Concept of Branding in General: An Analysis of Customers' Perspective

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ABSTRACT

When the word brand comes to mind, we, as a customer, can only think about those names which have created an impact in our mind. We do not keep those brand names in our mind which are not impactful. At the same time, it is a major concern for the brands to captivate the place in customers' minds so that while making a purchase, customers can choose without having second thoughts. The concept of branding is very important in today's globalized market, as there are lots of competitors in every field. It is the duty and responsibility of the top management of a company to maintain its brand image. But often they fail to do so due to lack of copy testing and customer behavior analysis. Furthermore, it is also important to know about customers' perception on the concept 'branding.' This paper deals particularly with the perception of customers on the concept of branding. Researchers quantitatively analyzed the data collected from a survey to make conclusions which will help the managers to have an insight before making marketing strategies.

Keywords-- Customer, Branding, Business, Marketing Sector, Customer Behaviour

I. INTRODUCTION

Branding has become an extremely important concept of the business sphere for the past few years. It has become a weapon for the leading brands to use it as a distinguishing factor to discern themselves from the existing and growing contenders. This further clarifies "What is better in them to offer the customer." With varying viewpoints, the importance of branding in the modern market is depended on how customer's needs are intrinsically changing, and how brands can unlatch growth in today's competitive and expeditiously changing environment.

The concept of branding is the name, term, design, picture, or any exclusive characteristic that acknowledges one company's objects or service as the perceptible structure of exclusive sellers have tremendously drifted to one of the most crucial aspects of marketing and advertising of a business.

The idea of the branding doesn't conclude here, further, it represents whom the business belongs to and how he/she wishes to be perceived. Branding is important to a business today because it is how a company gets its identification and becomes known to the customers.

The factors like logo or name or any other unique element of branding, especially where these factors are a concern, as it is essentially the face of the company. This is why expert emblem or title sketch must be attainable and without problems take into account in a position making an influence on a character at first glance.

II. LITERATURE REVIEW

The Significance of Branding

Branding is the core essential factors of any business, massive or small. Branding is the artwork of aligning what consumers count on about an employer with what the business enterprise desires them to anticipate. For sample, if Nike is stated, the initial component that comes to most people's notion was Michael Jordan. Nike has made an attempt to range itself with accomplished personal, superstar athletes so that consumers will buy their producer due to the truth of the emotional affiliation with the athlete.

Brands Aren't Tangible

A producer is no longer tangible; it is how a personality thinks about that certain company or product. A corporation represents the sequence of seen pictures, experiences, and poignant responses that define a person's speculation of that enterprise, company or product is.

A satisfactory branding method affords firms the most vital place in increasingly greater aggressive markets. To improve business, the organization's presence ought to be created, grown, and managed to reap aggressive differentiation. There are endless steps fundamentally to achieve a splendid branding strategy.

Concept of Branding in the Past

The notion of branding originated from the Old Norse phrase "Brandr" which mend to burn. Owners branded their cattle with heat iron rods for identification purposes. Each mark used to be wonderful and barring troubles recognizable - elements ordinary to emblems today.

Soon thereafter, mass parts of alternate gadgets have been produced and dispensed on a large scale, creating the pick to "brand", or burn marks (logos), onto crates to

distinguish one from another. The marks represented an enterprise and its factors and/or benefits (Cherington, 1937).

While logos and visible representations differentiated manufacturers from every other, the sheer inflow of organizations producing merchandise was once overwhelming. To stand out, companies grew to grow more emotional connections to win consumers. Brands started out to faucet into fundamental human coronary heart strings demonstrating how their merchandise ought to greater consumers' lives with the aid of making them covetable, happier, greater and easier, etc.

For example, Nike doesn't really promote sportswear; they promote an authenticity, prevailing lifestyle. The iconic brand and slogan ("Just do it") conjures up motivation and motion and reaches into the hero within. When exquisite and characteristic weren't ample to win the customer wallet, producers superior to create an emotional bond.

A Brief History of Branding

The idea of an organization isn't a new one. In fact, the questioning has been spherical for hundreds, if no longer thousands, of years. The thinking of branding existed exact formerly than the existing day era. What it functionality to producer some component has superior since on the different hand the notion stays the same (Funk, Freeman, & Berger, 1987).

The present-day phrase producer is derived from the phrase "brands" from Ancient Norse that was achievable "to burn". Around 950 A.D. a "brand" referred to a burning piece of wood.

