

"Education Through Self -Help is our motto" - Karmaveer



Rayat Shikshan Sanstha's,

CHANDRAROOP DAKALE JAIN COLLEGE OF COMMERCE



Shrirampur- 413709, Dist. Ahmednagar.

www.cdjcollege.com , www.cdjlibrary.co.nr

(Re-accredited by NAAC with 'A' Grade under the new scheme)
(ISO Certification 9001:2008)

NATIONAL LEVEL SEMINAR

ON Globalization & Branding

(12th, 13th & 14th Feb. 2015)

Conference Proceedings

☐ Sponsored by ☐
B.C.U.D. Savitribai Phule Pune
University, Pune

Rayat Shikshan Sanstha's,
C.D. Jain college of Commerce,

Shrirampur- 413709, Dist. Ahmednagar.

INDEX

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

39.	Branding – Role of Brand in Marketing <i>Pawar Pallavi Dilip</i>	164
40.	Role of Branding in Education <i>Mrs. Sangeeta V. Khapli</i>	167
41.	Industries Brand Management <i>Ms. Kardile Rasika</i>	171
42.	Branding and its Legislative Protection In India <i>Swapnil Bhimrao Jadhav</i>	175
43.	Introduction to Branding <i>Mr. Pardeshi P.B., Mr. Adsure A. V.</i>	179
44.	Branding Narerendra Modi in Digital Age <i>Mr. Vivek M More, Mr. Sanket G. Kanakate,</i>	183
45.	A Study of Role of Branding In Marketing <i>Dr.S.N.Gawali, Prof. R.M. Khilare</i>	187
46.	Brand Management in Indian Banking Sector <i>Ms V. R. Jagtap</i>	191
47.	Agriculture Branding <i>Dr.Balasaheb G. Tupe</i>	195
48.	BRANDING THE WAY FOR MARKETING <i>Shri. Vivekanand A. Ughade.</i>	204
49.	GLOBALISATION AND BRAND MANAGEMENT POLICY <i>Shri. Mousmi Dudhedia</i>	208
50.	Role in Branding & Marketing <i>Miss.Thube Sunita Sadashiv</i>	213

Agriculture Branding

Dr. Balasaheb G. Tupe
C.D.Jain College of Commerce,
Shrirampur (Maharashtra)
Email-tupebg1977@gmail.com

▪ Introduction:-

The word “brand derives from the old Norse “brandr” meaning “to bum” recalling the practice of producers burning their mark (or brand) onto their products.

The oldest generic brand, in continuous use in India since the Vedic period (ca. 1100 B.C.E. to 500 B.C.E.), is the herbal paste known as Chyawanprash, consumed for its purported health benefits and attributed to a revered rishi (or seer) named Chyawan. This product was developed at Dhosi Hill, an extinct volcano in northern India.

The Italians used brands in the form of watermarks on paper in the 13th century. Blind stamps, hallmarks and silver-markers marks are all types of brand.

Although connected with the history of trademarks and including earlier examples which could be deemed “protobrands” (such as the marketing puns of the “Vesuvinum” wine jars found at Pompeii), brands in the field of mass-marketing originated in the 19th century with the advent of packaged goods. Industrialization moved the production of many household items, such as soap, from local communities to centralized factories. When shipping their items, the factories would literally brand their logo or insignia on the barrels used, extending the meaning of that of a trademark.

Bass & Company, the British brewery, claims their red-triangle brand as the world's first trademark. Tate & Lyles Golden Syrup makes a similar claim, having been recognized by Guinness World Records as Britain's oldest brand, with its green-and-gold packaging having remained almost unchanged since 1885. Another example comes from Antiche Fornaci Giorgi in Italy, which has stamped or carved

its bricks (as found in Saint Peters Basilica in the Vatican City) with the same proto-logo since 1731.

Concepts:-

Effective branding can result in higher sales of not only products associated with that brand. For example, if a customer loves Pillsbury biscuits and trusts the brand, he or she is more likely to try other products offered by the company- such as chocolate-chip cookies, for example. Brand it's the personality that identifies a product, services or company (name, term, sign, symbol, or design, or combination of them) and how it relates to key constituencies: customers, staff, partners, investors etc.

