



BRAND AND DISRUPTION

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Abstract : *Millennium three do the reverse of millennium two. In two it was creation and in three, it is disruption. E-commerce arrived and the calmness in prior status is gone once in for all. They sell you brands and cash back too. Brick and Mortar began crumbling by its falling foot fall and raising window shopping. Not all disruptions are patentable and 'Me Too' rake it tons of money by the time regulations step in to correct markets. Many products are not lucky enough to travel its Product Life cycle (PLC) even.*

Key Words: *E - Commerce, Disruption, Me too and PLC*

Introduction

While raw material like coal or steel is our finite resources, we unearth it and invent brand with infinite life. Psychographic brands like Rolls Royce or Rolex elude Product Life Cycle (PLC) assumptions. Henry Ford invention is car with steel hood in it. Copper use came a cropper with Tesla's Alternative Current (AC) with copper wires. Some inventions stem from discoveries like car after iron discovery. Hot mail invention neither mined nor improvised from anything. Often time's discovery leads to invention later exponentially. Car came, ship came, and earth movers came all after iron discovery. The potential product level includes all the augmentations and transformations that a product might ultimately undergo in the future. (Kotler, 2004). Iron potential is everywhere except flying machines. After steam energy discovery, locomotive is invented. Scientist Diesel only developed an oil mix that suits heavy trucks and his name

itself becomes product name. Petrol is not one's name but Diesel is and so more diesel cars we see. It is proven that good brand name can alter consumer view and love for it. Tesla was an A/C current inventor and Tesla car is well sold in US. (Philipp et al, 2013) However Thomas Alva Edison's incandescent bulb did not have his name for the product as its name and we still call it incandescent bulb. But when- first- of- its- kind product duly branded and launched in the market, it's very success can after some time, come back and haunt it later. Viagra is one came for erectile dysfunctions and often bought for virility reason! Xerox is also an example of becoming the generic name for photocopying in the market. All instant cameras being called as Polaroid and Kodak despite patent infringement sold it for years. Such brands must have one thing called 'exciting customer Value Proposition' or otherwise offer more value for money. It again has to help customers by way of doing an important job more effectively, conveniently with



minimum switch cost. Switching cost and user friendly make a product great. PC is one such thing. (Francisco-jose et al ,2012)

Rank Xerox invention of photocopier is classic case of Brand over drive albeit on its own. The invention has changed the way offices worked until then. Till then copy authenticity was managed by attestation and carbon papers gave its share of problems with its mark all over. The market and users were so pleased with Xerox, instead of asking for photo copying, asked for Xeroxing. It went into such a level, in the lexicon of English Xeroxing substituted photo copying. For years Rank Xerox did not do anything for its brand name becoming generic to the product category itself but over a period, many instead of raising indent for photocopiers, raised indent for Xerox machines and let Canon to supply it! It is then the folly of it was realized and the ad campaign “Don’t ask for Xerox copy but photocopy instead” was launched by the inventor! It is a classic case of brand being commoditized by the consumers. M&A is low but brand acquiring is high. Thumps brand got sold and bottling with the owner till today. Brand valuation is vital in M&A today like reserve. (Noel& Martin 1989) Further when a new idea catches up, more players enter the fray and divide a wholesome market into smaller segments. Increased competition in the consumer goods marketplace has resulted in intense offers. (Gael, 1989) Luxury products always aim at 1 percent riches in the world. Niche is a disruptor too. Scooters for disabled is one such thing. It is clear that having access to quality input is critical to their strategy of delivering high-quality products. (Kiell&Trond,2010) A fax maker may add photocopier as the photocopier

concept is well underway and another player comes with colour copier version. By default, market is grown by others and inventor while may gain volume may lose market share and it happened at one point of time Xerox deciding to exit the business itself. There is another dimension of “Me too” players spoiling the market. In early 60s rumours were rife in India that vanaspati contain mutton tala for greasy look, Word-of-Mouth (WOM) , my mother told me not to buy Dalda due to Lever’s brand being generic as is the case with Xerox then . The competitor WIPRO did not bear the brunt as in the case of Dalda. The impact was so heavy, market shrank by many folds.

We all gleefully greet a new invention like TV and reel out new job potential but pay scant attention to the jobs it destroyed in Radio industry. Some generic brand inventions kill its peer as it happened in photocopier discovery. The stencil printing machine faded away from the scene. The key advantage of a stencil is that it can be used for multiple copies at much less photocopiers cost and can work even in power cuts. The machine is available at one tenth of Xerox price and no maintenance involved. Syntex brand water tank in India was installation friendly in the sense that did not need a mason, sand, steel and cement to store water known as RCC tank. It is another case of brand becoming generic to the product class. It did not destroy jobs either. It changed the face of our roofs in India and portability is its USP.

However the fact remains that process patent is gone and product patent is with effect from 2005 and help R&D cost being recovered well by the inventor. Pfizer’s Viagra another generic brand is a case in point. Unfortunately despite the



company clearly positioned it as a one for erection dysfunction, perception by many that it would enhance virility and many in the age band of 50 and 60 died as their bodies failed to co-operate! It naturally sent shock waves in the market and young women developed a phobia to it. Word spread around as Viagra kills you in the bed.

Brand overdrive at least in the introduction and growth pace of product life cycle (PLC) help marketers in so far as brand first recall is concerned. As its brand name represents the product class, its name is recalled first as we India we all use verified tiles and Spartek interchangeably in discussions. The underlying strategy is heap a maximum sales effort in the first two stages of PLC so that in the maturity stage line extension like wall tiles or exterior wall tiles market can be later added on a marginal costing basis.

Brand connect while not help in all product category, at least for some similar to Xerox can help. Ray ban is a specialist in UV glass and premium priced. The market opportunity it brought in is no price sensitivity and seen for the man who arrived in life! Its exclusive show rooms do wonder even now and moved into gift material one in HNI functions. Till then, eye gear is not a gift item at all. In Ray Ban, when you buy, what are free are pride and that psychographic push made it to extend to women too. If possible, they segment further in occasions like formal, party wear etc.

Generic name brands like Xerox, Ray Ban seldom loose market leadership. As the patent protection is in place, it garner huge market share in the first place. Volume gives cost advantage and later it

becomes ready for price war to defend its turf. MS Windows even today hold sway over the market despite it does not come under patent category. As volume drive brand recall, particularly impulsive buy product always enjoy competitive advantage. Amruthanjan rules head ache market, Vicks for cold and Iodex for back ache and all defy PLC theory even.

However, we all have to agree that invention in B2C reached saturation. Every conceivable idea is capitalized in this world and it is this reason we find technology convergence in many product category. A PC that came for computing, with word processor, sent typewriter out in the market, printer as a technology gave the communication both in soft and hard form and E mail made P&T love letters out of its reach. Who has now the patience of buying a paper, writing on it, cover it in an envelope, post it and delivered to lover's dad! Hence, surmise or otherwise, the Xerox type brand is a thing of past and such name being added in the English lexicon is out of question.

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