In the thirteenth century, the Magna Carta, the decline of feudalism, and the buying for and merchandising between east and west (among one-of-a-kind things), helped to alternate lives for worst to better. There used to be a revival of crafts with the formation of craft guilds and the emergence of a middle class. During this period, to manipulate trade, guilds made proprietary marks mandatory. Town criers had been paid to promote a product owner's goods.

By the 1500s it had modified to refer to a mark burned on cattle to showcase ownership. The time dimension "maverick", in the beginning of that capability an unbranded calf, comes from Texas rancher Samuel Augustus Maverick who's left out cattle often obtained free and have been rounded up with the beneficial aid of his neighbors. The phrase unfolds amongst cowboys and sold applicable proper right here to comply with unbranded calves decided wandering alone. Tate & Lyle of Lyle's Golden Syrup makes a related claim, having been identified via way of Guinness World Records as Britain's oldest brand, with its green-and-gold packaging having remained almost unchanged in view that 1885 (Hupp, 2019).

The nineteenth-century positioned the upward push of mass manufacturing and the opening of present day-to-day consumerism. Products like wine, spirits, and ale had been amongst the first to see world distribution, and producers commenced out burning their mark into crates and designing a one-of-a-kind bottle and labels to distinguish themselves from competitors. Supplementary the employer's mark developed into an illustration of high-quality as adversarial to possession (Hutch, 2003).

Factories hooked up for the length of the Industrial Revolution delivered industrially produced objects and desired to promote their merchandise to a wider market--customers in the previous acquainted fully with locally-produced goods. It quickly grew to be apparent that a massive bundle deal of cleansing cleaning soap had difficulty competing with familiar, regional products. The packaged-goods producers preferred to persuade the market that the public may additionally desire to vicinity in truth as loads agree within the non-local product. Pears Soap, Campbell Soup, Coca-Cola, Juicy Fruit gum, Aunt Jemima, and Quaker Oats have been amongst the first merchandise to be "branded" in an effort to extend the consumer's familiarity with their merits (Ligon, 2015).

With the introduction of television and radio, producers had been in an attribute to use new techniques to promote their merchandise and generate demand.

In the 1930s, Edward Bernays (nephew of fashionable Austrian neurologist) posted an ebook referred to as Propaganda. Bernays illustrated some compelling ideas for the time, arguing that through the performance of associating merchandise with ideas, huge numbers of human beings have to be influenced to alter their behavior (Randall, 2004).

Advertising corporations and firms took phrase of what Bernays used to be asserting and through the use of the early Nineteen Sixties entrepreneurs had been the use of mass media to associate their producers with emotional blessings as a preference than precise roles. These companies rapidly observed to assemble their brands' identification and persona such as theythfulness, thrilling, or luxury. This commenced out the workout we understand as branding today, the area the buyers purchase "the brand" alternatively than the product. The tendency persevered into the 1980s and is now quantified in requirements such as producer rate and producer equity. Naomi Klein has described this enhancement as "brand equity mania" (Rassuli, Hollander, Nevett, & Dixon, 1995).

In the Nineteen Eighties, Philip Morris offered Kraft for six situations that the corporation used to be nicely well worth on paper. Were they purchasing for factors and factories? No, they had been shopping for the Kraft brand. In 1984 Apple put to sea their now common "1984" tv industry which delivered the Apple Macintosh personal computer. The enterprise used an unnamed heroine to

signify the coming of the Macintosh laptop as an ability to save humanity from "conformity". The industry used to be as soon as immensely worthwhile and the idea of companies setting up prolonged-time length organization's identification alternatively, than creating speedy time duration advert campaigns used to be popularized.

Concept of Branding in Present Days

Branding has a lengthy long past from the sensible desire for possession and identification to a beacon of quality to an emotional bond between company/product and consumer. Today, the stakes are higher, and the insurance policies are altering as quickly as again. Brands are growing a value-based relationship with their customers (Roman, 2003).

Consumers desire to purchase from producers that cares about the equal beliefs that they do, stand for something, and ask for and obtain their remarks and inputs. Today's firms have put their "why" at the center of their brand.

Why do they do what they do, and why they want their clients to care? That's what today's marketer has to deal with to assemble an organization that customers will love, follow, and be loyal to.