Some people distinguish the psychological aspect (brand associations like thoughts, feelings, perceptions, images, experiences, beliefs, attitudes, and so on that become linked to the brand) of a brand from the experiential aspect. The experiential aspect consists of the sum of all points of contact with the brand and is known as the brand experience. The brand experience is a brands action perceived by a person. The psychological aspect, sometimes referred to as the brand image, is a symbolic construct created within the minds of people, consisting of all the information and expectations associated with a product service or the company (ies) providing them.

▪ **Brand awareness:-**

Brand awareness is a customer's ability to recall and recognize the brand, the logo and the advertisements. It helps the customers to understand to which product or service category the particular brand belongs and what products and services sell under the brand name. It also ensures that customers know which of their needs are satisfied by the brand through its products (keller). Brand awareness is of critical importance in competitive situations, since customers will not consider a brand if they are not aware of it.

Various levels of brand awareness require levels and combination of brand if brand recognition and recall:

Most companies aim for “Top-of-Mind”. Top-of-mind awareness occurs when a brand pops into a consumers mind when asked to name brand in a product category. For example, when someone is asked to name a type of facial tissue, the common answer is “Kleenex”, represents a top-of-mind brand.

Aided awareness occurs when consumers see or read a list of brand, and express familiarity with a particular brand only after they hear or see it as a type of memory aide.

Strategic awareness occurs when a brand is not only top-of-mind to consumers, but also has distinctive qualities which consumers perceive as making it better than other brands is the particular market distinctions that set a product apart from the competition is/are also known as Unique Selling Point or USP.

▪ **Brand elements:- Brand name:-**

The brand name is quite often used interchangeably with “brand”, although it is more correctly used to specifically denote written or spoken linguistic elements of any product. In this context a “brand name” constitutes a type of trademark, if the brand name exclusively identifies the brand owner as the commercial source of products or services. A brand owner may seek to protect proprietary right in relation to a brand name through trademark registration and such trademarks are called “Registered Trademarks”. Advertising spokespersons have also become part of some brand, for example: Mr. Whipple of Charmin toilet tissue and Tony the Tiger of Kelloggs Frosted Flakes. Putting a value on a brand valuation or using marketing mix modeling techniques is distinct to a trade mark.

▪ **Types of brand names:-**

Brand names come in many styles. A few include:

Initialize: A name made of initial such, as UPS or IBM

Descriptive: Names that describe a product benefit or function, such as Whole Foods or Toys R’Us

Alliteration and rhyme: names that are fun to say and stick in the mind, such as Reese's Pieces or Dunkin Donuts

Evocative: Names that evoke a relevant vivid image, such as Amazon or Crest

Neologisms: Completely made-up words, such as will or Haagen-Dazs.

Foreign word: Adoption of a word from another language, such as Volvo or Samsung.

Founders names: Using the names of real people,(especially a founders name), such as Hewlett-Packard, Dell, Disney, Stussy or Mars.

Geography: Many brands are named for regions and landmarks, such as Cisco and Fuji Film.

Personification: Many brands take their names from myths, such as nike; or from the mind of ad execs, such as Betty Crocker.

Punny: Some brands create their name by using a silly pun, such as Lord of the Fries, Work on Water or Eggs Eggscetera

The act of associating a product or service with a brand has become part of pop culture. Most products have some kind of brand identify, from common table salt to designer jeans. A brandnomer is a brand name that has colloquially become a generic term for a product or service, such as Band-Aid, Nylon, or Kleenex- which are often used to describe any brand of adhesive bandage; any type of hosiery; or any brand of facial tissue respectively. Xerox, for example, has become synonymous with the word "copy".

▪ **Brand Identifier:-**

The outward expression of a brand- including its name, trademark, communications, and visual appearance- is brand identity. Because the identity is assembled by the brand owner, it reflects how the owner wants the consumer to perceive the brand- and by extension the branded company. Organization, product or service. This is in contrast to the brand image, which is a customers mental picture of a brand. The brand identity is fundamental to consumer recognition and symbolizes the brands differentiation from competitors.

