

## **Consumer and Brand Marketing**

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**Purpose:** The main purpose of this paper is to understand the brand term. In other words, it is said that brand is the important element of the company to succeed. This paper helps to study that how a brand can be defined as one of the best key element for an organization to promote its products and services to the customer.

This research paper also helps to understand how the brand management is affecting the consumer behavior and how the various attributes of brand and the process of branding affect the brand management process.

**Abstract:** Brand management is nothing but an art of creating and sustaining the brand. Branding makes customers committed to your business. A strong brand differentiates your products from the competitors. It gives a quality image to your business.

It is important for the company to have a strong image, to have a good brand value. The aim of branding is to convey brand message, create customer loyalty, persuade the buyer for the product, and establish an emotional connectivity with the customers.

Branding forms customer perceptions about the product. It raises customer expectations about the product. The primary aim of branding is to create differentiation.

Strong brands reduce customers' perceived risks in buying goods/services. The customers can imagine the intangible goods with the help of brand name. Strong brand organizations have a high market share.

The brand however, should be given good support so that it can sustain itself in long run. It is essential to manage all brands and build brand equity over a period of time. Here comes importance and usefulness of brand management.

Brand management helps in building a corporate image. A brand manager has to oversee overall brand performance. A successful brand can only be created if the brand management system is competent.

**Keywords:** Brand, Branding, Brand Management, Consumer Behavior, Brand Positioning, Brand Image, Brand Value, Brand Building And Awareness.

### **Introduction**

#### **Brand:**

A name known to all, which has been heard, read and spoken about a million times; just to make the people and the competitive aware about the product a company is providing to the end users. It is, in a layman's language, an identification mark which helps the person to differentiate among various companies providing with similar products and services.

In a proper definition of the term, A brand is a distinguishing symbol, mark, logo, name, word, sentence or a combination of these items that companies use to distinguish their product from others in the market.

Brand is one of its company's most valuable assets. It represents the face of the company, the unique logo design, jingle, picture or a mark that the public associates with the company. In fact, the company is often referred to by its brand, and they become one and the same. It can be said in a vice-versa form, "a company makes a brand and then the brand makes the company"

It is a necessary decision for the firm to have a differentiated logo or n it's term a brand because that is the key-joining element to the firm. It can be taken as by the following examples:

- Nestle Maggi: Meri Pyari Maggi, 2 minutes Noodles
- Amul: The taste of India
- Bingo: No Confusion, great combination
- Yakult: Tasty pio, Healthy Jio
- Kit kat: Have a break, Have a kit kat

These were the few brand slogans which help the firm to differentiate or maybe remember the product and the company.

These branding techniques not only help the company to develop its product, but also build up the name of the firm, develop a cordial relationship with the public and in financial terms- grow on its market share.

### **Branding**

The process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.

A brand once created has to be brought in front of the public. This process is termed out to be branding, it is basically the procedure how a company portrays itself in front of the audience. It can be through the slogans as mentioned above to show itself and differentiate itself.

The process of providing a catchy phrase or maybe colorful theme or pics-art so that the image of the product or the service gets stuck into the mind set of the people and at the end once they want to buy a similar object, the first thing that strikes the mind of the people is the name or at the end the brand of the object.

### **Why Branding is Important**

A strong brand is invaluable as the battle for customers intensifies day by day. It's important to spend time investing in researching, defining, and building your brand. After all, your brand is the source of a promise to your consumer.

The brand is a foundational piece in a firm's marketing communication. Brand is strategic and marketing is tactical and combining the two is what we get the perfect blend of branding in front of consumers. That's why it carries a great deal of importance within a business or organization as well.

Brand serves as a guide to understanding the purpose of business objectives. It enables to align a marketing plan with those objectives and fulfill the overarching strategy.

The effectiveness of brand doesn't just happen before the purchase, but it's also about the life of the brand of the experience it gives a consumer.

Brand not only creates loyal customers, but it creates loyal employees. Brand gives them something to believe in, something to stand behind. It helps them understand the purpose of the organization or the business.

