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NATIONAL LEVEL SEMINAR

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Conference Proceedings

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19.	The Mobile's Brand of Samsung Its Critical Study of Development with Other Brands <i>Sagar Rajendra Pawar</i>	77
20.	A Study of Retail Branding and Customer Relationship Management <i>Dr. Manoj Vijay Annasa</i>	80
21.	A Study of Challenges Before Globalization and Branding in India <i>Dr. Kalthapur Balashaeb B.</i>	87
22.	Influence of Branding on Commodities & Consumers <i>Prof. Mrs. Gujar Pornima Sachin, Dr. Adik B. R.</i>	91
23.	Government Branding for Promotion in Globalisation <i>Dr. Zaware S.K., Prof. Deokar Sanjay Bhagwat</i>	96
24.	Strategies and Challenges of Global Branding in Indian Marketing <i>Dr. Gawali Shirish Nana, Prof Ashok Deshmukh</i>	100
25.	Destination Branding in India – An Overview <i>Prof. Dr. D. T. Devadkar, Mr. Akshay Bale</i>	105
26.	Branding Steps and Strategies <i>Dr. B. R. Pawar, Shaikh L. M.</i>	109
27.	The Role of Brand in Consumer Behavior <i>Prof. Murtadak B. N., Miss. Snehal D.Bankar</i>	114
28.	Importance, Advantages and Disadvantages of Branding <i>Pratibha B. Kadam</i>	118
29.	Branding Status and Importance in Marketing <i>D.N. Ghane, Tajane U.A</i>	122
30.	Role of Brand in Marketing <i>Prof. Mengal S.G., Prof. Waghmare B. S.</i>	127
31.	Role of Branding in Marketing <i>Jankar Priyanka</i>	131
32.	Brand Management <i>MS. Jadhav Supriya Uttam</i>	136
33.	Improvement in Branding for Shining Business <i>Tajane Umesh A., Ghane D.N.</i>	140
34.	Branding in The Digital Era-A Paradigm Shift <i>Madhavi Ranjeet Yadav</i>	144
35.	Brand Management <i>Rekha Appasaheb Kadhane, Dr. S. N. Gawali</i>	147
36.	Agricultural Branding : Importance and Role <i>Shinde V.G.</i>	151
37.	Branding : Consumer Relationship and Behavior <i>Dr. S. R. Bakhale</i>	156
38.	Importance of Branding <i>Miss. Jagtap Mangal B.</i>	162

ROLE OF BRAND IN MARKETING

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• Introduction-

Today's century is a century of liberalization, Privatization, & globalization. All countries are engaged in development. All countries have become developed through the process of industrialization. Where marketing are main point of Economic development of the country is based on the development of agricultural and industrial area. The marketing is one of the important part of the system of Industrial and agricultural development. Branding is one of the parts in marketing. Branding, it is important to know what brands are. A brand is the idea or image of a specific product or service that consumers connect with, by identifying the name, logo, slogan, or design of the company who owns the idea or image. Branding is when that idea or image is marketed so that it is recognizable by more and more people, and identified with a certain service or product when there are many other companies offering the same service or product. Advertising professionals work on branding not only to build brand recognition, but also to build good reputations and a set of standards to which the company should strive to maintain or surpass. Branding is an important part of Internet commerce, as branding allows companies to build their reputations as well as expand beyond the original product and service, and add to the revenue generated by the original brand. Branding is also a way to build an important company asset, which is a good reputation. Whether a company has no reputation, or a less than stellar reputation, branding can help change that. Branding can build an expectation about the company services or products, and can encourage the company to maintain that expectation, or exceed them, bringing better products and services to the market place. This paper tries to identification branding and role of branding in marketing.

• Concept of Branding

Definition –

A brand is the idea or image of a specific product or service that consumers connect with, by identifying the name, logo, slogan, or design of the company who owns the idea or image.

The American Marketing Association (AMA) defines a brand as a "name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers.

To understand Branding, is important to know what brands are. A brand is the idea or image of a specific product or service that consumers connect with, by identifying the name, logo, slogan, or design of the company who owns the idea or image. Branding is when that

idea or image is marketed so that it is recognizable by more and more people, and identified with a certain service or product when there are many other companies offering the same service or product. Advertising professionals work on branding not only to build brand recognition, but also to build good reputations and a set of standards to which the company should strive to maintain or surpass. Branding is an important part of Internet commerce, as branding allows companies to build their reputations as well as expand beyond the original product and service, and add to the revenue generated by the original brand. Branding is also a way to build an important company asset, which is a good reputation. Whether a company has no reputation, or a less than stellar reputation, branding can help change that. Branding can build an expectation about the company services or products, and can encourage the company to maintain that expectation, or exceed them, bringing better products and services to the market place.