Brand identify is what the owner want to communicate to its potential consumers. However, over time, a products brand identity may acquire (evolve), gaining new attributes from consumer perspective but not necessarily from the marketing communications an owner percolates to targeted consumers.

Therefore businesses research consumers brand associations.

▪ **Branding strategies:- Company name:-**

often, especially in the industrial sector, it is just the company's(leading to one of the most powerful statements of branding: saying just before the company's downgrading. this approach has not worked as well for General Motors. which recently overhauled how its corporate brand relates to the product brands. Exactly how the company name relates to product and services name is known as brand architecture. Decisions about company names and their relationship depends on more than a dozen strategic considerations.

In this case a strong brand name (or company name) is made the vehicle for a range of products (for example, Mercedes-Benz or Black & Decker) or a range of subsidiary brands (such as Cadbury Dairy Milk, Cadbury Flake or Cadbury Fingers in the UK).

▪ **Individual branding:-**

Each brand has a separate name (such as Seven-up, kool-Aid or Nivea Sun (Feiersdorf), which may compete against other brands from the same company (for example, Persil, Omo, surf and Lynx are all owed by unilever).

▪ **Attitude branding and iconic brands:-**

Attitude branding is the choice to represent a larger feeling, which is not necessarily connected with the product or consumption of the product at all. Marketing labeled as attitude branding include that of Nike, Starbucks, the body shop, Safeway, and Apple Inc. In 2000 book No Logo, Naomi Klein describes attitude branding as a "fetish strategy".

"A great brand raises the bar- it adds a greater sense of purpose to the experience, whether it's the challenge to do your best in sports and fitness, or the

affirmation that the cup of coffee you're drinking really matters."- Howard Schultz (president, CEO, and chairman of Starbucks)

Iconic brands are defined as having aspects that contribute to Consumers self-expression and personal identity. Brands whose value to consumers comes primarily from having identity value are said to be "identity brands". Some of these brands have such a strong identity that they become more or less cultural icons which makes them "iconic brands". Examples are: Apple, Nike and Harley Davidson. Many iconic brands include almost ritual-like behavior in purchasing or consuming the products.

There are four key elements to creating iconic brands (Holt 2004):

1. "Necessary conditions"- The performance of the product must at least be acceptable, preferably with a reputation of having good quality.
2. "Myth-making"- A meaningful storytelling fabricated by cultural insiders. These must be seen as legitimate and respected by consumers for stories to be accepted.
3. "Cultural contradiction"- Some kind of mismatch between prevailing ideology and emergent undercurrents in society. In other words a difference with the way consumers are and how they wish they were.
4. "The cultural brand management process"- Actively engaging in the myth-making process in making sure the brand maintains its position as an icon.

"No-brand" branding:-

Recently a number of companies have successfully pursued "no-brand" strategies by creating packaging that imitates generic brand simplicity. Examples include the Japanese company Muji, which means "No label" in English (from –"Mujirushi Ryohin"-literally, "No brand quality goods"), and the Florida company No-Ad Sunscreen. Although there is a distinct muji brand, Muji products are not branded. This no- brand strategy means that little is spent on advertisement or classical marketing and Mujis success is attributed to the word-of-mouth, a simple shopping experience and the anti-brand movement. "No brand" branding may be construed as

a type of branding as the product is made conspicuous through the absence of a brand name. "Tapa Amarilla" or "Yellow Cap" in Venezuela during the 1980s is another good example of no-brand strategy. It was simply recognized by the color of the cap this cleaning products company.

▪ **Derived brands:-**

In this case the supplier of a key component, used by a number of suppliers of the end-product, may wish to guarantee its own position by promoting that component as a brand in its own right. The most frequently quoted example is Intel, which positions itself in the PC market with the slogan (and sticker) "Intel Inside".

Brand extension and brand dilution:-

The existing strong brand name can be used as a vehicle for new or modified products; for example, many fashion and designer companies extended brand into fragrances, shoes and accessories, home textile, home décor, luggage, (sun-) glasses, furniture, hotels etc.