At the end, branding basically helps to understand the customer and its desires and wants. Once, the firm gets a hold of the customer's perspectives then the company gets to develop a brand which is the perfect go to the customer and stuck the customer to the place where it hits them correct.

### **Duty of A Brand**

Branding is not only about getting stuck to the target market, but about getting the firm's prospects to see oneself as the sole provider of a solution to their problem or need.

The objectives that a good brand will achieve include:

- Confirm the company's credibility
- Emotionally connects the target group with the product and or service provided.
- Motivates the buyer to buy and indulge in the company products
- Create User Loyalty

### **Brand Management**

Brand management begins with having a thorough knowledge of the term "brand". It includes developing a promise, making that promise and maintaining it. It means defining the brand, positioning the brand, and delivering the brand. Brand management is nothing but an art of creating and sustaining the brand. Branding makes customers committed to your business. A strong brand differentiates your products from the competitors. It gives a quality image to your business.

Branding, as defined earlier, is assembling of various marketing mix medium into a whole so as to give you an identity. It is nothing but capturing your customers mind with your brand name. It gives an image of an experienced, huge and reliable business.

It is all about capturing the niche market for your product / service and about creating a confidence in the current and prospective customers' minds that you are the unique solution to their problem.

The aim of branding is to convey brand message vividly, create customer loyalty, persuade the buyer for the product, and establish an emotional connectivity with the customers. Branding forms customer perceptions about the product. It should raise customer expectations about the product. The primary aim of branding is to create differentiation.

Strong brands reduce customers' perceived monetary, social and safety risks in buying goods/services. The customers can better imagine the intangible goods with the help of brand name. Strong brand organizations have a high market share. The brand should be given good support so that it can sustain itself in long run. It is essential to manage all brands and build brand equity over a period of time. Here comes importance and usefulness of brand management. Brand management helps in building a corporate image. A brand manager has

to oversee overall brand performance. A successful brand can only be created if the brand management system is competent.

### **Customer Behavior**

Customer is the sole king to the firm. All the working of the organization is done at the end is to make the customer feel satisfied and can be retained for long term periods. As the customer is the sole primary objective of the organization, it is done so as to make the customer happy and if the customer is happy the secondary objects of the firm that is to earn profit, growth and have a competitive advantage can be achieved. Hence, for all the purposes and objectives of the firm to clear and achieved, it is necessary to understand the consumer behavior

Consumer behavior is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions.

Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able to determine—which products are needed in the marketplace, which are obsolete, and how best to present the goods to the consumers.

The study of consumer behavior assumes that the consumers are actors in the marketplace. The perspective of role theory assumes that consumers play various roles in the marketplace. Starting from the information provider, from the user to the payer and to the disposer, consumers play these roles in the decision process.

### **Consumer Behavior in Terms of Brand**

Brand has a value and it creates some value. The consumer behavior is dynamic. It changes according to its time, fashion and demand. The firm has to maintain its pace with the changing need and requirements of the consumer else, the brand created can lose its charm as soon as created. Hence, it is very necessary for the company to understand what is the main cause of the behavior of the consumer while taking brand into consideration.

A brand is defined as the "relationship" with the consumer. Relationships are built on experiences. The relationship with a consumer constitutes the sum of a his/her experiences with the brand. Because the concept of a brand is the totality of a consumer's experiences with the brand, the consumer "owns" the brand because he owns his experiences with that brand,

According to the Advertising Educational Foundation. As a business owner, you might own the trademark, which identifies the brand, but consumers will help define your brand.

### **Literature Review**

According to Park et al. (1986), the construction and maintenance of the brand image is prerequisite to the brand management. Theoretically, all products and services could be demonstrated by functional, symbolic or experimental elements, through which brand image is established. Up to now, scholars haven't come to an agreement on the definition of brand image. Throughout prior literature, researchers define brand image mainly from four perspectives: blanket definitions, meanings and messages, personification, cognitive or psychological elements

