Student Name :- Gagan Sapariya

Student ID :- 2106641

Module Name :- Marketing Management

Module Code :- LCMB7001(A1)

Lecturer Name :- Tushara Balendran

Table of Contents

Introduction:.....3

About The Company:.....3

Communication and Communication Model:.....3

Integrated Marketing Communication:.....6

Branding and Brand Equity: 7

Customer Journey Map:.....10

Total Engagement Model:.....12

Conclusion: 14

References:.....15

Introduction:

The report is based on the need to maximize customer satisfaction and the importance of customers in the entire marketing journey. As in marketing, the journey of the customer is end-to-end. A consumer journey typically includes all interaction between a consumer and a company from the moment they become aware of it to the moment they buy it, use it and absorb it, and suggest to others whether to buy or use that product. In this report, the company that has been taken into consideration is Aston Martin. Here they will make the discussion on the communication model of the company, its integrated marketing communications, promotional strategies of the company to increase brand awareness, explaining the full use of the Keller's Brand Equality model and how this model affects the company, the total engagement model and the customer journey from the company's perspective. (Berger 2017).

About The Company:

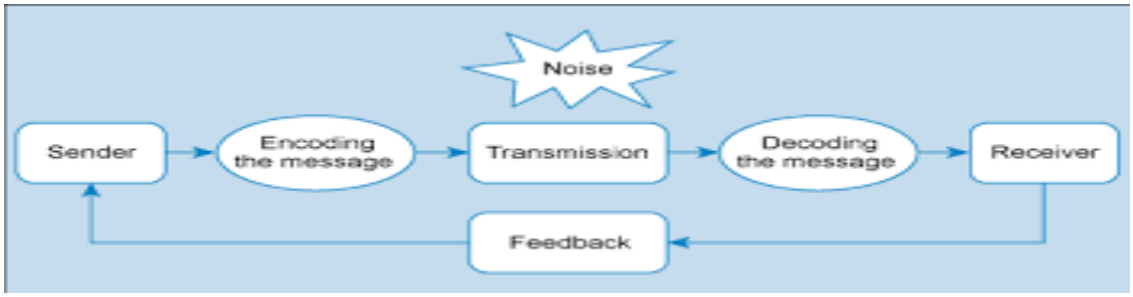
Currently, Aston Martin is one of the most prestigious sports car manufacturers with a remarkable history easily identifiable worldwide. In 1913, Lionel Martin and Robart Bamford founded Aston Martin, a British brand with a global reputation for luxury, performance, and exclusivity. The brand's high-performance sports cars combine cutting-edge technology, traditional craftsmanship, and modern manufacturing technology. Aston Martin is looking forward to its next century of " Power, Beauty and Soul". With the first Auston Martin launch, The brand took on a whole new character. This automobile brand is known best for its style, luxury and exclusivity. The price of a single car starts from 2.65 Crore making it one of the most expensive cars in the world (García and Fold 2022).

Consumer Satisfaction and the entire communication model of the company has been discussed in this report.

Communication and Communication Model:

A good communicator pays close attention to what others have to say, speaks or writes clearly, and respects others' perspectives. Effective communication is the act of giving, receiving, and exchanging information. A communication model is used to define the entire communication

system of any company. Sender, message, media and receiver are all involved in the communication process when a model is used to identify, categorize and characterize, different aspects of the process. The Communication process beings with sending messages and ends with receiving feedback.



There are various models of communication. The model that is being used Aston Martin is Berlo's Model of Communication:

Berlo's model of communication considers the message's emotional component. SMCR paradigm is used in Berlo's model of communication. According to the SMCR model,
The Source is denoted by the letter S, To account for the emotional aspects of the message M, C for Channel, and R for Receiver. Aston Martin applies this communication model because this model suggests the review of customer satisfaction with their cars.

1. **Source:** The first element, the Source, also known as the sender, is the one from whom the entire communication flow starts. In the case of Aston Martin, the sender or the Source is the advertisement or the customer who has already purchased the product. Communication skills, Attitude, Knowledge, Social system and culture is used to assist.
    - Communication Skills: For a person's communication to be effective and impact the listener, he or she must have outstanding communication skills. He should also double-check his work with the recipients and listen to their concerns. The company should focus on creating advertisements so that it leaves a significant impact on the minds of the customers and the message is clearly communicated. In communication, word of mouth play a great role, most of the buyers will buy the product at the suggestion of the consumer of the product.
    - Attitude: As the saying goes if you have the correct attitude, the world is at your feet. If a person has the appropriate mindset, he will not vehicle able to stop. As the company focuses on manufacturing luxury cars, the structure of the car form

the most incredible attitude of the company and speaks all about the company. This is the reason why the company focuses on luxury design, comfort and exclusiveness (Bernstein 2018).

