

AN EMPIRICAL ANALYSIS OF BOTTOM'S UP MARKETING IN BHOPAL CITY WITH SPECIAL REFERENCE TO DOMINOS PIZZA

¹Dr. Vikas Saraf, Prof. Divya Tiwari, Prof. Akash Tiwari

^{1,2}Vidyasagar Institute of Management, Bhopal

³SIRT- Excellence, Bhopal - 462 022

ABSTRACT

Bottom up marketing is a phenomenon which has gained particular importance in the modern market. The reason for which the concept of bottom up marketing gained significance, is quite simple and relies on the fact that it ensures how any organization can focus on sustainable competitive advantage while ensuring consumers wants, both of individuals and that of the industry, as well as achieving the selling organizational objectives. The objectives of the study is to identify the impact of bottom up marketing strategies on customer satisfaction and the potential of this strategy in making consumer satisfied along with converting the immediate revenue into long term gains.. The study is based upon primary and secondary data. To analyze the customer experience, 100 sample respondents were selected in Bhopal town by adopting convenient sampling method. The statistical tools such as percentage analysis, average, Likert Scaling technique etc were used to derive the appropriate results from the study. The outcome of the research paper will provide the suggestions to the organizations about the customer's outlook in the city of Bhopal about Bottom up marketing and the future expectations with the concept.

Keywords: Bottom Up Marketing, organizational objectives, Dominos, marketplace, commercial areas, customer-centric.

I. INTRODUCTION

Bottom-up Marketing is an investment strategy in which companies are considered, based simply on their own merits, disregarding the sectors, as they are a part of, or the current economic conditions. Followers of this strategy believe that some companies are superior to their peer groups, and will therefore outperform regardless of industry and economic circumstances. The purpose of bottom-up investing is to identify such companies.

This marketing strategy is having its biggest impact these days in more consumer-oriented, tech-savvy sectors, such as music, technology,

electronic gadgets, etc. Most industry professionals don't have the time to read blogs or write their own[1,3]. It's very crucial for marketers to find a thoughtful, intelligent and ultimately influential way to introduce them into this ultimate approach. Strategy used in corporate planning whereby information is gathered from sales personnel, product managers, advertising personnel, and other members working in the organizational unit to set goals and create a marketing plan.

Fig.1 Bottom-up planning leads to corporate planning



Bottom-up planning is considered good for morale because it fosters employees to participation in corporate planning. However, the strategy is sometimes difficult to coordinate because many different assumptions about the same concept must be considered as shown in Fig. 1 For example; there may be conflicting ideas [2] about the impact of advertising on the sales of a particular product, making the establishment of a consistent and integrated plan quite difficult.

Bottom-up approach provides high deployment coverage in early phases of marketing. It provides return on investment on an early basis. It also leads to the high visibility of changes at organizational level. It also helps in making higher impact to organization [3, 8].

In this paper, section 2 represents the research problem, section 3 provide the objective of study, section 4 represents fundamental concepts of bottom up marketing, section 5 focus the hypothesis of the study, section 6 represent the

research methodology of our work, section 7 represent the observation and finding..

II. RESEARCH PROBLEM

The major limitation of this study is that it is based upon a review of the responses of interviewees selected through random and convenient sample. But it has been tried during the sample collection could be done from that very places which are the favorites of tech- loving consumers like malls and famous markets of Bhopal city and they are mainly taken into account[4]. Further, we believe that the study should have many important implications for researchers, particularly in terms of where future studies of Bottom's up Marketing might best be positioned.

III. OBJECTIVE OF THE STUDY

The primary aim of this paper is to critically review the responses given by the respondents belonging to diverse age- group, income, and background and buying habits along with the literature that explicitly addresses the adoption and application of various marketing strategies adopted by Dominos. In particular, this research paper seeks to present a holistic and critical review of Bottom's up Marketing and its consumer preference in Bhopal city, in order to help and establish the gaps that will need to be addressed in its future research studies.

IV. BOTTOM UP MARKETING AS A CONCEPT

Bottom-up marketing is a concept with no single definition, but a few distinct components that set it apart from traditional top-down marketing strategies. Unlike traditional marketing, where executives create a marketing plan and a strategy to promote a company's products and services, bottom-up marketing is mainly driven by the employees of a company[5]. Employees recognize one specific customer need the company can meet and create a marketing strategy around that single idea.

Employees know more about the needs of customers than senior management does. This means it makes more sense for your employees to develop the company's marketing strategy, because they are the people who are interacting with your customers and understand what they want and need from you.

In a bottom-up marketing strategy, the employees are tasked with finding the one thing that competitors are not doing that customers need as shown in Fig.2 [6,13]. In addition to listening to customer feedback, employees must also analyze the competition. They should look at the strategies competitors are following that work and those that have not been so successful. This will help them to find a gap in the market that your company can fill. The marketing strategy can then be built around this one concept.

