Branding & Brand Loyalty as Emerging Trend for Today & Tomorrow – A Review

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Abstract: Branding is an effective marketing strategy tool that has been used with frequent success in the past. Today, branding is experiencing a new popularity resulting from new, innovative applications. Although there have been instances where branding has been less than successful, marketers are beginning to find the appropriate applications in a given setting. Issues and problems concerning branding strategy today include the selection of a brand name. This fundamental issue will impact on the success of a branding strategy. Once a name is selected, marketers have to choose the advertising strategy to support and communicate the name. Finally, keeping the brand in a strong position is a critical concern. New areas of branding include corporate, industrial, and service branding. These nontraditional branding environments are becoming the future for marketers using branding strategy. To add to the new branding areas, there are new branding techniques. These techniques include brand extensions and ingredient branding. New strategies, techniques, and arenas for branding have to be managed. The organization must support and identify with the strategy. The goals, objectives, and mission of any organization should be in line with the branding strategy employed.

Key Words - **Brand Loyalty, Uniqueness, Association, Pronunciation, Appropriate, Registered, Impact, Blanket brands.**

I. INTRODUCTION

An efficient management of brand holds the key in the modern markets, due to the impact of globalization products are multiplying and becoming more and more similar the process of managing the brands become more complex and critical for survival of the products and companies as well. The durable (long term) brand management starts with the name selection and concepts. Brand concepts is used for determining the meaning i.e. it defines the brand market boundaries. Brand name basically serves to identify the product under similar categories. In modern market, marketers are resorting to branding to distinguish their products from that of competitors. Apart from this it is usually useful for assurance to the customers for quality. Besides their basic features, lots of consumer products need attractive packaging and a "brand name". It is a symbol or marks which is basically used for the purpose of instant recall and gives the values of the products towards determination and identification among various competitors. A/C to American marketing association, "A brand name is a part of a brand consisting of a word, letter, group of words or letters to identify the goods or services of a seller or a group of sellers to differentiate them from those of competitors".

Branding is the management process by which a product is branded. It is a general term covering various activities such as giving a brand name to a product, designing a brand mark and establishing and popularizing it. The success of any product is determined primarily by the worth of that product in relation to the competing products. But names are in one way a necessity for they serve to create identity. Identity is essential for competition because without a means of identification there is no way of making a choice. It is here that brand name enters the scene of marketing. The following are some of the general considerations in selecting a good brand name-

1. **Pronunciation-** The name should readily come to the minds of customers. It should be easy o remember
2. **Easy-** The name should be easy to read and understand.
3. **Appropriate-** The name should be appropriate for the product.
4. **Descriptive-** it should, as far as possible, be most descriptive in nature.
5. **Unique-** it should be different from other brand names.
6. **Registered-** it should be got registered so that any other firm might not take advantage of its popularity.
7. **Helpful-** brand name should be helpful in advertisement.
8. **Short-** it should be short and pointed.
9. **Not absent-** it should be far from absence.
10. **Economic-** it should be economic so that it could be easily printed and embossed on packages.
11. **Impact-** as far as possible it should be heart touching so as to influence the mind of the customer and catch his imagination.

II. TYPE OF BRANDS

In his sementice of branding Thomas F. Schutte classified the brands into the following two broad categories-
1. **Manufacturer's Brands-** these stress the identity of manufacturers.
    (i) **National Brands**- brand for a particular region.
    (ii) **Advertising brands**- Brand stressing symbols
    (iii) **Blanket brands**- One brand name for all the product of a manufacturer, e.g., Godrej products, Bajaj products etc.

(iv) **Multiple brands**- Brand name given each variety of products, e.g., various brand soaps of Tatas or Hindustan Lever.

2. **Distributers Brands-** distributers brand stress the identity of the retailers. These are-
   (i) **Private brand**
   (ii) **Store brand**
   (iii) **Dealer brand**
   (iv) **House brand**

III. CONTROVERSY ABOUT BRANDS

1. **Controversy between the manufacturer's and distributer's brands-** While some authorities argue that the former is strong and others are of the view that distributive brands is more popular because it is the distributer who ultimately deals with customers. In India there are no large distributers like Roebuck of the U.S.A. whose quality excels that of the manufacturers. Recently most of the manufacturers have developed their own distribution system which has made distributors brand out of question. In India, the retailers are not very strong to carve their own name in the distribution field. Manufacturers are more powerful in designing a brand name and stressing it through packages and repeated advertisements.

