

Paper  
**MARKETING OF SERVICES**

**MBA IV SEMESTER (CBCS)**

**(Batch 2018-2020)**

**Lecture on**

***Branding Issues of Services***

**Faculty**

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# ***Branding***

***A name, term, sign, symbol or design, or a combination of these, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.***

# ***Branding....continue***

**A brand conveys a specific set of features, benefits and services to buyers. It is a Branding mark, a tangible emblem, which says something about the product. The best brands, for example, often convey a warranty of quality. A brand can deliver up to four levels of meaning:**

- 1) *Attributes***
- 2) *Benefits***
- 3) *Values***
- 4) *Personality***

# Attributes

**A brand first brings to mind certain service attributes. For example, service suggests such attributes as 'expectation', 'performance', 'reliability', 'high prestige', 'timely' and 'expensive'. The service provider may use one or more of these attributes in its advertising for their services. This provided a positioning platform for other attributes of the services.**

# Benefits

**Customers do not buy attributes, they buy benefits. Therefore, attributes must be translated into functional and emotional benefits. The attribute expectation might translate into the emotional benefit. The attribute reliability could translate into the functional benefit. The attribute performance might translate into the functional and emotional benefit. 'The services consumer feel important and admired'.**

# Values

**A brand also says something about the buyers' values. Service brand marketer must identify the specific groups of consumers whose values coincide with the delivered benefit package. Thus, Consumer those avail the services expect high value performance, prestige and service benefits.**

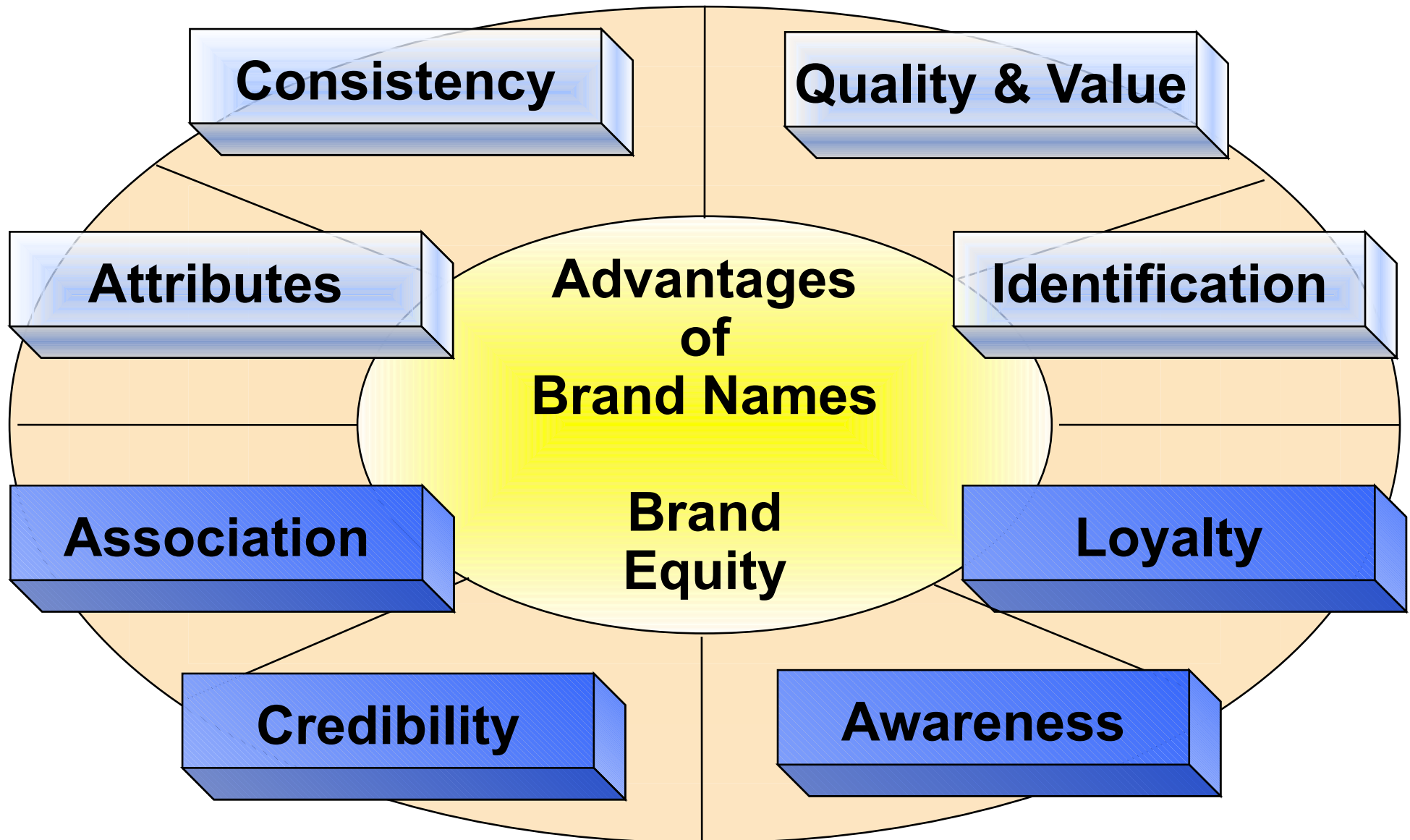
# Personality

**A brand also projects a personality. Motivation researchers sometimes ask, 'If this brand were a person, what kind of person would it be?' Consumers might visualize a service brand as being a wealthy and consumer focused that match with consumer personality. The brand will attract people whose actual or desired self-images match with the brand image.**

