



Branding the **B2C** Business

Shombit Sengupta

How to brand B2C business



Essential focus areas for B2C Branding

- B2C businesses are very much driven by end-customer psychographics
- They are also driven by end-customer demographics
- Distribution channel plays a key role
- B2C branding is an indirect contact from the manufacturer or service provider to the end-customer
- B2C branding is a wide circuit business where millions of people can be end-customers
- Visibility of the brand is a crucial factor for the business
- Proximity of the brand to the trade and endcustomers is a decisive factor
- Seamless availability is a must to encash B2C business

a. How to get target customers in India

Z Disruption is the real-time and radical change post India's 1991 economic liberalization that's leading to end-customer behavioural changes at every level.

How end-customers have evolved, over recent decades and historically, through crests and troughs of varied influences is depicted in the form of the letter Z, and leads us to today's powerful purchase influencers, the ZAP 86 generation.



Social cause

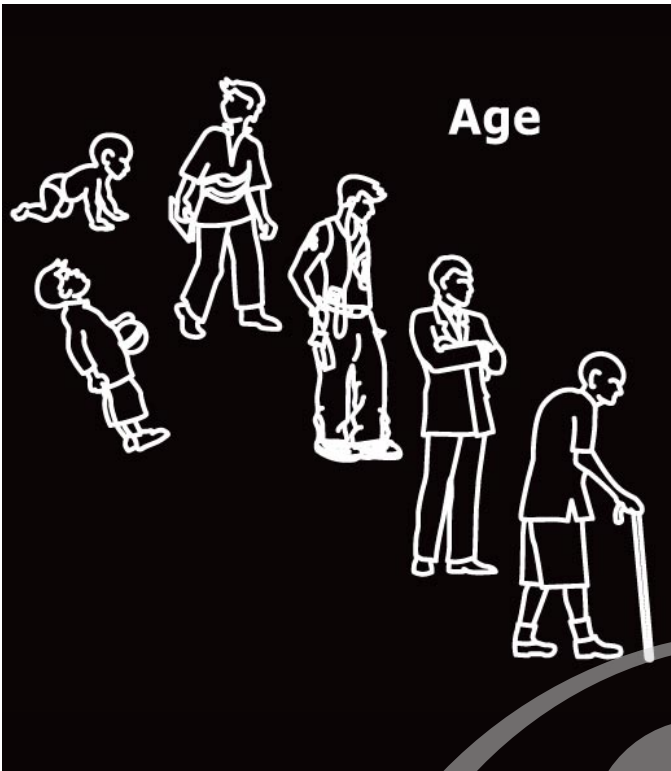
ZAP 86 Influence: India's new Z Disruption departure post 1991 economic reforms has triggered ZAP 86, the generation born after 1986 that's driving the trend.

ZAP86 reached age 5 in 1991, and became conscious enough to influence purchase decisions in the booming liberalization era. They continue to influence purchase decisions in every home and are key end-customers today.



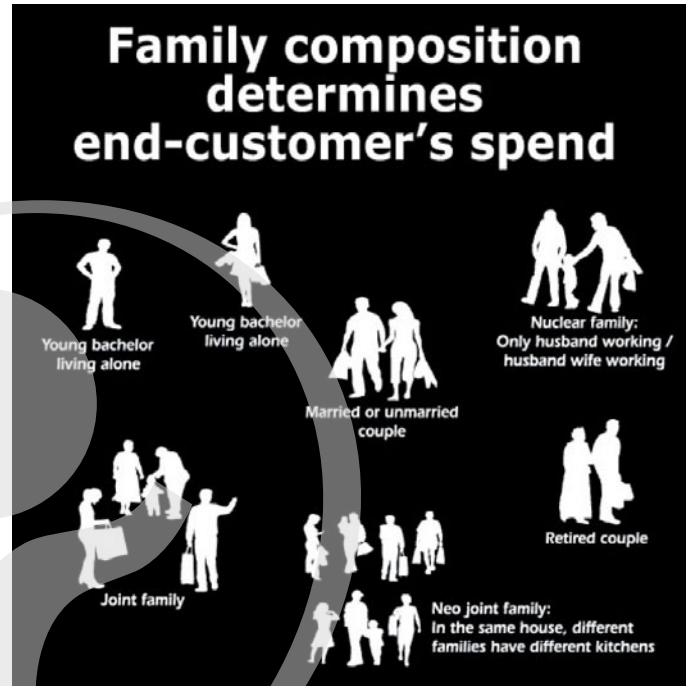
Age: Entire India, across all age groups, are under the impact of Z Disruption, with ZAP 86 Age setting the trend and influencing all age groups in different proportions.

