

# A study on the influence of Co-branding on Customer Perception in Bangalore City

Prof. Aravinda Reddy M.N.

Assistant Professor

Ramaiah Institute of Management

Bangalore 560054

Ms. Nikitha.Katragadda

Post Graduate

Ramaiah Institute of Management

Bangalore 560054

## ABSTRACT

*Co-branding is an increasingly popular technique marketer's use in attempting to transfer the positive associations of the partner (constituent) brands to a newly formed co-brand (composite brand). This research examines the effects of co-branding on the brand quality and influence of brand name of both the co-branded product and the constituent brands that comprise it, both before and after product trial. It appears that co-branding is a win-win strategy for both co-branding partners regardless of whether the original brands are perceived by consumers as having high or low brand equity. Although low equity brands may benefit most from co-branding, high equity brands are not denigrated even when paired with a low equity partner. Further, positive product trial seems to enhance consumers' evaluations of co-branded products, particularly those with a low equity constituent brand. Co-branding strategies may be effective in exploiting a product performance advantage or in introducing a new product with an unfamiliar brand name.*

*Keywords: Attrition, employees, strategies, brand equity, brand names, product testing.*

## I. Introduction

Co-branding is characterized as a game plan that relates a solitary item or administration with more than one brand name, or generally connects an item with somebody other than the chief maker. The run of the mill co-marking assertion includes at least two organizations acting in collaboration to relate any of different logos, shading plans, or brand identifiers to an explicit item that is legally assigned for this reason. The item for this is to consolidate the quality of two brands, so as to expand the top notch purchasers will pay, make the item or administration progressively impervious to replicating by private mark makers, or to join the diverse properties related with these brands with a solitary item.

Co-branding can also be described as coordinating of no less than two stamped things (constituent brands) to outline an alternate and fascinating thing (composite brand) which is a philosophy right now noticeable for showing new client things. Co-marking is a conspicuous standard technique promoter's use in trying to trade the positive relationship of the constituent brands to as of late surrounded composite brand. Customer thing

creators are dynamically enthused about co-marking frameworks as an approach to gain business focus presentation, fight off the risk of private name brands, and offer expensive restricted time costs with a partner.

## II. Literature review

**Spreng, R.A., Harrell, G.D. furthermore, Mackoy, R.D. (1995). Co-Branding: Impact on Satisfaction and Intentions, Journal of Service Marketing. 9(1), Pp.15-23**

Spreng et al (1995), indicates that key participation of co-branding results in joint brand utilizing, through positive relationship with an accomplice's image picture, in order to assemble and keep up upper hand. As per Keller, co-marking is the marriage between two brands with various foundations, which centers around on blend of the accomplices' assets and best limits. Enduring connections concerning advancing joint activities can make huge qualities for the two organizations and their clients consider this type of key collaboration can coordinate two brands in order to deliver something totally unique which fuses the best attributes of the two brands. The main inspiration concerns the need to infiltrate the market with the point of expanding piece of the pie. This happens when two brands join to expand piece of the pie and along these lines figure out how to rival another driving brand. The second inspiration is related with the need to build up a worldwide activity that makes the recently referenced inspiration reasonable.

**Park, C.W., Jun, S.Y. furthermore, Shocker, A.D. (2016). "Composite marking coalitions: an examination of expansion and input impacts", Journal of Marketing Research, Vol. 33 No. 4, pp. 453-66**

Significance of co-marking methodologies Consumer item makers are progressively inspired by co-marking techniques as a way to acquire commercial center presentation, battle off the risk of private name brands, and offer costly limited time costs with an accomplice. Notwithstanding the developing utilization of co-marking by and by, minimal observational research has been directed on the subject. Existing brand names to make a Composite Brand Extension or CBE, undifferentiated from a co-mark, and analyzed how buyers shape the idea of the CBE dependent on their ideas of the constituent brands, the jobs of every constituent brand in framing this idea, and the viability of the CBE methodology. The aftereffects of their investigation recommended that a composite brand name can positively impact subjects' impression of the CBE and that correlatively between the essential and optional constituent brands is a progressively critical factor in the achievement of the CBE technique than a positive assessment of the auxiliary brand.

**Keller, K. L. (2013). Vital brand the board: Building, estimating, and overseeing brand Equity (second version). New Jersey: Pearson.**

Recognition is the way towards accepting and getting significance from upgrades present in a person's inner and outside condition. Loudon further expresses that to see is to see, hear, contact, taste smell or sense inside something, occasion or connection and to compose, mediator and get importance from the experience. It is hence a procedure made significance to the earth as a matter of fact and shifts starting with one individual then

onto the next since various people see a similar thing in various ways. Recognition is the procedure by which an individual chooses, sorts out and deciphers upgrades into a significant intelligible image of the world. An improvement is any unit of contribution to any of the faculties, and precedents incorporate items, bundles, mark names, and promotions. People are continually barraged with improvements amid consistently and hour of the day. The tangible world is comprised of a relatively endless number of discrete sensations which are continually unobtrusively evolving.