- Knowledge: As knowledge, the speaker intends to convey information that is clear from concise to the second person. One must be thorough in what he says and give a solid understanding of the issue. Anyone in the company who is conveying any message or features about the cars should have the proper knowledge about them. No information should be misleading.
- Social system and Culture: Society and culture have a great impact on any product. Society plays a very important role in the buying behaviour of the customers.

2. **Message:** The message forms the encoding part of the communication model. It refers to how the receiver is encoding the message that has been given by the Source. This stage plays a very vital role in the entire communication model. Aston Martin focuses largely on this stage of the communication model because the entire sale of the product depends on the encoding skill of the receiver. If the message is communicated properly and is encoded in a similar way then the selling of the product becomes a lot easier process. All the employees in the company are given a proper guideline about each and every car so that there are no flaws in this stage of the communication model.
3. **Channel:** Channel refers to the medium through with the entire communication will take place. This can be either through direct communication, advertisement, promotion, indirect communication. Aston Martin uses a Direct sales method or advertisement channel to conduct the sale of their products. As it is a luxury product and a known product in the automobile market so the most common method that is used is direct sales.
4. **Receiver:** When the message is reached to the receiver and he tries to understand the message, this process is termed decoding. the mind of the receiver should be as same as the sender. The company ascertain this stage when the entire sale process is complete this ensures that the message was successfully sent and also received in the same way.

This model of communication is chosen by Aston Martin to ensure efficient and effective flow of communication

Integrated Marketing Communication:

An integrated marketing communication approach joins additives of advertising, web-primarily based totally media, crowd, investigation, and commercial enterprise development thoughts to make a robust emblem character throughout the variety of media channels. Incorporated Marketing Communication empowers Aston Martin to provide a regular and drawing in consumer enjoy for its object and administration, simply as to paintings at the image of the organisation and the connection with its clients. The Marketing Specialists, Public Relations Directors, Brand Managers, Social Media Markets, and extraordinary media professionals on the organisation make multi-channel selling and correspondences making use of Integrated Marketing Communications speculations and strategies messages that goal and effect specific crowds of the organisation (Mariac, et al. 2022).

Promotional Strategies of Aston Martin:

Product, price the way of distribution and advertisement itself forms the basis of the promotional strategies of the company. Each factor that forms the part of the promotional strategy is discussed in brief:

- Product: Austin Martin is a high-end vehicle manufacturer known for its design and performance. Each Aston Martin automobiles are high quality customized, giving the customers the opportunity to purchase something unique in the automobile industry. The car has a lot of horsepower and luxury, and anybody who sees it will turn their head to see who is driving it. As a product, the automobile shouts richness and demands attention. Indulging in a high-end car like Aston Martin indicates the owner has amassed sufficient wealth. The car is high maintenance and requires the utmost care from the owner because of its high-octane power and the looks that come with it. The uniqueness of the product and features itself forms a promotional strategy for the company.
- Price of the Product: The premium pricing of the product forms another promotional strategy for the company. So, the car isn't available at a lower price, but rather, it offers its services at a price so high that only high-end consumers can afford it, therefore Aston Martin targets high-end individuals such as CXO's and CEO. This is due to the fact that the starting price of the cars is around $140,000.
- Distribution of the Product: The global reach of the product is another promotional strategy used by the company. Aston Martin is a worldwide automobile manufacturer with a global presence. As a result, the outlets of the company are situated in such a

place that only the target customers come to buy the product. Furthermore, showrooms are positioned in such a way that requires some effort on the part of the customers to get to, suggesting that this ride does not just happen. . Customers who are on a window-shopping spree and have merely come to look at the automobile are discouraged by store managers.

- Advertisement: Designing cars with a younger demographic and women in mind is the key for them reinventing themselves. It also advertises its products in popular magazines and print media to adapt to current trends, such as keychains and other products, to improve sales. the company has a strong online presence as they deal with social media and the digital world and also post reviews of loyal customers. It also broadcast advertisement of its product on FM and Radio.

