Research Paper Commerce

Exploring the Role of Media Strategy and New Product Development in Long Term Success of Market Acceptance.a Case Study of Pogo Channel.

Mr. Berkmans. J Faculty of Commerce, Sacred Heart College, Tirupattur- 635 601. Tamilnadu.

Dr. K. Antony Baskaran Associate professor Department of Commerce Sacred Heart College Tirupatture- 635601, Tamilnadu.

ABSTRACT

The relevance of idea generation and new product development for competitive performance of service industries and for the long term economic growth is a known and recognized idea. In this context media industries idea innovations are usually the result of new product development to face the market demand and also applying for product promotion in various products. This paper analyzes a case of Chhota Bheem character in Pogo channel. It gives way to develop new products. This research comprises theoretical constructive that reflects empirical business case practices. Participants are school children who live in the regional area of Tirupattur, and purchase affixed products of Bheem, Suki and Kaliya. This paper analyses how psychological factors influences purchasing behaviors. Now days children take decision in the family for purchasing their product than their parents. This research work gives further studies of product life cycle of Maturity and Declining Stage.

KEYWORDS New Product Development, Psychological Factors, Purchasing Behaviors.

Introduction

New product success is not a haphazard "shot in the dark." It is the end result of carefully laid plans and a deliberate set of goals.Perhaps the success of Pogochannelbringing new products to market reflects the ability of the concept based cooperative to build new business opportunities from the business it knows—a strategy inherent to the media network philosophy—as well as the swiftness with which it turns out and markets new products. "Positioning the product correctly in the market is important," says Dinsmore. "Positioning means establishing a clear image and understanding about a new product in the consumer's mind." Here the media play vital role to established image of Bheem, which will be familiar in the minds of consumer. "First,

we identify the short- and long-term business needs of the cooperative in terms of new product development. "We identify where the greatest opportunities are in the marketplace and develop product ideas that are aimed at addressing those opportunities."The paper is to shows the possibility of improving ChhotaBheem products through product life cycle.

Research Questions

- How does media strategy influence customers to purchase product?
- Do the demand and needs alone determine new product development? How?

Objectives

- To study the process of new product development and product life cycle of Bheem affixed products.
- To analyses the psychological factors of temptation to the customers to buy Bheem affixed products.

Methodology

This research comprises theoretical constructive that reflects empirical business case practices. Empirical research is appropriate when proof is sought that certain variables affect other variables in some way. Here the researchers have selected 60 UG and PG students of Commerce from Sacred Heart College as a enumerators for collecting empirical data with the help of unstructured questioner with controlled observation.

Bibliographical review

One of the most debated topics in management literature is open innovation. However, there are still many questions about open innovation that are not answered. Effective management of innovation requires openness in multiple senses, including openness to ambiguity, openness for new ideas, and an open policy regarding the origin and destination of ideas for commercialization (SanazMonsef, et al (2012). Knowledge has been widely recognized as a determinant of business performance. Business capabilities require an effective share of resource and knowledge. Specifically, knowledge sharing (KS) between different companies and departments can improve manufacturing processes since intangible knowledge plays an essential role in achieving competitive advantage. Huang et al (2014). As new products are essential to the continued success of most firms, the strategy must exist and must be operate if the firm is to avoid wasted time, effort and money as well as employee confusion and discouragement.

Data Analysis and Interpretations

Idea Generation

Idea generation develops an ongoing program of newly generated products ideas. New product ideas come from variety of sources such as imaginary story, discussion animated stories, and existing concepts. There may literally be hundreds of ideas generated during the exploratory stage.

Screening the Idea

There were lots of animated movies did not been attract many customers. The pogo introduced new concept of Bheem with religious, conceptual, and background music. In Pogo channel there are many programs. But Bheemcharacters only attract the spectators.

Idea Development and Testing

After, knowing the above two stages, the channel programmer have the plan to extend the concepts of one character with many programs. So it could create the situation and environment among children to watch the programme often in a day. The children are not getting bored even watching more than two times in a day. This also tempts other age groupto watch the program just because the children could not allow others to change the channels. This is the way the concept and the picture of Bheem are getting familiar with different

age group.

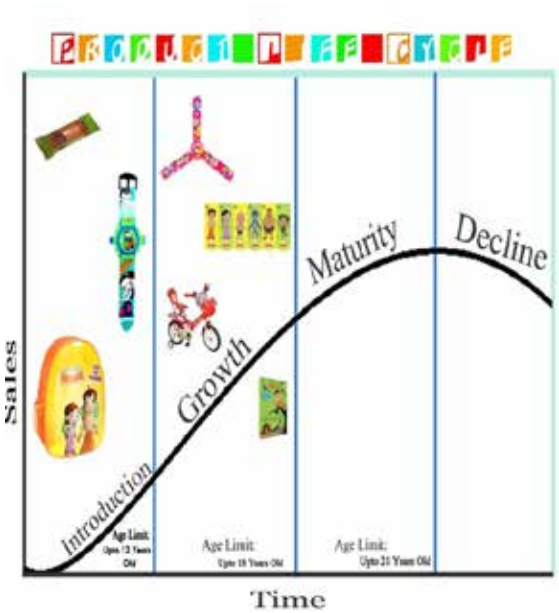
Business Analysis

In this stage the children are psychologically affected with these pictures. So the corporate and business peoples make use this concept to their products of Bheem. First the children get attractedwith pictures before tasting the product. They open the product to get the sticker out and affix in their hands. It helps the business group to implement this factor with many products. It starts with strikers affixed school products like pencil, eraser, scale, school bag, note, and lunch box etc. Thenit extends from school articles in to home appliance products and dresses.

