



MK 322 Retail Management

Chapter 15: Retail Communications Mix

Part II

By Ajarn Suwalya K.

Online Media



Websites

- Retailers are increasing emphasis on communicating with customers via website
- Used to build brand image, inform customers of store locations, special events, and the availability of merchandise in local stores; and sell merchandise and service
- Retailers actively using search engine marketing to improve the visibility of their websites on searches

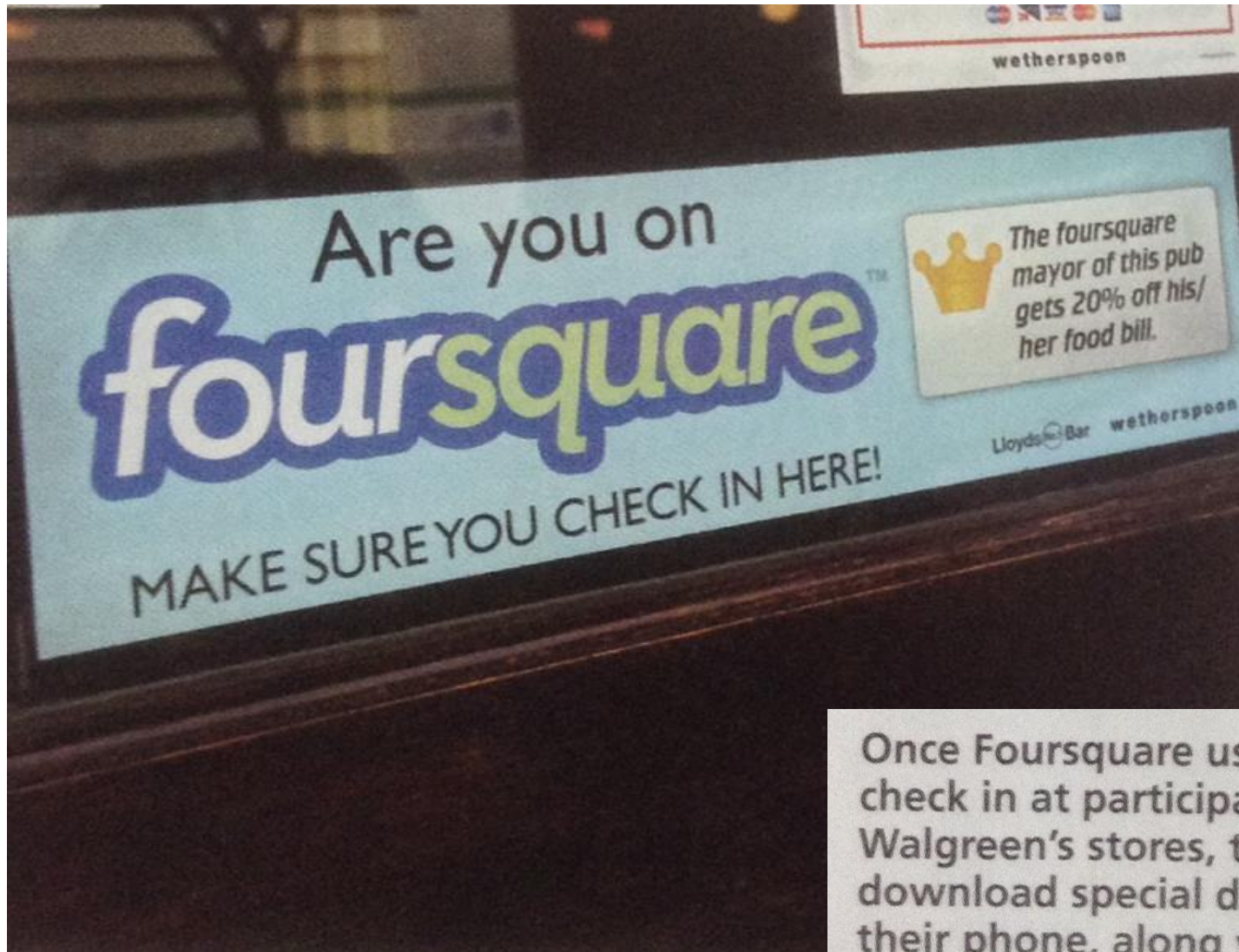
E-mail

- E-mail involves sending messages over the internet to specific individuals
- The increased use of customer databases has enabled retailers to track consumers over time and across purchase situations
- As a result e-mail can be highly personal and message very controlled

Mobile Communications

- Mobile communications are delivered through wireless handheld devices, such as cellular telephones and m-commerce or mobile commerce can involve completing a transaction via the cell phone
- Smartphones offer kind of mobile computer, apps,
- Gps technology
- Very powerful tool

Mobile Communications



Once Foursquare users check in at participating Walgreen's stores, they can download special deals to their phone, along with a scannable barcode.

