.3.1 To determine whether marketing media strategies play a significant role on consumption**

The study established through the data gathered in this study, that marketing media strategies play a substantial role in consumption; it allows organizations to focus more on limited resources available and to utilize these resources to their best ability, to gain competitor advantage and drive sales in the market which contributes to a higher share of volume and market leadership. This marketing media plan, establishes a direction for the brand to consider, which would accomplish the objectives that have been set (Blythe,2008).

Case studies viewed in chapter 3, demonstrates that marketing media strategies help the organization's and brands to gain an insight about internal and external factors of a competitor; which provides an opportunity for a competitive advantage over its competitors and an increase in sales. Marketing media strategies are more effective, when structured and defined in terms of intention that provide a benefit for a product. This strategy allows the brand to be positioned correctly in the market; "tapping" into markets which have not been used by its competitors, applying the blue ocean theory (Hill,2004).

Blythe (2008), states marketing media strategies are structured around market choices, the value proposition and the key relationships which are key factors for successful strategic planning and decision-making. The main objections of these three key drivers are to deliver a strategic structure for creating a marketing media strategy which will be consumer-focused, as well as outline the key focus in the brand which needs to be assessed (Hill,2004).

Hill (2004), explains marketing managers use marketing media strategies to create awareness, educate the consumer and persuade them to consider buying a product. By executing this action-plan, it allows the brand to tap into a consumer lifestyle and always be on top-of-mind when purchasing. Communication media strategies are created to successfully execute the marketing media strategies. Various mediums are selected based on insights gained during the analysis of the consumer. These mediums are used to deliver the message clearly, to create a positive impression on the consumer and to educate the consumer about a brand and its benefits (Quelch,1984).

Quelch (1984), explains the market is continuously evolving, therefore marketing media strategies are constantly changing to be aligned with brand and consumer preferences. A brand benefits from the time invested in research, defining and building the brand, which results in a brand expanding its growth and having a positive impact on a consumer, which in turn has a positive outcome on the marketing media strategy implemented. In basic terms a marketing media strategy is about doing the best to meet the consumer's preferences, and maintaining long-term consumer satisfaction because these two traits result in brand loyalty and a drive to an increase in consumption. Another influence which is valuable in contributing towards brand loyalty is finding new and innovative ways to focus on a consumer and gain leverage for this (Quelch,1984).

Bradley (2003), states according to Gary Hamel, a marketing media strategy helps to break through the monotonous marketing and media presence, it's about breaking free through the

current status to create a future that was set by past marketers and strategists and focus on preparing more tactical marketing media plans which are new to the market and consumer, in order for a brand to prosper in the cluttered market it has to outperform its competitors in the market by introducing a variance that offers a greater value to the consumer. The main purpose of marketing media strategies are to reach out to a target audience and focus on delivering superior value to a customer. By creating an optimal marketing media strategy, it allows an organization to decrease expenses and maximise the return on investment (ROI). Therefore this study proves that marketing media strategies has achieved its prime objective and there is no hesitation, that the target audience would be positively influenced by the upcoming marketing media strategies (Bradley,2003).

A response to the research objective stated above “ To determine whether marketing media strategies play a role in brand performance and consumption”, the response would be yes, these strategies have strong impact on brand performance and consumption. A brand that has implemented a strategy knows where it is going and develops the capabilities needed to accomplish the objectives stated and created. An example to explain the statement made is a case study conducted in the airline market; Southwest Airlines made profits throughout the period when American Airlines, Delta and United Airlines made large losses. The reason for this was Southwest Airlines applied a low-cost and loyal consumer base strategy. According to Bradley (2003), strategy encourages change which gains an interest in the market and there are no current market leaders, as innovation produces a successful performance in the market (Ferrell, 2008).

According to Slater (1995), developing a marketing media strategy allows for a competitive edge, which allows for an ability to learn fast and adapt to the requirements of a market. The marketing media strategies created have to incorporate a combination of culture and climate to maximise the brand performance and consumption, as a consumer’s purchase decision is influenced by culture; the norms and values which were instilled in them during childhood tend to drive their purchase decisions. Ferrell (2008) states a growth in demand, clutter and competitive markets allow for no substitutes and generics in the market, therefore by forming a close relationship with the consumer, understanding their needs and requirements allows for a contribution towards the delivery of superior value (Ferrell,2008).