End-customers below 30 years are entirely driven by the ZAP 86 trend while those above 35 are influenced by their trends too.



Family composition: The impact of Z Disruption has created a change in the family composition, from the traditional joint family to multiple living structures.

Family composition is a big driver in any purchase decision, as the spend of end-customers differs as per family size. Factors that play here include social restriction, freedom, disposable income.

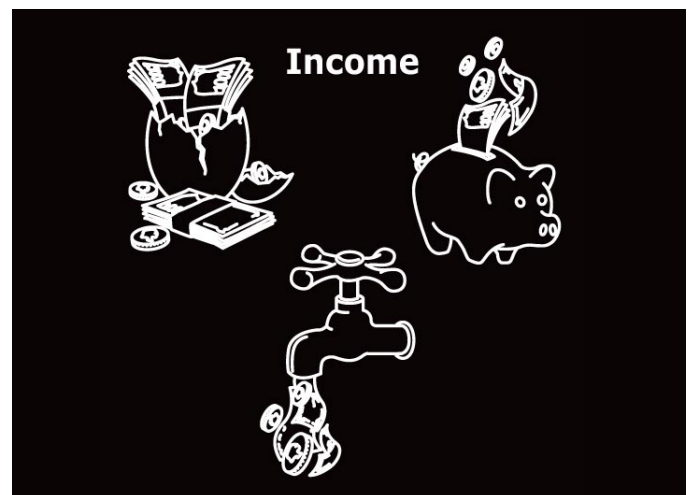
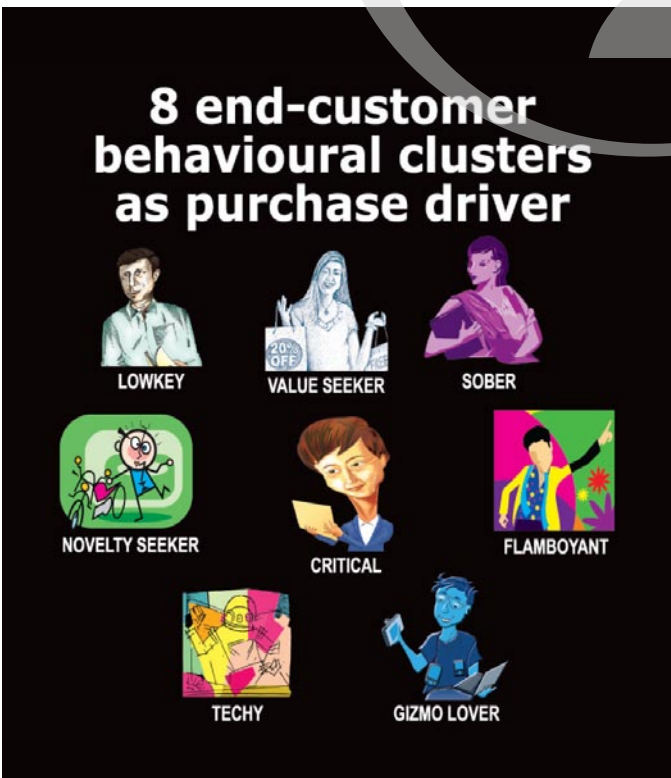


Socio-behavioural clusters: The impact of Z Disruption has created end-customer segmentation through behavioural attributes of individuals.

