



PI Importance in a Firm Branding and Loyal the Customers

Prof. Alexandru Trifu, Ph.D.

“Petre Andrei” University of Iasi, Romania.

Abstract

We are not dealing with the Greek letter/symbol $\pi= 3.14$, but with a complex term known as Promotion Impact, a very powerful tool what can propel a firm/company on the specific market, supporting branding.

It's about a Centennial company/brand, a coffee one, Eduscho from Germany, chosen as representative for this issue.

Started with the well-known notions about the Marketing Mix, the 4 Ps, we put the accent on Promotion-Promotion Impact, Placement and, to close the circle, the Feedback from the market/consumers.

At the same time, speaking about a well-known German company, we may say that also drinking this good coffee it is possible the recovery of the tired German economy. The economic aspect is already done.

The scope is to highlight that combination, the visual information est. xxxx with a tasty and freshness sip, means energy and a specific mood to live and work.

Good coffee, good sells, good profit and on the other side, joy and satisfaction for customers who can taste this coffee.

Keywords: *Coffee, Brand, Est. Impact, Improving Work, Profit, Satisfaction.*

THE FRAMEWORK OF THE TOPIC

For each of us, when we see a logo/brand or a mark of a firm/company accompanied by the abbreviation **est.** and the year written immediately after, meaning a year some decades, or centuries ago, it is a first sign that aspect might interest us. **Est.** and the year after means the date when the firm/company begun its activity and, step by step, involves an increasing appreciation.

Much more, when it's about food products or with a high qualitative level, the interest in that firm's outcomes is higher. In the present case, we are focused on food providing company, better said a tasty drink for centuries, that is the coffee.

Indeed, Eduscho firm was established (the well-known abbreviation *est.*) in 1924 in the Northern German port of Bremen, by Eduard Schopf (from where its name: Eduard Schopf).

In 1955, Schopf open his first coffee shop in the Bremen port and saw that it is better for his business, but also for customers to sell a fresh roasted coffee.

In 1997 Eduscho was acquired by Tchibo, the no 1 German coffee company.

Our intention is to reveal/to highlight the importance of the Marketing Mix directly involved in the relationships with the customers or potential customers.

On short, the famous **4Ps** are the following ones (see Coursera Staff, 2024):

- a. *Products and services* provided for selling or being marketed to the target consumers, or potential ones. Products/services are the reason to be of the businesses and involve two aspects:
 - To keep the existent audience, customers to become loyal to the brand;
 - To get more potential clients, to increase, as possible, the share on the specific market.
- b. *Price* has to be drawn to be affordable for the targeted customers and, at the same time, to meet the business goals. And, in this phase, the feedback from the market (the competition is in first place), from customers expressing their appreciations pros or cons, is essential for the firm to enter the market with the needed good or service and at a right price.

In fact, this right price (2022) drives up increases the sales, the incomes and, ultimate, the profits.
- c. **Promotion** is how to advertise your product or service, that is how to make it known and trigger the desire/propensity to have it;

Between this one and the next, especially when we are dealing with a food product, it is the *Promotion Impact* or even *Penetration* (to be also with **P**). The image created of the product, and the description of the ingredients, of what is obtained is going to the mind and senses, in order to enjoy that product presented.

How can the marketers act in the direction to reach the target market, including present customers and potential ones? The answer came from practice, including social media platform, a well-run PR campaign, or an efficient SEO strategy (2022). The last term, maybe a last hour concept, means **Search Engine Optimization**, which improves the firm's website and its content for a better visibility.

Obviously, we have to make the difference between promotion and branding, the latter being supported by promotion and meaning to prepare a unique identity for the product (in our case) *and the right perception of the brand to build trust and emotional connections with consumers* (Subramanian, 2023). This is the scope of the interaction promotion↔branding↔consumers and the normal feedback.

d. *Placement* is the location where to sell the product, but also the channels to use to get easier to the customers.

Regarding the specific of the analyzed case, we think that the physical places, where people can taste and drink the product and meet the targeted consumers or audience are the best locations for food products such as coffee.

