

THE DOUBLE-EDGE STRATEGY: HOW IT DRIVES SALES WHEN CONSUMER SPENDING FALLS

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ABSTRACT

This paper attempts to examine how sales in business and marketing led organisations can be propelled when consumer spending level falls.

Design/Method/Approach A brief review of existing theoretical literature on marketing strategies (together with their strengths and weaknesses) is made in the light of the objective of this study. A double-edge marketing strategy consisting of a cost leadership approach together with a business philosophy, which motivate stakeholders to believe and behave in ways that produce positive business results, is presented as an effective that can be drawn to propel sales when consumer spending falls. A study of Saturn’s marketing strategy is drawn to strengthen this argument.

Findings: The outcome of this study indicates that a double-edge marketing strategy consisting a cost leadership approach and a “geiz-ist-geil” campaign strategy, a non conventional campaign strategy on the other can develop an effective and proficient approach for boosting sales when consumer spending falls.

Theoretical implication: The development of a double-edge marketing strategy marks an attempt to provide an insight into the approaches that enhance sales when consumer spending level falls. This contributes to the limited volume of literature in this field of study and adds to the development of theory in this regard.

Practical implications: While the desire to propel sales through conventional marketing approaches are welcomed, the review of theoretical literature strengthened by a case study of Saturn’s business and marketing strategy indicates that it may be rewarding for marketing and sales practitioners to adopt non-conventional marketing approaches that can effectively propel sales when consumer spending falls.

Limitation of study and future research direction: This study is limited to how businesses in western European countries can deploy a non-conventional marketing strategy to propel sales when consumer spending falls. The study however fails to examine whether this strategy holds in other non-western European countries. The inability to ascertain whether this strategy is workable or deployable within non-western context provides an opportunity for future research in this field of study.

Original value of the paper: The study adds and contributes to theoretical literature on marketing strategy by providing a theoretical explanation of how sales are enhanced when consumer spending falls. The study offers marketing practitioners an insight into how to better improve sales level during recessionary periods.

Paper type: Empirical

KEY WORDS: Interpretive marketing strategy, marketing strategy, Geiz-ist-Geil, sales, consumer spending, price, branding, advertising, positioning