At every income level, there are 8 socio-behavioral clusters that influence end-customer psychological buying motivation and decision making.

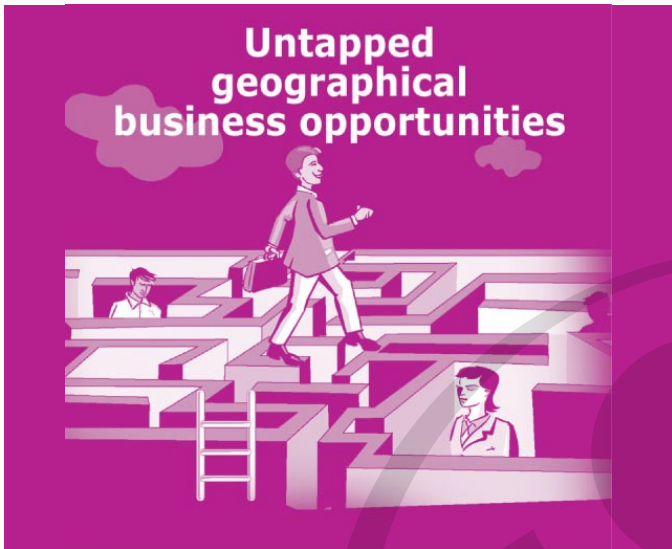
Income: A wide and erratic range of income slabs exists across India. End-customers within these different income slabs have typical earning, saving and spending habits.

However, the aspiration level of an end-customer does not depend on his income level, but on different factors that influence him.



Political cause

Untapped geographies: ZAP 86 influence and WTO ratification in India have increased the aspiration level across the nation, while political calamities have created a huge gap in geographies where the unpredictable reigns. Marketing requires tactics and strategy to bridge this gap and tap business opportunities.

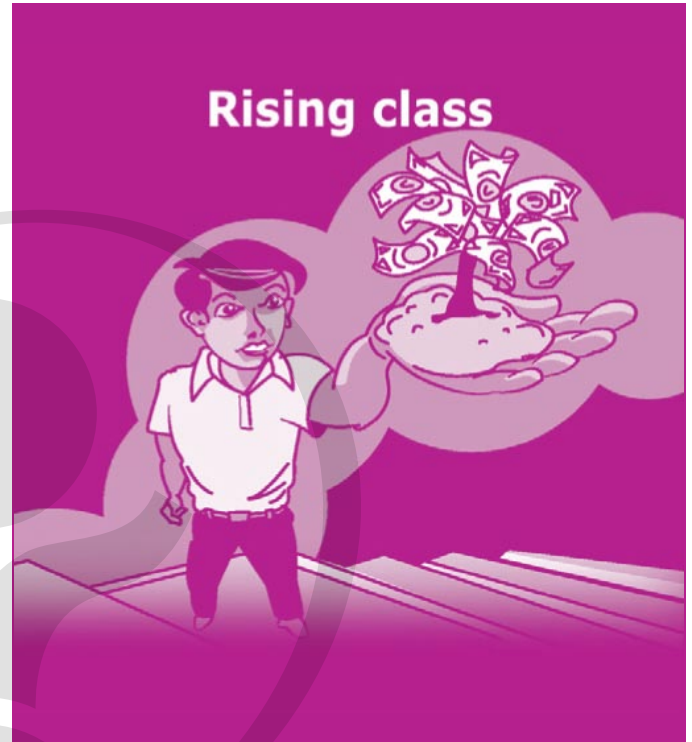


Unscanned market: Z Disruption has exposed scanned and unscanned markets, and no reliable data is available for the latter. This unpredictable situation has resulted in an unstructured distribution with lowcost, low-quality products and services. Endless opportunity for large business lies in these unscanned markets that are still neglected.

