

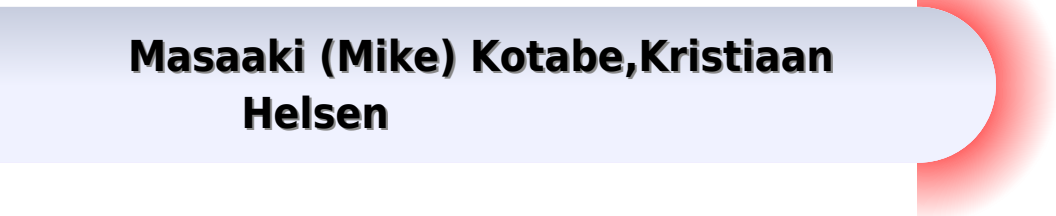


# **BMW**

- Bayerische Motoren Werke AG usually known under its abbreviation BMW is a German luxury vehicle, motorcycle, and engine manufacturing company founded in 1916.
  - It is one of the best-selling luxury automakers in the world. The company is a component of the Euro Stoxx 50 stock market index. Headquartered in Munich, Bavaria, BMW owns Mini cars and is the parent company of Rolls-Royce Motor Cars.
  - BMW produces motorcars under the BMW Motorsport division and motorcycles under BMW Motorrad, and plug-in electric cars under the BMW i sub-brand and the "iPerformance" model designation within the regular BMW lineup.
-

# Bmw Case Study Marketing

**Masaaki (Mike) Kotabe, Kristiaan  
Helsen**



## **Bmw Case Study Marketing:**

A Case Analysis - Exploring Customer Attitudes on BMW Marion Maguire, geb. Weiler, 2006-02-09 Inhaltsangabe Abstract Giving the powerful means of branding and brand based differentiation for creating and sustaining a competitive advantage especially in highly competitive markets such as the automobile market this study explores brand attitudes of existing and potential customers towards the brand BMW Moreover this study analyzes the level and source of customer satisfaction as well as the level and source of customer loyalty of existing and potential customers While this study considers five different factors for the degree of customer satisfaction there is only one factor considered for the degree of brand loyalty The factors considered for customer satisfaction are perceived customer service perceived quality perceived innovation perceived technology and perceived price while the factor considered for brand loyalty is customer satisfaction itself The analysis of brand loyalty distinguishes between repurchase loyalty and attitudinal loyalty former being analyzed for existing customers and latter being analyzed for potential customers The results indicate that 1 BMW has a high level of awareness both in recognition and recall 2 the image of BMW is favorable strong and relevant and 3 BMW is mainly associated with performance and style by existing customers and status by potential customers Despite these overall positive results weaknesses were identified that contain opportunities for BMW The regression analysis indicated that there is a strong positive correlation between customer satisfaction and perceived customer service and perceived innovation for existing customers and a strong positive correlation between customer satisfaction and perceived customer service perceived innovation and perceived price for potential customers Furthermore the regression analyses indicated that there is a strong positive correlation between customer satisfaction and brand loyalty both in form of repurchase as well as attitudinal loyalty Branding has been around for centuries as a means to distinguish the goods of one producer from those of another More and more companies have come to the realization that one of their most valuable assets is the brand name associated with their products Highly competitive markets like the automotive market make powerful brands essential to accomplishing growth By using the underlying concept of brand equity this paper investigates in which areas brand equity has been created for the

Cases on Consumer-Centric Marketing Management Jham, Vimi, Puri, Sandeep, 2013-07-31 As marketing strategies remain an essential tool in the success of an organization or business the study of consumer centered behavior is valuable in the improvement of these strategies Cases on Consumer Centric Marketing Management presents a collection of case studies highlighting the importance of customer loyalty customer satisfaction and consumer behavior for marketing strategies This comprehensive collection provides fundamental research for professionals and researchers in the fields of customer relations marketing communication consumer research and marketing analytics for insights into practical aspects of marketing in any organization Artificial intelligence: A new Vista of Marketing DR. PRIYA SACHDEVA, 2022-08-06 Artificial Intelligence has emerged as a miracle which has transformed lives and communication from the core AI technologies have enabled the

brands to make automated decisions based on data collection data analysis and trends which has significantly impacted brand marketing The AI techniques is a new dimension which has paved an unprecedented path to shape businesses to deepen brand consumer relationship This book has showcased that how AI has seeped in and transformed brand performance can scale customer personalization and precision in ways fuels the consumer need of interactivity and impacted content creation strategizing brand and its assessment AI is a new tomorrow as it is touching consumer behaviour in infinite ways This book has highlighted through case studies that how AI has converged a virtual reality platform providing immersive brand experiences to its users can create simulation models and personalized purchasing processes through recommendations based on machine learning technologies and interaction with virtual assistants which has made many brands adopting AI to stay ahead and sustain in future This book is strongly recommended for brand managers researchers brand professionals academicians students and organizations as it unknots the role of AI in augmenting branding and affecting human life in a substantial way

**Managing Corporate Communication** Rossella Gambetti, Stephen Quigley, 2017-09-16 Corporate communication is an increasingly powerful strategic tool for connecting with a company's stakeholders This book features contributions from leading international academics combining a strong theoretical grounding and the latest research with a practical managerial focus Ideal for students and practitioners of corporate communications

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**Customer Relationship Management** Dr. Pallavi (Joshi) Kapooria, 2017-08-14 In this era of customer sovereignty the key to success is to be customer centric to the core and divert optimum resources towards identifying the right customers and catering to their service needs so as to leverage the relationship with a long term perspective In the

fierce marketplace the prime factor that will prove to be a sustainable differentiator is customer loyalty Marketers must connect with the customers inform engaging and energizing them in the process to capture the customers and win over the competition This book will give an insight into such aspects of CRM and help an organization to develop an apt strategy and build an infrastructure that absolutely must be in place before they can begin to understand the customers and start delivering effective loyalty programs It emphasizes on the fact that the loyalty is built on trust which results from the total experience that a customer has with your organization throughout the customer lifecycle This book will primarily cater to the management students who are aspiring managers keen to explore the world of endless opportunities of Marketing Brand Management It will provide them with an insight into the core concepts of CRM and equip them to successfully mark their corporate debut This book also intends to cater to the corporate professionals who are planning to invest in a Customer Relationship Management program I hope that we will be able to build a relationship through my investment in writing this book and your investment in reading it Since a relationship is two way I hope that we can benefit from each other s experiences I would be glad to hear from you please do share your experience and feedback at [pallavikapooria@gmail.com](mailto:pallavikapooria@gmail.com)

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**Global Marketing Management** Masaaki (Mike) Kotabe, Kristiaan Helsen, 2022-10-04 An indispensable resource for students of marketing management and international business In the newly revised ninth edition of Global Marketing Management a decorated team of international marketing professionals delivers an authoritative discussion of the realities of global marketing in today s economy and an insightful exploration of the future of marketing to an international audience You ll obtain an integrated understanding of marketing best practices on a global scale complete with relevant historical background and descriptions of current marketing environments The latest edition builds on four major structural changes to the global marketing environment growing anti globalization sentiment the growth of information technology tools the increasing demand for personalization and the environmental impact of business activity In depth case studies offer lively discussions of real world global marketing campaigns and are accessible online Global Marketing Management also provides Thoroughly updated examples and case studies with contemporary information An ongoing emphasis on the increased volatility and uncertainty of today s global markets Updated discussions of the balance to be struck between pursuing economies of scale and respecting unique cultural sensitivities New explorations of major global environmental and ethical issues New chapters on emerging markets internet marketing and corporate social responsibility

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