

## **THE EFFECT OF BRANDING ON PRODUCT MARKETING**

[1] Mrs.T.Gowri Thangam, [2] Ms. R.Patrick Bharathi, [3] Ms. K.Kaaviya

[1]Assistant Professor and Head, [2] Assistant Professor, [3] Scholar

[1] [2] [3] Department Of Commerce, Sakthi College of Arts and Science for Women, Oddanchatram.

### **ABSTRACT**

The project work is designed to give insight to the effect of branding on product marketing. This is to enable the reader to appreciate the contributions of branding to business and the successful operation of development of such firms and industries Branding is essential for advertising effectiveness. This is because it is branding that distinguishes similar products of different manufacturers. It helps consumers to establish the brand identity of various producers Branding can be defined as of a name, a term, symbol or design or a combination of these to identify for the consumer and relates it to brand and product design The hope of the marketing is to find or develop a brand name that strongly relates to the personal value structures of a large segment of the market.

### **I INTRODUCTION**

#### **BACKGROUND OF THE STUDY**

Prior independence, Nigerian citizens depended much on imported goods especially household products which were made available by the colonial masters and western merchants. Then there were not much local substitute and where there is, they were no mach to the imported goods in quality, hence the preference for the foreign products by many.

With the attainment of independence in 1970 came the clamor for another kind of independence economic independence. The third and fourth national development plan was for self sufficient the country had to minimize importation so as to become economically self sufficient.

A lot of efforts had been made towards the promotion of made in Nigeria goods. To produce goods with local raw materials which was backed by the introduction of structural adjustment

programs (SAP) which embark on local sourcing of raw materials, food self sufficiency and encouraging investment growth

Marketing programs such as trade fair are often organized to encourage and give exposure to local manufacturers. It creates more awareness to the products. It I been organized by the chamber of commerce and industries.

### **STATEMENT OF THE PROBLEM**

Today, competitive conditions characterize practically every market in Nigerian's manufacturing industry. There is a great variety in the quality between competitive products.

Every human being by human nature always like to appear best of all, so does every industry want to have the best of products. This is a general feeling that some materials are inferior and preference is shown on products sell more superior quality. In some cases some products sell more than others not because they are better in quality, but because of the name it has made or the level of advertisement made on it. The problem of this study in therefore to find out what roles product branding has helped in the marketing.

### **STATEMENT OF THE PROBLEM**

Milk is an essential food item of consumption which cannot be avoided. Since, milk is consumed by all sections of the society either as milk or in the form of tea, coffee etc., it was necessary to carry out a research towards marketing of milk and milk products. Amul (Anand Milk produced Union limited) formed in 1946, is a dairy cooperative movement in India. The brand name Amul sourced from the Sanskrit word Amoolya means priceless. Amul product has different type such as Milk, Chocolate, Milk Powder, Curd, Ice cream etc., Amul has strong network of over 3 million milk producer. Britannia industry and Nestle Limited is competitive product for Amul. Amul is a world's largest manufacturer of pouched milk. India largest food brand trusted Amul product for its quality and product available at affordable price. Hence the topic "A Study on Consumer Satisfaction towards Amul Product".

## **PURPOSE OF THE STUDY**

The general purpose of this study is to find out the effect of branding on the marketing of Nigeria PLC products.

Specially, the study will find out if:

- a) Branding has influence on choice of products.
- b) Branding has advantage in competition.
- c) Branding contribute in profit making.
- d) The nature of product determines the brand name.

## **SIGNIFICANCE OF THE STUDY**

The findings of this study will be very useful to the department and of much private and public organization in making decision on marketing strategies. Again, the findings of this study will provide additional knowledge to students who are aspiring to become great marketers. Also, the findings of this study will help consumers to differentiate between product name and product quality. Furthermore, the findings of this study will provide the basis for further studies.