Branding in today's market reaches a lengthy way previous a slogan, logo, and coloration scheme. An employer with a worthwhile enterprise approach can be recognized nationally and will help bring value to their business. There are pretty a few slip-ups that can be on hand for an enterprise corporation to get caught on as well as some guidelines that will help a corporation to succeed (Scaramanga, 2015).

Social media is an exquisite location for their corporation to show off its personality and find out its voice. Customers trip higher associated when an organization is successful to humanize its brand. This advocacy must spawn immoderate engagement and great purchaser generated content material fabric on their channels. Not completely is social media proper for patron interaction, it will shortly quit up an expectation of consumers to have the choice of the use of social media for client issuer resource and communication. When an agency is now no longer full of life or contemporary on social media, they may additionally favor passing over out on a vital opportunity to reply hastily and personally. This in flip can go away the patron with an excellent day out and a viable catastrophe can be avoided.

For a company to cease up recognized nationally, they prefer to preserve a normal agency message. Give their business enterprise a persona that will make it stand out in the market. The following are crucial points to consider:-

- Making their corporation unique.
- How are they greater than their competitors?
- What makes up the core of their company?

These points have to be answered with every message they put out. Every interaction has to furnish a customer with an awesome ride and go away with searching more!

III.   CUSTOMER BEHAVIOUR

Millennials

The alternate of objects and choices has reached a new dimension; there are developing expectations for companies to be environmentally, socially, and ethically responsible. Research suggests that millennials (those born between 1980-2000) will cautiously pick out agencies that mirror their very very own values.

There is a plethora of examining material on how to market to millennials due to the truth they're a unique generational group. They manipulate over $200 billion of shopping for power, are digital natives, and are accustomed to an ordinary influx of records and advertisements. As a result, they are conscious of how to filter through the noise in search of authenticity. The transparency of the internet achievable consumers is privy to the total factor from a brand's pricing, to its product quality, to its agency practices.

Ethics remember to millennials; in accordance with Adroit Digital:

- 38% of millennials will swap manufacturers if an enterprise is determined to have terrible commercial enterprise practices.
- 33% are worried about eco-friendly products
- 32% care about honest enterprise practices.

Living a sustainable existence is the pinnacle of an idea for consumers, and they will choose out producers that will aid them to achieve that. A sense of social responsibility is sturdy in millennials; 48% choose to use producers that are energetic in helping social causes. Popular examples of producers that do so are TOMS, a sneakers organization that donates a pair of shoes for an infant in favor for every and each and every pair purchased, and Warby Parker, an eyewear business enterprise that distributes glasses to these in need. Of course, the opposite is moreover true; if millennials believe a company is unauthentic, they're more in all likelihood to take their business corporation some location else or worse, go out of their way to showcase disapproval online and in social channels (Tadajewski & Jones, 2016).

In addition to aligning with their values, millennials count on producers to furnish an ordinary outing at some stage in channels (omni channel experience), the study by means of on promises, and provide informative content. The latter explains why content cloth advertising and marketing is so integral due to the reality it drives home the thinking that if producers pick out consumers' attention, they have to furnish rate in return. Authenticity will lead to trust, and 40% of millennials are loyal to producers they apprehend and trust.

IV. METHODOLOGY

An online survey was conducted, where the questions were both open ended and close ended. The questionnaire was distributed to people of different occupations: student, businessman, service holders, freelancers etc. The age range of the participants is from 18 to 60 years.

Data Analysis and Findings

Here is the description of the participants who took part in the survey of this research:

Age				Count	Percent
		Value			
Valid Values	1	18 to 24 years		96	43.6%
	2	25 to 30 years		55	25.0%
	3	31 to 40 years		30	13.6%
	4	41 to 50 years		27	12.3%
	5	51 to 60 years & above		12	5.5%

Gender			Count	Percent
	Value			
Labeled Values	1.00	Male	162	73.6%
	2.00	Female	58	26.4%

Occupation			Count	Percent
	Value			
Labeled Values	1.00	Student	83	37.7%
	2.00	Service Holder (Gov.)	48	21.8%
	3.00	Service Holder (private)	53	24.1%
	4.00	Businessman	22	10.0%
	5.00	Freelancer	14	6.4%

Table1: Codebook of participants

Firstly, participants were asked what exactly they see before buying a product. The response is showed below:

