

BRAND WARS: APPLYING MILITARY STRATEGIES IN BUSINESS AND MARKETING

Abstract

Businesses need to adapt to changing consumer preferences, market dynamics, and technological advancements in order to gain a competitive edge in an ever-evolving global marketplace. A dynamic and ever-evolving global marketplace emphasizes the importance of understanding and managing brand wars, emphasizing their impact on consumer perceptions, brand equity, and business outcomes. Consumer perceptions are critical in brand conflicts since they are the ultimate decision-makers. Because customers are exposed to a plethora of brand messages, they may get confused, change loyalties, or reinforce brand allegiances. During a brand war, consumer preferences and purchase decisions are impacted by elements such as brand reputation, quality, price, perceived value, and emotional ties. It also highlights the need of Indian businesses and local brands to be more competitive. The goal is to investigate the usage of military methods in business, specifically in branding and marketing, and to give insights into how these strategies might be applied to acquire a competitive advantage in the business sector.

Keywords: Brand Wars, Military Strategies, Building Brands, Indian Businesses, Local Brands.

Author

Ms. Deepika

Research Scholar

Department of management studies

Deenbandhu Chhotu Ram University of

Science and Technology

Murthal, Haryana, India.

deekohli97@gmail.com

I. INTRODUCTION

It has been increasing over the last few years. Very few books have been published in this field regarding how these strategies can be used for businesses to work as a market leader, among which the works of Allan Dib (2016), Seth Godin (2018), and John Hall (2017) are remarkable. It's time for Indian businesses to improve and transform how Indian customers view their products in order to combat the battle for market share currently undertaken by global brands in Indian marketplaces. To compete strategically with their foreign counterparts in national and international arenas. The prime minister also spoke about 'Atmanirbhar Bharat.' The Indian industry needs to be competitive. In today's world, a single player cannot do all the operations of the global value chain.

II. OBJECTIVES

- The central theme of the book is the aspirations of Indians and how military strategies can be used for business.
- Enlarges the existing knowledge by providing an overview based on the military's experience and lessons that will be invaluable for the business world.
- Information about the scriptures of Chanakya and Sun Tzu to the brilliant Chhatrapati Shivaji Maharaj's guerilla methods.

III. REVIEW

The book is organized into twelve chapters; all chapters are comprised of three important parts, i.e., findings, observations, and suggestions like certain research findings, some theories of branding, and certain propositions – no rules, not a quick fix but a journey worth undertaking to get started. The writer introduces a manner ahead to make India Atmanirbhar and Karma yogi Bharat. A special angle is required, which has robust stimulants for commoners to take smaller corporations and display their might. After all, present international manufacturers once start-ups! Covid – 19 witnessed a disruption of the global supply chain & economic downturn, and yet those who could get their act right have survived, sustained, and even grown.

In addition, this book deals with Vocal for Local, which was defined in Second Chapter as a unique product origin. The author states that the need for originality drives consumers into global brands and a high degree of self-esteem for local brands. When it comes to the need for product maintenance, local brands perform well, while global brands get high scores for perceived quality and emotional appeal. Therefore, local brands have many advantages that can be leveraged to make a brand stronger, bigger, and more profitable. Most local brands are clearly focused. They recognize and understand local needs more than most global brands and offer unique products to meet those needs. Small brands can adapt quickly to changing markets and respond quickly to changing customer needs. Brands can stay ahead of the competition simply by being agile and responding quickly to the market. The author also added some basic examples to make it clear.

In addition, the Brand Combat Model is also studied. Brand combat models are supported by some theories. The concept of brand combat theory states that understanding the customer and competition in the marketplace well. An emulating approach is about consumer

insight. The theory examines that marketing has to be based on the realities of the ground. To support these approaches, the author has provided numerous examples to show how the psychological relationship between the consumer and the product can be decided. Besides this, the local product should be targeted in the market where multinationals are weak. The author has provided another approach that is useful when locally acquired advantages are easily transferable, and the desire or need to go global is also strong.

The next dimension covered is the concept of Building brands. Brands that help consumers to stay ahead and look smart will win. Consumers will go for certain brands, especially those which reduce risk and guarantee a certain quality. The marketers have to divide the consumers into meaningful buyer groups and then serve them with a distinctive advantage. Rather than entering into a competitor's position, it is appropriate to create the brand's own image in the mind of the customer. Another concept branding in Turbulent times author research that brand can prevent the attacker/competitors from bringing their forces into the marketer's region, application of licensing policy in some areas.

