

Analysis of Luxury Brand Management: Focus on Nur Majan Company in Oman

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Abstract-This research analyzes the luxury brand management strategies of Nur Majan watches, an Omani brand renowned for its luxurious and elegant timepieces. The study investigates how the company manages its brand, implements marketing and design strategies, and maintains its reputation for exclusivity and quality. The research includes a survey of 80 clients and interviews with Nur Majan employees to understand the brand's management strategies.

Keywords-Luxury Brand, Marketing Strategies, Customer Experience, Innovation, Brand Identity, Competition

I. INTRODUCTION

Luxury brand management is crucial for creating and maintaining a brand image that exudes exclusivity, quality, and excellence. It encompasses product positioning, brand identity, pricing strategy, and customer experience. This research aims to analyze how Nur Majan Company in Oman manages its luxury brand. The study provides insights into building a strong brand identity, creating a premium brand perception, developing effective communication strategies, and providing exceptional customer experiences.

Social media marketing has revolutionized brand interactions, offering unprecedented opportunities for creating brand equity and consumer loyalty. Studies show that luxury brands use social media to enhance brand equity and consumer responses such as brand loyalty and willingness to pay premium prices.

Luxury brand managers require skills such as communication, creativity, and analytical abilities. Leadership is crucial for navigating challenges and maintaining the brand's luxury status.

Luxury brands use marketing tactics to create exclusivity, such as limited editions, buzz generation

before product launches, and collaborations with celebrities. These strategies enhance the brand's appeal and customer loyalty.

II. AIMS AND OBJECTIVES OF THE STUDY

Analyze the strategies used by Nur Majan to create and maintain customer relationships.

Describe the major marketing skills required for maintaining and increasing competitive advantage.

Identify key factors that contribute to the success of luxury brand management in Nur Majan.

III. RESEARCH QUESTIONS

1. How do the strategies employed by Nur Majan establish and sustain customer relationships?
2. What key marketing skills are required for luxury brand managers to maintain and enhance their competitive advantage?
3. What are the critical success factors for luxury brand management in Nur Majan?

IV. SCOPE AND LIMITATION

The research focuses on Nur Majan watches, including interviews with employees and surveys of customers. Limitations include the difficulty of obtaining timely responses and samples, as well as a lack of existing research on the company.

V. SIGNIFICANCE OF STUDY

This research will be the first to focus on the management and marketing of Nur Majan watches. It will serve as a reference for luxury brands in Oman,

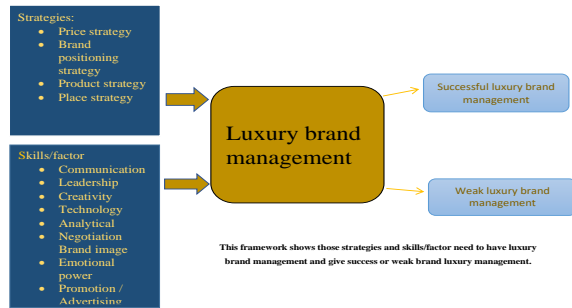
aiding in market development and providing valuable insights for students and researchers.

A strong brand creates an emotional relationship with consumers, promising benefits and products that fulfill their expectations. Successful branding requires significant investment in advertising and promotion.

VI. CONCEPTUAL FRAMEWORK

The framework includes strategies (price, brand positioning, product, and place) and skills/factors (communication, leadership, creativity, technology, analytical, negotiation, brand image, emotional power, promotion/advertising, quality) essential for successful luxury brand management.

Conceptual Framework



Research Gap

The literature lacks sufficient information on Nur Majan and luxury brand management in Oman. This study aims to address these gaps by providing detailed insights into the brand's strategies and management practices.

VII. METHODOLOGY

Research Design: The research employs a mixed-methods approach, combining qualitative and quantitative techniques to gain comprehensive insights into Nur Majan's brand management strategies.

Data Collection Methods: Surveys: A questionnaire was distributed to 80 clients of Nur Majan to gather quantitative data on customer perceptions and experiences.

Interviews: Semi-structured interviews were conducted with Nur Majan employees to obtain qualitative insights into the company's brand management practices.

Data Analysis: Quantitative Analysis: Survey data were analyzed using statistical techniques to identify trends and patterns in customer responses.

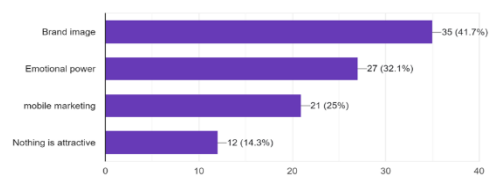
Qualitative Analysis: Interview data were coded and thematically analyzed to uncover key themes and insights related to brand management strategies.

VIII. FINDINGS AND ANALYSIS

The findings from the surveys and interviews conducted with Nur Majan clients and employees. The data are analyzed to address the research questions and objectives. The survey of 80 clients revealed the following key findings:

Brand Perception: The majority of respondents associate Nur Majan with high quality and exclusivity.