These are some promotional strategy that is used by the company to market their product and other services in the market.

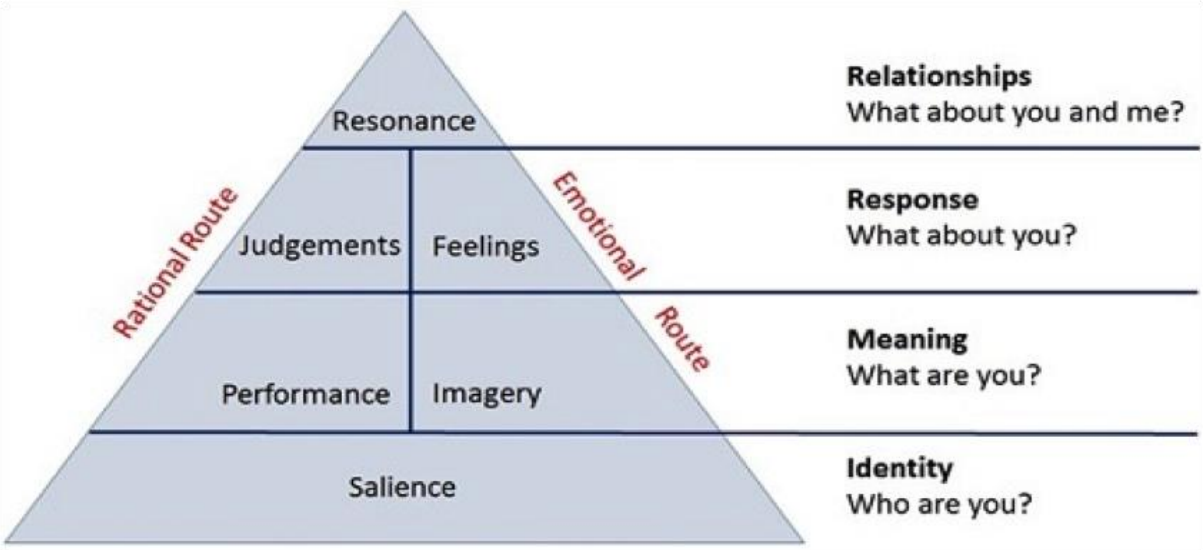
Branding and Brand Equity:

By offering a distinctive, easily recognizable product that is superior in quality and reliability to a generic alternative, companies can build brand equity. Aston Martin has built brand equity by making its product distinctive, easily recognizable, and superior in quality and reliability. Brand equity is also aided by mass marketing campaigns. Buying a product from a business with favourable brand equity will result in them paying a higher price for the same thing than if it were from a competitor. Customers, in effect, pay a higher price for the product of the company. Aston Martin does not have to pay more to create a sale of their cars than its competitors. Because of the company higher brand equity, it may earn a higher profit on each transaction.

Keller Brand Equity Model :

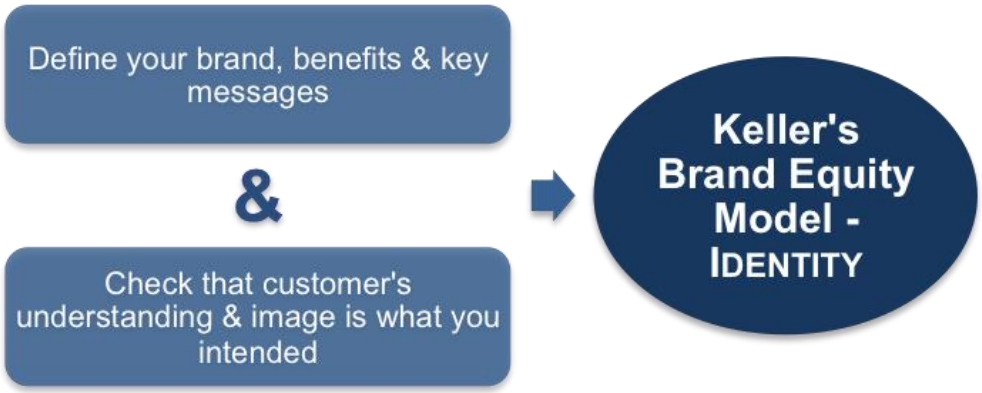
Keller Brand Equity Model is in any other case known as CBBE (Customer-primarily based totally emblem price) approach. As the selling advanced, the consumer become the organization's critical accentuation. An emblem price model, in any other case known as CBBE or Brand Equity Pyramid, discloses a way to increase emblem price through spotting the requirements of the patron first and in a while becoming solutions for in shape the ones

requirements. Brand price is made whilst groups and objects are regarded as brands, and they may be sure to choose and maintain customers. This offers a crucial higher hand to groups and objects which might be regarded as brands. Aston Martin understood that assuming they saved their customers satisfied, they could carry in cash. This is completed via the development of the emblem. There is four degrees on this model.