2. **Controversy between the use of family brand and individual brand-** it is a management decision whether to choose single brand name for all its products or to have individual names for each of the product. Each has its own advantages and disadvantages. Where a manufacturer has established a name, he may prefer to introduce the new products under the same brand name used for his own previous product. The new product will also enjoy the reputation created by earlier brands without any additional expenditure. However, it may turn to be disadvantageous in case of failure of product. The effect of failure will spread to the other products also. Use of one brand also reduces the advertisement expenditure.
   The uses of individual brand name calls for high advertisement expenditure for its establishment. Though in it the products of the same manufacturer will compete with each other however it is advantageous for clear identification where different quality and variety product are manufactured. Liberty Shoe Company manufactures a variety of shoes and individual names are essential here to identify a particular variety. The decision of a manufacturer to choose a family brand or individual brand depends on the following factors-
   I. Name of the products
   II. Varieties manufactured
   III. Promotional aspects
   IV. Nature of the market for which the product is intended.
   V. Consumer's attitude and sentiments.

IV. BRAND TESTING

Before launching a brand of product into the market the producer should know whether it would succeed or not. For this purpose the manufacturer resorts to brand testing. Its purposes are fallows-

1. **Memory testing-** under this, a selected group or persons are asked to remember certain names or symbols. After sometimes, they are asked those names. Most of them forget the name or symbols. By a careful study of this kind, it can be known easily as to which names can be easily remembered on the basis of such a study the name of the brand of symbol can be selected

2. **Preference test-** under this test a list of names of symbols is presented before a selected group of persons. Then they are asked to rearrange the name in order of preference by most of the persons is generally chosen for the brand name.

3. **Learning test-** under this test, a group of persons is given a list of popular brand name. Then they are asked to pronounce and write the name of the different brands. The name which is pronounced most easily and written correctly by most of the persons is generally chosen for the brand name.

4. **Association test-** under this method, some names are read out before different persons or they might be shown the names written prominently. Then they are asked to write down the names which come easily to their memory. The name which scores the first position in the response of the majority of persons is chosen for the brand name.

5. **Uniqueness test-** under this test, a group of persons is first given the proposed brand name of the producer. By this test the producer can easily understand by which other brand names his own brand name could be confused. Keeping in view the point he can select and modify a unique brand name.

Advantages of brand names:

1. **Advantages to the manufacturers**
   (i) It identifies the products and distinguishes it from other competing products. Thus it projects the interest of the manufacturer.
   (ii) It saves advertising cost if the brand name is popular.
   (iii) It creates confidence in the goodwill for the products and helps widening the products mix.

    (iv)   It widens market for the products.

    (v)   It helps to make full control over the markets if it is popular.

2. **Advantages to the consumers**

    (i)   It affords an easy way of purchase by easily identifying a product and the buyer can easily compare the products of two producers.

    (ii)   It indirectly assures certain quality by identifying the manufacturer behind the product.

    (iii)   It assures fixed prices. Even the distributers cannot unjustifiably increases the prices.

3. **Advantages to the distributors**

    (i)   It eases the selling process and leads to larger sales.

    (ii)   The distributors can easily find out the quick moving products

    (iii)   It helps in advertising and sales promotion programmes.

    (iv)   It reduces price flexibility. This in turn reduces the risk in business.

    (v)   Due to special selling efforts need not be undertaken.

    (vi)   It reduces the cost of distribution and hence the final price.

V. DO BRANDS SOCIALLY DESIRABLE

It is said that branding leads to brand monopoly while is created by brand loyalty to the products in the minds of the consumers. This criticism is baseless since such a situation is not possible in the case of consumer goods unless they are really necessary items. When a monopolistic tendency is found consumers will show a response to it by changing the brand. Brand names do not always assure good quality. Manufacturer sometimes place inferior goods in the market under a glamorous brand name particularly when brand names becomes popular in the market. However the brands are not socially undesirable. Its advantages are much more powerful, though its criticisms are not quite baseless. If brand name may prove useful to the consumers, certain legislative measures are taken to improve the situation.

VI. BRAND IMAGE AND PRODUCT IMAGE

The product image relates to the fundamental aims and satisfactions which the consumers find in a particular product. Therefore, the brand image relates to the specific versions of the product image. The consumers can not be misguided by a glamorous brand name as they judge a product by its quality and not by its name. Brand image and product image must confirm to each other in the long run. Once a manufacturer has decided to introduce a new product, he will want to give his product an identity through a brand name, to the legal and marketing considerations peculiar to products it is sometimes more difficult than a human child.

