

The fact of negative marketing strategy marketing essay



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Today, Marketers are considering on negative marketing because this strategy ploy used in order to make your product look better in the eyes of consumer. While some people might find this is poor and unfair or unethical practice to get attraction but this is making differentiation in the strategy used all the time. Why? Because it more effective to get attention and is practically successful into the market. Arnold, J., et al (2005) To applying negative marketing strategy marketer should have to have trust full company reputation front of consumer and strong brand name into the market. if you do not have credible image in the market and using negative marketing then consumer are not going to take serious approach to you and its may result failure.

Over the past many years marketer were implementing similar positive strategy to get consumer attention and it has been worked and successful because in that time there was limited technology, minimum sources to access media, a few competitor for competition and limited consumer demands. Which is reason marketer had been successful to attract customer and achieved the target, but current market is more competitive then their demand and consumer have many sources to get satisfy their needs and wants. If negative marketing strategy rapidly entering in the market, means market have demand for it and seem really working into the market. Robins S. and Judge, T. et al (2007). To date if we consider on consumer behaviour which is not interested to positive marketing because of same tactics using again and again by marketers and its frustrating the consumer and also difficult to remember. In the current market environment some marketer has understand the demand of market and that is why they are trying to

implement negative marketing to challenge consumer behaviour emotion to get more attention than their competitors do.

To understand how negative marketing playing effective role to get attention compare to positive marketing? How it will remain impact on ethical consideration issue and risk? Is it beneficial for marketer to use negative marketing? Why and how consumer behaviour affected by use of negative marketing strategy and is it strategy capable of being done into the market? And finally what effect of this 'twilight marketing' can result for marketer and their competitor?

According to Simon Sinek (2009) said " Marketers are challenging people to get advantage from it by using negative, fear, manipulating and aspiration messages and its worked and they are doing not to scare you, need of it to get attract you to create a awareness". this generation world also called mass media world and in the market marketers competitive in each other to being successful. Indeed, most of marketer promoting and adverting their product by positive way and trying to get awareness from consumer but consumer get used to it form long time and that is why some care of it and some not even look at it and forget it. Some marketer create new negative strategy and they are feasible e. g. Marmite spread and Yorcky chocolate Bar. They are trying to promote negative strategy through as scary messages, negative concepts, shocking fact, manipulation, aspiration messages, just making people being aware of product and services and it is works more faster than positive tactics. Reason is that marketer need you tune in, buy in and also are narrowing market in between their competitor and result organisation successful into the market.

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This is final step of change process, when the changes are taking shape and helping to brace the unique ways of strategy to get attraction and ready to refreeze the market. New Negative marketing strategy is giving differentiation into the market to better understand consumer behaviour and provide effective advertisement to result to convince the consumers. The new marketing strategy makes differentiation in between competitors and fitting to behaviours and characteristics to better satisfy current target market and remains effective and the old strategy action will reemerge from market.

Entrepreneur Kim T. Gordon (2004) said “ what many of us call ‘ Negative’ or “ Attack’ ads are termed ‘ Comparative’ ads by those in the industry, and the bottom line is that they appear to work and very effective”. Today, many marketers adopting negative marketing strategy because of it is effective way to narrow the market in the competitive market. Current generation people have a cynical view of politics and tend to believe negative very quickly. Negative marketing going to successful marketing strategy because, till to date marketers has been applying positive marketing and result failure to make brand awareness but negative marketing is giving differentiation and uniqueness in the strategy and challenging consumer emotions to get effective and positive result. If negative marketing strategy is giving success, elusive, there is vary of risks as well.

While every marketers trying attract their target market to full fill their expectation by use of negative ads or promotion but it is creating end less and risky competition. Indeed, if marketer wanted to keep this strategy

longer effective on the market then, they should use strategy carefully help <https://assignbuster.com/the-fact-of-negative-marketing-strategy-marketing-essay/>

of expert without making direct comparison with competitors. There is example of company, who has done strategy feasible into the market by using safer route skip the negative ads and implement comparisons. For example:

This report has shown considering negative strategy is giving differentiation strategy method to challenge consumer's emotion then receive their attention and raise awareness of product. By applying Negative marketing strategy, marketers getting quick positive result and seems to be strategy effectively working in the market. Although suppose every marketers will implements this strategy then what impact will happen in the future market? The negative strategy is bringing evaluation in the competitive market and giving beneficial result but also generating unethical risks, which might be create barrier to understand consumer behaviour then resulted marketer may face failure.