### **6.3.2 To investigate if the impacts of marketing media strategies have an influence on the consumer’s purchase decisions**

Peter (2005), states organizations have designed marketing media strategies to understand consumers and form a close relationship with them and provide products, which the consumer will purchase and become brand loyal to. By creating a marketing media strategy which serves the consumer, provides a benefit of developing superiority in the product supplied, as well as provides the consumer with value in their life. A method which is implemented by the marketing research department is to find insights about them, the products they are interested in and the price they are willing to pay for these products (Peter,2005).

Peter (2005), describes the three benefits for organizations and brands restructuring their market media strategies, namely the success of providing consumer value-focused products. The second benefit is the modification in policy to focus on the consumer improves the quality of a product. An insight is gained through further research by personally knowing who their consumer is and whether the marketing media strategies are having a positive effect on them; finding methods of improving current strategies are vital in maintaining a strong relationship

between the consumer and a brand. The final benefit is focusing on the consumer through the internet (Peter,2005).The results gathered reflect ninety percent of participants believe advertising has a positive influence on their purchase decision. According to Winston Churchill, “advertising is nourishing the consuming power of men and women. It creates wants for a better standard of living. It sets up before a man, the goal of a better home, better clothing, better food for himself and his family. It spurs individual exertion and greater production” (Bore, 2000).

Bore (2000), describes consumers as being bombarded with material on a daily basis through the internet and traditional media. This medium has provided an opportunity for e-marketing to consumers, which would make shopping much more accessible and convenient. The internet also provides a benefit to marketers as a source of collecting information about the consumer which acts as a guideline when creating a marketing media strategy. Individuals consult the internet on a daily basis to seek solutions to the problems they are experiencing; they also conduct research on products before purchasing them. Therefore the internet is an essential tool in a brand and consumer’s daily lifestyle, as both parties benefit from this medium (Peter,2005). Sixty-five percent of the participants in the data research are not affected by the clutter in the market, when making a purchase decision. A hand-full of brands have managed to break through the clutter and engage directly with the consumer, which makes the consumer’s purchase decision much easier (Newell &Merier, 2007).

Consumer behaviour can be described as dynamic, it involves interactions and exchanges. The thinking, feelings and actions of individual consumers are changing, the internet is a tool which has contributed to this change, and hence can be referred to as consumer behaviour being dynamic (Haines,1969).Forty-two percent of the participants consume internet on a daily basis, which reflects the constant growth in digital media.

Haines (1969), states creating marketing media strategies has become a difficult task, because markets are evolving and marketing media strategies which were implemented in the past are no longer successful. Innovation and quality are the two key drivers for superior consumer value and a longer product life span, as consumer’s needs and wants are changing constantly. Interactions with the consumer’s thinking, feelings, actions and environment are off high priority to influence individual consumers and increase the satisfaction level between a consumer and an organization. The barter system is still applied in the markets currently, whereby a consumer exchanges money for something in return. Therefore the role of marketing media strategies encourages exchanges in the marketing society between the buyer (consumer) and the seller (marketers) (Haines,1969).

Haines (1969), explains marketing media strategies in the consumer market provide a prospect to drive chances that consumers will be motivated and have positive thoughts about particular products, which results in repeated purchases (brand loyalty). The perseverance of marketing media strategies amongst consumers is to continually develop and present marketing and media inducements which would influence what the consumer thinks, how they feel about the product and their reaction towards it. The task of the marketer, when creating a marketing media strategy, is to scrutinize consumers who purchase competitive products and gather insights as to why these consumer purchase competitor’s brands. The consumer is targeted on a personal level through marketing media strategies, as these strategies are adapted to an individual consumer’s needs and wants, but also provides emotional benefits to the consumer about the reasons for purchase and use (Bradley,2003).