Age * what do you see before buying a product Cross tabulation		Product Quality	Brand Image	Consumer Review	Availability	
Age	18 to 24 years	24	27	24	17	92
	25 to 30 years	5	20	22	8	55
	31 to 40 years	4	13	13	0	30
	41 to 50 years	8	4	6	9	27
	51 to 60 years & above	4	4	6	2	16
Total		45	68	71	36	220

Table 2: Cross tabulation of Age and response of 'what do you see before buying a product'

Out of 92 participants of age range 18 to 24 years, 27 responded they look for brand image before buying a product. Out of 55 participants of age range 25 to 30 years, 22 responded they look for customer review before buying a product. Participants of age range 31 to 40 look for both brand image and customer review at an equal rate. Most of the participants of age range 41 to 50 years look for the availability of the product. And finally, most respondents of age range 51 to 60 years look for customer review before buying a product.

Gender * what do you see before buying a product Cross tabulation						
		Product Quality	Brand Image	Consumer Review	Availability	
Gender	Male	37	54	46	25	162
	Female	8	14	25	11	58
Total		45	68	71	36	220

Table 3: Cross tabulation of Gender and response of 'what do you see before buying a product'

Table 3 demonstrates that out of 162 male respondents, 54 respondents look for brand image & on the other hand, out of 58 female respondents, 25 respondents look for the consumer review before buying a product.
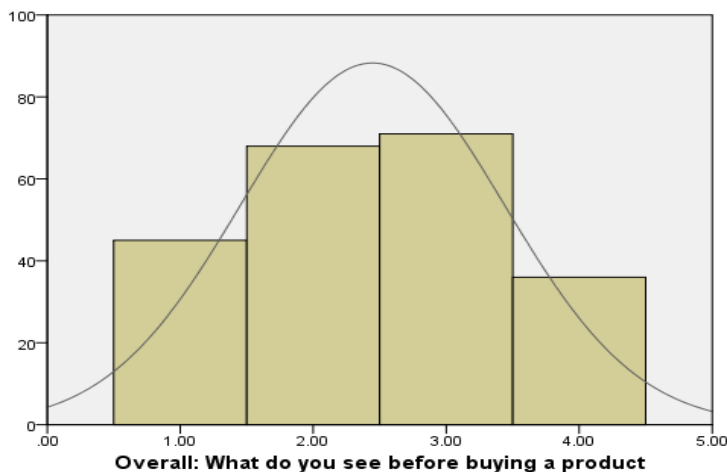
Table 5: Histogram of overall response: 'what do you see before buying a product?'

In table 5, the histogram of overall responses shows that the value '3.00' has the highest peak, which indicates 'consumer review.' Other labeled values are as follows:

1.00= Product Quality
2.00= Brand Image
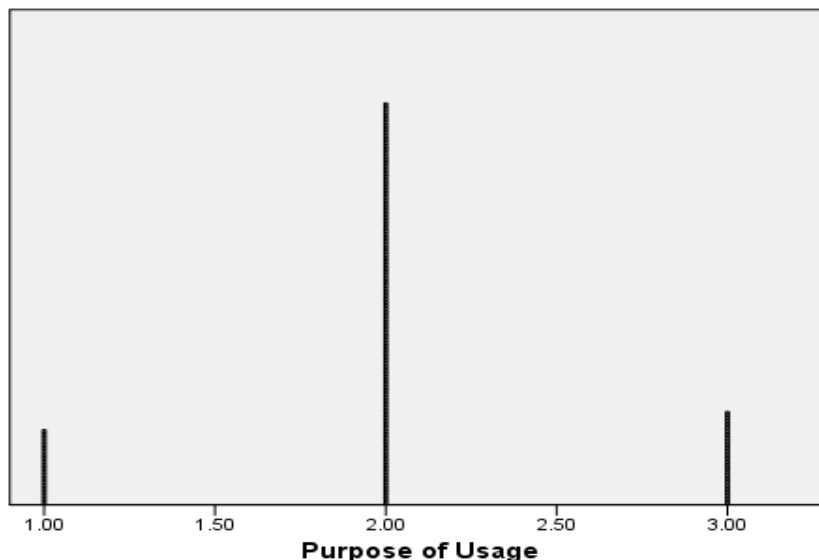3.00= Consumer Review
4.00= Availability.