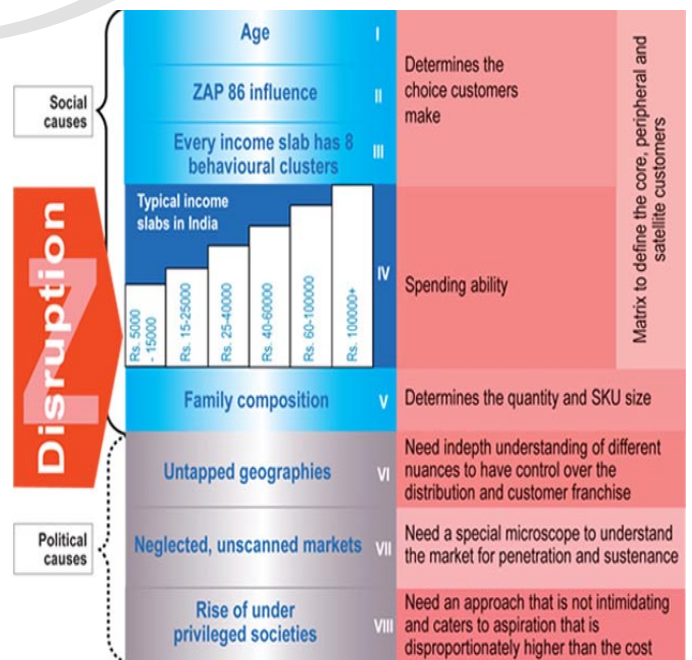


Rising class: The impact of Z Disruption has created an opportunity among those with rising incomes in India.

Today, India has 22 million Climber households with income Rs. 2 to 5 Lakhs pa and 75 million evolving Striver households with income Rs. 90,000 to 2 Lakh pa. There lies a hidden potential for businesses to discover and tap this opportunity.



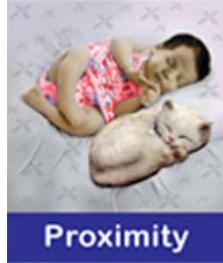
Matrix to define target customer



b. Trade Marketing

Brand's Visibility, Proximity, Availability

60% of a brand's financial success depends on 365 days of retail activation with seamless visibility, proximity and availability of the brand



Critical points for the trade ownership initiative

Select 500 representative retails in different formats throughout the country.

With an activation team, monitor and research on a monthly basis on these 3 criteria:

- purchase behaviour of captive consumers on the brand you are working for
- retailer appreciation and engagement on the brand
- research in the selected retail area with consumers who are experiencing the brand.\

Create monthly reports on the resonance and dissonance of activation activities in these 500 retails.

Then infuse corrective measures for all sales activities on the brand across the nation.

Create a hands-on activation kit to check the brand's performance at any retail format under any situation.

How to assess retail activation with a well designed kit

In-store brand visibility	In-store brand proximity (friendly trade and consumer relationship)	In-store brand availability
<p>Impact of the brand and its vibrancy in-store</p> <p>Uncluttered shelf</p> <p>Usage of specific visual merchandize to make the brand smart and elegant</p> <p>Fresh appearance of the brand and product</p> <p>In-store presence of the brand in the right category segregation</p>	<p>Heart-to-heart business partner relationship with the trade</p> <p>Evaluate brand performance whether its through push or pull</p> <p>An outstanding tool for quick communication to the trade on brand marketing activities</p> <p>Educate retailers about brand usage</p> <p>Assess the brand's power in the relationship between the retailer and consumer</p>	<p>A fleet of vigilant guards to assess and evaluate the availability performance of the product on the shelf</p> <p>Check the ideal back-end stock availability</p> <p>Assess the JIT delivery system</p> <p>Inform the back-end for proactive supply chain</p> <p>Never allow in-store availability to be less than 95%</p>



Shining Consulting Pvt., Ltd.
17, Visveswariya Industrial Area,
Mahadevapura 2nd Stage,
Bengaluru - 560 048, India.

Tel : 91-80-4127 6999 / 81
Fax : 91-80-4127 6990
Email: shining@shiningconsulting.com

www.shiningconsulting.com