Social Media



Social Media

- Social media include various forms of electronic communications, which users can create online communities in which they share ideas, information, their personal messages and other contents (e.g. Videos)
- Major facilitators of social media are YouTube, Facebook and Twitter
- Feedback very important, for ie. Sentiment mining is the process whereby retailers can tap into a variety of online chat formats to collect consumer comments

Social Media

- Social Media does not only allow retailers to respond to unhappy customers but also to monitor trends and respond to customer demands
- Various examples of social media indicate they can be personal and interactive
- Retailer can control its message, but customers message cannot be controlled

YouTube

- On this video-sharing platform, users upload, share, view and comment on videos
- This medium gives retailers a chance to express themselves in a different way than they have before
- Provides an effective way for hosting contests and instructional vdo
- Home Depot attracted more than 18,000 subscribers and 41 million views



YouTube



Home Depot fosters its identity with instructional do-it-yourself videos on YouTube.

Facebook

- This social media platform with more than 1 billion active users gives company a forum to interact with fans
- Macy's Facebook has long been a promising communications outlet, so it has been the first to adopt to facebook format



Facebook



Facebook



Retailers like PCC Natural Markets use Facebook to communicate with customers and create a sense of community.

Blogs

- Blog or weblog, is an individual blogger or a group of users regularly post their opinions and various topical information on the webpage
- A well-received blog can communicate trends, announce special events and create word of mouth
- By nature, blogs are supposed to be transparent and contain authors' honest observations, which can help customers determine their trust and loyalty levels



Twitter

- Twitter is a microblog- a short version of a blog – in which users are limited to 140-character messages
- Where a retailer may use Facebook to encourage discussions of their brand, promotions or even ask their "friends" to post videos, they are more likely to use Twitter to announce up-to-date or fast changing information to excite customers
- Twitter is actively used by small and large retailers



Twitter



Penske and other retailers use Twitter to address customer questions.

Communication Programs Build Brand Images and Customer Loyalty



Brand Images

- Roles of communication in building brand images include
 - **Brands**
 - **Value of Brand Image**
 - **Building Brand Equity**



Brands

- A brand is "a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers"
- This type of brand informs consumers of the type of merchandise and services provided by this particular named retailer



Value of Brand Image

- Brands provide value to customers and retailers
- For customers they provide information in advance about shopping experience that they are likely to face when they patronize this retailer
- Also effects customers' confidence in their decision to buy
- Enhance customers' satisfaction with merchandise and services

Value of Brand Image

- The value of a brand image provides retailers is referred to as brand equity
- **A brand with good equity, also known as a strong brand name, influences customers' decision processes, often by encouraging their repeat visits, which in turn leads to greater loyalty**
- Strong brand names enable retailers to increase their margins because customers will tolerate higher prices
- Retailers with strong brand names can leverage their brands to introduce new retail concepts with only a limited amount of marketing effort

Value of Brand Image

ACE
The helpful place.

make mom happy
sale

19⁹⁹

Save now through May 5!

great gifts for mom!

9⁹⁹ Ea.