# **Brand Equity**

**The value of a brand, based on the extent to which it has high brand loyalty, name awareness, perceived quality, strong brand associations, and other assets such as patents, trademarks and channel relationships.**

# ***Brands***



# ***Major Brand Decisions***

## **Brand Name Selection**

**Selection  
Protection**

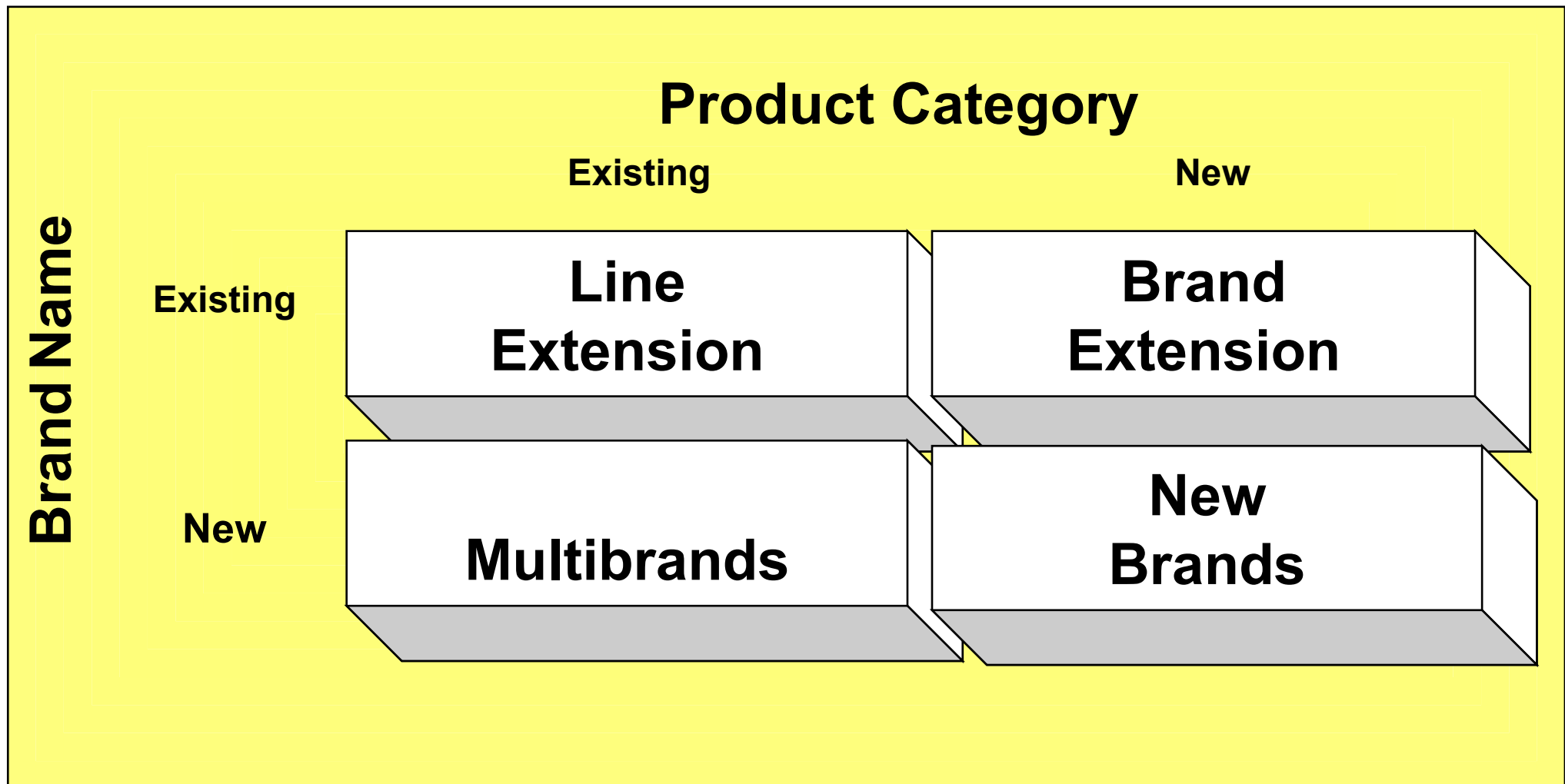
## **Brand Sponsor**

**Manufacturer's Brand  
Private Brand  
Licensed Brand  
Co-branding**

## **Brand Strategy**

**Line Extensions  
Brand Extensions  
Multibrands  
New Brands**

# ***Brand Strategy***



# ***Brand Strategy***

- **Line Extension**

- Existing brand names extended to new forms, sizes, and flavors of an existing product category.

- **Brand Extension**

- Existing brand names extended to new product categories.

- **Multibrands**

- New brand names introduced in the same product category.

- **New Brands**

- New brand names in new product categories.

# **Thank you**

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