Bradley (2003), explains marketing media strategies allow a brand to be exposed to the market and the consumer. It allows the brand to be communicated to the consumer via different mediums in the market. Generally the mediums selected are established on consumer insights gathered from several consumer analyses conducted using different tools. These mediums will appropriately target consumers through channels they engage with mostly on a more intimate and regular basis (Bradley,2003). Television and the internet were the two most consumed mediums which were selected by the participants, this is due to the internet being more accessible and more convenient to communicate on, whilst television still remains as king in the media communication channels.

The intention of marketing media strategies is to convince the consumer to purchase the product and create a desire for the product. This would require the marketer to understand what the consumer's preferences are (Davies,1995). The data gathered provided an insight into the mediums which consumers prefer to be communicated through, in this study it is through television and digital.

The marketing and media team develop strategies to achieve particular goals. These goals are set to maintain or increase sales and market share, therefore in order to achieve these goals the strategy is structured to focus on influencing the consumer's affect, cognitions and behaviours. Consumers respond positively towards stimuli such as brand marks, advertisements, coupons and price tags, which have a positive influence on a consumer (Davies,1995).

From the survey conducted in this study, using the questionnaire as a research tool, respondents stated that they are motivated by marketing media strategies to purchase and try out a product being advertised. Consumers respond positively to the advertising, which has a positive effect on their purchase judgments. The execution of a marketing media strategy is imperative because this determines whether a consumer would form an emotional link with the product and become brand loyal, thus when the communication message is created, it should consist of an emotional link to form a connection with the consumer (Davies,1995).

Davies (1995), explains in order for the marketer to find out what the consumer response to a brand is, the consumer response model is employed. The consumer response model investigates the market response of the marketing media strategy and the marketing environment in which it is executed. As the market changes, so does the market environment, which creates a transition between the consumer and the market. The marketing media strategy influences the consumer to brand switch, consider a trial period and create awareness in the market (Hill,2004).

In various case studies analysed in chapter 3 and the data gathered in Chapter 5, illustrates the marketing media strategy has a positive and successful outcome on the consumer, whereby it inspires the consumer to try the product and become brand loyal. A marketing strategy objective is to focus on customer, and satisfy their needs. Research was conducted, and consumers are price sensitive therefore the strategy has to add value to the consumers' purchases. This in turn motivates consumers to purchase at the store, which contributed to an increase in consumption. Therefore the marketing strategy achieved the objectives which were set (Hill,2004).

### **6.3.3 To analyse the consumer's response towards the current media used in marketing**

The participants unanimously agreed that the existing media used in advertising, definitely has an influence on their purchase decision, the media implemented is effective and extremely helpful regarding the awareness of brands in the market. Insights grouped together state that

consumers engage further with digital media, such as print, online and using search engines to gather more material about the product before making a purchase decision (Schultz, 1984). At the present time consumers prefer to interact with the media consumed, therefore additional media such as non-traditional media is used. In general, television is the medium that consumers prefer to see advertisements on; an advantage would be television can reach higher a percentage of the consumer market. With the market frequently changing, digital has come up as the second most preferred medium. Successful advertising would require the marketer to know which mediums are most effective in the target market and how to effectively communicate to them (Schultz,1984). The data gathered reflected 48% of the participants consumed television and 42% of the participants consumed digital, these two mediums were rated as the most consumed media by these participants.

Schultz (1984), states consumers consider media as a form of reference and guidance, creating awareness around new-fangled products in the market and creating a desire to purchase a product. The market is becoming chaotic with product's advertising competing against each other, therefore consumer's value advertising, which is delivered through various mediums. Many mediums selected allow a consumer to emotionally relate to the product being advertised, which creates a desire to purchase the product. Media allows a consumer to form an emotional link with the product and relate it to their problem. It allows consumers to alter their opinions about a brand which becomes influential on the consumer and their choice of purchase (Schultz,1984). Ninety-six percent of the participants are motivated by advertisements to purchase the product, as advertising seeks various ways to make each product represent a new and better way of life.