Mars extended its brand to ice cream, caterpillar to shoes and watches, Michelin to a restaurant guide, Adidas and Puma to personal hygiene. Dunlop extended its brand from tires to other rubber products such as shoes, golf balls, tennis racquets and adhesives. Frequently, the product is no different from what else is on the market, except a brand name marking. Brand is product identity.

There is a difference between brand extension and line extension. A line extension is when a current brand name is used to enter a new market segment in the existing product class, with new varieties or flavors or sizes. When Coca-Cola launched "Diet Coke" and "Cherry Coke" they stayed within the originating product category: non-alcoholic carbonated beverages. Procter & Gamble (P&G) did likewise extending its strong lines (such as Fairy soap) into neighboring products (Fairy Liquid and Fairy Automatic) within the same category, dish washing detergents.

The risk of over-extension is brand dilution where the brand loses its brand association with a market segment, product area, or quality, price or cachet.

▪ **Social media brands:-**

In 'The Better Mousetrap: brand Invention in a Media Democracy' (2012) author and brand strategist Simon Pont posits that social media brand may be the most evolved version of the brand form, because they focus not on themselves but on their users. In so doing, social media brands are arguably more charismatic, in that consumers are compelled to spend time, because the time spent is in the meeting of fundamental human drivers related to belonging and individualism. "We wear our physical brand like badges, to help define us- but we use our digital brands to help express who we are. They allow us to be, to hold a mirror up to ourselves, and it is clear. We like what we see."

▪ **Multi- brands:-**

Alternatively, in a market that is fragmented amongst a number of brands a supplier can choose deliberately to launch totally new brands in apparent competition with its own existing strong brand (and often with identical product characteristics); simply to soak up some of the share of the market which will in any case go to minor brands. The rationale is that having 3 out of 12 brands in such a market will give a greater overall share than having 1 out of 10 (even if much of the share of these new brands is taken from the existing one). In its most extreme manifestation, a supplier pioneering a new market which it believes will particularly attractive may choose immediately to launch a second brand in competition with its first, in order to pre-empt others entering the market. This strategy is widely known as multi-brand strategy.

Individual brand names naturally allow greater flexibility by permitting a variety of different products, of differing quality, to be sold without confusing the consumer's perception of what business the company is in or diluting higher quality products.

Once again, Procter & Gamble is a leading exponent of this philosophy, running as many as ten detergent brands in the US market. This also increases the total

number of “facings” it receives on supermarket shelves. Sara Lee, on the other hand, uses it keep the different part of the business separate – from Sara Lee cakes through Kiwi polishes to L’Eggs pantyhose. In the hotel business, Marriott uses the name Fairfield Inns for its budget chain (and Choice Hotels uses Rode way for its own cheaper hotels).

Cannibalization is a particular problem of a multi-brand strategy approach, in which the new brand takes business away from an established one which the organization also owns. This may be acceptable (indeed to be expected) if there is a net gain overall. Alternatively, it may be the price the organization is willing to pay for shifting its position in the market; the new product being one stage in process.

▪ **References:-**

1. American Marketing association Dictionary (http://marketingpower.com/_layouts/Dictionary.aspx?dLetter=B). retrieved 2011-06-29. The marketing Accountability Standards Board(MASB) endorses this definition as part of its ongoing common Language in Marketing Project (<http://www.commonlanguage.wikispaces.net/>).
2. 11.01.2006. “Marketing Magazine.co.uk” (<http://www.marketingmagazine.co.uk/news/534969/Mark-Ritson-branding-Norse-fire-smokes-bland-brand/?DSMP=ILC-SEARCH>). marketing Magazine.co.uk. Retrieved 2013-04-29.
3. Sanskrit Epic Mahabharat, Van Parva, p.3000, Shlok 15-22
4. Colpinto, John (3 October 2011). “Famous Names” (http://www.newyorker.com/reporting/2011/10/03/111003fa_fact_colapinto). The New Yorker. Retrieved 9 October 2011.
5. “(U.S.) Trademark History Timeline” (<http://www.lib.utexas.edu/engin/trademark/timeline/tmindex.html>). Lib.utexas.edu. Retrieved 2013-04-29.