

# How Fast-Moving Brands Can Enhance Market Share through Pricing Strategy

Yihao Shi

Junan No.1 Middle School of Shandong, Linyi, China

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**Abstract:** With the ever-changing business environment, new opportunities arise for the development of fast-moving brands. Facing fierce market competition and diversified consumer demands, fast-moving brands should fully leverage the advantages of pricing strategies, which serve as a bridge between the brand and consumers and are a key means to increase market share and achieve long-term profitability. An appropriate pricing strategy can precisely meet the needs of target consumers, create a unique brand image, and thus stand out in fierce market competition. Additionally, pricing strategies can also respond to market changes through price adjustments, maintaining brand flexibility and adaptability. However, formulating an effective pricing strategy requires consideration of multiple factors. Fast-moving brands need to deeply understand the needs and characteristics of their target market, closely monitor competitors' pricing strategies, and adjust their own pricing strategies accordingly, thereby maintaining competitiveness in the changing market environment and achieving steady growth in market share.

**Keywords:** Fast-Moving Brands, Pricing Strategy, Market Share

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## 1. The Role of Pricing Strategy in Enhancing the Market Share of Fast-Moving Brands

### 1.1. Attracting Target Customers

In the highly competitive fast-moving market, attracting target customers is key to brand success, and a reasonable pricing strategy is an effective means to achieve this goal. By thoroughly understanding the needs and preferences of target customers, fast-moving brands can develop more targeted pricing strategies. For example, if the target customers are price-sensitive consumers, adopting a penetration pricing strategy is a wise choice. The core of this strategy is to set lower prices to attract a large number of consumers [1-4]. By lowering the price barrier, brands can quickly enter the market, increase product awareness and market share. This strategy can also stimulate consumers' desire to purchase, increasing sales and market share. However, it is important to note that penetration pricing is not suitable for all situations. Brands need to consider multiple factors such as price, quality, and brand image, based on the characteristics of their products and market demand, to develop the most appropriate pricing strategy.

### 1.2. Shaping Brand Image

In the development of the fast-moving industry, pricing strategy is not only a tool to attract consumers and increase market share but also an important means to shape brand image. High-end brands often use high-price strategies to create their unique brand image. By setting higher prices, these brands convey high quality, uniqueness, and a sense of prestige, thus attracting consumers who seek quality and unique experiences. High-price strategies help establish a brand's high-end positioning, enhancing the brand's value perception and consumer loyalty. For mid-range or low-end brands, pricing strategies are more focused on providing value-for-money products and services. These brands, by optimizing costs and improving production efficiency, offer consumers affordable, reliable products. Through reasonable

pricing strategies, these brands can maintain competitiveness while conveying a friendly brand image, attracting a broader consumer base. Thus, through reasonable pricing strategies, brands can clearly communicate the positioning and value of their products, establish a unique brand image, and stand out in a competitive market.

### 1.3. Responding to Market Competition

In today's context, relying solely on the characteristics of the product is no longer sufficient to ensure brand success. Brands must deeply understand and analyze competitors' pricing strategies to develop more precise and effective counter-strategies. Through meticulous market research, fast-moving brands can grasp competitors' pricing strategies, price levels, and the frequency and intensity of discounts and promotional activities. This information is significant for brands to develop differentiated pricing strategies. For example, if competitors mainly adopt a low-price strategy, the brand can consider offering higher quality products or services while setting slightly higher prices to showcase the uniqueness and value of its products [5-7]. Additionally, brands can flexibly adjust their pricing strategies based on competitors' strategies. For instance, when competitors conduct large-scale promotional activities, the brand may choose to maintain its original price or conduct small-scale promotions to maintain its high-end image; when competitors' prices are high, the brand can attract more consumers by lowering prices or increasing promotional efforts.

### 1.4. Enhancing Profitability

As a core element of brand operations, pricing strategy directly determines a brand's competitiveness and profitability in the market. Through carefully designed pricing schemes, brands can effectively cover costs and achieve profitability while ensuring product quality and service, providing immediate economic returns and bringing more economic and social benefits. Taking Starbucks as an example, as a globally renowned coffee chain, Starbucks has achieved sustained profit growth through clever pricing strategies. While offering high-quality coffee, Starbucks'

Carefully designed pricing system meets consumers' pursuit of high-quality coffee and ensures the brand's profitability. They consider factors such as raw material costs and operational costs, and based on consumers' buying habits and preferences, set different price ranges and promotional

strategies to maximize brand profits. Below is a flowchart of how fast-moving brand pricing strategies impact profitability, Figure 1. Through such a process, fast-moving brands can ensure the effectiveness of their pricing strategies, thereby enhancing profitability.