- A. Hanging Basket**
 - 1 1/2" x 12" x 12" w/ 12" basket
 - 1 1/2" x 12" x 12" w/ 12" basket
 - 1 1/2" x 12" x 12" w/ 12" basket
 - 1 1/2" x 12" x 12" w/ 12" basket
- B. Flowerpot Planter**
 - 1 1/2" x 12" x 12" w/ 12" basket
 - 1 1/2" x 12" x 12" w/ 12" basket
 - 1 1/2" x 12" x 12" w/ 12" basket
 - 1 1/2" x 12" x 12" w/ 12" basket
- C. Garden Bag**
 - 1 1/2" x 12" x 12" w/ 12" basket
 - 1 1/2" x 12" x 12" w/ 12" basket
 - 1 1/2" x 12" x 12" w/ 12" basket
 - 1 1/2" x 12" x 12" w/ 12" basket
- D. 12" Garden Bag**
 - 1 1/2" x 12" x 12" w/ 12" basket
 - 1 1/2" x 12" x 12" w/ 12" basket
 - 1 1/2" x 12" x 12" w/ 12" basket
 - 1 1/2" x 12" x 12" w/ 12" basket
- E. 12" Garden Bag**
 - 1 1/2" x 12" x 12" w/ 12" basket
 - 1 1/2" x 12" x 12" w/ 12" basket
 - 1 1/2" x 12" x 12" w/ 12" basket
 - 1 1/2" x 12" x 12" w/ 12" basket
- F. 12" Garden Bag**
 - 1 1/2" x 12" x 12" w/ 12" basket
 - 1 1/2" x 12" x 12" w/ 12" basket
 - 1 1/2" x 12" x 12" w/ 12" basket
 - 1 1/2" x 12" x 12" w/ 12" basket

Abt

COMPLETE HOME INTEGRATION

EVERYDAY LOW PRICES • FREE DELIVERY • PROFESSIONAL INSTALLATION

For a complete list of services and products visit www.Abt.com | 847.544.2293

1200 N Milwaukee Ave., Glenview, IL 60025

Abt
Paving People Since 1935

The Ace Hardware ad on the left focuses on a short-term objective—building sales during Mother's Day. The Abt ad on the right is directed toward building Abt's brand image—a long-term objective.

Building Brand Equity

- Brand Awareness refers to potential customer's ability to recognize or recall that the brand name is a particular type of retailer or product/service
- Thus brand awareness is the strength of the link between the brand name and the type or service in the minds of customers



Building Brand Equity



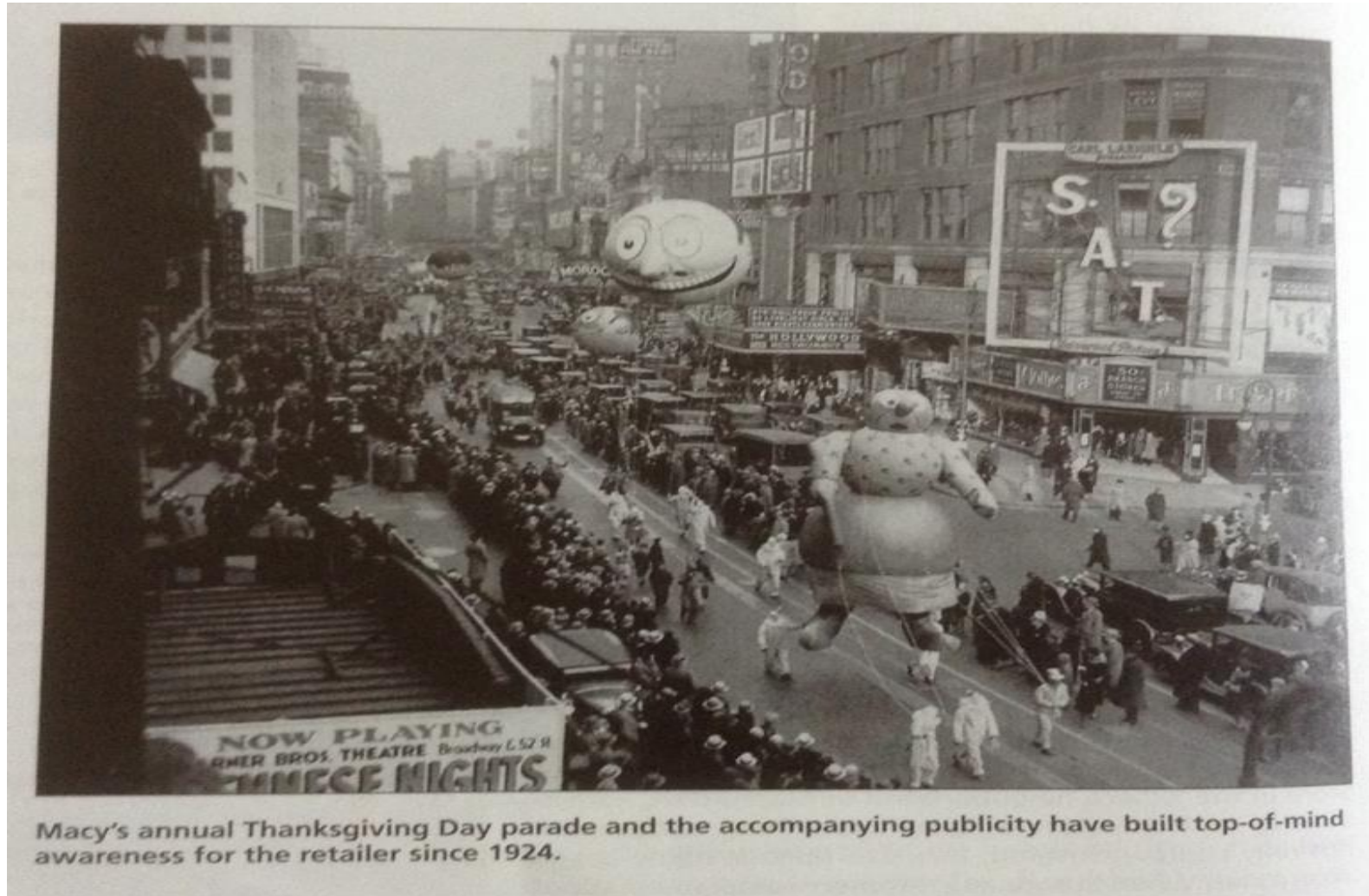
- Aided awareness occurs when customers indicate they know the brand when the name is presented to them
- Top-of-mind awareness, the highest level of awareness occurs when consumers mention a specific brand name first when they are asked about the type of retailer, a merchandise category of a type of service