Schultz (1984), explains media has the authority to educate the consumer and reveal facts to the consumer about a brand, which influences the consumer decision-making process. Many consumers consider advertising as being a valuable source to motivate their decision, hence consumers respond positively to the media used in marketing. Marketing and media strategists generate insights regarding consumer preferences, which help to execute applicable media for specific target markets. Consumers engage in media on a day-to-day basis, it may be the radio or even the newspaper, which can convert the minds of the consumer, depending on the information which is provided (Waldman,2007)

Waldman (2007), states with the market becoming disorderly with advertising, the media used has to be detailed for a target audience; this would provide a more detailed path for a product message to be transferred to the consumer. Many consumers are not discouraged by the current confusion in the market, as advertising produced presently is clear and easy to understand. We can conclude that consumers respond confidently to media, as in some of the case studies looked at in chapter four, the media selected has had a positive outcome on consumers, encouraging them to become brand loyal and resulted in increased sales and growth (Waldman,2007).

Consumers lean towards purchasing brands which they recognize in advertisements that have a strong influence on them and their purchase decision.

#### **6.4 Recommendations**

In view of the fact of the above-mentioned data and analysis regarding the main objective of the role of marketing media strategy on consumption, it is my respectful submission that the following changes and/or improvements are necessary in order to further enrich the overall

efficiency of marketing media strategies, some of which were conveyed by the participants themselves.

- Marketers need to understand the consumer market, before creating a marketing media strategy. Consumer preferences and spending trends need to be analysed, in order to successfully target the consumer market successfully. All internal and external factors need to be measured and taken into consideration when refining a marketing media strategy.
- Media communications should contemplate restructuring future campaigns with clear implications to a specific target audience and using applicable mediums to deliver the message, for example communication messages should be clearer and easy to interpret.
- Innovative thinking should be leveraged, such as outside-in approaches, which focus on a consumer. This would contribute toward the brand gaining a competitive advantage over its competitors, and giving a positive result on market share and growth.
- Marketing media strategies should implement digital media more into their strategies and continuously be active, as this would give a 360 degree integrated media strategy and would cover all elements the consumer engages with. It would include owned, paid and shared media, which can be established during the campaign. This strategy would target the consumer who not only engages in traditional media, but also using non-traditional media which is in the social media sectors.
- Before creating a marketing media strategy, consumer insights should be gathered on the target market to provide a guideline for the marketing and media strategists. This would help align the correct media channels with the target audience and communicate the message effectively.

## **6.5 Summary of the chapter**

This chapter concentrated on the research objectives of the study, discussion points and key findings were stated under each objective, justifying that the objective has been achieved. The following chapter is the final chapter of the study which is the conclusion, summary of the chapters and recommendations to improve future marketing media strategies.

## **CHAPTER SEVEN**

### **CONCLUSION AND SUMMARY OF CHAPTERS**

#### **7.1 Introduction**

In the final chapter an introduction of the study will be summarized, followed by a brief summary of each chapter and the key findings which were analysed. Lastly to conclude the chapter and this study a final conclusion will be included.

#### **7.2 Summary of chapters**

The purpose of this study was to discover the role, which marketing media strategies play on consumption. Marketing media strategies are these days an important factor in the everyday role of advertising a brand and targeting specific consumer target market (Davies, 1995).

Due to consumers becoming more critical, informative and demand seeking Marketing Media strategies can be defined as a key tool for gaining dominance amongst consumers, in a competitive market and driving an increase in brand performance (Bradley, 2003). Therefore Marketing Media strategies serves as a safety net for organizations those are in danger of losing sales and even becoming liquidated by serving as an action plan for the organization in utilizing their limited resources (Davies, 1995).

The second sub-topic is the focus of the study, which analyses the relationship between consumer behaviour and the marketing media strategy to gain insight in how to improve the consumer satisfaction levels.

The third sub-topic is the problem statement, which examines the extent marketing media strategies impact, has on brand performance and consumption.

There are certain objectives, which provide useful guidelines in conducting the relevant research projects. There were several objectives; however the key objective was to conclude whether or not marketing media strategies have an impact on brand performance and consumption.

Chapter two concentrates on the primarily role of marketing media strategies within the market. It provides an in-depth look into the different marketing approaches and theories, which are implemented when creating a marketing media strategy. Consumer behaviour is also looked at within this study, providing insights on how to communicate to individuals using communication media and social media, which provides an opportunity for the brand message to be communicated.

