

BBA VI/ Advertising & Sales Promotion/Unit 2/ Brand & Brand Equity Part-2

Brand...

Branding is an art of grabbing the prime market for a product or service and creating confidence in the current and prospective customer's mind. One of the most valuable assets that organisations have is the brand that they have created, invested in, and nurtured. Few years before it is believed that, factories and other physical assets like land and machinery were most valuable assets. Now valuable Brand is the most valuable asset for a company. Brands are rising in the value ladder of assets.

High turnover companies are due to their high established brands. Like Parle, Godrej, Pepsico, Marico, L&T, ITC, Coca Cola Wheel, Lux, Lifebuoy, Surf, Kissan, Lipton, Liril, Fair & Lovely, CloseUp, Pepsodent, Sunsilk, Denim, Axe and Rin etc.

A brand is more than a name, label, or symbol attached by a maker to differentiate its products in the eyes of their customers. Brands are images that exist in the minds of the customers. Brands are a customers'/Consumers' perception of the product. A brand is not the maker's, but the consumer's thought of a product. Consumers do not react to actuality, but to what they perceive as reality.

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Brand is a composite symbol and can communicate up following levels of meanings.

***Attributes:**

Brand attributes are a bundle of traits that highlight the physical and personality features of the brand. Attributes are building up through images, actions, or assumptions. Brand attributes help in making brand identity. E.g.: Apple suggests expensive, well-functioned etc.

***Benefits:**

Attributes must be converted into functional and emotional gains. Functional gains are based on a product feature that provides the consumer with functional utility. Examples of functional gains include the air conditioning capability of a Voltas ACs, durability of Tata Truck. Emotional gains provide customers with a positive feeling when they buy or use a particular brand. They add richness and deepness to the experience of possessing and using the brand. Examples of emotional gains include the feeling good factor when buying health supplements.

*** Values:**

Brand also tells something about the maker's value. E.g.: Jio stands for full value of rupee. Tata or Mahindra stands for high performance, safety and prestige.

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Culture:

The Brand shows certain culture. E.g.: Mercedes represents German culture - organised, efficient, high quality.

Personality:

Brand personality is a set of human traits that are attributed to a brand name. A brand personality is something to which the consumer can attach; a successful brand increases its brand equity by having a steady set of traits that a definite consumer segment enjoys. E.g.: Bullet is considered macho and Mercedes is considered sophisticated.

User:

The brand shows the kind of buyer who buys or uses the product. E.g. We would expect to see a 35+-year-old top executive behind the wheel of an Audi, not a 20-year-old Salesman.

A brand is an assurance to the consumer that it gives more value than any competing product- the kind of value that is attached with their functional, emotional and self-expressive needs. At the same time as a product proposes functional utility to the consumer, the brand assures the consumer that it will meet their needs and wants, make them feel good emotionally and in some cases allow them to state their values.

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Brand-Consumer Relationship

Success marketing of brands needs a good relationship with consumers. Benefiting from a thorough and in-depth knowledge of consumer behavior enables the company to reach the right consumers in a cost effective manner. The variation between brand and product is that while product is a physical unit that lives in the real world, brand is a perception existing in the consumer's mind. A brand relationship with its consumers can be of different types like social bonds, psychological bonds, financial bonds, and structural bonds. Brand exists in the minds of consumers.

Brand equity is naturally the result of brand loyalty, brand loyalty increases market share. There are 5 stages of brand experience that direct to positive brand equity:

1. Brand Awareness:

Consumers start to know the product. Consumers are aware of the brand.

2. Brand Recognition:

Consumers recognise the brand and know what it proposes against competitors.

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3. Brand Trial:

Consumers have started to try the brand.

4. Brand Preference:

Consumers have started to like the brand and they started to purchase repeatedly as due to emotional attachment with the brand.

5. Brand Loyalty:

Consumers ask and demand for the brand and will not mind to travel distances to find it. loyalty with emotional attachment both will increase until there is no sufficient substitute for the brand in the consumer's mind will exist.

Today, brands are competing within packed markets to win consumer empathy and awareness, and to do that in an era of sharp digital communication, it's essential to connect. Consumers have never-ending choices and only use their wallets for the brands they really love. Informal language is preferred in advertisement. Advertisements are made with normal people. This is a change where the consumers are welcoming, and more and more brands are diving from board.

-----Unit 2 Part 2 Ends-----

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