Building Brand Equity

- Retailers **build top-of-mind** by having **memorable names**; repeatedly exposing their names and customers through advertising, locations, and sponsorships; and using **memorable symbols**
- Zara very little advertising but high awareness because of the large number of stores



Top-of-mind awareness

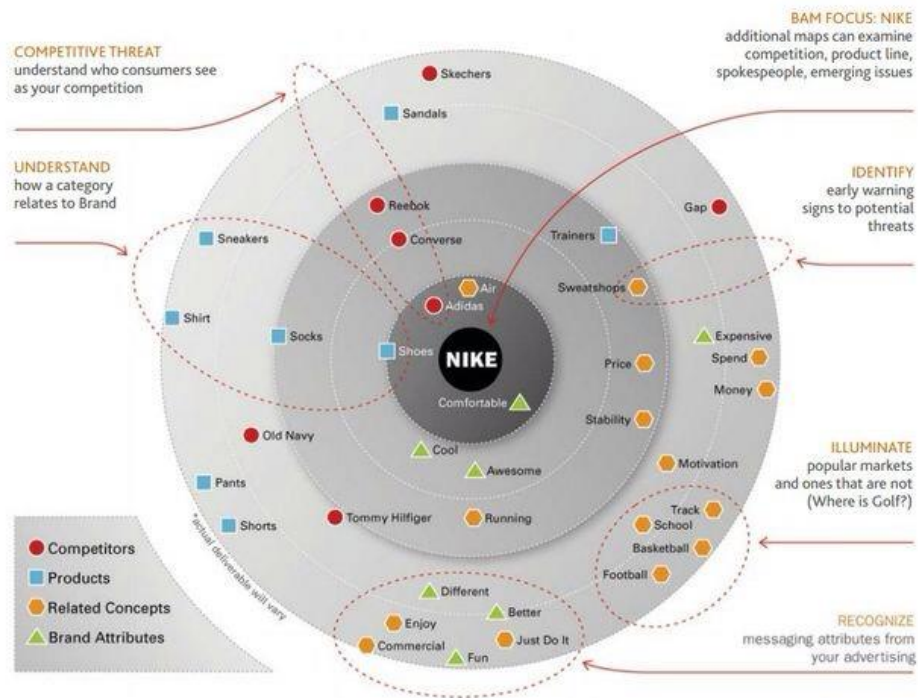


Macy's annual Thanksgiving Day parade and the accompanying publicity have built top-of-mind awareness for the retailer since 1924.