Level 1: Brand Identity:

In the eyes of the customer, brand identity is the way brands are perceived and how they differentiate themselves from one another. The main objective is to establish a brand identity. In order to do this, Aston Martin uses Advertisements on social media platforms to increase brand awareness and sales of the company. The company is spending billions on advertising and creating awareness before it earns a profit. The company also uses magazines to showcase their car designs which in turn increase the brand values.



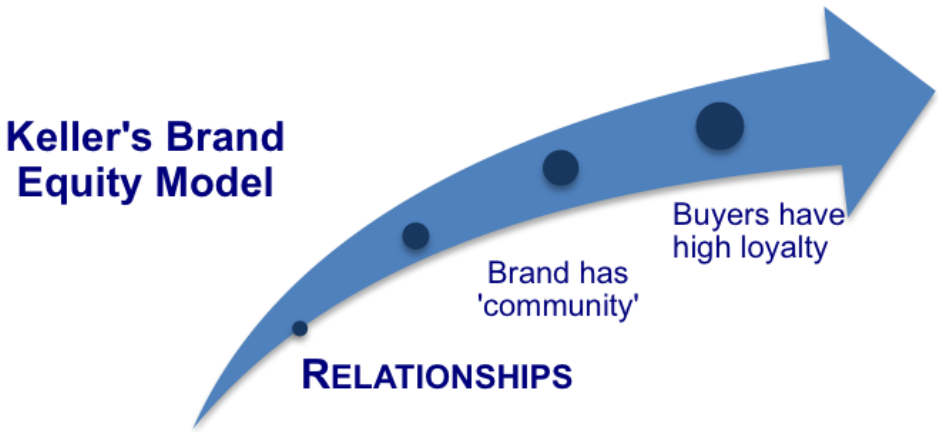
Level 2: Brand Meaning: When the company meet the customer and learn who they are, they are now left with new questions like Where are they employed? What do they exactly do? And so on. Customers want to know more about businesses in the same way that they want to know

more about the people. Once the customer is aware of the company they want to know each and every detail about the company. This level has 2 parts :

- Brand Performance: For the customer, brand performance is of utmost importance. Aston Martin and many other automobile companies have become what they are because of their performance over time. At this level, Aston Martin prioritizes the following five factors: Product features, product reliability, customer service, product design, and pricing.
- Brand Imagery: What is the image of the brand in the eyes of the customer, what they think about the product are some important questions that need to be given a thought. to build a strong image target marketing and word of mouth is used by the company.

Level 3: Brand Response :

When a customer purchases the product, he develops expectations for the brand and the transaction. As long as reality meets, the customer's expectation, the brand receives a positive response and customer satisfaction rises. If a product exceeds expectations, the buzz will increase and the customer is likely to become a brand ambassador. Aston Martin uses the concept of judgement and feelings to know the brand response. The balance of both is necessary to stay in the holistic market so that the customer has a positive impression of the car and its features (Pugh, et al. 2019).



Level 4: Brand Resonance:

Aston Martin is a brand that is the epitome of Brand Resonance in the CBBE model. Aston Martin cars are known for their love for the car, luxury, design and style and the uniqueness that is in each of its models. The customers are connected with the brand and also suggest the brand to others. Behaviour, values and attitude, customer engagement, connection and feeling are the factors used by Aston Martin for Brand Resonance.