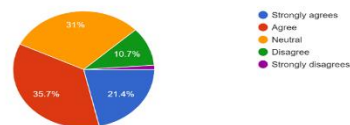
4. Which of the following factors in Nur Majan company attracts you the most? 64 responses



In this bar chart the minority group of participants select nothing attractive and they represent 12(14.3%) of respondents. While the highest results of respondents were graphics by (41.7%) and they were 35 respondents. Moreover, Emotional power was the second highest choice with 27 respondents representing 32.1%. Meanwhile, Mobile marketing represent 25% by 21 respondents.

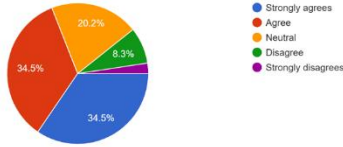
Customer Loyalty: A significant number of clients expressed strong loyalty to the brand, citing its unique designs and superior craftsmanship.

6. Nur Majan provides premium services? 64 responses



As the chart shows, 35.7% of participants said agree to the Nur Majan provide premium service. However, nearly 31% of respondents were neutral. Also, the respondents that strongly agreed to Nur Majan provide premium service is about 21.4% and the least percentage of 10.7% of the people disagreed.

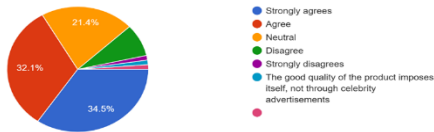
8. Do you agree that Nur Majan watches are a luxury brand?
84 responses



When we asked do you agree if Nur Majan watches are a luxury brand, more than 34.5% respondents said they agree and strongly agree has the same percentage. While about 20.2% were neutral. And approximately 8.3% may not agree.

Marketing Effectiveness: Social media campaigns and celebrity endorsements were highlighted as effective marketing strategies.

9. Do you think the appearance of celebrities when advertising luxury brand products attracts customer towards making purchase decision for Nur Majan.
84 responses



This bar chart shows that approximately 32.1% agreed that the appearance of celebrities when advertising luxury brand products attracts customers toward making purchase decision for Nur Majan. However, 34.5% of respondents were Strongly agree. While, and the minimum percentage of 21.4% of the people Neutral.

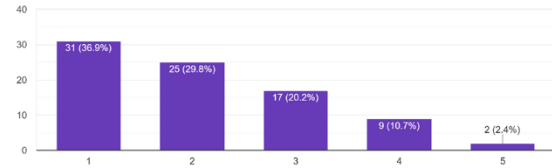
Interview Insights: Interviews with Nur Majan employees provided the following insights:

Brand Identity: The company emphasizes maintaining a consistent brand identity that reflects its values of luxury and elegance.

Innovation: Continuous innovation in design and technology is seen as crucial for sustaining the brand's market position.

Customer Relationship Management: Personalized customer service and exclusive events are key strategies for building strong customer relationships.

The Special Coupons for loyal customers increase customer conversion
84 responses



The chart shows about 2(2.4%) of people strongly disagree, about 9(10.7%) of them do not agree. And by 17(20.2%) they are neutral to that. Approximately 25(29.8%) of them agreed that the special coupons for loyal customers increase customer conversion. And the majority 31(36.9%) of them said that they strongly agreed with that.

IX. DISCUSSION

The findings indicate that Nur Majan's success can be attributed to its strong brand identity, effective marketing strategies, and focus on customer experience. These elements align with the conceptual framework.

X. FINDINGS

The study found that Nur Majan's success in luxury brand management is due to its strong brand identity, effective marketing strategies, and emphasis on customer experience. These factors contribute to the brand's exclusivity and customer loyalty.

XI. IMPLICATIONS

Brand Management: Maintaining a consistent and strong brand identity is crucial for luxury brands.

Marketing Strategies: Effective use of social media and celebrity endorsements can significantly enhance brand perception and customer loyalty.

Customer Experience: Providing personalized services and exclusive events can strengthen customer relationships and loyalty.

XII. RECOMMENDATIONS

Enhance Social Media Presence: Increase engagement on social media platforms to reach a broader audience and reinforce brand exclusivity.

Innovative Designs: Continuously innovate and introduce new designs to attract and retain customers.

Customer Loyalty Programs: Develop loyalty programs that offer exclusive benefits to repeat customers, enhancing their sense of belonging to the brand.

XIII. CONCLUSION

This research has provided valuable insights into the luxury brand management strategies of Nur Majan watches. By focusing on brand identity, marketing, and customer experience, the company can continue to thrive in the competitive luxury market. Luxury brand management is one of the most impact approaches in the market to make a special image for the organization and its product. The powerful modern approach to showcasing helps in making long haul influence on customer minds that aids in making extra deals for the association. Further research could explore additional luxury brands in Oman to provide a more comprehensive understanding of the market.

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