



BRAND BUILDING - A DIFFERENT PERSPECTIVE

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ABSTRACT– *In the present scenario we are seeing that many brands are doing very well with the help of technology and marketing strategy and many are performing with the help of some other dimensions like quality, Packaging and many more. With the advent of globalization the preferences of consumers are going high and on the basis of different taste and preferences the market player are also launching some new innovative products. So, through this research article we are trying to show some factors that involve Physical, Psychological, Informative and Economic variables. We can say that products are created in the factory but brands are created in the mind. I think some bases are very important to increase the credibility of brand into consumer’s mind. Here we are also giving a spotlight on some communication mix which is also helpful to build strong brands like **Google, Coca- Cola, IBM, Apple** and many more. The world has come online and there are many new markets and a growing middle class in places like India, China, Brazil, Russia, South Africa, Nigeria, Indonesia and in many more places. These consumers buy brands. They buy premium brands. The best branding today is based on a strong idea. The best brands have remarkable creativity in advertising to help them break through people’s wall of indifference to create brand heat and product lust. Brands provide a strong competitive advantage to the companies owning them and hence they are increasingly becoming important tradable assets. Brands play an important role in improving and maintaining product quality. In fact brand is a seal of consistency and reliability of quality. Brand also helps in better dissemination of product knowledge which can contribute to scientific and rational decision making. A strong brand position is one of the most important elements of success in today’s and tomorrow’s competitive environment.*

Keywords–Brand, Marketing, Customer expectation

1, INTRODUCTION

The concept of brands is not new, before a decade ago we saw some brands like **Fena, Nirma, Lifebuoy** and many more. At that point of time they were performing very well and cover up a high market share. However, today everyone knows about brand but yet we are talking some conceptual question that is “**How can be build a strong brand**”.

We know that the word **brand** is derived from the Old Norse word brandr, which means “to burn” as brands were and still are the means by which owners of livestock mark their animals to identify them.



A **brand** is defined as a name, term, symbol, design or a combination of them, which is intended to identify the goods and services of one seller and to differentiate them from those of competitors. Some people are confused about Trademark or Brand. Basically Trademark is legal term while brand is a marketing term. A Brand is symbol or a mark that helps a customer in instant recall, differentiating in hereby from the competing products of a similar nature. According to the American Marketing Association, “A brand name is a part of a brand consisting of a word, letter, and group of words or letters to identify the goods or services of a seller or a group of sellers and to differentiate them from those of the competitors”. David Ogilvy defined a brand as “The consumer’s ides of a product”. A brand distinguishes a product or service from similar offerings on the basis of unique features perceived by the consumer. Alexander L. Biel advances some arguments for elevating strong brands to the sacred category “Strong brands have a very long life”.

In the present scenario brand name is a major selling tool and one of the most important component of the “**Total product personality**”. Today nobody asks for beauty soap, consumer feels their brands like Lux and no women ask for a fairness cream she feels their brands like fair & lovely.

Traditionally we saw some advertisement they were not excited or some advertisement were excited but presently we are seeing some standardization in their advertising strategy like **Amitabh Bacchan** a brand personality endorse some brands like Kalyan Jewelers, Mera Maggie, ICICI Bank and many more and same case for Relaxo footwear with **Salman Khan** and many brand personalities are endorsing very well. So there is so much difference between their advertising strategies. Actually when we saw our product advertisement on television then consumer feel some privilege, Positivity, Reliability regarding a brand. Consumer wants some different in their brands like **Superior Quality, Durability, Customer Service, Attractive Packaging** and many other dimension.

2, OBJECTIVE OF STUDY

The objective of the study is to find the parameters and ways to build a brand. Brand building is a long story it can’t be explain within a day or year, it can be build with a strategic coordination of all marketing inputs and other concerning factors. Through this study we will identify some factors that involve Physical, Psychological, Informative and Economic factors that can help to build a strong brand. However in the present scenario every market player wants to build their product into brand like **Everyready, Intex, Micromax** and many more. But how many are succeeded to build a brand image.

3, LITERATURE REVIEW

The aim of the study to find some factors that helps to build a brand. The literature review is done to clarify the factors that behind the brand.



“In the 1970’s, products were made from the manufacturing, rather than the customer point of view. But with the focus shifting to the consumer, marketing has assumed a much larger role”

Plasserand and Dehant (1994) describe A brand is any word, tone, design or symbol to identify and distinguish one product or a group of products from other products. In other words, a brand is a commercial term which can be a name a logo, distinctive or a combination of both, which serves to identify the origin of a product or a group of products and it enables the consumers to distinguish the branded product from other products.

Ambler and Styles (1996) describe two different views of defining a brand. The first is the product plus view, the brand is seen as an addition to the product. In this view, a brand also called as an identifier. The second is the holistic view that communicates the focus on the brand itself that is considered to be much more than just the product.