Customer satisfaction refers to customers' general evaluation of the overall shopping experience of some specific product or service. According to Oliver (1980), customers' performance-specific expectation and expectation disconfirmation are the key indicators of customer satisfaction. Specifically, when the product performance exceeds expectation, customer satisfaction increases; when expectation exceeds the product performance, customer satisfaction decreases. Since product performance is an important component of brand image, companies could infer the potential influence of brand image on customer satisfaction by identifying the perceptual difference toward a brand between the existing customers and non-users of the brand. Brand image has a significant impact on customer satisfaction especially across the E-banking, landline, mobile phone, bank and supermarket industries. Chang et al. (2005) identified store infrastructure, convenience, store service and sales activities as the four components of store image, and they all impact customer satisfaction directly. Chitty et al. (2007) also empirically proved the dominant role of brand image in predicting customer satisfaction in the hospitality industry. Moreover, the congruence between the brand image and customers' self-image would enhance customer satisfaction and customers' preference for the brand. Customer loyalty could be recognized as the extension of customer satisfaction. Earlier studies define customer loyalty as repeated purchasing behaviors in a narrow sense. Generally, customer loyalty stems from customers' approval of a brand, which leads to their continuously purchasing behavior of the brand and thus generates profits for the company.

In the brand image literature, brand image is perceived as an important driving force of customer loyalty. For the supermarket industry, favorable store image is very helpful to foster customer loyalty. Even in the virtual context, the impact of brand image on customer loyalty remains significant, and Merrilees & Fry (2002) verified their relationship through surveys at e-commerce companies

Following Keller (1993), Lassar et al. (1995) held the opinion that brand equity came from the customers' confidence in a brand. The greater the confidence they place in the brand, the more likely they are willing to pay a high price for it. Specifically, this confidence stems from five important considerations: first, the brand performs its functions as designed; second, the social image is associated with purchasing or owning the brand; third, consumers' recognition and sentimental attachment with brand; fourth, the balance between the brand's value and its functionalities; fifth, consumers trust in the brand. Netemeyer et al. (2004) also approved the dominant impact of brand equity on customer response toward the branding campaign. With the proliferation of brands in the market, consumers make their purchase decisions largely depending on the brand image rather than the product itself. Moreover, when the brand image is consistent with the consumers' self-concept, the consumers would give a preference to it. According to the self-concept theory, one's self concept is a collection of perception about himself that includes elements such as capabilities, characteristics, shortcomings, appearance and personality. For marketers, examining the consistency between the brand image and consumers' self-concept is very important, because consumers might display various self-concepts in different social context. But whatever the context is, consumers would think better of the brand as long as the brand image is in line with the their self-concept.

In brand management literature, considerable studies have been conducted to conceptualize consumer-brand relationships through establishing the anthropomorphous characteristics of brands, such as personality (Aaker 1997; Batra et al. 1993; Durgee 1988) and Charisma (Smothers 1993). This attempt of personification of brands has now reached its new height with the introduction of strong and deep-rooted interpersonal characteristics, such as love (Batra et al. 2012), attachment (Thomson et al. 2005; Park et al. 2012), and the integration of negative and positive aspects of emotional and nonemotional interpersonal characteristics (Park et al. 2013). In short, the majority of these extant literatures in consumer branding conceptualized the concept of consumer-brand relationship as analogous as interpersonal relationships by assuming anthropomorphous characteristics, which adds brands a character and allows to see the brand as a person who can engage in a mutual and reciprocal exchange relationship. Blackston (1992) has the credit for the original development of consumer-brand relationship concept (Aaker 1994). In his conceptual paper, the author argued that brand relationships are the logical extension of brand personality, which is more or less similar to the relationship between people (Blackston 1992). In an observational note, Blackston (1992) conceptualized brand relationships as: The concept of a relationship with a brand is neither novel nor outrageous. It is readily understandable as an analogue between brand and consumer-of that complex of cognitive, affective, and behavioral processes which constitute a relationship between two people (p. 80).