## **II LITERATURE REVIEW**

### **BRANDING**

Branding has become one of the most important aspects of business strategy. Yet it also one of the most misunderstood. Branding is sometimes considered to be merely an advertising function. And many managers and business writers hold the view that branding is about the management of product image, a supplementary task that can be isolated from the main business of product management communications. The objective of branding strategy is to create brands that are differentiated communications. The objective of branding strategy is to substitutes in the marketplace. When high brand equity is achieved through brand differentiation, the price elasticity of demand becomes low, allowing the company to increase price and improve profitability. Branding strategies are built on the interdependent frameworks of competitive brand positioning, value chain development, and brand equity management.

## **BRAND LOYALTY**

Operations of loyalty lie in how much consumer actually consumes the goods or services of brand we measure it's by measuring consumer purchasing frequency. It determines the level of utilization of goods and services from particular/ specific retail location or seller cited that "brand loyalty is one of the core components of brand equity and also positively and directly affects brand equity." Under the influence of brand loyalty, consumers continue to buy the brand, regardless of the superior features, prices and convenience owned by its competitors. It is important to treat the customer with respect in order to keep them loyal. Due to the values obtained from brand loyalty, many firms would devise different strategies to maintain and enhance the loyalty from customers.

There are several ways to evaluate brand loyalty how much brand is familiar among consumers using the brand and level of positive experience and convenience social cost, self concept and brand image satisfaction and perceived value.

## **CUSTOMER SATISFICATION**

Customer satisfaction is necessary for term success in business and is one of the most important research issues in marketing (Nam, Ekinici, & Whayatt, 2011). The main motivation for increasing emphasis on customer satisfaction is that higher customer satisfaction may lead to stronger competitive position, higher market share and profitability. Reduction in price elasticity, lower cost of business, prevention of cost breakdown, increase in customer lifetime value, and reduction in cost of new customer attraction (Bayraktar, Taloglu, Turkyilmaz, Dalen,& zaim,2012; Tortes & tribo, 2011). Generally satisfaction is defined as the general valuation based on shopping experience and using a particular product or service during the time (lee, & back, 2010). Customer satisfaction is the customer's attitude towards products or services which influence their behavior.

## **DEFINITION OF BRAND**

Brand marketing is the process of establishing and growing a relationship between a brand and consumers. Rather than highlighting an individual product or service, brand marketing promotes the entirety of the brand, using the products and services as proof points that support the brand's

promise. Philip Kotler defines brand positioning as “the act of designing the company’s offering and image to occupy a distinctive place in the mind of the target market”. In simpler words, brand positioning describes how a brand is different from its competitors and where or how it should be placed in customers’ minds.

### **III RESEARCH METHODOLOGY**

A methodology is a detailed description of a research process that you chose to conduct your research as a scientist or a researcher. In other words, it’s a contextual framework that presents a logical path for answering questions that you raise at the beginning of your thesis or paper.

#### **1. RESTATE YOUR THESIS OR RESEARCH PROBLEM**

The first step to writing an effective methodology requires that you restate your initial thesis. It’s an important step that allows the reader to remember the most important aspects of your research and follow each step of your methodology.

#### **2. EXPLAIN THE APPROACH YOU CHOSE**

Once you inform the reader about your thesis or research problem by restating it, it’s important that you make sure to thoroughly explain the type of research you chose for your paper or project. During this step, you can present your unique viewpoint to the reader.

#### **3. DISCUSS ANY UNCOMMON METHODOLOGIES YOU USE**

If the research you’re conducting is innovative, you may consider using less– popular research methods. You may even decide to create your own method that lies outside the realm of usual research practices in your field.

#### **4. DESCRIBE HOW YOU COLLECTED THE DATA YOU USED**

There are various data collection methods that you can use to prove or disprove your research question. In this step, you can describe how you collected your data and discuss in more detail why you decided to choose either the quantitative or qualitative method or combine them to create an alternative method.