We think that is a kind of interaction between *Maslow's Hierarchy of Needs and the 4 Ps* (Professional Academy). In our case, *Promotion* has to impact the human needs and desires that is the basic level of the Hierarchy of Needs and to take into account to loyal the customers, by offering more and more useful and qualitative products.

METHODOLOGY

We used information from statistical data regarding the specific coffee market and opinions, impressions, reviews of the people who drank coffee, or specifically, Eduscho coffee.

My own taste experience or of my friends and colleagues, was decisive in the appreciation of the impact of roasted coffee in our days.

The synthesis of my ideas is that, especially in food products promotion, it is necessary a straight combination between a well-oriented branding with our senses reactions to the impact of what is transmitted through channels (especially direct ones).

Very important is the feedback, because to buy, or to drink the preferred coffee depends, first of all, in the quality of the coffee, and in second place, but also significant, the branding and promotion tools to keep customers tight to that type of product.

THE RELEVANCE OF THE ANALYZED CASE

Let's return to Eduscho company case. We are on the coffee market. It is a complex one, with many players, but mainly, with a huge demand all over the world.

To be more specific, Eduscho is *a brand* (our emphasis) with a wide range of products and services, firstly coffee and travel experiences (www.brandfetch.com/eduscho.at/). It explores and provides a variety of coffee options, with intensity, special flavors, *for each and every preference* (our

emphasis). All this diversified offer, accessories, tea products, are presented on the site www.eduscho.at. The extension *at* means Austria, because if you give a search on the Internet, Eduscho is presented with its HQ in Wien, Austria.

Coffee continues to thrive as one of the most consumed beverages globally and selling coffee is done in quasi-majority of cases, as it is normal, in offsite manner (Statista, 2024).

Also, from statistics, the revenues at-home (that is revenues generated in supermarkets and convenience shops) will rise to \$94.7 bn in 2024 and out-of-home (revenues generated in restaurants and bars) to \$373.5 bn in 2024. At the same time, the volume/quantities in both stages will register a growth to 6.3bn kg in 2024, respectively, 7.7bn kg in 2024.

Furthermore, also from the international statistics and data, the increasing number of consumers is due to the fact that people becomes conscient of the social and environmental importance and benefits of coffee crops.

At the same time, the good coffee consumers support the livelihoods of coffee farmers (from Brazil and Vietnam, in the present case) who promote modern and sustainable farming methods, essential in our period.

Therefore, it is needed to see how Eduscho was/is capable to resist and to be appreciated by the consumers.

All information which is important is written on their coffee cans to impact *the view* of the clients or consumers. From here, the information reaches the brain for processing and there are the two options:

- The first one is to incite people to purchase and drink this coffee. It is the most important for the provider;
- The second one, for those already consumers, to continue to drink it, already knowing the benefits of this type of coffee.

Besides *the view*, other two senses are involved in choosing a good quality coffee (that is three senses of five):

-*smelling*;

-*tasting*.

And Eduscho seems to fulfill the requirements in this respect.

In order to reveal the elements presented by this provider by the elaboration of this Promotion Impact Branding, I turned to what is written on the coffee cans, only in English.

These are the steps of this presentation:

- Best quality of coffee since 1924*. This we face with two major subjective-impact elements: best quality and since 1924, not est. 1924.
- A short logistic story, in verses*: ship bells ringing/seagulls singing/waves crushing and the merchandise arrives in Bremen harbor, from where Eduard Schopf took it and even sells it under the form of roasted coffee in his coffee shop.

3. *For the uninitiated*, the Eduscho coffee is a combination between the *Aromatic Brazil coffee* and *Robusta intense flavor from Vietnam*. It is very important for the initiated and not only to know the basic raw ingredients for this roasted coffee.
4. As a result, *the coffee has to be tasted and drunk, in order to validate a coffee full of character, with personality we add.*

Novelty is the order-word in coffee industry. Innovating and other structural/qualitative methods/tools are welcome in keeping customers loyal to the desired brand of coffee. The emotional connections are the elements keeping brands alive and driving growth (Devoney, 2023).