An in-depth dive into the marketing strategies was analysed. This is a process, which provides an organization an opportunity to focus on its restricted resources. These opportunities would be maximize to influence the growth of sales and achieve a sustainable competitive advantage, which contributes towards brand performance and consumption. The different types of strategic models and theories provide a guideline for marketers and strategists when creating marketing media strategies. Different models such as the strategic pathway, Porters generic strategy, SWOT analysis and marketing dominance strategies were examined to gather information on how these different strategies contribute towards creating an effective strategy (Peter, 2004).



The marketing media was looked at in more detail, as brand messages are delivered through different communication channels. Hunger (2000), states within a marketing media strategy, media serves as the motivation and persuasion tool when influencing a consumer and their purchase decision. Social media and the different types of media were analysed to gather information on the benefits of implementing it in a strategy. Marketing media is a technique in which a brand gets its message out to its target audience. Some of these mediums looked at are newspapers, television and radio (Day, 2000).

The last main focus in chapter two is consumer behaviour, which is the key driver in the marketing media strategy. Insights were gathered on how consumers make their decisions, the different factors which influence consumers and the idealised decision making process. By gaining an understanding about the consumer, makes the marketing media strategy process more impactful and simpler. Often the consumers are misunderstood and receive brand messaging through media channels which are not according to their preferences. Therefore by understanding how a consumer thinks when purchasing, their media preferences and how they respond to the current advertising provides information for marketers and strategists during the strategic process (Lamb, 2000).

Chapter three highlights various case studies, which showcase different marketing media strategies. It gives input to the improvement of brand performance and the positive outcome on consumers. It also looks at different marketing and media models, the various media that was selected and different methods in which future-marketing strategies could be improved.

The different case studies are: The Vodafone case study, which frequently evolves new products and service that utilize modern technological developments. To sustain market leadership Vodafone established a set of marketing intentions which are to Recruit and retain current consumers; Increase growth of penetration of new data services; Innovation of new technologies and services and to sustain development of the brand. The brand uses a marketing media strategy to retain consumer and maintain consumer satisfaction (Ferrell, 2008). This case study illustrates a successful marketing media strategy implemented to drive sales and increase its consumption.

The Wilkinson case study creates a marketing media strategy that targets the student population. Wilkinson executes this marketing media strategy by using market and media research, which defined crucial potential for growth in the student sector. This strategy not only covered the specific requirements of this target group, but also linked the company's overall campaigns and objectives. This case study proves that the role of marketing media strategy do contribute to a positive effect on consumption and profitability (Strydom, 2003).

Coca-cola case study proves that Coca cola uses marketing media strategy based on the universal approach. This approach focuses on three philosophies: Acceptability, Affordability and Availability. Advertising and branding is the most dominant force in gaining social acceptance for Coca Cola. This case study proves how Coca Cola developed a global mind-set by using working relationships and understanding cultural structures (Ataman, 2007).

Research methodology addresses the attempt to provide answers to questions. Research is a process and not an act. This study embraces a system of quantitative research methods. It is positioned around the quantification of relationships between variables. Quantitative research is a data-gathering mechanism. Huysamen (1997), defines quantitative research as a cycle of

successive phases of hypothesis foundation, data collection, analysis and interpretation. It searches to establish facts and make predictions.

Burns (2000), states quantitative research outlines three central individualities, which are control, operational definition and replication. The major benefit of quantitative research is to source detailed evidence, which marketers and decision markets can use for more accurate predictions about relationships between market factors and behaviours, to gather meaningful insights about relationships and substantiate existing relationships (Bush, 2000).

The chapter also outlines the four phases in a marketing research process. These are defining the problem which provides a foundation for the marketing process, the exploratory research which identifies information gaps and spurs the company to do further research, the experimentation research which can be applied during the segmentation and positioning phase and the final process which is the examination and interpretation phase which generates insights to help classify the segmentation in the market (Hussey, 1999).

Research setting and sample population is defined as all fundamentals that meet the sample criteria inclusion in the study. A random population size of 60 subjects was selected to participate in the study, which consisted of consumers and professional individuals. A questionnaire was used and was separated into two main segments, a profile and a survey section. The data collection procedure was by distributing questionnaires to people in different professions, consumers and colleagues in Gauteng and Kwa-Zulu natal.

