

A Study and Review of Brands and Business: Branding Strategy and Consumer Awareness

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Abstract

Branding plays a crucial duty in developing something various than others since consumer would have identified the business through the brand name. Internet marketing is a device that aids the firms to improve their businesses as it brings comfort to the majority of people around the globe. Brand name is an intricate sensation. Though brand names have actually been widely reviewed as well as questioned in the academic globe; a common understanding on brand could not be made amongst the brand experts. "Each expert comes up with his or her own interpretation of brand or nuances of meaning" (Thanasuta, K. 2015) which increases the complexity in the brand analysis along with its administration. This short article intends to supply a review of the existing scholastic literary works defining the brand name by assessing and also synthesizing more than 3 lots of interpretation of the brand name. The review of the existing literature was done to decrease the moment and also efforts of existing as well as future scientists around by giving a quick picture of the present definitions; pointing unanswered concerns and also numerous perspectives that constitutes brand meaning. At the end views and also crucial evaluation have actually existed reflecting writer's understanding of the brand names.

Keywords: *Branding, Brand Marketing, Branding strategy, Consumer awareness, Business Branding*

I- Introduction:

Besides typical media systems, modern-day brand names have begun to occur much more often in social media that has actually advanced as an extension of web technology many thanks to the improvement of details interaction technologies. Customers especially participate in social media

proactively and also invest long periods of time in social media systems, create content and also share them. Companies that understand this truth steer towards various tasks to attract the interest of customers, increase their very own degrees of recognition and gain optimum effort from the possibilities offered by social media. Appropriately, firms accomplish tactical campaigns that overlap with the frameworks of consumers and also the worths used by the brand name in order to boost the degrees of recognition of their brand names in social media (Zarrella, D. 2009).

Brands are omnipresent; they pass through practically every aspect of our life: economic, social, social, showing off, even religion. Due to its propensity to suffuse all over, they have come under growing criticism. In post modern societies where individuals intend to provide name to their usage, brand names can and should be evaluated through numerous points of view: macroeconomics; microeconomics, sociology, sociology, background, semiotics, viewpoint and so forth (Thanasuta, K. 2015).

Though the idea of brand name and branding has actually been discussed recently as a significant topic of study in marketing discipline (Costea, C., & Libardea-Vlăducă, L. 2010) yet they are practically as old as the world. Old people of Mesopotamia and Greek utilized marks and also names to determine or suggest their offerings - predominantly of white wines, ointments, pots or metals (Rangaswamy, A., et al 1993). The word brand name is stemmed from Old Norse word branding, which implies "to melt" (a determining mark burned on livestock with a heated iron) as brands were as well as still are the methods by which owners of livestock note their animals to recognize them. Because of the absence of a common understanding on brand intricacy boosts in brand name analysis as well as its administration. Therefore, it ends up being very necessary to understand the actual nature of brand name for producing, establishing as well as safeguarding brand names and also organization generally.

Brands are a direct consequence of the strategy of market division and product differentiation. Branding suggests greater than just offering a name and also signaling to the outside world that such a product and services have been marked with the mark as well as the imprint of an organization. Branding is composed of changing the item group; it calls for a business long term involvement, a high level of sources and also skills (Bendixen, M., et al 2004).

According to Shipley, D., & Howard, P. (1993) an excellent portion of the research study on the brand name is dedicated to building far better understanding in the area of brand name

selection(or choice), brand name changing, brand commitment and brand expansions. Remarkably, very few of the studies have taken the technique of asking the inquiry: What is a brand name? The problem ends up being extra complicated when we try to operationalize the brand: Measurement of brand name toughness. What indications (factors) should we utilize to review the brand name value (equity) (Mudambi, S. 2002).This study analyzes the impact of social media advertisement awareness on brand awareness, brand image, brand attitude and brand loyalty. The reason for conducting this study is the scarcity of studies in relation to explaining the relation between social media advertisement awareness and brand dimensions. Universe of the study is comprised of university students due to their active and effective use of social media tools. This study searches the answer on whether there is a relation between the social media advertisement awareness of university students and the awareness, image, attitude and loyalty dimensions of brands. The difference of this study compared to previous ones is that is analyzes social media advertisement awareness, brand awareness, brand image, brand attitude and brand loyalty dimensions together. Accordingly, it is foreseen that this study shall bring a new perspective to studies in digital marketing, social media marketing and studies to be conducted in brand topics.

