

Cluttered Market: Branding is the Key

Shruti Jain

Singhania University, Rajasthan, India

A term "Cluttered Market" is used to describe the phenomenon of a marketplace being full or even overcrowded with products. It also refers to the extreme amount of advertising the average consumer sees in their daily lives.

In today's era many companies are fighting to find the space in the overpopulated marketing industry. Market is full of all types of products which are catering to the need of same segment and are targeted to the same group of people. To make their mark in customer's preferential list, every company has come up with innovating communication strategy and is working hard to make their space in the market. Too many products along with too many promotional strategies have made the market over crowded which have raised the difficulties to consumer while choosing their product. This competition has induced these companies to come up with new technology and to introduce promotional method to outshine their competitors. Today, every company is trying hard to leave no stone unturned when it comes to branding their products and services in the market. Effective advertising and focused approach is the key to deal with such a situation.

Some key bullets to deal with cluttered market are:

1. Simplicity is the key word in advertising. Simpler the add more is the connect. Simpler ads creates clarity in the mind of consumers and creates a push in their decision making process. So to deal with a cluttered market situation, advertisers are required to create a connect with the consumers by making their ads simple and clear. Complicated and confused branding disconnects the consumer with the brand leaving them to make a shift.
2. Educating consumers via advertisement is the latest buzz around. In today era, people are educated and they do their own research before making their purchase. If an ad, educates the consumers about their product, its ingredients, usage or benefits, it strike hard in mind of consumers resulting in making a space in the cluttered market leading to a purchase.
3. 360 degree marketing strategy is the latest trend. Companies are required to be in touch with the customers in every possible way. Branding is required to move from traditional techniques like newspapers, magazines, hoarding, banners and television to latest techniques like e marketing, blogging, twitter connect and facebook fan page.
4. A post service plays a key role for consumers. Creating a buzz and leading to a purchase is possible with extensive branding but in order to induce a second purchase and make a consumer a loyal consumer, company needs to pay special attention in post services area. Customer care services, easy maintenance and hassle free exchange process creates a positive image in mind of consumers which lead to overall long term association between the company and the consumer.
5. A consistent and positive approach is what a customer looks for in a brand. A company is required to be consistent in its efforts. They need to make sure that every part of their business says the same thing. If a company claims that its USP is delivery then it should stick to it. A deviation in the goal will create discomfort among consumers which will push the business away.
6. Societal Marketing is creating lot of buzz these days. Societal Marketing is to fulfill one's role towards society by

creating more employment opportunities, better products and working towards weaker section of the society. Companies which are into societal marketing hold a special place in the eyes of consumers. Consumers want to be associated with such companies because they themselves want to contribute towards society so societal marketing creates a positive image in the mind of consumers leading in grabbing an attention in the overcrowded market.

Dealing with cluttered market is indeed a difficult situation but by constantly working on innovative ways of branding and keeping in mind that all a company must do is to give a customer a positive experience will make all the efforts totally worth it. An ultimate aim for any company is to have a satisfying customer base and by working towards it, making space in a cluttered market is not a difficult task.

References

- [1] Kalyani Vemuri, "P & G: From Mass to Micromarketing (2009); [Online] Available: http://www.ibscdc.org/Case_Studies/Marketing/Marketing%20Strategies/MM0013.htm
- [2] [Online] Available: <http://www.smclub.net/branding/968-keys-to-building-a-strong-brand-in-a-cluttered-market>
- [3] [Online] Available: <http://www.learnmarketing.net/marketing.htm>
- [4] [Online] Available: http://www.websitemarketingplan.com/marketing_management/marketing_change.htm
- [5] [Online] Available: <http://www.Sunsilkgangofgirls.com: Crafting a Brand Positioning with Reference Groups by Prashanth Vidya Sagar Thalluri, 2009.>
- [6] [Online] Available: http://www.ibscdc.org/Case_Studies/Marketing/Consumer%20Behaviour/CSB0023.htm



SHRUTI JAIN received her MBA degree in Marketing from ICFAI Business School, Chandigarh, in 2010, her bachelor's degree in B.com from MCM DAV College, Punjab University Chandigarh in 2008. She is pursuing her PHD in Management from Singhania University, Jhunjhun, Rajasthan. Currently she is working with Jai Bharat Steel, taking care of Marketing and Branding activities in the organization.