VII. EXAMPLE

Malik et al, (2013) in their paper Importance of Brand Awareness and Brand Loyalty in assessing Purchase Intentions of Consumer made an attempt to find the relation and impact of brand awareness and brand loyalty on purchase intention of the customers. The correlation among brand awareness, brand loyalty and purchase intention presented in table 1 indicates that there is a strong positive association between brand awareness and purchase intentions which means that brand awareness has a significant association with purchase intentions. It is also evident from Table 1 that brand loyalty has a strong positive association with purchase intentions as p value is less than 0.01 which states that brand loyalty has a strong association with purchase intentions.

Table1: Mean, Standard Deviation, Cronbach Alpha and Correlation

	Mean	S.D	Alpha	BA	BL	PI
Brand Awareness (BA)	3.74	0.74	0.94	1		
Brand Loyalty (BL)	4.37	0.73	0.88	0.85**	1	
Purchase Intentions (PI)	4.64	0.51	0.77	0.86**	0.95**	1

    **Significant at 0.01 level

Table 2 shows R= 0.92 shows 92% variation in Brand awareness, brand loyalty, and purchase intention. R square is the coefficient of determination which shows 92% total variation in purchase intention due to Brand Awareness and Brand Loyalty. The power of the given model is obvious as purchase intention is strongly explained by brand awareness and brand loyalty i.e. 92%. The relationship is statistically significant with F = 1249.04 and $p < 0.05$.

Table 2: Regression Statistics

Multiple R[a]	0.96
R Square	0.92
Adjusted R Square	0.92
Standard Error	0.15
Durbin Watson	0.49
Observations	220

a. predictors: (Constant), brand loyalty, brand awareness

Table 3: Coefficient Statistics

	Coefficients	Standard Error	t Stat	P-value	Collinearity Statistics	
					Tolerance	VIF
Intercept	1.72	0.06	28.82	0		
BA	0.12	0.02	4.9	0	0.285	3.51
BL	0.56	0.03	22.4	0	0.285	3.51

    a.   Dependent Variable: Purchase intention

Purchase intentions = 1.72 + 0.12 Brand Awareness

This Model indicates that for every 1 unit change in brand awareness, purchase intentions will be changed by 0.12 units in the same direction. And if the brand awareness is reduced to zero the purchase intention will be 1.72 units.

Purchase intentions = 1.72 + 0. 56 Brand loyalty

This Model shows that 1 unit increase in brand loyalty will increase the purchase intentions by 0.56 units and vise versa. While if the value of loyalty is decreased to zero the value of purchase intentions will be 1.72. The results of data analysis clearly indicate that purchase intentions have a strong positive association with Brand Awareness and Brand Loyalty. Thus it is concluded that purchase intentions can be enhanced with the enhancement in the Brand Awareness and Brand Loyalty. Collinearity is also checked for the data, as tolerance value is less than 5 and VIF is less than 10 which confirms no multi-collinearity in the data exits as shown in table 3.

VIII. PRACTICAL IMPLICATIONS

Developing Brand awareness and Brand Loyalty is a need of time. Managers all over the world should actively promote and improve the brand awareness and brand loyalty of the customers to enhance their purchase intentions. These efforts are more likely to be fruitful if these practices are accompanied by communication about the brand to the targeted customers. This paper helps clothing industry to focus on the brand awareness and brand loyalty to increase the purchase intentions for their brand.

IX. CONCLUSION

Proper branding can result in higher sales of not only one product, but on other products associated with that brand. For example, if a customer loves Pillsbury biscuits and trusts the brand, he or she is more likely to try other products offered by the company such as chocolate chip cookies. Brand is the personality that identifies a product, service or company (name, term, sign, symbol, or design, or combination of them) and how it relates to key constituencies: customers, staff, partners, investors etc. Some people distinguish the psychological aspect, brand associations like thoughts, feelings, perceptions, images, experiences, beliefs, attitudes, and so on that become linked to the brand, of a brand from the experiential aspect. The experiential aspect consists of the sum of all points of contact with the brand and is known as the **brand experience**. The brand experience is a brand's action perceived by a person. The psychological aspect, sometimes referred to as the **brand image**, is a symbolic construct created within the minds of people, consisting of all the information and expectations associated with a product, service or the company(ies) providing them.

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