Table 6: Line graph of overall response: 'Purpose of usage'

Next, the respondents were asked about the most frequent purpose of buying a product. The labeled values are as follows:
1.00= Professional

2.00= Personal
3.00= both professional & personal.
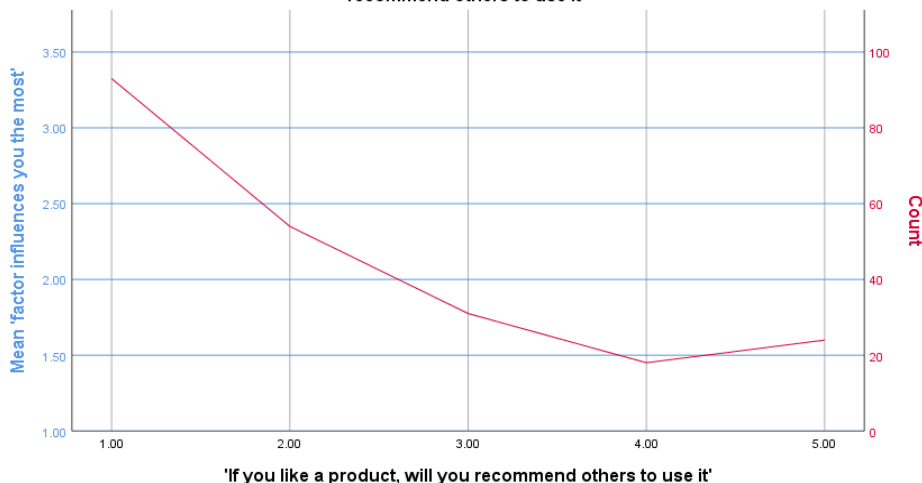Clearly the most frequent purpose of buying a product is for personal use.

Table 7: Dual Y Axes with Categorical X Axis analysis showing relationship between 'factor influences you the most' and response: 'if you like a product, will you recommend others to use it?'

Labeled values in X-axis:
1.00= Strongly Agree
2.00= Agree
3.00= Neutral
4.00= Disagree
5.00= Strongly Disagree
Labeled values in Y-axis:
1.00= Family members

2.00= Peer group
3.00= Workplace
4.00= Advertisement

From the above figure, it is clear that if family members influence the respondents to buy any product, respondents strongly agree that they will suggest others to use the product.
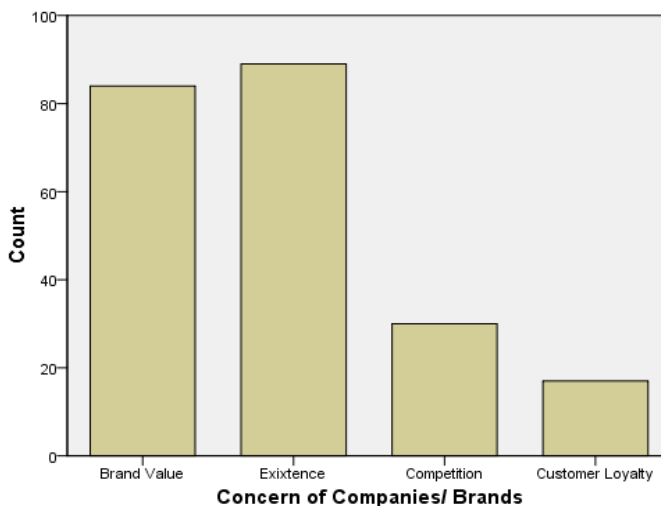

Table 8: Bar graph showing customer's perspective on concern of companies/ brands