Fournier (1998) defines brand relationships as: The brand person relationship is voluntary or imposed interdependence between a person and a brand, characterized by a unique history of interactions and an anticipation of future occurrences, that is intended to facilitate socio-emotional and instrumental goals of the participants, and that involves some types consolidating bond. While extending the conceptualization, Nebel and Blattberg (2000) defined consumer-brand relationships as: An integrated approach to establish, maintain, and enhance relationships between a brand and its customers, and to continually strengthen these relationships through interactive, individualized and value added contacts, and a mutual exchange and fulfillment of promises over a long period of time (p. 3). Aggarwal (2004) stated that: People sometimes form a very intimate bond with brands and, in some extreme cases, a passion that is often associated only with a close circle of friends and family (p. 87).

This advancement in understanding of the consumer-brand relationship, which is mainly from interpersonal literature, provides the researchers to conceptualize and investigate the ties between consumers and brands (Breivik and Thorbjørnsen 2008).

Since brand is considered to be an identification factor, Papista and Dimitriadis (2012) made an attempt to examine the concept of relationship quality and examined the link between relationship quality and consumer-brand identification through following a qualitative study. The results of the study showed support for the concepts such as satisfaction, trust, commitment, intimacy, and love in describing consumer BRQ. Consumer-brand relationship identification emerges as a distinct construct of cognitive nature. There were studies in consumer-brand relationships, which examined the connection between the brand personality and brand relationships. The underlying postulation behind these studies were based on the assumption that if brand possesses the personality characteristics, which is more or less similar to human personality characteristics, then there exist consumer-brand relationships, which are more or less similar to interpersonal relationships. Smit et

al. (2006) studied the role of brand personality in consumer–brand relationships and stated that there exist relationships between brands and its consumers. The study used a computer-assisted self-interviewing technique as the suitable method for data collection. The results of the study supported that in relationship building partner quality plays a crucial role and in some bands it is the relationship quality that keeps the relationship in the long run. Brands with exciting and unique personality qualify more likely for the relationship partner (Smit et al. 2006).

### **Research Methodology**

The research is basically done to understand the consumer behavior and response towards the various brands and how the mere technique of branding helps the consumer to choose the product. The research contains mostly secondary data which has been collected from various mediums like the internet, Marketing management books and Brand Management books.

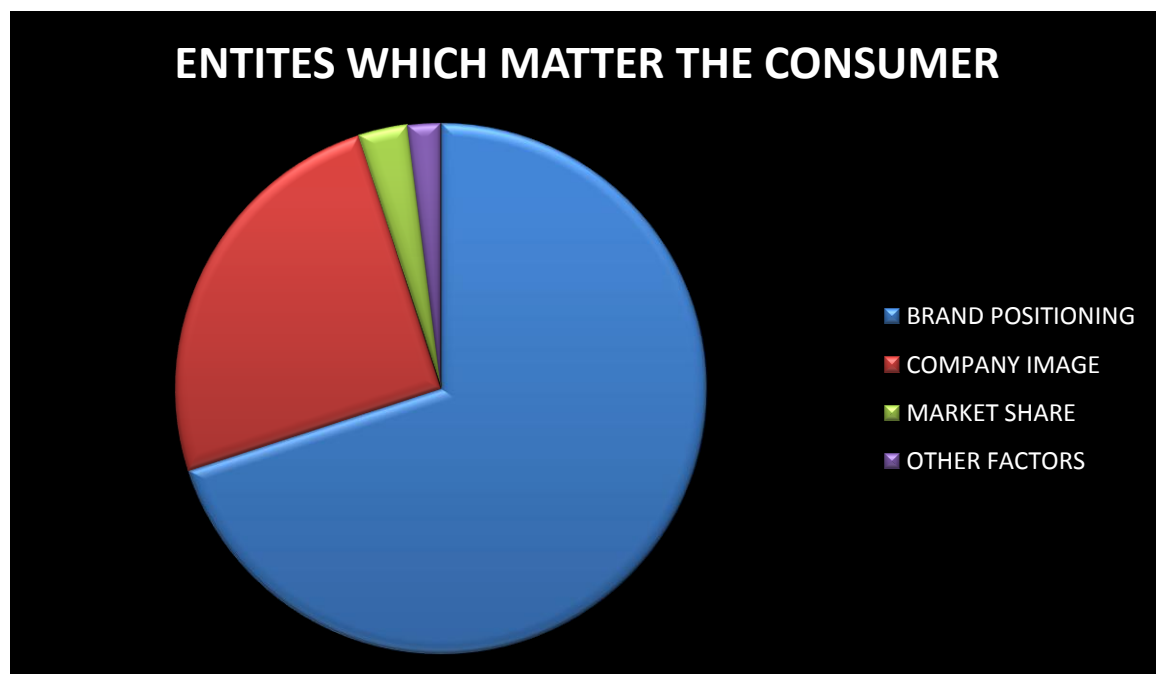
The methodology also includes primary experimentation and observation and on the basis of that the data was calculated with the help of Pie-Charts and SPSS.