In the study you would find data captured from the regions Kwazulu-Natal and Gauteng. The data obtained was in form of a questionnaire. The focus point of the study was the influence of marketing media strategies. The survey was conducted equally amongst males and females. Individuals were asked to fill out a constructed questionnaire that covers questions that relate to different stimuli. The data collected provides the insight of how male and female mind set view products purchased and advertising.

Chapter five analyses the data collected and presented in a graphical and tabular format. The data is translated in forms of tables and graphs.

Chapter six covers research findings, which uses research objectives that would determine the success of this study and contribute towards stating whether marketing media strategies have a strong effect on brand performance and the consumption of the consumer.

These questions pointed out the influence of decision making of a consumer. There are findings and key learns that illustrates that television and digital are the most preferred medium for advertising.

The research objectives also prove that marketing media strategies are cost effective and grab the appetite of consumers. In this study there's no doubt that marketing media strategies is the key opponent towards brand performance and consumption.

Marketing media strategies educates consumers into making it easier for them when it comes to purchase decisions. As we learn via these questions consumers purchase brands that they recognize in advertisements as consumers converge in media a frequent base.

### **7.3 Value of the study**

This research study will serve as a guideline for upcoming, future marketing students, marketers and strategists in the marketing and media industry. It outlines the different strategic models and theories and the media that can be utilized in the marketing media strategy, providing information and guidance to the marketing and media industry when creating a marketing media strategy. An in-depth analysis of consumer behaviour has provided insights on how marketing media strategies can be modified to effectively target the consumer and influence their purchase decision. This study will contribute significant value to marketing and media students who are furthering their studies in strategy, as it would outline the main point when creating a strategy.

### **7.4 Contribution of this study to marketing**

This study was conducted to justify whether marketing media strategies have an impact on consumption. The information and findings gathered serve as data which justify consumers do respond positively to advertising and marketing media strategies do have an influence on their purchase decisions. The study would serve as a reference guide when creating marketing media strategies, which would have a positive effect on the advertising industry as well as the consumers. The marketing association would be able to use this study as a guideline when educating upcoming marketers and strategists on creating effective marketing media strategies, by implementing various strategic models and theories, gaining insights on consumer behaviour and implementing the correct media mix to deliver messages to the consumer.

### **7.5 Any areas for future research in the same field or related field of study**

There are two specific areas for future research which would consist of an in-depth analysis, the consumer behaviour and the media evolution. These two areas are vital in marketing and media, as it involves understanding the consumer, as well as gaining a more in-depth dive into the media evolution. With traditional media phasing out and non-traditional media gaining rapid growth in the market, consumers are evolving and becoming more critical and informed. Therefore, it would be vital to conduct an in-depth dive to understand the consequences and advantages of this evolution to target the consumer more effectively through their preferred channels.

### **7.6 Limitations**

The main limitation which occurred during this case study was interpreting the data based on the participant's responses, as some participants were difficult and refused to answer based on honesty.

### **7.7 Final Conclusion**

This research study was developed with the intent of investigating whether the role in which marketing media strategies plays a role on consumption. These strategies play a vital role in the advertising market and targeting the specific consumer target market. The relationship between the consumer and the marketing media strategy was examined and provided an insight on how the consumer makes their purchase decisions based on the current advertising (Lamb,2000).

With the rapid growth of digital networks, the marketing and media industry is undergoing an evolution. In order for marketers to drive a high response rate and influence individuals,

organizations have to concentrate on a more holistic marketing approach. The most effective marketing media strategies are those which are cost-efficient and cost-effective at achieving objectives which were created by the organization. By consulting the different strategic models and theories when creating a marketing media strategy allows an organization to obtain an understanding of the strategic environment and analyse the best position strategically for the brand in the market (Jain,1993).