The respondents were asked to give their opinion on the fact of concern of companies/brands. The bar graph clearly shows that in customer's perspective, companies want to ensure their existence in the market.
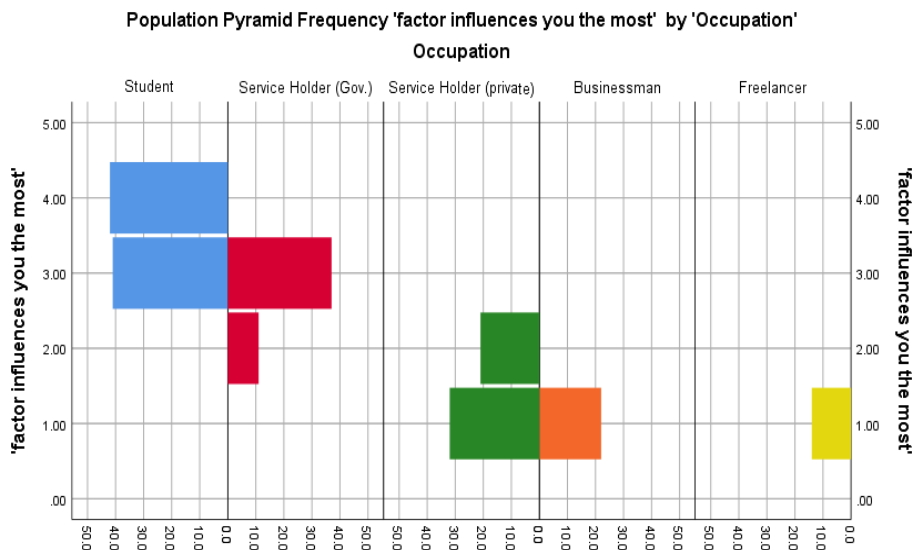
Table 9: Population Pyramid Frequency showing relationship between 'factor influences you the most' and occupation.

Labeled values in X-axis:
1.00= Family members
2.00= Peer group
3.00= Workplace
4.00= Advertisement

The figure indicates that students are most influenced by advertisements, government service holders are most influenced by workplace, private service holders, businessmen and freelancers are most influenced by family members.
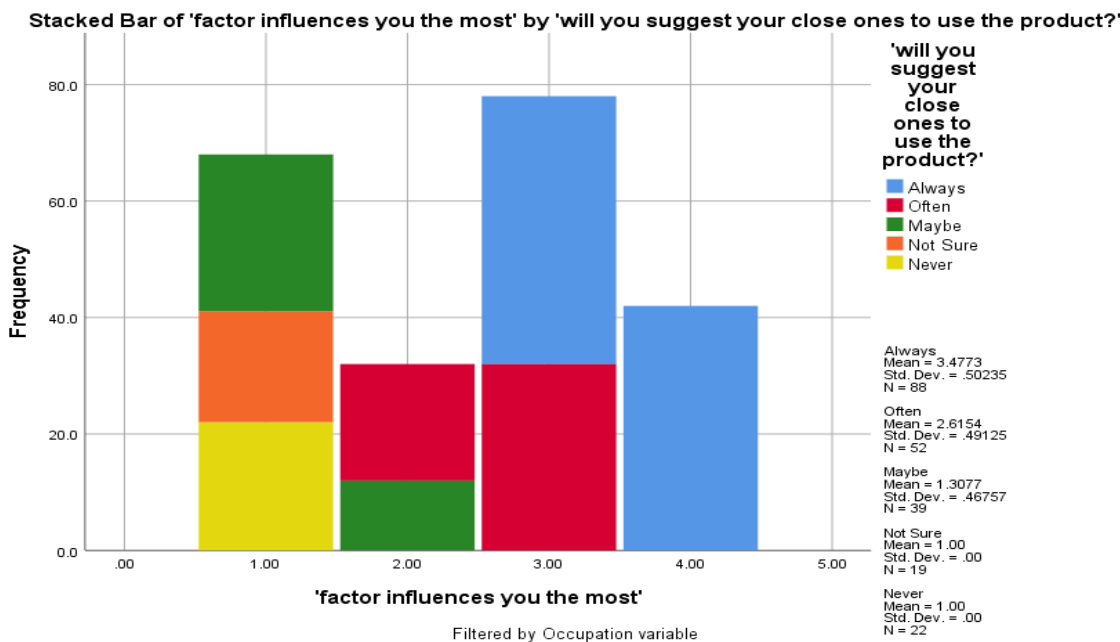

Table 10: Stacked bar analysis showing relationship between 'factor influences you the most' and response: 'Will you suggest your close ones to use the product?'

The stacked bar analysis shoes the relationship between 'factor influences you the most' and the responses of the question: 'will you suggest your close ones to use the product?'

The analysis shows that if influenced by family members, respondents may or may not suggest their close ones to use the product. If influenced by peer group, the respondents will often suggest their close ones to use the

product. If influenced by workplace and advertisement, the respondents will always suggest their close ones to use the product.

V.   CONCLUSION

The concept of branding is being evolved everyday according to the trends and nature of market every day. At the same time, new brands are entering into the market every day in all sectors. So, to maintain the market position and customer engagement, the brands must realize the importance of branding, because at the end of the day, power of persuasion wins over the quality of a product.

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