

Mr. Kalamkar R.P.

Education Through Self Help is Our Motto' - Karmaveer



Rayat Shikshan Sanstha's

C. D. Jain College of Commerce, Shrirampur

Dist - Ahmednagar (M.S.)

NAAC Reaccredited 'A'

ISO - 9001 : 2008

**NATIONAL LEVEL SEMINAR
ON
GLOBALIZATION AND BRANDING**

12th to 14th February, 2015

Sponsored by

BCUD, Savitribai Phule Pune University, Pune

Organised by

**C. D. Jain College of Commerce, Shrirampur
Dist - Ahmednagar (M.S.)**

INDEX

S.N.	TITLE	Pg.No.
		01
1.	Brand Building <i>Dr. Sawant Vitthal Kundalika</i>	05
2.	Role of Brand in Marketing <i>Dr. G. H. Barhate</i>	09
3.	Elements and Steps Included in the Process of Brand <i>Prof. Shaikh Shoyab T.</i>	14
4.	Branding Approaches <i>Dr. Mrs. Madhavi S. Patgaonkar</i>	18
5.	Role of Branding in Marketing <i>Thube Shubhangi Sudhakar</i>	22
6.	A Role of Branding in Global Marketing <i>Dr. Dattatraya T. Chavare</i>	26
7.	Branding and Marketing in Global Islamic Perspective <i>Mr. Riyazkhan H. Attar, Dr. L. D. Bhor</i>	33
8.	Impact Globalization on Branding in India <i>Dr. S. M. Kakade</i>	36
9.	Importance of Brand Management <i>Dr. R. G. Rasal</i>	40
10.	Globalization & Branding – Status and Importance <i>Prof. Khandagale Deelip P.</i>	42
11.	An Analytical Study of Branding with its Role in Marketing <i>Mr. Jadhav Sachin K.</i>	48
12.	Branding and Indian Dairy Industry <i>Ghotekar D. B., Dr. Zaware S. K.</i>	53
13.	Fundamental Ethics of a Good Branding Program <i>Mr. Riyazkhan H. Attar, Prof. S.R Jawale</i>	58
14.	A Study on Role of Branding in Marketing <i>Mr. Mane Sumedh Jagannath</i>	61
15.	Service Branding <i>Smt. Suvarna S. Walikar</i>	63
16.	Strategies of Branding <i>Mr. Kalamkar Rajendra P.</i>	67
17.	Status and Importance of Brand in Context with Online Shopping - A Conceptual Study <i>Dr. G. H. Barhate, SmitaB. Jape</i>	72
18.	Exploring Corporate Branding <i>Prof. S. R. Pagare</i>	

STRATEGIES OF BRANDING

Mr. Kalamkar Rajendra P.

Assistant Professor

C.D.Jain College of Commerce,

Shrirampur Dist. Ahmednagar.

E-mail kalamkarrajendra@gmail.com

Phone- 0241-2429879/ 9422226279

- **Introduction:**

Branding is one of the important decisions in product mix in particular and in marketing management in general. Manufacturers specially name the products prior to introduce in the market. The name is known as branding or brand name. Brand helps customers to identify product and its sellers, can gain image and reputation, and is the aid to raise the sales. Due to brand name, sellers can distinguish their products from others. Branding is the best mean for advertising and positioning the product. A brand is a seller's promise to deliver a specific set of features, benefits and services consistently to the buyers. Marketer can create brand loyalty, brand image, and brand equity for his product by an appropriate brand.

- **Conceptual Background**

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 livestock owners mark their animals to identify ownership.

- **Definitions of Brand**

1. "A brand is a name, term, symbol, logo, design, or combination of them which is intended to identify the goods or services of one seller or group of sellers, and to differentiate them from those of the competitors."-Philip Kotler
2. In simple words, we can say: A brand is product's name, picture, symbol, sign, label, or number, by which the product differs from other products and consumers can identify it.

- **Objective of Study:**

1. To know the concept of a product and brand.
2. To know characteristics of branding.
3. To know importance of branding.
4. To know the qualities of an ideal brand.
5. To know the main strategies of branding.

- **Characteristics of Branding:**

1. Brand consists of wide range of pictures or symbols used for product identification.
2. Symbol or name is used as a brand.

3. A brand is the practice of giving a specific name to a product or group of products by the seller.
4. Brand essentially identifies seller or maker of that product.
5. A brand may be trademark if it is registered under the Trade Names and Trade Mark Act. Every trademark is a brand, but every brand is not a trademark.
6. It is relatively permanent identity for the product. Brand has no expiry date.

- **Importance of Brand:**

Strong brands, typically product category leaders, are important to both companies and consumers. Companies benefit because strong brands add value to companies, positively affect consumer perceptions of brands, act as a barrier to competition, improve profits and provide a base for brand extensions. Consumers gain because strong brands act as a form of quality certification and create trust.