The consumers in our days are eager to taste/drink other coffee specialties and that's why the competition and large investments in this industry.

Why is so important to drink coffee, better said, a flavor and tasty coffee? Because, 1 or 2 cups a day keep the doctor away!

Thus, drinking coffee ensures lowering the risk of liver disease and improving heart health. And, based on different researches in the field, the coffee is the number one source of antioxidants (www.consultant360.com/ 2024).

And, in the other sense, what German Minister of Finance Christian Lindner said at the World Economic Forum in Davos 2024 that Germany is not a "sick man of Europe", it is only tired and *needs a good cup of coffee to wake-up and recovery* (our emphasis) (Cooban, 2024). And this coffee could be Eduscho, the one capable to re-fresh the economic ties.

CONCLUSIONS

After a century of existence and experience, based on high quality of raw materials (coffee different assortments beans) combination, maybe the secret added ingredient is also a mixture of *passion, care and love for consumers*.

Based on the above case, where history, the quality of product, its character, its knowledge and appreciation by consumers, everything obtained through specific actions and impact messages, confirm and strengthen the fact that Marketing is an independent function of a firm.

The place for selling products, the specific market, in our case the coffee one, is expecting to have an upward trend, based on the expansion of consuming all over the world, on the capacity of coffee to give, even if it's for a short period, the energy necessary for a an improved work, and also for

the rising demand for bio products and for fairly traded products.

Furthermore, speaking about a food product, this addressability is to mind and soul and it is very suitable for consumer loyalty.

This paper aim to see the consumers' behavior face to a desired good quality food and the energy got consuming the product for his/her life and work and, at the same time, how a firm can resist on a sensitive market so long, based on knowing the desires of clients and best quality products (coffee in this case).

In fact, *Branding* is the magnet, building a strong brand identity, emotional connections with customers and mid-term loyalty. But, these are supported by *Promotion Impact* which leads to sells by cans, sacs and in coffee shops on short-term.

REFERENCES

1. Cooban, Anna (2024) *'Sick man of Europe?' Germany says that it just needs a coffee*, www.ktvz.com/money/cnn-business-consumer/ retrieved May 2nd, 2024.
2. Coursera Staff (2024) *The 4 Ps of Marketing: What They Are and How to Use Them*, Coursera, www.coursera.org/articles/ retrieved May 3rd, 2024.
3. Devoney, Melina (2023) *Coffee consumers want choice-brand loyalty is dying*, www.intelligence.coffee/2023/08/ retrieved May 4, 2024.
4. Subramanian, Harshini (2023) *Branding vs. Promotion*, LinkedIn, www.linkedin.com/pulse/ retrieved April 28, 2024.
5. *** (2024) *Coffee-Worldwide*, Statista, www.statista.com/outlook/cmo/hot-drinks/coffee/worldwide/ retrieved May 4, 2024.
6. *** (2024) *A Cup of Coffee A Day Keeps the Doctor Away*, Consultant 360, www.consultant360.com/exclusives/ retrieved May 3rd, 2024.
7. *** (2022) *The Four Ps of Marketing*, AMA, www.ama.org/marketing-news/ retrieved May 4, 2024.
8. *** *Brand Logos*, Brandfetch, www.brandfetch.com/eduscho.at/ retrieved May 6, 2024.
9. *** *Marketing Theories-Maslow's Hierarchy of Needs*, Professional Academy, www.professionalacademy.com/blogs/ retrieved April 30, 2024.
10. *** www.eduscho.at retrieved April 20, 2024.

Citation: Prof. Alexandru Trifu, "PI Importance in a Firm Branding and Loyal the Customers", Universal Library of Business and Economics, 2024; 1(2): 18-20. DOI: <https://doi.org/10.70315/uloap.ulbec.2024.0102003>.

Copyright: © 2024 The Author(s). This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.