Associations

- Brand associations are anything linked or connected with the brand name in a consumer memory

Brand Association Map



Associations

1. *Merchandise category.* The most common association is to link the retailer to a category of merchandise. For example, Office Depot would like to have consumers associate its name with office supplies. Then, when a need for office supplies arises, consumers immediately think of Office Depot.
2. *Price/quality.* Some retailers, such as Saks Fifth Avenue, want to be associated with offering unique, high-fashion merchandise. Other retailers, such as Walmart, want associations with low prices and good value.
3. *Specific attribute or benefit.* A retailer can link its stores to attributes, such as 7-Eleven's association with providing convenience or Nordstrom's connection with offering a high level of customer service.
4. *Lifestyle or activity.* Some retailers associate their name with a specific lifestyle or activity. For example, Patagonia, a retailer offering outdoor sports equipment, is linked to an active, environmentally friendly lifestyle. Pottery Barn is associated with comfortable living in the home.

Associations



The screenshot shows the Patagonia website's header and main content area. The header includes the Patagonia logo, navigation links for 'CLOTHING & GEAR', 'SPORTS WE DO' (highlighted), 'ENVIRONMENTALISM', and 'THE CLEANEST LINE'. It also features a 'Free Ground Shipping' offer for orders over \$100, a search bar, and links for 'my gear' and 'Sign In or Sign Up'. The main content area is divided into two columns. The left column, titled 'Sports We Do', lists 'Featured Sports: Fly Fishing, Alpine Climbing, Skiing/Boarding'. The right column contains a paragraph about the brand's philosophy on sports and nature. A large background image shows a skier in a snowy, forested landscape.

patagonia Free Ground Shipping For orders over \$100* [Details](#) site search - keyword or item # [search](#)

[CLOTHING & GEAR](#) **[SPORTS WE DO](#)** [ENVIRONMENTALISM](#) [THE CLEANEST LINE](#) [my gear](#) [Sign In or Sign Up](#)

Sports We Do

Featured Sports:
Fly Fishing
Alpine Climbing
Skiing/Boarding

We enjoy silent, human-powered sports done in nature, where the reward involves no audience and no prize other than hard-won grace. These entail risk, require soul and invite reflection. They bring us closer to the natural world and to ourselves.

When people think of Patagonia, they think about an active, environmentally friendly lifestyle.

