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## ROLE OF BRAND IN MARKETING

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### • Abstract:

The term "brand" is defined as a "name, term, sign, symbol, 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. Therefore it makes sense to understand that branding is not about getting your target market to choose you over the competition but it is about getting your prospects to see you as the only one that provides a solution to their problem. Branding is important because it gives meaning to the consumption process. In modern world to sell a product, branding is most important. Effective branding can result in higher sales of not only one product, but of other products associated with that brand. Branding is strategic. Marketing is tactical. Marketing may contribute to a brand, but the brand is bigger than any particular marketing effort. The brand is what remains after the marketing has swept through the room.

**Key words:** Brand, Consumer, Marketing.

### • Objective of the study: The present study confines to the following objectives:

- 1) To study the role of "brand" among customers.
- 2) To study difference between brand and marketing.
- 3) To study the elements of brand.

### • Method of data collection: The following data is collected on Secondary data basis.

### • Introduction:

A brand is a name, term, design or other feature that distinguishes one seller's product from those of others. In business, advertising, marketing "Brand" is considered most important part. In olden days livestock branding was adopted to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin with a hot branding iron. Branding is important because it gives meaning to the consumption process. In modern world to sell a product, branding is most important. Companies understood that selling without the presence of a strong brand is much more difficult. Today branding can be regarded as tool that can enforce all resources of a company towards implementing enforce all resources of a company towards implementing the strategy. The word "brand" is often used as a metonym referring to the company that is strongly identified with a brand. Effective branding can result in higher sales of not only one product, but of other 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 is the personality that identifies a product, service or company (name, term, sign, symbol, or design, or combination of them) and how it relates to key constituencies: customers, staff, partners, investors etc. A brand can therefore become one of the most valuable elements in an advertising theme, as it demonstrates what the brand owner is able to offer in the marketplace. Consumers may look on branding as an aspect of products or services, as it often serves to denote a certain attractive quality or characteristic. From the perspective of brand owners, branded products or services can command higher prices. Where two products resemble each other, but one of the products has no associated branding (such as store-branded product), people may often select the more expensive branded product on the basis of the perceived quality of the brand or on the basis of the reputation of the brand owner.

Branding can be effectively used in industrial marketing. In marketing "brand" helps to create trust, confidence and comfort through branding. The buyer has learned to trust his regular suppliers. They know their prices, they have compared them to others in the past and found them to be competitive; they know that they perform as they promise and others may not. Inertia takes over. As trust builds, the relationship between the buyer and supplier moves into a partnership which recognises that the goals of both organisations can best be met by working together. It is of course essential for the supplier never to abuse the close relationship. If there is ever evidence that this is the case, the trust which has taken so long to build can be immediately destroyed. It is brands which encourage buying. Most products and services in business to business markets are bought out of necessity they are not bought for personal aggrandisement. However, necessity is not something that is always obvious; there are sometimes gaps in markets, pools of demand which have not been tapped. There are un-met needs. Marketing is concerned with spotting these opportunities and branding is the means by which they are made more tangible. Strong branding can be a spur to buying, even if the product is as mundane as electric motors, compressors or metal pressings. The buyer may not buy more than is necessary for why should he? However, he could be motivated to place most of his available business with a supplier that he likes. As vendor rationalisation takes place throughout industry, it will be companies with the strongest brand identities which become stronger and they will win the larger contracts. A company doesn't necessarily have to be big to win the biggest contract, but it does have to have a big brand, one that carries the values that allows the buyer not to worry about having all his eggs in that one basket. Brands may be communicated by printing the logo on a gift such as a diary, calendar or ashtray. These gifts, emblazoned with company logos, find their way into employees' offices and homes on memory sticks, corkscrews, stress balls and mugs. They become unpaid billboards. Outdoor jackets are worn with the logo on the sleeve. Brands make it easy to buy.

A brand which is well known is easy for a buyer to find. They jump off the Brands create trust and confidence in industrial market and have come to symbolise 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 can also stimulate demand downstream and encourage final buyers to specify products that contain branded components.

Many consumer brands communicate status. Status is seldom a driver in the selection of brands in industrial markets but there is a strong propensity to go with the flow and choose the brand that is market leader. Branding is an effective competitive strategy in industrial markets. A strong brand blocks out competitive Penetration.