Based on the findings gathered, consumers respond positively to the current advertising being conducted. Incentives such as discounts and promotions drive consumers purchase decisions which results in a high portion of the consumer population not being brand loyal. Consumers would rather enjoy a wider range of brands and products, instead of being loyal to one particular brand. Price and promotion stimuli influence the consumer purchase decisions and drive consumers to try out products being advertised. Therefore advertising can be identified as a force which is utilised to convince the consumer to switch brand or persuade their purchase decision. A high portion of the participants stated that product advertising has a positive influence on their purchase decision. The main purpose of advertising is to lead the consumer to purchase the product, drive an increase in sales and drive a high consumption rate. Advertising is a source of information which explains the emotional and functional benefits of the brand.

Clearly, it can be stated marketing media strategies do play an important role in consumption. Consumers are motivated by the communications in advertising, which influence their purchase decision. Brands gain an exposure in the market by targeting the appropriate target segment and allowing the consumer to become familiar with the brand, which would drive them to purchase the brand and increase its consumption. Consumers find the current advertising easily communication and no difficulty in understanding the advertisement. Marketing media strategies provide tactical actions which are executed in the market to target the consumer effectively.

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# 1: ETHICAL CLEARANCE FORM



24 April 2018

Ms Melissa Nelcher 205510419  
School of Management, IT & Governance  
Pietermaritzburg Campus

Dear Ms Nelcher

PROTOCOL REFERENCE NUMBER: HSS/0479/012M  
NEW PROJECT TITLE: The role of marketing media strategies on consumption

#### APPROVAL AND CHANGE OF DISSERTATION TITLE

I wish to confirm that ethical clearance has been granted full approval for the above mentioned project:

Any alteration/s to the approved research protocol i.e. Questionnaire/Interview Schedule, Informed Consent Form, Title of the Project, Location of the Study, Research Approach/Methods must be reviewed and approved through an amendment /modification prior to its implementation. In case you have further queries, please quote the above reference number. PLEASE NOTE: Research data should be securely stored in the school/department for a period of 3 years

Best wishes for the successful completion of your research protocol.

Yours faithfully

Professor Steven Collings (Chair)  
Humanities & Social Sciences Research Ethics Committee

cc: Supervisor: Dr Maxwell Phiri  
cc: Academic Leader: Professor KK Govender  
cc: School Admin: Ms Deborah Cunynghame

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Founding Campuses: Edgewood Howard College Medical School Pietermaritzburg Westville

INSPIRING GREATNESS



## 2: QUESTIONNAIRE

1. Please indicate one age-group and gender

1. Female
2. Male

Age: 1. 10-10

2. 20-29

3. 30-39

4. 40-49

5. 50-59

6. 60-69

7. Other

2. Please rate the following mediums from most used(1) to the least used (5)

1. Television
2. Magazines
3. Newspapers
4. Radio
5. Internet

3. Do you believe that product advertising has a positive influence on your purchase decision?

Yes

No

4. When you see an advertisement on the television or in a magazine, does this motivate you to go to the shop and purchase the product, or even have a look at the product?

Yes

No

5.



How would you describe the following advertisement?

1. Elegant
  2. Sex appeal
  3. A bit much
  4. Flawless glow
6. Do you purchase any products from the internet? If yes, please name one.....

Yes

No

7. Do discounts and promotions of a particular product, motivate you to purchase it?

Yes

No

8. Are you brand loyal or do you try new products which keep coming into the market?

Most Loyal

Least Loyal

9.



Which of the following describes the advertisement most closely?

Essence of freedom

Connection with youth and nature

10. After trying to interpret this advertisement, would you suggest that adverts should be made clearer and communicated easily?

Yes

No

11. Do you feel some of the advertisements presently, are targeted at racial groups, for example soaps and body creams?

Yes

No

12. Are you able to understand what advertisements these days are about?

Yes

No

13. Has shopping for products become harder because there is such a clutter of products in the market?

Yes

No

14. Does the price affect your purchase decision?

Yes

No

15. Please rank which of the following mediums you would prefer seeing an advertisement on mostly?

Most liked (5) - Dislike (1)

1. Television
2. Magazines
3. Radio
4. Internet

16. Do you think advertising creates false perceptions and misleads the consumer? For instance:

1. if you drink an energy drink, you will have wings to fly
2. make-up makes you feel invisible and flawless
3. soap gets "rid" of all germs on your body

Yes

No

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THANK YOU