A traditional definition of a brand was: “the name, associated with one or more items in the product line that is used to identify the source of character of the item” (Kotler 2000, p. 396). The American Marketing Association (AMA) definition of a brand is “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors” (p. 404). Within this view, as Keller (2003a) says, “technically speaking, then, whenever a marketer creates a new name logo, or symbol for a new product, he or she has created a brand” (p. 3).

Knox and Bickerton (2003) identify six “conventions” of corporate brand building,

- Brand context: understanding where the brand stands
- Brand construction: how the brand is positioned in accordance to customer and stakeholder value.
- Brand confirmation: the way the brand is articulated to the rest of the organization and all of its audiences.
- Brand consistency: delivering clarity to all stakeholders through its communication channels.
- Brand continuity: the alignment of business processes with the corporate brand.
- Brand conditioning: the ability to monitor and manage the brand on a continual basis.

The American Marketing Association (2009) defines a brand as “an intangible asset, striving to increase the performance of a product or service through a set of Psychological association”. So we can say that brand is an intangible asset but to build a brand or brand image that is functional or symbolic brand belief, some factors are playing a very crucial role that will be explain under this paper.

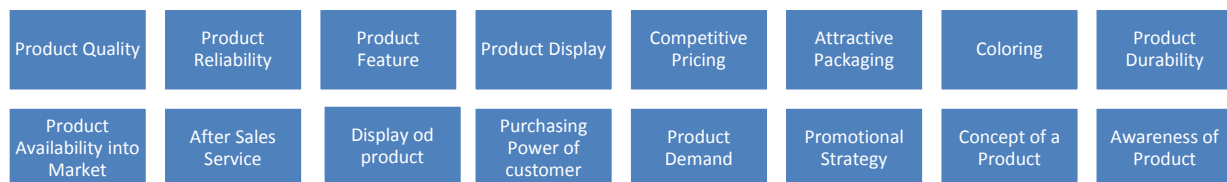
Branding is an entire process involved in creating a unique name and image for a product (goods and services) in the customers’ mind, through promotional campaigns with consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts and



retains loyal customers. Brands are viewed as the major enduring assets of a company, outlasting the company's specific products and facilities.

4, CONCEPTUAL FRAMEWORK

According to our study regarding how to build a brand, we find some variables. These variables are also effect the purchase decision of consumer for a particular brand. We can say that these are influential variables and if effects high to build a brand strategy. **Conceptual Framework factors that affect to build a brand**



Some Bases for Building Brands

We are discussing some bases that are helpful for building strong brands are given below -:

- 1- Quality** – It is very important aspect for every product, if any customer wants to buy any product then after or before using the product we can check their quality. However we can say that it play a very large part into a story of product to became a brand. If we talk about electronic product live television and other electronics home appliances then we find some gap easily between the quality of branded products like Samsung, Sony and many regional products.
- 2- Durability** – After quality we analyze the durability of a particular product it is durable of not then we compare its durability to their price. Under this stage customer finds very complexities between the price and durability for a particular product. When we talk about Paint industry durability explain with their long term resistance.
- 3- Reliability** – It is also play a very crucial role to building a brand from scratch to sky. Some Brands are very reliable like LIC of India, Amul, Fortune and many more because they perform well in past.
- 4- Packaging-** It is very attractive attribute of brand building because of packaging products can build their image into consumers mind as a Brand like Tiger biscuit from Britannia.
- 5- Service** – When we talk about electric products and Automobile products, If they offer after sales service and guarantee for three years and seven years , Then they also made up a positive image of product into consumer`s mind and after some years they also became a brands like Bajaj Electricals and Maruti Suzuki.



- 6- Promotional Strategy-** Traditionally the promotional mix has included four elements: advertising, sales promotion, publicity and personal selling. In the modern perspective, direct marketing and internet marketing is the major promotional mix elements. Each element has different forms and advantages. Organization uses variety of tools and media (broadcast, print, outdoor, in store, digital and others) to engage their audiences and generate brand awareness. So we can say that it is depend on company`s marketing or promotional strategy because it creates a lot.
- 7- Customer experience** – Basically customer is a king so for that situation we also have to analyze the view point of customer towards products because customer also create a brand with their positive sign and loyalty.

5, FINDINGS

With the help of this research article I want to show the compact things that are useful for brand building. Today many experts are zeroing on marketing activities for brand building some basics are also working for brand building. In present scenario we expect that we build a brand within a fort night or a year but it is a long process and we can`t expect that kind of feeling within a short span of product life.

6, CONCLUSION

We analyze that also zeroing on customer expectation & CRM for brand building. Many more things we identify for brand building as -

- More emphasis on marketing and promotional activities.
- Pick up some social cause to connect with mass.
- Product availability into market.
- Good performance of a product.

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