• **Brands typically comprise various elements, such as-**

- Name: the word or words used to identify a company, product, service, or concept
- Logo: the visual trademark that identifies a brand
- Tagline or catchphrase: "The Quicker Picker Upper" is associated with Bounty paper towels
- Graphics: the "dynamic ribbon" is a trademarked part of Coca-Cola's brand
- Shapes: the distinctive shapes of the Coca-Cola bottle and of the Volkswagen Beetle are trademarked elements of those brands
- Colours: Owens-Corning is the only brand of fiberglass insulation that can be pink.
- Sounds: a unique tune or set of notes can denote a brand. NBC's chimes provide a famous example
- Scents: the rose-jasmine-musk scent of Chanel No. 5 is trademarked
- Tastes: Kentucky Fried Chicken has trademarked its special recipe of eleven herbs and spices for fried chicken
- Movements: Lamborghini has trademarked the upward motion of its car doors.

Various types of "Brands" are - Coca-cola, Nike, Samsung, L.P. L.G. Goodrej, and Puma.

• **Importance of Branding In Marketing:**

There are four reasons to work with promotional marketing company to create a face for business

1. To create business credibility.
2. To motivate the buyer.
3. To get connected to the customer to the product.
4. To deliver the message.

• **Branding is strategic. Marketing is tactical.**

Marketing may contribute to a brand, but the brand is bigger than any particular marketing effort. The brand is what remains after the marketing has swept through the room. It's what sticks in your mind associated with a product, service, or organization—whether or not, at that particular moment, you bought or did not buy.

The brand is ultimately what determines if you will become a loyal customer or not. The marketing may convince you to buy a particular Toyota, and maybe it's the first foreign car you ever owned, but it is the brand that will determine if you will only buy Toyotas for the rest of your life.

The brand is built from many things. Very important among these things is the lived experience of the brand. Did that car deliver on its brand promise of reliability? Did the maker continue to uphold the quality standards that made them what they are? Did the sales guy or the service centre mechanic know what they were talking about?

Marketing unearths and activates buyers. Branding makes loyal customers, advocates, even evangelists out of those who buy.

This works the same way for all types of businesses and organizations. All organizations must sell (including non-profits). How they sell may differ, and everyone in an organization is, with their every action, either constructing or deconstructing the brand. Every thought, every action, every policy, every add, every marketing promotion has the effect of either inspiring or deterring brand loyalty in whomever is exposed to it. All of this affects sales.

Back to our financial expert. Is marketing a cost centre? Poorly researched and executed marketing activities can certainly be a cost center, but well researched and well executed marketing is an investment that pays for itself in sales and brand reinforcement.

- **Conclusion:**

Once you realise that every successful business is grounded on its unique and appealing brand, there's no denying the importance of branding in marketing. The goal is to make it easy for consumers to relate your brand to a specific product or service. In this way, your company name, logo and brand are not just symbols, they are the face of your company that customers picture, when they require the product or service you offer.

- **References:**

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- **Conceptual Review of literature:**

Status and importance of brand in context with online shopping is conceptually reviewed as follows:

- **Brand Extension:**

A brand is a name and /or symbol that uniquely identifies the products or services of the seller and differentiates them from those of its competitors. Brand extension is the use of established brand names to enter new product categories or classes. Indeed, brand extension is of particular relevance to online IT service products. The key asset and indicator of the success of an online IT product is its traffic. Firms are investing more money into online advertising to attract traffic. Therefore, taking advantage of the existing traffic to introduce a new product represents a critical opportunity for firms. Brand extension has been a subject of increasing interest and scholarly investigation for marketing researchers in over a decade; however, little research has been directed toward understanding brand extension in the online context (Song et al 2010).

- **Online brand experiences:**

Due to advancements in information and communication technologies online brands emerged. An online brand is just a brand in that it incorporates a name or a symbol and a set of product and service features that are associated with that particular name (Christodoulides et al., 2004). Like offline, an online brand represents an identifiable product augmented in such a way that customers perceive it as valuable and different from competitive products. The comparative information of brands with other products and also an integrated bundle of information and experiences suggest a consumer for shopping and performance. The brand is a key distinguishing feature of an online brand in context with consumer experiences. The online environments tend to be information rich, interactive and dynamic. Online brand experience captures the individual's internal subjective response to the contact with an online brand. (Morgan-Thomas et al 2013). Individuals interact with the online brands across a diverse range of activities leading to different behaviors and experiences (Meyer et al., 2007). The diversity of conceptualizations of online brand experience reflects the variety in online brands.

- **Brand relationships**

Consumers affectively bond with specific brands to form brand relationships (Fournier et al 1998). The emotional connection and communication indicate the existence of a relationship between the consumer and the brand. Consumers who form deep relationships with brands tend to be actively involved in two-way communication process, that is, in providing and receiving information (Veloutsou, 2007). Affections towards a brand translate into a positive assessment of quality, satisfaction and loyalty (Aaker et al., 1990). According to the marketing view of the online brand experience, the online brand is not only a technology but also a product and the technology user is also a consumer (Song et al., 2010). The functional performance of the brand matters but only as a basic prerequisite for success. Successful brand