Customer Journey Map :

An interaction is conducted between the typical end-to-end consumers when a consumer is absolutely unaware of a company and when they learn about it, investigate it, buy it, use it, and leave it or tell to other potential customers to purchase and use it. The four main stages of the buyer journey that is followed by Aston Martin are :

- Awareness of the business challenge: The first stage of the Customer journey is awareness, in which a potential customer recognizes that they have a need or an issue and is actively researching information and finding solutions to address their problem or need. Consider the customer journey's awareness stage to be the first impression of the company. Aston Martin can use the right marketing techniques and has the opportunity to influence target customers by increasing customer awareness. If the company understands the pain points of the customer they will be able to speak the language of the customers.
- Evaluation and Consideration: The consideration stage is the next stage in the consumer journey. The company has done some preliminary research and are aware of some of the possibilities available to them. The research is an ongoing process and has to be taken place with the changes in consumer choice and preference. Brand Awareness also plays an important role in this stage. Aston Martin should focus on brand awareness to increase the sale and profit of the company.
- Decision: When a potential customer has selected all the options from their options and is ready to make a purchase, this is the third stage of the customer journey. The decision of purchase is made in this stage and the company gets to know its potential customer. The decision to buy the product is very crucial as the product is luxurious and very expensive (Melo, et al. 2022).
- Retention: The fourth and last stage is the retention stage. Retaining a customer is a very difficult process. Maintaining customer relationships is a very difficult process and also in a luxurious brand like Aston Martin retention becomes very difficult because there are only a few customers who choose to buy such expensive products again and again.

All 4 stages of the customer journey play a vital role in the company.

Customer Touchpoints:

Customer Touchpoints can be described as the company's point of contact with the customers, from beginning to end. Customers might discover the company online or through an advertisement, read reviews and ratings, shop at the store, visit the website or contact customer service.

Fig 2

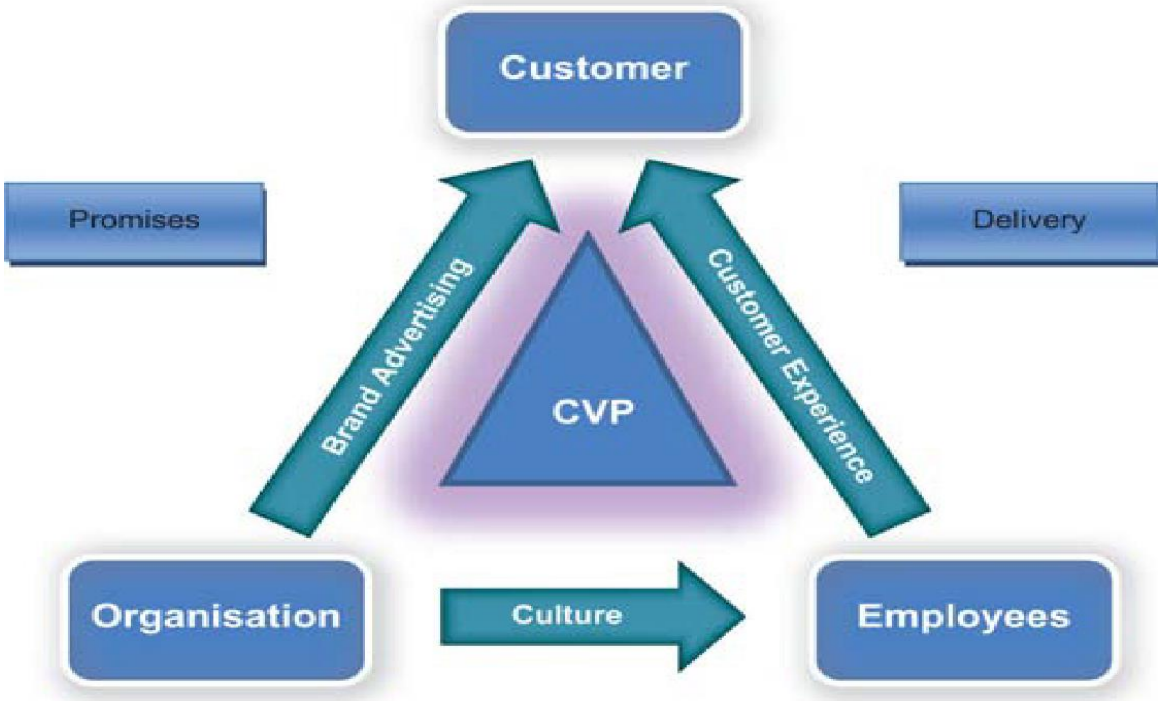
Aston Martin segregates the touchpoints in three different ways on is touchpoints before purchase, touchpoints during purchase and touchpoints after a purchase.
When we talk about touchpoints before purchase, some of them are Social Media, Online Advertisement, Digital Marketing Content, Company events, Peer Referrals and IMC. Aston Martin mainly focuses on three of these touchpoints that are social media, online advertisement and digital marketing content. All these three techniques are very cost-effective and also have wide coverage. These touchpoints can be used to promote a new product, to maintain relationships with the customers, to emphasize brand awareness, when it comes to referrals, the company has noticed that friends and relatives are one of the biggest sources of referrals.