**Zeithaml D And Bitner . N., (2000). Rivalry when Consumers have Switching Costs: An Overview With Applications To Industrial Organization, Macroeconomics and International Trade, Review Of Economic Studies, Vol. 62 Pp.515-39.**

Discernment is the procedure by which an individual chooses, arranges, and translates data. At the point when shoppers are going to buy merchandise, they persevere through a subliminal procedure of data gathering, where they gather accessible data in memory to set up their image observation. Marking is a ground-breaking part in business. The brand must have a logo to make marking less demanding and progressively conceivable. The clients choose on the off chance that they will purchase an item or utilize an administration dependent on how they see the brand. The brand itself tells clients or let them envision how great or terrible the item is regardless of whether they never tasted it! All that mark advancement and promoting truly do tell how incredible a brand can be. The characteristics of the item or administrations are guaranteed through the clients' brains from the brand picture. Brand isn't helpful for organizations for rehashed client buy yet additionally simpler for clients to sift through the incalculable conventional things. Brand gives shoppers the motivation to get it and squanders less time for customer to pick. There are approaches to enhance a brand from publicizing.

**Oliver, R.L. (2008). "Estimation and assessment of fulfillment forms in retail settings", Journal of Retailing, Fall, p. 27.**

From the shopper's point of view, the money related expense of something is what is surrendered or yielded to acquire an item or an administration. There are three parts to the idea of value: target cost, saw non-financial cost, and forfeit. With regards to the connection among cost and item observation, look into has demonstrated that cost is one of the determinants of client discernment. At the point when clients were gotten some information about the estimation of administrations rendered, they reliably considered the cost charged for the administration. At the point when a customer pays a more expensive rate than others do, or when a purchaser gets a lesser item than foreseen (either regarding amount or quality), saw negative value imbalance happens. Value reasonableness ought to have an impact on consumer loyalty and also on conduct goals.

**Bloemer, R.A., and Ruyter, R.D. (1995). Co-Branding: Impact on Satisfaction and Intentions, Journal of Service Marketing. 9(1), Pp.15-23.**

Bloemer and Ruyter recommended that consumer loyalty came about because of a buyer focused on the store through an express and broad basic leadership process. Consumer loyalty is as often as possible worked as a cognizant assessment of the value/quality proportion or the eagerness to pay a superior cost, or then again value lack of concern. He proposed that corporate brand faithfulness influenced online customers' aims to return to the Web website. He further analyzed the causal connections among administration quality, consumer loyalty, and buy expectation. Every factor was estimated by one thing. The aftereffects of relationship investigation have proposed that (1) benefit quality was a precursor of buyer fulfillment, (2) benefit quality had less impact on buy aims than did purchaser fulfillment, and (3) shopper fulfillment significantly affected by goals.

**Kempf, D.S. what's more, Smith, R.E. (2001). "Buyer handling of item preliminary and the impact of earlier promoting: an auxiliary model methodology", Journal of Marketing Research, Vol. 35, August, pp. 325-38.**

Brand discernment impact client devotion and accordingly following consumer loyalty alone is never again adequate and is frequently deceptive. Numerous ongoing examinations give exact proof of something numerous in business definitely know: client dependability is a key driver of benefit. The most essential reason for technique improvement, be that as it may, is a far reaching comprehension of what drives client faithfulness and how solid those drivers are. Organizations realize they have to focus on their clients. Desires are always advancing in light of the fact that enhancements in administration move client requests. While clients at first acknowledge better administrations, they rapidly become accustomed to, expect and request them. Clients will keep on favoring associations that give one of a kind, one-on-one, customized benefit, regardless of whether it is conveyed up close and personal or over the Internet.

**George, S. L. also, Ronald, A., (2000). Brand Management and the Brand Manager System: A Critical Historical Evaluation, Journal of Marketing Research. Vol. 31, 173-190.**

There were not very many pertinent recommendations accessible that joined the components of worker fulfillment, consumer loyalty/reliability, and corporate benefit into one hypothesis known as the administration benefit chain. The pre-famous work regarding this matter can be found in the exploration of Farquhar who begat the expression benefit chain. Their book by a similar name associates the significance of the connections that exist between representatives, clients, and corporate benefit. "Essentially expressed, benefit chain thinking keeps up that there are immediate and solid connections between benefit; development; client steadfastness; consumer loyalty; the estimation of merchandise and enterprises conveyed to clients; and representative ability, fulfillment, dedication, and efficiency".

Hillyer, C. what's more, Tikoo, S. (1995). "Impact of co-marking on customer item assessments", *Advances in Consumer Research*, Vol. 22, pp. 123-7

Numerous proposition set out to connect either enhanced worker fulfillment to enhanced consumer loyalty, or representative fulfillment to enhanced corporate gainfulness, or enhanced consumer loyalty/steadfastness to enhanced corporate productivity. There is likewise the chance to move that possibly beneficial client into benefit if an association comprehends the client elements included and can either discover a method for bringing down the expense to serve or discovering them all the more commonly productive administrations to take. Administration quality writing showed that impression of high administration quality and high administration fulfillment brought about an abnormal state of procurement aims. The writing asserted that consumer loyalty was influenced by item quality, benefit quality, and retailer picture. Customer fulfillment writing demonstrated that the connection between consumer loyalty and client dedication relied upon the sort of fulfillment. The positive effect of show fulfillment on client steadfastness was more grounded than that of inactive fulfillment on client reliability.