II – Literature Review:

Aspara, J., & Tikkanen, H. (2008) examined about the objective of the write-up is to clarify why the relevance of corporate brand, in comparison to brands in general or product brand names, is stressed in the business-to-business (B2B) context. The theoretical discussion is based on literatures on industrial/B2B brand names and also organizational buying practices, along with solution marketing, client remedies, partnership marketing, industrial networks as well as partnerships, as well as personal marketing. The short article posits that the importance of company brand name will certainly be stressed for B2B companies, since organization consumers often tend to assess, worth, as well as make getting decisions based upon company-specific images/perceptions, such as those concerning the firm 's product distribution performance as well as product range; servicing abilities and also performance; consultative expertise/capabilities, processes, and performances; calculated network position; intents to reciprocally partner and cooperate with customers; and customer-facing (sales) employees as well as their behavior.

Dunn, M., & Davis, S. (2004) researched about GE, Sony, Hallmark, Intel, Xerox, Procter & Gamble, IBM, some of these corporations dominate the business-to-consumer space. Others, business-to-business. What they have in common goes far past the fact that they are a great business or the truth that their wonderful brand names command a remarkable quantity of equity.

Thomson, K. (2000) studied about an internal related marketing advertising technique is becoming an important management tool due to a combination of market forces. First, intense competitors are not limited to the outside industry. Today's buoyant economic climate has actually created solid development in jobs as well as a lack of a specialist team. At the same time, flatter administration structures and also tougher business decisions indicate that you cannot 'market' individuals, staff members or employees, the guarantee of a large promo or a work for life.

Prabhu, J. J.(2019) examined and researched about start-up business firms are looked with new problems as well as a possible company inside this digital world. Advanced showcasing is using digital media by the startup companies to progress the items or managements right into the market. The fundamental target of digital showcasing is pulling in clients as well as allowing them to the user interface with the brand with sophisticated electronic media. This article centers around the relevance of sophisticated advertising for brand-new start-up firms as well as consumers. We check the effect of computerized showcasing on the brand-new business offers. In addition, the contrasts between customary advertising as well as progressed showcasing in this paper are presented. This investigation has depicted different sorts of advanced electronic advertising, online marketing, the feasibility of it as well as the result it carries new startup sales.

III – Business and Brands Reviews:

The difference between brand name as well as branding is that a person is an advertising device as well as the various other is an activity.



Fig: 1 : Brand is a Marketing Tool

Glynn, M. S., & Woodside, A. G. (Eds.). (2009) possibly the biggest mixer upper I listen to in business is making use of the brand and also branding as compatible words. Some people additionally call marketing branding (it's not also close). Branding has to do with specifying, while advertising is about advertising.

Ehrenberg, A., et al (2002) The reality that lots of graphic developers don't understand what branding is or just how to properly describe it, makes issues worse, especially since businessmen anticipate them to recognize. Some developers use the brand and also branding reciprocally, enhancing complications instead of supplying quality.

A brand is a point (noun). Branding is an action (verb). This is more than just choosy semiotics-- it has to do with a fundamental understanding of a core advertising and marketing device.

Branding is the act of producing a brand name. The procedure includes positioning your business or item in the marketplace (taking your very own area), devising brand strategy (exactly how you will certainly reach your objectives), creating your name (your spoken identification), developing corporate identity or product identity (your visual identity), creating brand messaging (spoken and written tone), as well as establishing brand criteria (how you keep your brand regular and also solid).

When branding (additionally called brand name advancement) is completed, most companies (when they've dealt with a skilled professional) will not need to embark on the branding process for roughly 10-20 or more years. In the life of a 50-year company, branding the company occurs just 2-3 times complete.

When a firm's brand comes to be out-of-date in twenty years, then you might once again need to tackle the branding procedure. If you create new items or introduce brand-new business, you get to appreciate the interesting process of branding on an extra regular basis.

Once the branding process is completed, the words 'branding' has no proceeding related to your brand (unless you deal with livestock).

Your brand name is the result of the branding effort. Your brand describes that you are and what you do by use of visual identification, verbal dialog and tone of actions. It is used for essentially all of your advertising communications. It is exactly how individuals recognize, know and remember you.

Provost, F., et al (2009, June) A crucial branding idea to embrace is that we are not producing a made-up story or jabber. We're creating a real marketing communication device which, when wielded articulately, can empower your entire company to connect with the higher objective as well as quality. Understanding this makes it possible for individuals to be well-informed, and also to give a much better understanding, which causes much less complication, clear communication, and better client service.

Understanding the difference between brands and branding assists your web with a more powerful brand because you will be much more directly invested in the brand name growth process. Your understanding likewise helps your workers comprehend the complete importance of the brand, so they learn just how to finest utilize it in marketing, selling, as well as sustaining your goals and also initiatives.