Commercialization

After business analysis many products are being introduced in the name of Pogo in the market for e.g pogo ball, cycle, bed sheet, shoes, etc.

Diagram: 1 Pogo Product Life Cycle



The above diagram 1 explains the product life cycle of Bheem affixed products. X is Time and Y is volume of Sales. In the introduction stage there were few products emerged as school articles with minimum sales. In this introduction stage the children, up to 12 years (up to 7th Std) school going children would like to purchase school articles. The pogo channel was launched in1st January 2004. Almost one decade is over. With this the children grow from childhood to adolescents. Automatically the usage of products can extended to couple of groups. So the products are extended from stationery items into home appliance like fan, screen, bed sheet, pillow covers and cycle etc. Automatically the growth increased in the market. Bheem,Suki,Kalliya products definitely will move from growth into maturity. In this stage business people have to adopt more promotional activities. Through this they can hold future market. After maturity stage they are going to attain decline stage where they have to alternate the productsto attract existing customers.

Table: 1 Pogo Channel influence the children to watch Bheem character

Attributes	No.of. Respondents	Per cent
Story	6	15
Music	12	30
Characters	18	45
Peer-children	4	10
Total	40	100

The above table 1 expresses how does Pogo channel influences the children to watch Bheem character. Out of 60 children in the age group of 1 to 12 years they (40 per cent)are get attractedBheem character. Even some children adopted some character for their lives. So this is the way the children are affected psychologically. Some time it goes wrong even the parents do not realize it. Out of 40 children 30 per cent of them is attracted with music, 15 per cent of them withBheem story. It is surprised that only the least 10 per cent of themgets through their Peer group.

Table: 2 Reaction of the children when the pogo channel is changed

Attributes	No.of. Respondents	Per cent
Happy	0	0
Sad	16	40
Crying	22	55
No reaction	02	05
Total	40	100

The above table 2 shows the reaction of the children when the pogo channel is changed. Here the researchers have clearly teach to the enumerator what are the attempts and what are the way they can test the children for getting answer into this question. So it is clearly tested the children even single per cent of them notis happy when it was changed. Indirectly it tells that this is the factor affecting the children to purchase of Bheem affixed products. But all the children are reacting some way. Even no reaction itself a action tells that they are reacting one way.

Table:3

Attributes	Yes	No	Total(No. ofRespondents/per cent)
Addicted to use Bheem affixed products	34(85)	6(15)	40 (100)
Children take purchasing decision in the family	34(85)	6(15)	40 (100)
Poor quality but they needed Bheem affixed product	26(65)	14(35)	40 (100)

From the above table 3 it is clear that 85 percent of them are addicted to use Bheem affixed products, 15 percent of them are not addicted to use the products but they are using it. 85 per cent of the children take purchasing decision in the family. From this response business people can understand thatchildren are the target group of people to sell many products in the market. Only 15 per cent of them purchase with the guidance of their parents in the family. Majority of them do not even consider the quality of the products. In this level they are psychologically affected.

Recommendations and Conclusion

The new product is emerged in the market based on the demand and needs of the consumers. But emerging Bheem products are just opposite of it. So developing this business will not face much problem because it already got familiar in the market. For them it's easy to develop business. Just they have to maintain qualities of products with innovations. The Bheem products target groups are children and the age group of 14 to 16 years. Even some college students would like to have Bheem products. Main reasons are psychological factors and habits of buying it. When it goes after long period at one time they will have handsome customers with different age group. So it is easy to dominate the market.

Many products are using the pictures and concepts of Bheem characters for products promotion. It leads to have quality less products but affixed Bheem pictures. It leads to have failure of the concepts and goodwill of concern media reputation. So concern inventors of the concepts have to get pattern rights for the concepts and picture. After they would start quality products which lead to do better business as well they are good competitor for other related products. If they do this

they can attain monopoly status among in market.This concept can lead media from industries as well as into manufacturing industry. It is a good time for them to develop a new business and do better for the future markets.

Two decades before there was a concept called Sakthiman where the children got the products of T-shirts and strikers only. But it was failure because at the time market situation was different than now. Now Bheem got good name in the market with many products without any promotional activities. Applying new strategy in the market leads to pick up the business which leads to compete with the competitors. So they have to adopt different innovation into business for sustainable growth of the business.

Johnson Johnson product can enjoy monopoly status in the market. So with all the above opportunity in the business as a Pogo team can come with good proposal with innovative ideas can help them to eliminate the status of monopoly status of Johnson Johnson products in the market.

REFERENCES

TuomoKinnunen, et al (2011) Business case analysis in new product development, Global Journal of Management And Business Research, Volume 11 Issue 2. SanazMonsef, et al(2012), The Impact of Open Innovation in New Product Development Process, international journal of fundamental psychology& Social Science, Vol.2, No.1, pp.7-12. Michael A. et al (2006), Analyzing Risk and Uncertainty of New Product Marketing:The Case of eMerge Interactive and VerifEYE, International Food and Agribusiness Management Review Volume 9, Issue 3, 2006. Daniel Jugend1, et al (2012) Integration in New Product Development: Case Study in a Large Brazilian High-Technology Company, Journal of Technology Management & Innovation, Volume 7, Issue 1.