### III. Statement of the Problem

The quick advancement and rapid development in the marking has brought about changing conduct of client towards various items and services. The investigation predominantly centers around the impact of co-marking on the purchaser judgments and the variables in charge of that in various fragments of market in Bangalore

### IV. Objective of the study

- To establish whether quality of product has an influence on co-branding
- To determine the influence of brand name on co-branding

### V. Methodology

Research Design: Descriptive research because we generalize the findings to a larger population.

Source of data:

- Primary- Questionnaire
- Secondary- Internet, articles, journals, books, research papers

Sample size- 125

Type- Convenience sampling

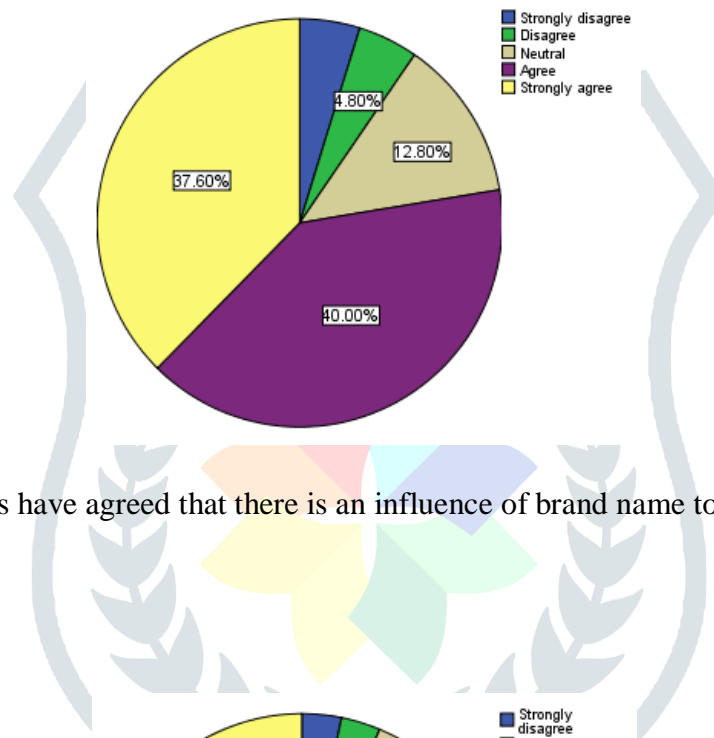
**Regression** test is used

## VI. Discussion and analysis

**H0:** There is no significant impact of quality of product and brand name influence on customer perception with reference to different co-branded products and services

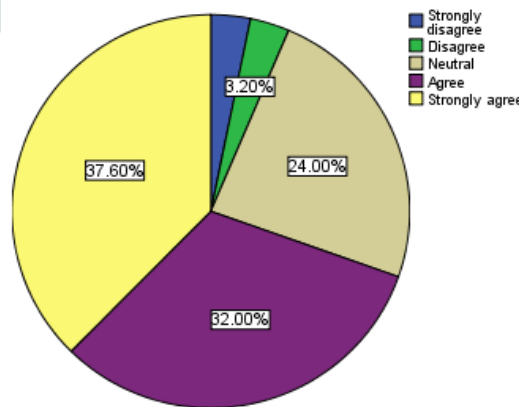
**H1:** There is a significant impact of quality of product and brand name influence on customer perception with reference to different co-branded products and services

### Brand name influence



Majority of the respondents have agreed that there is an influence of brand name to go for co-brand their products and services

### Quality of product



Majority of the respondents have agreed that the quality of products will influence for co-branding their products and services

## MODEL SUMMARY

Model	R	R square	Adjusted R square	Std. error of the estimate
1	.193	.037	.029	1.051

## REGRESSION

Model	Sum of squares	df	Mean square	F	Sig
Regression	5.234	1	5.234	4.742	.031
Residual	135.758	123	1.104		
Total	140.992	124			

Interpretation: From the above table we can see that, significant value is less than 0.05 and R square value is 0.037. R-square value indicates the percentage of variance of dependent variable.

Inference: Since significant value is less than 0.05, we reject the null hypothesis and hence there is a significant impact of co-branding on customer perception with reference to different products and services

## VII. Conclusion

The research was conducted to there is a significant impact of co-branding on customer perception with reference to different products and services. The research was done taking responses from 125 respondents of different age groups, occupation and as per data analysis and interpretation, I have identified certain common factors which are responsible for attracting customers towards co-branded products, which includes quality of product, brand name influence, advertisements, offers, etc. among which brand name and quality of product has the maximum influence. The reason for increased rate of revenue when the products are co-branded is the excess value that the customers get out of purchasing a single item or availing a single service.

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