Another area of focus in Brand wars is Grand Strategy. It concerns the tendency that there are some ways by which market players with fewer resources will also grow. They need to give focus on the area which matters most. A company with fewer resources must have a strategy that cannot be copied by bigger players, and it must have a differentiated value proposition. The author could have included some case studies to make it clearer. All the factors of the marketing mix that as product, price, place, and promotion, should be appropriately balanced. Organizations must have a clear vision as to what it wants to be and a mission for what is it doing to achieve this.

Battlefield Model refers to taking a small part of the market at a time and accumulating it up to a sizeable market share. Like Sponsoring Dahi handi and Ganeshotsava by distributing gifts like caps and t-shirts. The author researched that marketing & economies depend not on the resources that marketers have but on the allocation of resources distributed over various posts; for example, the dominant players like Bata, Nike, Adidas, and Puma are international brands, and Woodland a highly sought-after brand for millennial has Indian roots. Another important aspect is the agreement between two or more parties to pursue the set of agreed goals needed to remain independent. The author has provided another approach that revolves around one or more factors which, when aligned with the marketing mix elements, give a differentiating competitive edge to the brand. The author also added some basic examples to make it clear.

How do you keep your competitive advantage? It is investigated in light that Creating a brand isn't enough. It is necessary to continue to develop. Another component is excellent distribution and marketing infrastructure, which no one can match. All marketers must come up with a unique notion to redefine the market. It's a good idea to put up some obstacles for competitors. Building Frontiers is another crucial component; supplying good quality products to clients would create barriers for rivals. Forward and backward integration in the task environment can open up new horizons and provide a distinct competitive advantage. The use of lean manufacturing or TQM may provide a lot of benefits in terms of reputation and cost. Customers benefit from increased efficiency and value when the supply chain is improved. By creating a strong brand and differentiating products through fresh product

design and improved processes, a marketer may lead in the sector. Take use of government measures to keep competition away.

Another crucial aspect is Getting the act right. Often small can be powerful. If a marketer selects a segment or when the structure of the market is small, it is often useful to concentrate the forces in that segment. The dream has to be backed by strengths and actions. As Mark Twain says, "So far as I am to judge, nothing has been left undone by man or nature to make India the most extraordinary country that sun visits on his round!" The author researched that it is important to mold the technology as per our business, not vice versa. Technology has revolutionized business models, and uber and ola are prominent examples. It is important to keep one thing in mind Do not fight only the last war. Change when the situation changes. Example – Videocon, once a TV major, could not adapt itself when the environment changed in terms of technology and marketing. In addition, in the Means-end theory and start-ups, it is studied that Startups not only have to develop the product and market but resources as well.

In the last chapter China plus One, the author concludes with the deliberation that India has many advantages like Democracy, Technology, Demography, and Infrastructure. Besides, India has some disadvantages as well. The cost of capital and land is high; Productivity is low; infrastructure reforms need to be augmented, and most importantly, expenditure on innovation and R&D is objectively low. India needs to develop its own technology in various sectors and thus, turn the above advantages into meaningful gains. After all, this is a long and difficult road, but it is worth the walk, so the author also had some impact on future research.

IV. DISCUSSION

The importance of this study stems from its unique approach to business and marketing techniques, which is based on military tactics. It offers significant insights for organizations seeking a competitive advantage, and is especially pertinent in light of the increased rivalry in Indian markets. The work takes a theoretical approach, building on existing literature and ideas in the fields of military strategy and its application in business and marketing. These ideas are used by the author to develop their arguments and give insights into the topic matter. The subject matter offers a fresh viewpoint on the use of military methods in business and marketing. It emphasizes the significance of indigenous brands as well as the necessity for Indian firms to become more competitive. Military techniques can provide firms a competitive advantage in highly competitive Indian markets. The book is different in the approach to the new topic in the field of marketing. Most of the other books handle the effects of marketing strategies on the market scenario; this book is about the use of military strategies to win business wars. In a highly competitive world, the achievements of our prime minister aim to realize Swami Vivekananda's wish to transform India into Vishwa Guru Bharat. The book provides a partial view into the future of marketing through the use of military strategies to win economic warfare. The author of this book correctly emphasizes the value of brands, explains how to win the fight of brands using military tactics, and connects precise military tactics with branding to get the desired result. It is meant to be appealing to everyone involved in branding at all levels, from start-ups to large enterprises. This book is recommended for anyone involved in marketing research, especially for students interested in exploring marketing concepts. It also provides some interesting

insights for local vendors who can see how to win the battle of brands by the use of military strategy.

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