### **Research Findings**

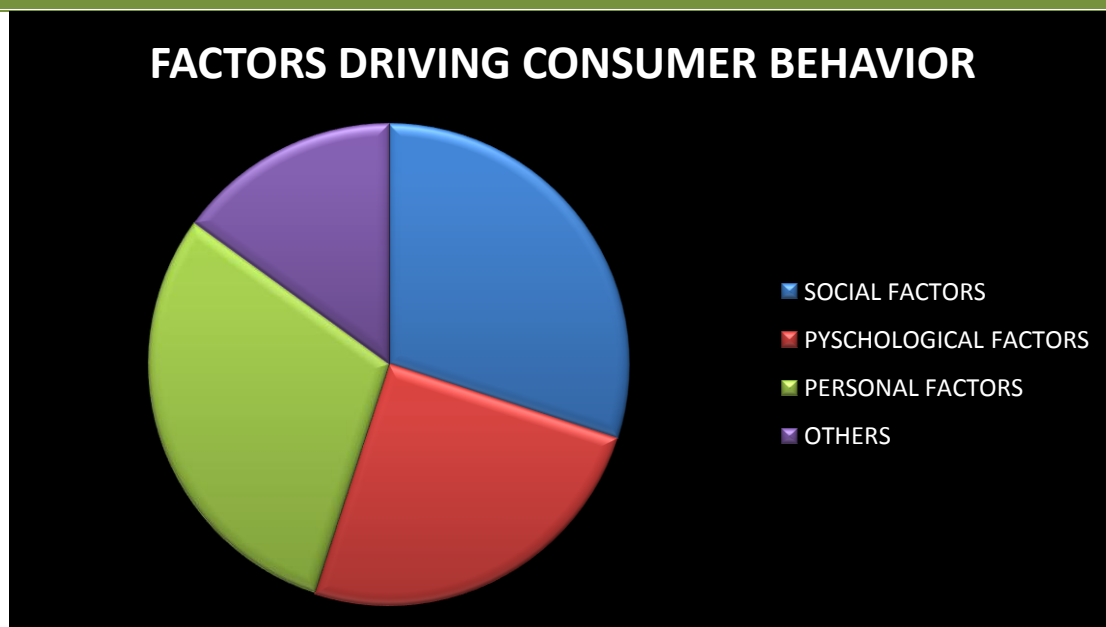
It was found that branding and the brand hold a lot of importance while defining a company and the product provided by the same to the consumer.

The consumer demands are very flexible and it keeps on changing, but the company to follow the lead of the same has to provide the consumer with various products and services which keep the consumer satisfied and contented. But, nowadays the world being very competitive and the type of market being monopolistic, i.e., the market wherein there is lot of competition in terms of similar products, it is very essential for the company to understand the need and wants of the customer and work accordingly.

Therefore, to add value to the given products, the company has to create a brand image and an identity which helps the consumer to relate and remember and at most like.



According to the above presented chart, it is clear that for a customer to go in for a specific product, the main judging factor is the way the company **potrays** its brand. It shows as the direct link between the customer and the company so if the customer feels the brand is attractive enough then he considers the company. Followed are the factors like the company image and the market value.