Planning the Retail Communication Program



EXHIBIT 15-2

Steps in Developing a Retail Communication Program

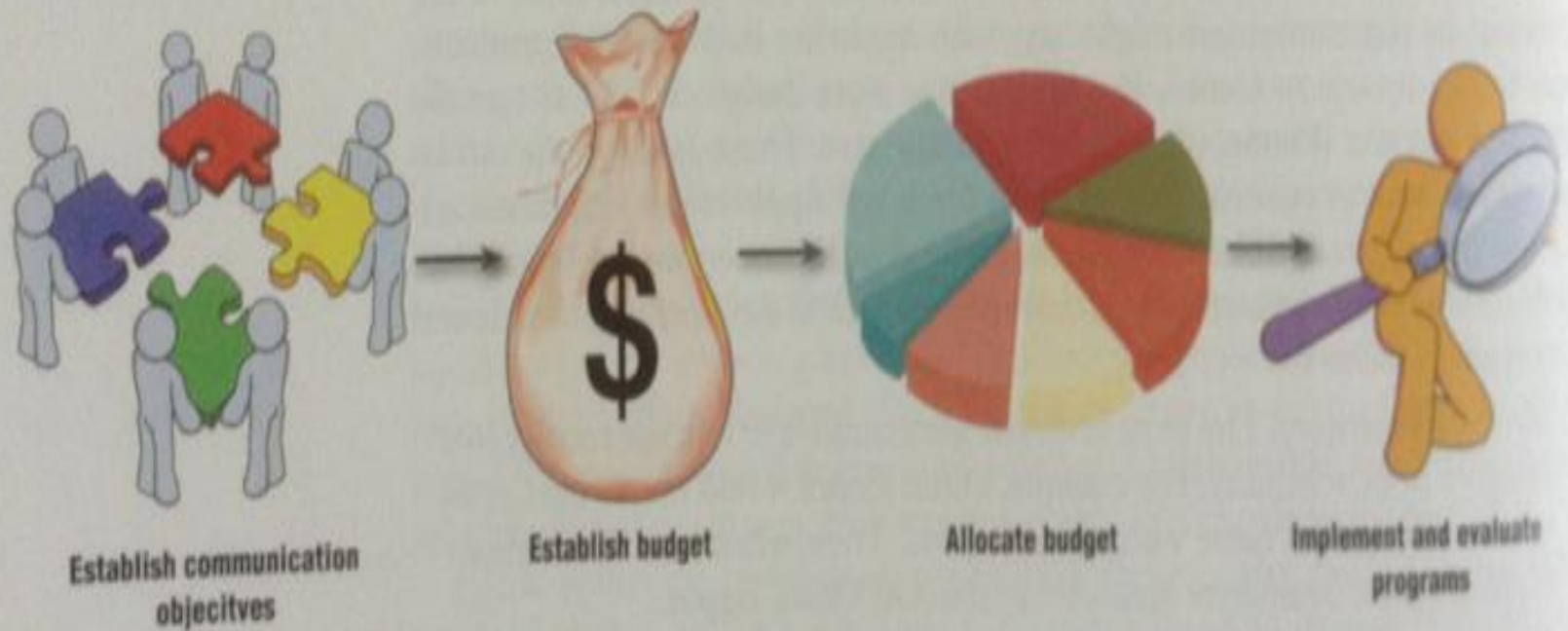
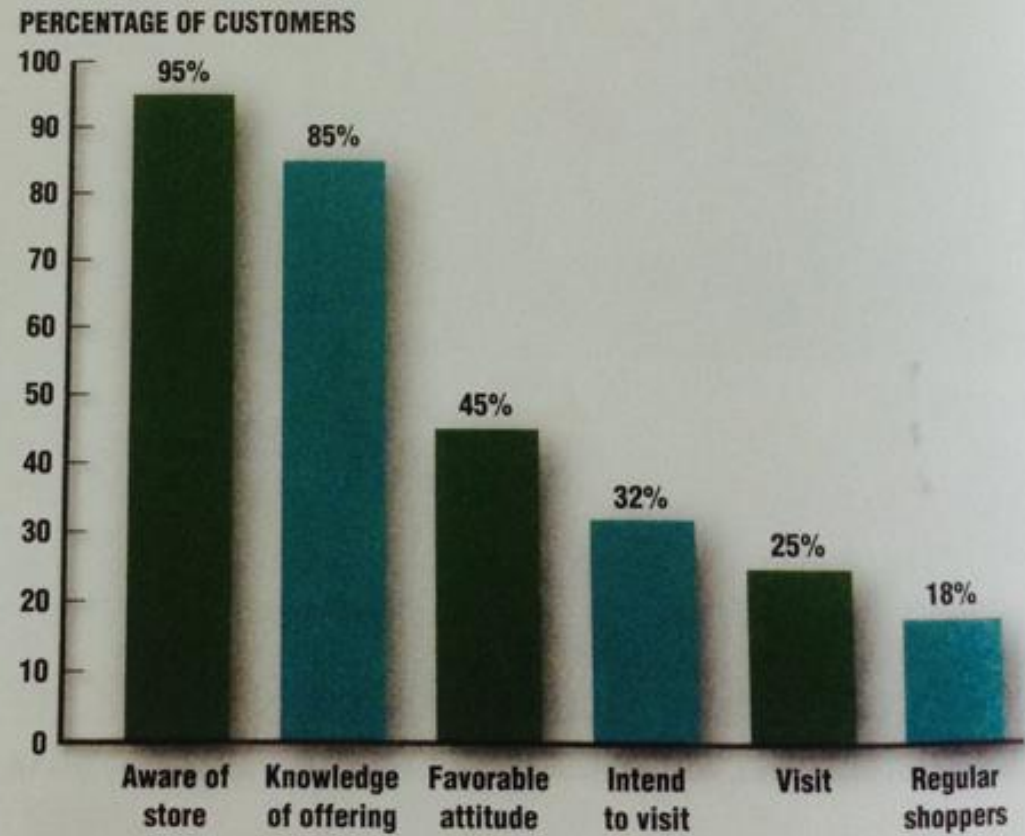
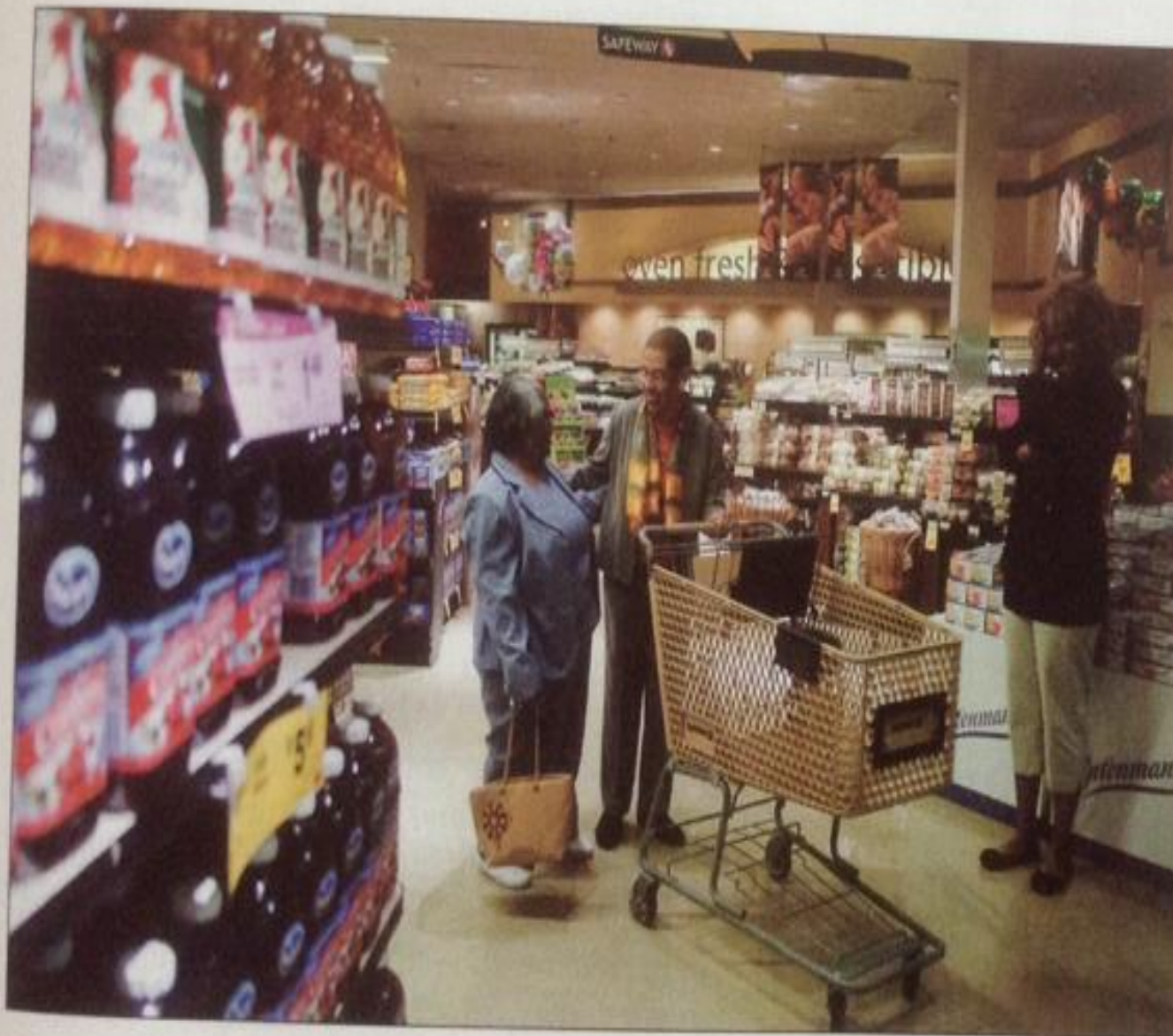


EXHIBIT 15-3
Communication
Objectives and Stages
in Consumer's
Decision-Making
Process





Safeway's communications objective should be to increase the number of people with a favorable attitude toward it.



That's All Folks