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Branding



The product is recognised by its name. Once the name has been recognised, it may run smoothly among the people. The firm wants to create an awareness and recognition through the branding strategies. A **brand** is a name, term, sign, symbol or design or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of others. That part of the brand which can be vocalised (the utterable) is known as the brand name.


That part of the brand that is given legal protection for exclusive use by a seller is known as the **trademark**. A trademark may, thus, include any word, name, symbol or design. A trademark registered for a service is known as a service mark.

Objectives and Advantages of Branding

The basic objective of branding is the same everywhere in the world. The major objectives are as follows:


- i) Create identification and brand awareness
- ii) Guarantee a certain level of quality, quantity and satisfaction
- iii) Help in the promotion of the product.

These objectives have the same ultimate goals i.e., to induce repeat purchases. There are several advantages of branding to the customers and sellers. They are as follows:



1. It makes shopping feasible to customers since it is a means of identification. In case no brand names are used, for example, for products such as blades, tooth paste, and toilet soaps, every time a shopper shops for these products, he has to inspect each and every piece of the product, and, in some cases, has to test them also.

2. Brands are treated by shoppers as guide to quality, price of the product, service, etc. Generally, consumers associate each brand with certain quality, price, service etc. Hence, it becomes easy for consumers belonging to different segments to associate certain brands with their requirements and exercise choice.



3. Brands also satisfy the status need of the customers. It has been noticed that people tend to use certain brands to identify themselves with certain status of society. For instance, use of different types of credit cards or club membership cards definitely goes to identify the users with different status of society. For the manufacturer, branding develops customer loyalty and may provide a monopolistic situation in the market enabling him charge higher price.

4. For the manufacturer, a successful brand makes the introduction of additional product in the market easy if the same brand name is used for all his products. This is because, the favourable corporate image built up by a successful brand.



5. Brands definitely help to convert a "Low Involvement Product" into a "High Involvement Product" and in the process raise profit margins.


6. Brands give legal protection to the manufacturer, particularly if the brand name and brand symbol are registered as the sole property of a seller.

Brand Familiarity Levels



Generally there are considered to be four levels of brand familiarity. They are:

- i) **Brand non-recognition:** Some brands are not recognised by the customers, though this may not be the case in respect of many products;
- ii) **Brand recognition:** Customers remember having seen or heard of the brand;
- iii) **Brand preference:** Customers choose a particular brand out of past experience or habit or deliberately, after collecting information; and
- iv) **Brand insistence:** Customers insist on having a particular brand and are willing to search and wait for it.



The ideal objective of every manufacturer should be to ensure that his products attain the fourth level i.e. brand insistence. That is why some firms, even when their products are not available in a particular geographical area or during a particular period, continue to advertise, the main objective being that their brands do not pass into a level of non recognition among the consumers.

Levels of Brand

As Brand can also be considered in terms of four levels:

i. Generic : It is the commodity level which satisfies the basic needs such as transportations. It is so easy to imitate a generic product. A brand continues to add values so as to reach the expected level

ii. Expected : generic is modified to satisfy some minimum buying conditions such as functional performance, pricing, availability etc.

iii. Augmented : Brand is refined further by adding non functional values along with the functional ones. We may direct advertising to the social prestige, the possessor of the brand is likely enjoy.

Iv. Potential : As brand evolve ,we become more critical. Creativity plays an important role to grow up the brand to its full potential. If no creative effort is taken, there is s danger of the brand relapsing to its augmented or expected level.

THANK YOU