- **Role of brand in marketing –**

- Identity –**

Brand gives the identity to goods and services also business for quality of goods and services and authority. Brand creates the identity of goods, services and business. It is use in the marketing.

- Increases customer loyalty-**

When quality are available in branded goods and services then customer buys the branded goods and services in the market and loyalty increase in the customer about this brand.

- Provides legal protection; licensing; franchising –**

Brand provides the legal protection, authorized license to sale of goods and services. Various franchising are gives form special brand to dealer for sale of goods and services.

- Real and marketable asset-**

Brand is real and marketable asset because it gives the more profit to the business by the way of sales.

- Motivate the Buyer –**

When the connection between the customer and the product is strong, the brand becomes a motivator for the customer to continue buying products, even if they have never used that exact product before. The most clear-cut way to be successful in a business endeavor is to recognize the importance of branding in marketing and use it to advantage.

- Entry barrier-**

Brand plays the role of entry barrier for without brand goods and services. Generally customer cannot accept the without branding goods and services. They accept only branded goods and services.

- Status –**

In consumer markets, branding is very often synonymous with status marketing. Luxury brands create a desire to own and a strong motive to buy, so strong they can command large premiums over and beyond their intrinsic worth. In industrial markets there are corporate events at Henley, Ascot and Wimbledon which confer a status on the companies which carry out the entertaining.

Deliver Message clearly to customer -

Branding acts as a way of communicating with customers. Without expensive advertising, seller delivers a message through well-designed brand. Because of this is clear if connect with customers without going broke in the process.

Create trust and confidence in industrial market –

Brands create trust and confidence in industrial market and have come to symbolize a strong and on-going relationship between customers and suppliers. In the long term, branding is a far better approach than building business just on personal relationships.

Maintain public relations –

Brand of goods is giving the surety to customer for quality and maintains the public relation.

- **Advantages of Branding:**

1. Brand creates the more awareness in customer, producers, and traders.
2. There is a considerable saving of time and energy in shopping for goods because a brand renders product identification much easier.
3. It is easier lodge complaints and claims against marketers when a branded product fails to live up to its proclaimed value satisfaction.
4. The brand creates the goodwill of business for production and goods.
5. Business can maintain good public relation with use of brand.

- **Disadvantages of Branding:**

1) Cost:

A strong brand is memorable, but people still need to be exposed to it, this often requires a lot of advertising and PR over a long period of time, which can be very costly.

There are also costs involved with the creating of a brand image or logo (Paying for a designer, printing new letterheads/business cards etc.), and although most of these are only one off costs, they are still relatively large for most small businesses.

The exposure of brand can be left to word of mouth, this will save money, but greatly slow down the exposure your brand receives.

2) Impersonal:

One of the main problems with many branded businesses is that they lose their personal image. The ability to deal on a personal basis with customers is one of the biggest advantages small business have, and poorly designed branding could give customers the impression that your business is losing its personal touch.

3) Fixed Image:

Every brand has a certain image to potential customers, and part of that image is about what products or services you sell. If you are known for selling just one product, and you want to sell another product, will you be able to do so effectively?

If you sell computers, would your brand name be suitable for selling vacuum cleaners? If your brand is focused too strongly on one product, it can limit your ability to sell other products.

4) Timescale:

The process of creating a brand will usually take a long period of time. As well as creating a brand and updating your signs and equipment; you need to expose it to your potential customers.

It is commonly shown that people need to see an advert at least three times before they absorb it, which means you will need to advertise and promote the brand for a considerable amount of time before it will become well known.

• Conclusion -

Brand plays the important role in marketing. Brands create trust and confidence in industrial market and have come to symbolize a strong and on-going relationship between customers and suppliers. In the long term, branding is a far better approach than building business just on personal relationships. Brands provide a focus for promotion and help build continuity. Effective branding encourages buying; either choosing one supplier over its competitors or stimulating interest and demand for novel products. Branding is an effective competitive strategy in industrial markets.

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