(a) Bottom up Marketing- An Evolving Success Mantra

The marketing plan needs to be flexible in order to stay relevant. A bottom-up marketing strategy allows one to adjust the marketing efforts according to new initiatives in the marketplace and challenges from competitors. If one's company has multiple locations, one can tailor the marketing strategies to meet the different needs of the customers in each location. Instead of having to completely rewrite the existing marketing plan if faced with an unexpected situation, one can simply adjust it as needed[7]. This is more flexible than a top-down marketing strategy, where senior management first decides on the goals they want the company to achieve and then marketers are left to find a way to achieve them as shown in Fig.3[8].

(b) Bottom up Marketing and Dominos

This is the process of developing a marketing strategy within an organization by finding a workable tactic and then building on the tactic to create a powerful strategy.

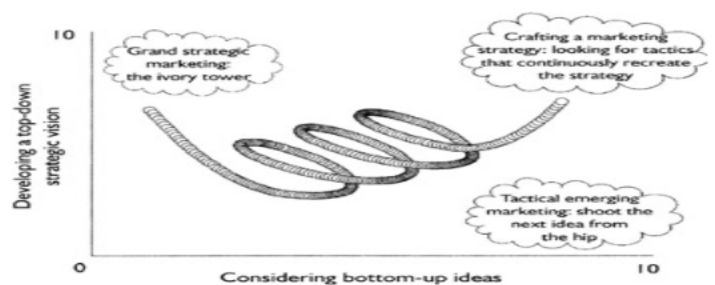


Fig.2 Considering bottom-up idea

Marketers involved in a firm's marketing strategy development should recognize the potential for a bottom-up approach to provide the firm with insights into ways the firm can develop and achieve a sustainable competitive advantage that

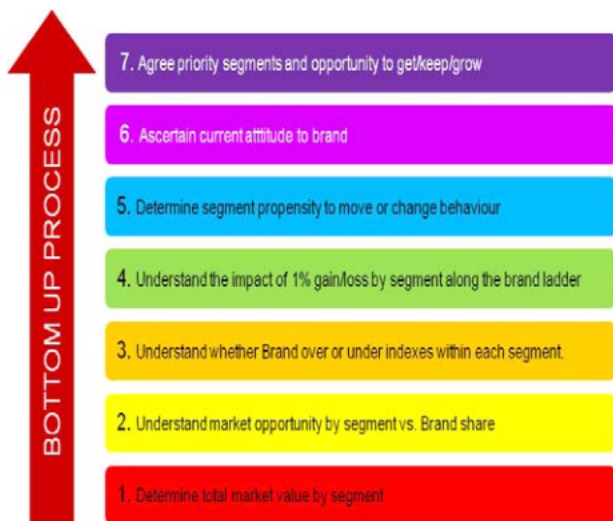


Fig.3-Bottom up process

may not be as evident with a top-down marketing strategy development approach. While there are multiple approaches to developing marketing strategies within an organization and arguably no single best prescriptive approach, the bottom-up approach is certainly consistent with the view that marketers should seek to understand current and prospective customers, competitors, as well as the broader marketing environment and identify ways it can provide customers with offerings of value that are superior in some way relative to competitive offerings[9,11,12]. The approach further suggests the need for marketers to focus their efforts in identifying and meeting customer needs to avoid diluting organizational resources which may include the firm’s brand itself.

Domino's Pizza is a classic example of successful bottom-up marketing. The company took one marketing tactic, to guarantee that pizza will be delivered in 30 minutes, and built a very successful marketing strategy around it. Further, in conceptualizing the approach, the considered

tactics to be ‘competitive mental angles’ and strategies as ‘coherent marketing directions.’

“Exceptional people on a mission, to be the best pizza delivery company in the world”.

(C) Advantages of Bottom up Marketing

- (i) User and business awareness of the product. Benefits are realized in the early phases.
- (ii) Organization can replace many manual processes with early automation.
- (iii) Organization can implement password management for a large number of users.
- (iv) Organization does not have to develop custom adapters in the early phases.
- (v) An organization broadens identity management skills and understanding during the first phase.
- (vi) The Identity Manager is introduced to the business with less intrusion to business operations.

(d) Disadvantages of Bottom up Marketing

- (i) The organizational structure as established might have to be changed in a later roll-out phase.
- (ii) Because of the immediate changes to repository owners and the user population, the roll-out will have a higher impact earlier and require greater cooperation.
- (iii) The strategy is driven by the existing infrastructure instead of the business processes.

V. HYPOTHESIS OF THE STUDY

The study focuses on the impact of Bottom's up Marketing used by Domino on the customers. It is presumed in the study that the customers are preferring the resultant strategies of Bottom's up Marketing specially in the case of Dominos.

VI. RESEARCH METHODOLOGY

(a) Research design

The research design for the study is descriptive. Consumers of various socio economic groups have been interviewed for the research survey using a structured questionnaire. The study period was September 2012 to October 2012.