Fig: 2 Consumers thinking about the brand

The brand equity ruby is made use of to dimensionalize brands. It is an alternative method that incorporates both brand name advantages (what the brand name uses) as well as brand identification (that the brand name is). Both are essential to develop as you build your brand in the industry. The left side of the diamond shows brand advantages, which are both logical and also emotional. The best side displays brand name identity, which includes both what you do in the marketplace (lower right) and also the credibility you develop (upper right).

IV- Branding Strategy and Consumer Awareness:

Douglas, S. P., et al (2001) examined about the brand names play an important duty in developing a company's presence as well as a position in global markets. Developing a systematic worldwide brand design is a key component of the company's overall worldwide advertising and marketing strategy, because it provides a structure to leverage strong brand names right into other markets, assimilate acquired brand names, and also incorporate methods across markets. The authors check out the method firms has created a global brand name style as well as the vehicle drivers that form the architecture. The authors talk about ramifications for the style and also monitoring of the company's worldwide brand name architecture.

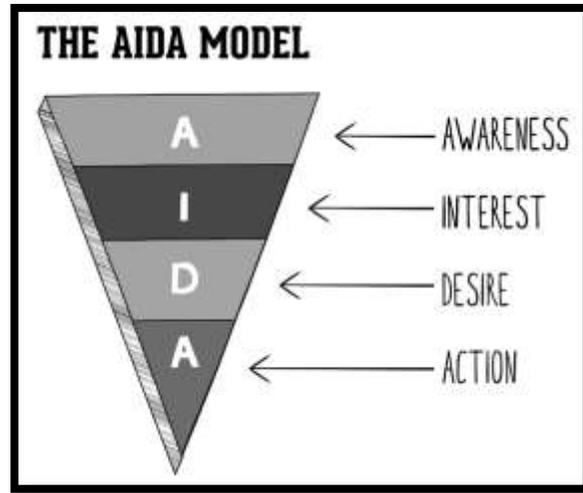


Fig :3 : AIDA Model

AIDA Model: (Hassan, S., et al 2015) Explained about AIDA model,

- A - Action : Email, Subscriptions, Phone call
- D - Desire : E-Brochures, Case Studies, Blog Post, RSS
- I - Interest : Articles, Reviews, Responsive Website, Social Media, Direct mail, Brochures, Leaflets, e-marketing, Landing page, QR and Bar code creations
- A - Awareness : Social, Video, Display Ad, Online and Offline PPC, SEO (Search engine Optimization) and regular events

Marketing executives are active individuals. They require proactively keeping track of the industry, recognizing company possibilities, working together with product people as well as running promotional campaigns. It is unreasonable to expect them to stay up to date with the substantial array of emerging innovation as well as methods, particularly since a lot of it won't pan out anyhow. Consequently, it is important to have a group devoted to determining arising opportunities, conferences with start-ups as well as running test-and-learn programs to examine their real possibility. Of course, a lot of these will certainly fall short, but minority victors will certainly more than offset the losers. As soon as an emerging possibility has actually done successfully in a pilot program, it can then be scaled up and end up being incorporated into the regular strategic procedure as a sensible method to accomplish an understanding, sales or campaigning for purpose.

Fournier, S. M. (1996) Brand administration is a commonly recognized procedure and also an important factor for huge firms; however, are they as important for SMEs. Often smaller sized companies only concentrate on their core service, the part that generates income. They commonly fail to remember or disregard their brand name and managing the brand name. Many SME supervisors do not see real value of brand names and also the clear impact of them to customer behavior, which results in their procedures as well as growth being stagnant as well as responsive rather than growing as well as aggressive.

Jacoby, J., & Chestnut, R. W. (1978) Everybody is driven by brand names as well as the product and business worth, feelings, assures, and also high quality hidden within the brand. Brands are a lot greater than just a name, which has actually been identified by many business leaders, that have actually adjusted complicated and also essential brand management methods to drive their companies as well as their brand names in the direction of success. The process of brand name administration has actually grown in relevance and the way brands are taken care of has changed. It is not just the role of the advertising division yet of the top administration of the company. Brand monitoring is also a procedure that entails every part, little bit and also staff member of the company to capture the true significance of the brand name.

V – Conclusion:

Creating the media mix as component of the branding process is a step that needs to not be failed to remember. The media mix can involve aspects connected with standard advertising and marketing as well as media such as tv, radio, newspapers, and also magazines. Along with these traditional media, there are remarkable quantities of chances to connect through on the internet mediums, whether they include social media, internet search engine, blog sites, forums, on-line advertisements or the companies own site. No matter the make-up of the advertising and marketing and media mix, the advertising interaction content need to constantly be lined up with the brand names' guarantee. Consistency develops stamina in branding. Communication also applies to all various other facets of the subject probably in a much more indirect and also innate form.

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