Chapter 16
Developing New Japan Marketing Management Model for Customer Creation

ABSTRACT

In this chapter, the author develops the New Japan Marketing Management Model (NJ-MMM) named Advanced TMS (Total Marketing System) for customer creation in order to innovate in marketing process management by correctly identifying customer demands. To realize this, specifically, the author innovates the Japan's auto-dealers' sales activities employing Intelligent Customer Information Marketing Model (ICIMM) for the evolution of market creating. Concretely, the author focuses on the effectiveness of various advertising media using Science SQC based on the Customer Science approach. As a suitable example, particularly, the author develops the J-ANSMS (Japan's Automobile New Sales Marketing Management System) to improve the repeat customer ratio of Toyota vehicles as the Customer Retention (CR) activities employing SCCM (Scientific Customer Creative Model). The achievements of NJ-MMM are currently being applied at Toyota's Netz Chiba and other dealers.

INTRODUCTION

A future successful global marketer must develop an excellent quality marketing system (EQMS) that impresses users and continuously provides excellent, quality products in a timely manner through corporate management (Amasaka, 2005, 2007a). Then, in the light of recent changes of the marketing environment, the author believes it is now necessary to develop innovative business and sales activities that adequately take into account the changing characteristics of customer's who are seeking to break free from convention (Amasaka, 2002, 2009, 2011).

If they are to be successful in the future, those involved in global marketing must develop an EQMS that is impressive to users and that will enable the consistent and timely provision of excellent quality products through corporate management-Customer Science (CS) principle (Amasaka, 2002, 2005, 2007b).

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Therefore, in particular, the author has developed the New Japan Marketing Management Model (NJ-MMM) named Advanced TMS so that the divisions responsible for the development and design of appealing products employing Intelligent Customer Information Marketing Model (ICIMM) based on the Scientific Customer Creative Model (SCCM) (Amasaka, 2007a,b, 2019;Amasaka, Ed., 2007) (Refer to Figure 1(3) and 9 in Chapter 6).

Moreover, NJ-MMM can easily acquire information on customer needs and preferences through the consistent application of objective data and scientific methodology using J-ANSMS (Japan's Automobile New Sales Marketing Management System) based on the CS-CIANZ (CS-Customer Information Analysis and Navigation System) (Amasaka, 2005, 2009, 2011, 2019; Yamaji and Amasaka, 2009) (Refer to Chapter 6 and Chapter 13: Figure 11 in 6 and Figure 4 in 11).

In this chapter, therefore, the author focuses on the effectiveness of various advertising media (mixed media) employing J-ANSMS called T-ANSMS (Toyota's Automobile New Sales Marketing Management System) (Amasaka, 2007a; Amasaka et al., 2013). As a suitable example of this study, particularly, the author develops the T-ANSMS (J-ANSMS) to improve the repeat customer ratio of Toyota vehicles as the Customer Retention (CR) activities by using Science SQC based on the Customer Science approach named Toyota Marketing SQC (Amasaka ret al., 1998; Amasaka, 2001a, 2004, 2015, 2022; Amasaka Ed. 2012).

Concretely speaking, this study deals with the subject of improving the sales rate for replacement Toyota vehicles, which involves setting up Toyota Netz dealers in a model case (Amasaka, 2001b, 2003).

First, specifically, Categorical Automatic Interaction Detector (CAID) and Cramer's analysis is used to identify characteristics and variations in customer orientation through the analysis of user questionnaire data. Second, accordingly, the author has analyzed the effects of the publicity and mixed media, and has developed the "Specific models for high replacement probability customers" trough researching the "Relationship between sales activities and publicity and advertising". Third, moreover the knowledge thus obtained is used to generate specific measures for increasing sales through CR based on customer type, enabling the development of T-ANSMS using CS-CIANZ) (Refer to Figure 11 in Chapter 6).

The achievements of a present model case are currently being applied at Netz Chiba and other Toyota dealers (Amasaka, 2009, 2011, 2015, 2022).

NEED FOR A MARKETING STRATEGY WHICH CONCIDERS MARKET TRENDS

Today's marketing activities require more than just short-term strategies, such as 4P (Product, Price, Place and Promotion) activities by the business and sales divisions. After the collapse of the bubble economy, the competitive environment in the market has drastically changed. Since then, companies that have implemented strategic marketing quickly and aggressively have been the only ones enjoying continued growth (Okada, et al., 2001). After close examination, it was said that strategic marketing activities must be conducted as company-wide, core corporate management activities that involved interactions between divisions inside and outside of the company (Jeffrey and Bernard, 2005; Amasaka, 2007a).

Therefore, a marketing management system needs to be established so that business/sales/ service divisions, which are carrying out development and design for appealing products projects, and which are also in the closest position to customers, can organizationally learn customers' tastes and desires by means of the continued application of objective data and scientific methodology (James and Mona, 2004; Amasaka, 2005). However, at present, the organizational system has not yet been fully established