

Paper MARKETING MANAGEMENT

**MBA II SEMESTER (CBCS)
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Lecture on

Push vs Pull Marketing

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Push vs Pull Marketing

Top marketing companies such as Coca-Cola, Intel, Nike and many more companies skillfully apply both push and pull strategy.

- A push strategy apply through manufacturer's sales force, trade promotion or other means to induce intermediaries to promote and sell product to end users.
- Push strategy is appropriate where there is low brand loyalty in a category, brand choice is made in the store, the product is an impulse items and product benefits are well understood.

Push vs Pull Marketing

- In a pull strategy the manufacturer uses advertising and other forms of marketing communication to persuade consumer to demand the product from intermediaries thus inducing the intermediaries to order it.
- Pull strategies appropriate when there is high brand loyalty and high involvement in the product category.
- When consumers are able to perceive difference between various brands, they decide the brand before they go for purchase from the store

Push vs Pull Marketing

- Marketing activities directed towards the channel as part of push strategy are more effective when accompanied by a well design and well executed pull strategy that activates consumer demand.
- On the other hand, without at least some consumer interest, it can be very difficult to gain much channel acceptance and support.

Thank You

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