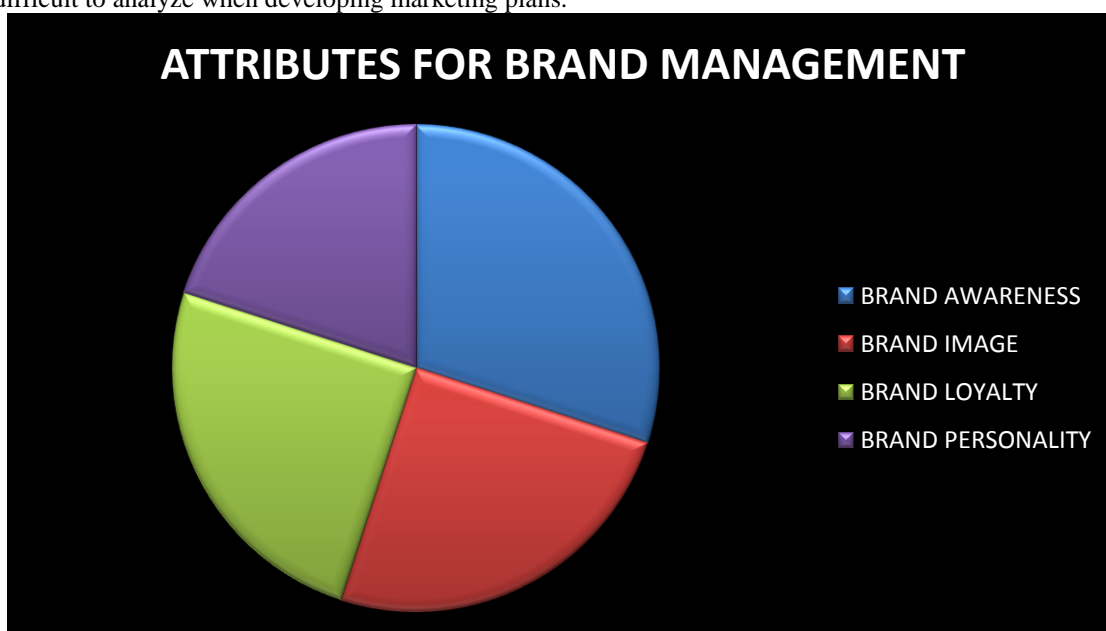
Branding is so much more than creating a catchy phrase or a jingle. Understanding consumer behavior is a vital aspect of marketing. Consumer behavior is the study of how people make decisions about what they buy, want, need, or act in regards to a product, service, or company. It is critical to understand consumer behavior to know how potential customers will respond to a new product or service. It also helps companies identify opportunities that are not currently met.

Factors to understand consumer behavior is an important aspect as by this the company decides its brand positioning:

**Psychological Factors** can include perception of a need or situation, the person's ability to learn or understand information, and an individual's attitude.

**Personal Factors** may include how a person makes decisions, their unique habits and interests, and opinions. When considering personal factors, decisions are also influenced by age, gender, background, culture, and other personal issues.

**Social Factors** has a significant impact on consumer behavior is social characteristics. Social influencers are quite diverse and can include a person's family, social interaction, etc. The social factors are very diverse and can be difficult to analyze when developing marketing plans.