- **Qualities of an ideal Brand:**

Brand name is very sensitive and critical issue. A company needs to consider a number of aspects for selecting an effective brand name. It is a long-term and strategic decision. Company is known by its brand. Therefore, the brand must be selected consciously and carefully. Following are some of the important qualities of an ideal or a good brand name:

1. Reflection of Product Qualities and Features- Brand name must be reflective of product qualities and features. The brand must suggest use, quality, purpose, performance or action. For example, Lijjat Papad reflects taste.
2. Simplicity- The brand name should be short to read; easy to pronounce, and spell; and simple to identify and explain.
3. Meaningfulness- A brand must be meaningful.
4. Easy to Remember- Brand name should be such that one can remember easily. It should be interesting and attractive to catch the attention.
5. Novelty- It should be different, new, and unique compared to existing/traditional brands in the market.
6. Facility for Market Promotion- The brand should be such that supports in promoting product. It should be simple and short to suit to advertise in any of the popular media.
7. Stability- It should be stable or long lasting. It must remain unaffected in a long run. It should be free from fashion, style, or seasons as they have shorter life.
8. Attractiveness- The word, slogan, picture, or colour used must be attractive. It should create pleasant associations.
9. Easy Registration- It must be capable of being registered and protected legally under relevant legislations. It must be free from the controversial issues.

10. Variety- Company must use multiple brands for its various products. It should use different brands for different products. Because of variety of brands, failure of any brand will not affect other brands.

• Strategies of Branding

1. Strategy on whether to Brand

The first primary strategy is whether to brand. Sometimes, a firm sells the product as ordinary one without any brand. The base to sell product is quality, availability or use. Generally, company prefers to offer suitable brand name to its products. If the product is branded, it offers many benefits to both, sellers and buyers.

2. Strategy on Responsibility of Branding

The second important issue related to branding is, who will take the responsibility to brand product. Branding can be done by manufacturers, or distributors such as wholesalers and large retailers.

(i) Branding By Manufacturers: It is a common practice to brand the product manufactures. Middlemen have to sell the products by brand names of manufacturers. In this case, manufacturers have more freedom to price, advertise and distribute the products.

(ii) Branding by Distributors: In some cases, distributors perform branding task. In India, Woolen, Hosiery, sports goods, and other similar industries' distributors brand the product. Even in case of agricultural products, distributors give their own brand.

3. Strategy on Quality of Branded Products

The next strategic decision on branding involves the qualities of product. The firm has to decide on type and level of qualities of branded product. Which qualities are to be highlighted or associated with the brand name- is an important issue. Product qualities refer to ability of product to meet the purposes for which it is produced. Qualities involve reliability, safety and durability, ease to operate, taste, contents, etc.

4. Strategy on Family/Umbrella Brand Name

Here, company has to decide whether the same brand name should be used for different product items and product lines. Following options are possible:

i) Family Brand: Sometimes, company uses family brand name that includes giving same brand name to various items of a specific product line. Family brand name can help in joint advertising and sales promotion.

ii) Umbrella Brand: A company may select same brand name for all the products. For example Tata Company uses same brand for all soaps, chemicals, engineering tools, salt, electronics products, etc. Such strategy may minimize cost of promotion and marketing of products. The umbrella brand is used when company has outstanding reputation and image in the market.

- iii) Individual Brand: In this option, each product has a special, distinguished and unique brand name. This option is very practical and safe compared the other options.
- iv) Brand Name with Company Names: In this case company uses the name of company with brand names; For example, Hero Honda CD, Hero Honda Passion, Hero Honda Spender etc.

5. Strategy on Brand Expansion

Brand extension refers to using the same brand name for the modified or new products introduced later on. By extending brand name for newly introduced product the company can take advantages of its image, popularity and reputation.

6. Strategy on Altering or Modifying the Brand

In some cases, company has to change or alter brand name in the future. This option is preferred only when (i) company assumes that the brand name selected needs to be reviewed, (ii) closely related brand name is used by competitors, and is difficult to distinguish the product from competitors (iii) due to change in consumer interest and preference, it is necessary to change the brand name.

7. Strategy on the Variety Brands

In this strategy, the company has to decide whether different brand names should be used for various types of its products. Company can fight with competitors by using different brand names.

• Conclusion:

1. Effective branding of a product persuades and attracts the current and prospective customers.
2. It creates the sense of confidence regarding the product in the minds of customers.
3. Appropriate branding strategy help to achieve its marketing goals.
4. Ideal branding differentiates the product from others competitors.
5. Proper branding makes easier for the customer to identify the product.

• References:

1. Pawan Tak, Marketing Research, Publishers, Jaipur (India).
2. Dr. R. B. Rudani, Basis of Marketing Management, S.Chand and Company Ltd. Ramnagar, New, Delhi,
3. C.B. Mamoria, Marketing Management, Kitab Mahal Agencies, 84, K.P. Kakkar Raod, Allahabad,.