When it comes to touchpoints during a purchase are conversations with salespeople, product challenges, product reviews, websites and points of sale. Aston Martin uses these touchpoints very accurately because the product is very expensive so the entire sale of the product depends on the salespeople and the product review. If the salespeople are able to demonstrate all the features of the product efficiently then it immediately changes into a sale (Pugh 2019).

After-sale touchpoints that are used by Aston Martin are product feedback, after-sale service cross-selling emails. The product feedback service are sent after the purchase to evaluate the customer experience regarding the product or service. If there is a negative review then the company reach to the customer to solve the problem and maintain proper after purchase services.
All these touchpoints become the main focus to retain the customer and to maintain customer loyalty.

Total Engagement Model:

When customers interact with the brand and the organization, they have an experience. The Total Engagement Model focuses on 4 key elements Customer value proposition, brand advertising, culture and customer experience.



Aston Martin uses Customer value proposition as a basic marketing principle that makes intuitive sense and corresponds to most people's experiences. They consider when the last time someone suggested their products to someone. It was most likely due to the delivery, which could include product dimensions like functionality, pricing, image fashion or innovation. It is important for the company to have a positive customer experience.

When it comes to customer experience or advertising another distinguishing feature is the loyalty of the leader and the ability to provide customer service. Functional and emotional elements are common in great customer encounters. The transfer of essential positive feelings such as value, care, and loyalty. The customer experience part of consumer engagement is gaining popularity. Aston Martin creates a one-of-a-kind value proposition based on deep client knowledge. It should next use its brand promotion to constantly express this value proposition to customers. Their promise is best fulfilled by employees who support and understand the plan, as well as their individual role in making it a success. As a result of this cultural basis, a planned customer experience is delivered that lives up to the promise expressed in the advertising. Aston Martin highly focuses on customer satisfaction as the customer are paying a very huge price for the particular product. So in order to maintain quality and retention, the total engagement model is followed.

Conclusion:

Aston Martin is a luxury automobile company that follows a proper customer journey map and touchpoints to ensure that the company leads in the market and are able to earn profit. Customer satisfaction is one of the most crucial elements for any business, as the customer is the king of the market. The company also follows proper equity and a communication model to ensure effecting and effective flow of information right from sender to the receiver. Customer involvement is crucial in today's competitive market, but it is challenging to establish. The Total Engagement Model identifies the strategic drivers of customer engagement and addresses the entire company's connection with customers. The company is working continuously to live up to the expectation of the customer and tries to manufacture cars with luxury and sophisticated designs.

References:

Berger, A. A. (2017). *Ads, fads, and consumer culture.* Lanham, MD: Rowman & Littleford.

Bernstein, N. (2018). Goin' gangsta, choosin' cholita. In S. Maasik & J. Solomon (Eds.) *Signs of life in the USA: Readings on popular culture for writers* (5th ed). (pp. 606-611). Boston: Bedford St. Martins.

Pugh, S. D. 2019. Service with a smile: Emotional contagion in the service encounter. Academy of Management Journal, 44, 1018-1027. Reichheld, F. F. (2019). The Ultimate Question: Driving Good Profits and True Growth. Boston, Massachusetts, United States of America:

García, N.A. and Fold, N., 2022. The coloniality of power on the green frontier: commodities and violent territorialization in Colombia's Amazon. *Geoforum*, *128*, pp.192-201.

Mariac, C., Duponchelle, F., Miranda, G., Ramallo, C., Wallace, R., Tarifa, G., Garcia-Davila, C., Ortega, H., Pinto, J. and Renno, J.F., 2022. Unveiling biogeographical patterns of the ichthyofauna in the Tuichi basin, a biodiversity hotspot in the Bolivian Amazon, using environmental DNA. *PloS one*, *17*(1), p.e0262357.

Melo, B.F., Sidlauskas, B.L., Near, T.J., Roxo, F.F., Ghezelayagh, A., Ochoa, L.E., Stiassny, M.L., Arroyave, J., Chang, J., Faircloth, B.C., and MacGuigan, D.J., 2022. Accelerated diversification explains the exceptional species richness of tropical characid fishes. *Systematic Biology*, *71*(1), pp.78-92.