

# Total marketing strategy: you won't come back by chance

[Business](#), [Marketing](#)



## TOTAL MARKETING STRATEGY: YOU WONT COME BACK BY CHANCE

motivation and decision making for convenience products offered in Total Group are much based a high utilitarian value. These segments are based on the fact that one is either an urban or rural customer. For rural segment, where there is limited competition and is less dense, the company created the Elan Brand. For price sensitive segment the company will reposition the Elf Brand. Beyond prices, Total looks to capitalize on the convenience consumers. Hypermarkets are situated in suburban areas similar to where Elf stores are primarily situated. This is where the wealthy and time consuming consumers reside.

2) The 4Ps framework involves the price, position, place and product of a certain company. This will certainly determine the positioning of the Total group. The consumer value framework represents the consumer behavior theory as it illustrates the factors that shape consumer related behaviors and determines the value associated with consumption. A factor that can be used by the Total brand is the introduction of loyalty cards using the RFID. This means the system will be able to recognize the customer upon his or her arrival at the gas station. The customer will pay for the service later after the thumbprint has been taken. This will help to save time at the filling station and increase the utilitarian value of the customers.

3) The two things that may build utilitarian value are the positioning and the delivery of Elf store. The utilitarian value is provided when an activity allows something else to happen. The hedonic value deals with emotions. To facilitate emotional satisfaction, the Elf stores are price sensitive and many customers may opt for this filling station due to its relatively lower prices.

4) This case identifies how the market is segmented. For example the basic segmentation used by the Total Group is between the rural and urban areas. Something that seems to be of much importance to this case study is the segmentation in the urban areas. This is purely based on the key benefits that the customers are looking for. The price oriented customers who look for price and simplicity and the quality oriented customers who search for a relationship and service in the store. Family oriented segment should also be considered for those who can come and buy things in the hypermarket with their families.

#### References

Case Study: Total Marketing Strategy: You Wont Come Back by Chance