(b) Data collection

Table 1

The data is collected through schedule prepared and personally contacted to the respondents. The data is collected through primary and secondary sources both. Major commercial areas of Bhopal

Attributes	Frequency	Percent
Dominos	56	56
Pizza Hut	44	44
Total	100	100.0

are chosen to collect the sample of 100 respondents on random and convenient sampling basis.

(C) Data Analysis

The data so collected is analyzed with the help of statistical techniques like percentage, average etc. The major findings for the study are:

(i) Which one is your favorite Fast food?. This table 1 reveals that most of the respondents are in favor of Mc Donald.

Attributes	Frequency	Percent
Dominos Pizza	27	27
Mc Donald	29	29
Pizza Hut	10	10
KFC	13	13
Any other	7	7
Total	100	100.0

Table 2 Favorite Fast Food Joint

(ii) How frequent you visit any Fast food joint? This table 2 reveals that majority of the respondents visit any Fast Food Joint on a monthly basis.

Attributes	Frequency	Percent
Daily	23	23
Once in a Week	20	20
Twice in a Week	21	21
Once in a Fortnight	07	07
Once in a Month	29	29
Total	100	100.0

Table 3 Frequent Visit of any Fast Food Joint

(iii) Which one is your favorite Fast food joint for **Pizza?**. This table 3 reveals that majority of the respondents prefer Dominos over Pizza Hut.

(iv) How do you rate Dominos on your preference scale? From the table 4, researchers infer that the respondents are pretty in favor of Dominos.

1- Most & 5- Least

Attributes	Frequency	Percent
Most	71	71
Least	29	29
Total	100	100.0

Table 4 Rate Dominos on a Scale-

(v) Dominos Services as Value for Money. Table 5 show that out of the 100 respondents, 53 percent opines that Dominos services provide the value of their money.

Attributes	Frequency	Percent
Excellent	57	57
Very Good	20	20
Good	13	13
Average	08	08
Below Average	02	02
Total	100	100.0

Table 5 Delivery Service of Dominos as a Value for Money

(VI) What is the best thing you like about Dominos? This table 6 reveals that majority of the respondents agrees on the point that offers & fastest product delivery is best on the part of Dominos.

Attributes	Frequency	Percent
Services	57	57
Ambience	20	20
Availability of Food	10	10
Extra	13	13
Total	100	100.0

Table 6 Best Thing about Dominos

(VII) Does Dominos offer of fastest delivery of Pizza attract you? Yes or No. Table 7 shows that the respondents reflect a mixed response about the fastest delivery service offered by the Dominos.

Attributes	Frequency	Percent
Yes	51	51
No	49	49
Total	100	100.0

Table 7 Fastest Delivery attracts the Customer

(VIII) Do you think, this marketing strategy is beneficial for Dominos? Table 8 infers that the marketing strategy used by the Dominos is considered beneficial by majority of the respondent

Attributes	Frequency	Percent
Yes	53	53
No	47	47
Total	100	100.0

Table 8 Bottom's up marketing is beneficial for Dominos

(IX) Age group of the respondent. Table 9 shows that out of the 100 respondents, most of the respondents are of the age group of 15-30 yrs.

Attributes	Frequency	Percent
Below 15	32	32
15-30 yrs	38	38
30-45 yrs	28	28
Above 45	02	02
Total	100	100.0

Table 9 Age group of the Respondent

(X) Income group of the respondent. Table 10 shows that out of the 100 respondents, most of the respondents are Earners.

Attributes	Frequency	Percent
Below 1 Lac	29	29
1 Lac-3 Lac	21	21
3 Lac- 5 Lac	18	18
5 Lac- 10 Lac	13	13
Above 10 Lac	20	20
Total	100	100.0

Table 10 Income group of the Respondent

(XI) Occupation of the respondent. Table 11 shows that out of the 100 respondents, most of the respondents are of the Student and Professional segment.

Attributes	Frequency	Percent
Student	32	32
Self-Occupied	28	28
Professional	28	28
Government Officer	02	02
Any Other	10	10
Total	100	100.0

Table 11 –Occupation of the Respondent

VII. OBSERVATIONS AND FINDINGS

It has been observed by the study that consumers believes and opines that Bottom's up Marketing is very much useful for Dominos in making their brand image and of course making it favorite of various segments. Dominos services are

considered to be as a value for money by the customers and their various offers and fastest delivery mode is considered to be the best thing about them. So, Bottom's up Marketing is making the Dominos a successful market leader.

VIII. CONCLUSION

As we all know, majority of the companies are gradually moving from top-down marketing to bottom up marketing. Now, every organization is focusing on customer needs and preferences in order to become customer-centric organization. Today, customer is a King and every company just wants to make their first priority to satisfy the king only. This is the competitive era and Dominos is efficiently working because of its Bottom's up marketing strategy. This is the strategy which makes the customer's needs and wants satisfied as per their own terms and conditions. Their fastest delivery mode and various offers are making them an undisputed king of the market. So, Bottom's up Marketing is just doing justice to the Dominos.

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