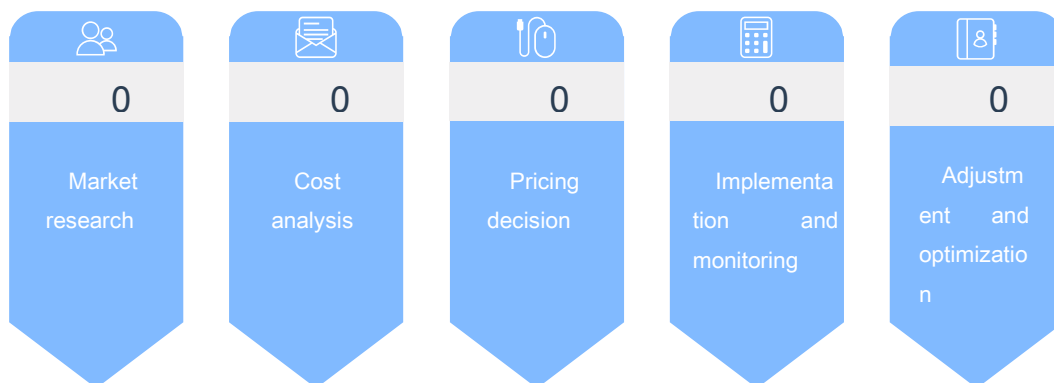


Figure 1. Flow chart of Fast-Moving Brand Pricing Strategies

## 2. Methods for Fast-Moving Brands to Increase Market Share through Pricing Strategy

### 2.1. Market-Oriented Pricing

As market competition intensifies, fast-moving brands must deeply understand market demands and the competitive landscape to ensure their pricing strategies precisely match consumer expectations and competitor actions. Understanding the price sensitivity of the target market is a prerequisite for developing effective pricing strategies [8-9]. Fast-moving brands need to analyze consumer purchasing behavior and preferences to determine the reasonable pricing range for their products. Additionally, competitors' pricing strategies are an unavoidable factor. By thoroughly studying competitors' price levels, discount strategies, and promotional activities, fast-moving brands can clarify their market positioning and develop corresponding pricing strategies to maintain competitiveness. Adopting a market-oriented pricing strategy allows fast-moving brands to respond flexibly to market changes. When market demand shifts or competitors adopt new pricing strategies, fast-moving brands can quickly adjust their prices to ensure they remain acceptable to the market.

### 2.2. Differentiated Pricing

In the operations of fast-moving brands, differentiated pricing is an effective market strategy that adjusts product pricing flexibly based on the unique needs of different customer groups and market segments. Fast-moving brands need to conduct detailed analyses of the target market to identify various customer groups, such as high-end, mid-range, and low-end customers. Each group exhibits significant differences in purchasing power, consumption habits, and product demands, as shown in Table 1. For high-end customers, who often have higher requirements for product quality, design, and uniqueness, fast-moving brands can adopt a high-price strategy, offering high-quality, value-added products to meet their needs and emphasize product uniqueness and brand value. For mid and low-end customers, who are more price-sensitive and prefer cost-effective

products, fast-moving brands can reduce product costs through optimizing costs and improving production efficiency, thus adopting a competitive low-price strategy to attract these consumers. By implementing differentiated pricing, fast-moving brands can better meet the needs of different customer groups, increasing market share and profitability.

Table 1. Differentiated Pricing Strategy for Fast-Moving Brands

Customer group	Description
High end customer	Provide high quality, high value-added products, emphasizing the uniqueness of products and brand value, to meet the pursuit of high-end customers for quality and uniqueness
Mid-range client	While ensuring product quality, we provide relatively reasonable prices to meet the balanced needs of mid-end customers for quality and price
Low end customers	Reduce the cost of products by optimizing costs and improving production efficiency, and provide competitive low-price products to attract price-sensitive consumers

### 2.3. Value Pricing

In the competitive environment of fast-moving brands, relying solely on price advantages is no longer sufficient to attract and retain consumers; thus, value pricing has become an important consideration. Fast-moving brands should focus on the intrinsic value of products [10-11], including features, quality, and functional advantages, carefully design and strictly control the production process to ensure products have unique and significant value points. When setting prices, fast-moving brands should not base their decisions solely on cost or market competition but should focus more on product value. When consumers purchase products, they consider whether the value of the product matches its price. If the brand can successfully highlight the unique value of its products and make consumers feel that the price matches the value, it will greatly enhance their willingness to buy. Implementing a value pricing strategy helps enhance brand image and strengthen consumer loyalty and trust.