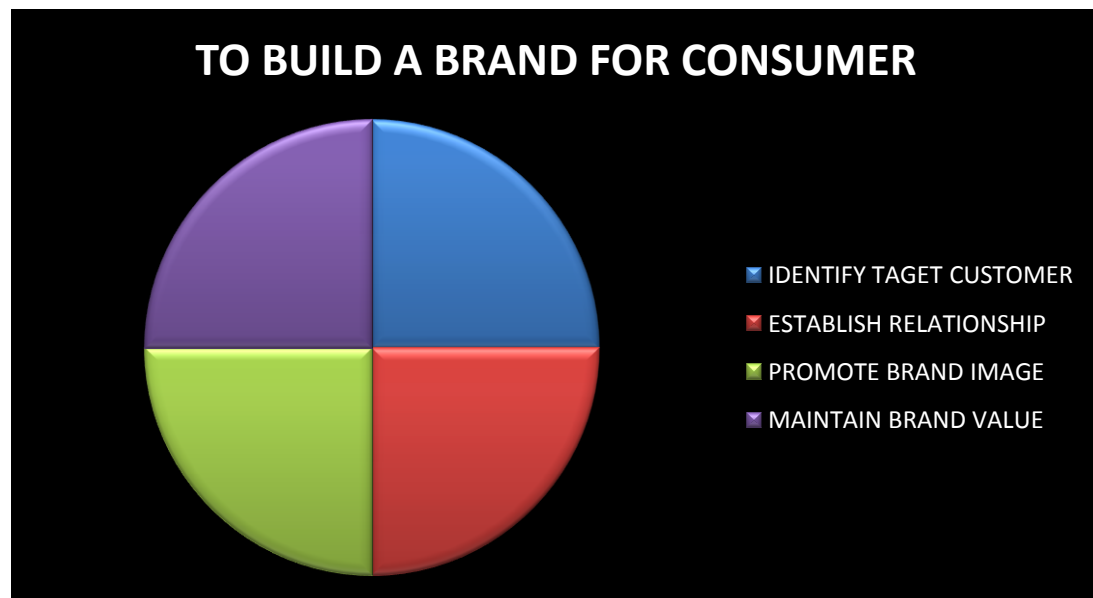


The next main thing for brand management is the attributes the brand holds to itself. The brand is valued when it has been admired by the consumer and the consumer is linked towards it.

**Brand Awareness** is a key important area for the company as the consumer till the time is not aware about the brand, will not go for the product. Hence, for this the company is in continuous urge to do various promotion techniques.

**Brand Image and Loyalty** is also a point of consideration because for the company to keep the brand image has to hard work to make the people loyal towards its brand.

**Brand Personality** is the area which defines how the brand is portrayed in front of the audience. Hence, all the above points are interlinked with each other so much that each holds an important part for the decision making.



To build a brand for the customer, it is necessary to Position the brand to the customer.

**Brand positioning** refers to “target consumer’s” reason to buy your brand in preference to others. It ensures that all brand activity has a common aim; is guided, directed and delivered by the brand’s benefits/reasons to buy; and it focuses at all points of contact with the consumer.

In order to create a distinctive place in the market, it is necessary to identify the targeted customer and establish a relationship with the customer with the help of various promotion techniques. After that is done, the company has to create an image of a brand which is valuable to the customer and has to work on maintaining that value else, at this rate of competition the company can lose its charm.

### **Conclusion and Suggestions**

Brand evokes the responses. It is clear that a company is made by its brand and if the brand is publicized well, the people would follow the brand.

It is necessary to understand that the brand is one of the key elements that attracts the consumer towards the product, the way the product is presented to the customer that is through the use of various means: the color, graphics, logo design, catchy phrase; all works to attract the consumer towards it

The consumer is the king and the consumer to be felt like a king it is an important step for company to work according to their desires.

Branding is a process that allows an individual or a group of individuals the ability to provide a brand image and lettering to an idea. Branding generally identifies the company and philosophies behind same; it can also be representative of those working for such a company. This is a good thing as it generates the right type of audience to the product or service being sold based on personal relationships with those running the company. Therefore, benefiting both the is the end result i.e., organizations selling the branded product or service and the dealers buying same.

The main thing the company should follow is to make a brand and promise to commit the brand as they have promoted it to be. Brand promise is what you say to the customer and what is to be delivered. If you are not able to meet the expectations of the customer, your business will either flounder or die. If you are not able to

deliver the brand promise you will not be able to meet the expectations that have been created in the customers mind.

Hence, the basic fundamental for an organization is to create Brand Awareness among the consumer. The relative importance of brand recall and recognition will rely on the degree to which consumers make product-related decisions with the brand present or not.

All in all, the brands communicate a lot of different things to different people. Today most successful organizations promote their identity or the corporate company brand to retain, sustain and build their image of the company while continuing with individual brand promotion of their products as well. In such cases we see that the branding and the company making steps for promotions are trying to communicate a different set of messages to the customers while the product brand promotions convey a totally different message. Thus, branding tries to cultivate and nurture the identify, values and the image while at the product level, the branding promotes the product and its value proposition to the target customers.

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