### 2.4. Promotional Pricing

In the highly competitive fast-moving market, promotional

pricing strategies become effective means to attract consumers and drive sales growth. Fast-moving brands often use discounts, buy-one-get-one-free offers, and spending reductions for temporary low prices, quickly catching consumers' attention and stimulating their desire to purchase, as noted in Table 2. This strategy can produce significant effects in specific periods or market conditions. For instance, during holidays, seasonal changes, or new product launches, promotional activities can quickly attract a large number of potential customers, increasing product recognition and market share. Promotional pricing strategies can also effectively stimulate consumer purchasing behavior and promote rapid sales growth. However, businesses need to be cautious when using promotional strategies. Long-term reliance on discounts and promotions may lead to a decrease in consumer perception of brand value, potentially damaging brand image and long-term interests.

**Table 2.** Promotional Pricing Strategy

Type of promotion	Notes
discount	Use it carefully to avoid long-term reliance on discounts that will lead to a decline in brand value
buy one and get one free	Ensure that the giveaway is related to the main product and that the quality of the giveaway does not affect the brand image
Full amount reduction	Set the threshold and amount of exemption reasonably to avoid affecting profits

### 3. Considerations for Fast-Moving Brands When Implementing Pricing Strategies

#### 3.1. Understanding Target Market Demand

In the operations of fast-moving brands, a deep understanding of market demand and consumer behavior is key to developing effective pricing strategies. Brands need to closely monitor the consumer needs and buying behaviors of the target market, understanding their preferences and expectations for different products. Through in-depth market research, brands can grasp the actual needs of consumers, such as expectations for product quality, functionality, appearance, and their sensitivity to prices and willingness to pay. As market demands are constantly changing, brands need to regularly conduct market surveys and analyses to stay updated on the latest market dynamics and trends. This includes understanding competitors' pricing strategies, market shares, and consumer purchasing habits. With this information, brands can more accurately gauge market trends and develop more targeted pricing strategies. Additionally, brands need to analyze consumer price acceptance and the impact of price changes on consumer purchasing willingness. With this understanding, brands can more flexibly adjust their pricing strategies to respond to market changes, ensuring competitiveness while maximizing profits.

#### 3.2. Closely Monitoring Competitors

In the fast-moving industry, competitors' pricing strategies directly affect one's own pricing decisions. Brands should closely monitor competitors' pricing movements to timely adjust their own pricing strategies and maintain market competitiveness. Understanding competitors' pricing strategies helps brands more accurately grasp market trends and consumer needs. When competitors introduce new

pricing strategies, brands need to quickly analyze their market impact and evaluate their own products' competitive capabilities against these strategies. If competitors' pricing strategies are more attractive to consumers, brands may consider lowering prices or offering additional discounts to attract customers; if competitors' pricing is too high, there is an opportunity for the brand to capture market share through reasonable pricing strategies. Additionally, competitors' pricing strategies may also affect the brand's own cost structure and profitability. Therefore, brands need to closely monitor changes in competitors' cost structures and production efficiencies to timely adjust their own pricing strategies, ensuring they cover costs while achieving profitability.

#### 3.3. Regularly Evaluating Pricing Strategies

Markets are dynamic, and consumer demands and preferences also change over time. If brands stick to a fixed pricing strategy, they may miss market opportunities or face competitive pressures. The importance of regularly evaluating pricing strategies is thus highlighted. By collecting and analyzing sales data, market share, and consumer feedback, brands can understand the actual performance of their pricing strategies in the market and whether they are meeting expected profitability targets [12-13]. Taking a well-known fast-moving brand as an example, it regularly evaluates the effectiveness of its pricing strategies and adjusts based on market feedback. In one market survey, it was found that consumers were highly sensitive to the price of a certain product; the decision was made to lower the price to attract more consumers. This adjustment increased the product's sales and enhanced the brand's market competitiveness. Therefore, regularly evaluating the effectiveness of pricing strategies and adjusting based on market changes and consumer feedback is key for fast-moving brands to maintain market competitiveness and profitability.

### 4. Conclusion

In summary, in the development of fast-moving brands, pricing strategy is a double-edged sword that can help brands attract target customers, shape unique images, respond to market competition, and enhance profitability, thus steadily progressing in a competitive market. However, formulating and executing a successful pricing strategy is not an easy task. Brands need to constantly monitor market dynamics, changes in consumer demands, and competitors' strategy adjustments, maintaining flexibility and adaptability. Additionally, brands should integrate innovative elements into their pricing strategies, continually exploring new pricing models and methods to meet the increasingly diversified needs of consumers. In the future, it is hoped that brands will continue to learn and innovate, injecting new vitality and momentum into the development of the fast-moving industry.

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