## **5. EXPLAIN THE METHODS YOU USED TO ANALYSE THE DATA YOU COLLECTED**

Once you explain how you collected your data, its important discusses how you analyze it. Consider telling the reader what tools you used to process data, but do so without sharing the results of your experiments or research yet. For example, you can do this by listing the exact steps you took and mentioning any software you used.

## **RESEARCH DESIGN**

Brand research is pretty much what it sounds like it's the process of conducting research relating to brands and branding. Most brands are more than just what they sell. They have an abstract collection of ideas that relate to their 'personality' and customer base. This could be a recognizable logo like Mc Donald's golden arches or the Nike 'swoosh. It also refers to typefaces, colors, and even the tone of voice used on their packaging, like innocent smoothies' colloquial messaging.

Without researching the opinions of those most familiar with your brand as well as those discovering you for the first time, you could progress into a rebranding strategy that actually alienates your audience. And that's exactly why brand research is so important. Start by discovering how your brand is perceived right now. Then, as you steer your brand in the direction your audience wants it to go, you can start altering the elements that will best appeal to your current and prospective customers.

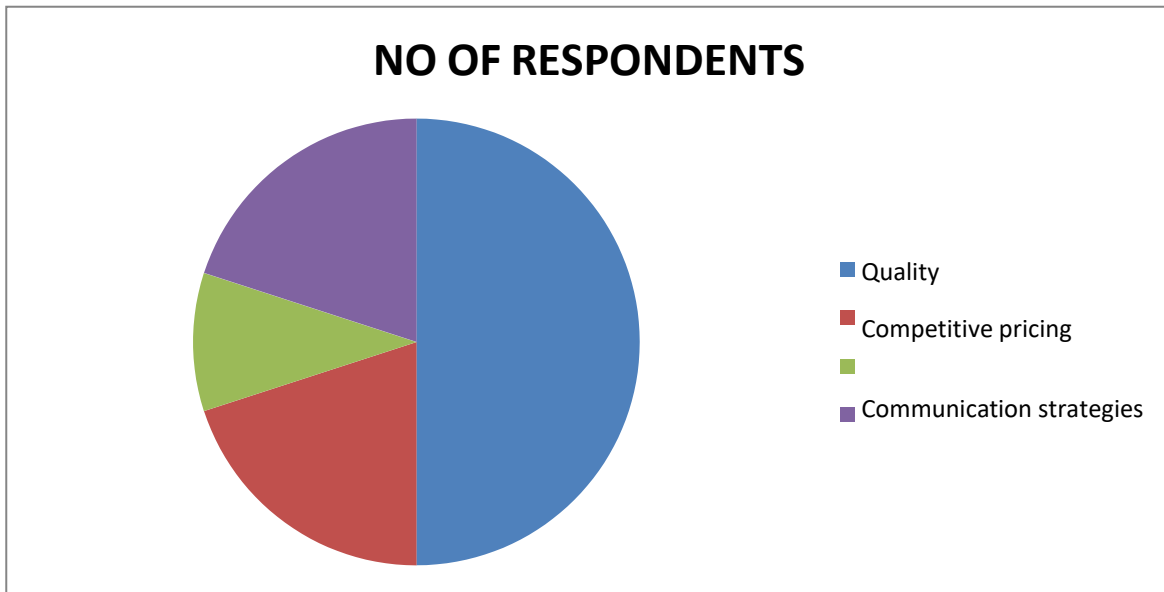
## **IV ANALYSIS AND INTERPRETATION**

### **1. WHICH OF THE FOLLOWING ACCODING TO YOU HELP BUILD A GOOD BRAND IMAGE?**

(a)Quality (b) Competitive pricing (c) Communication Strategies (d) good value added service

<b>PARTICULARS</b>	<b>NO.OF RESPONDENTS</b>	<b>PERCENTAGE</b>
Quality	25	50
Competitive Pricing	10	20
Communication Strategies	5	10

Good value added service	10	20
<b>Total</b>	50	100



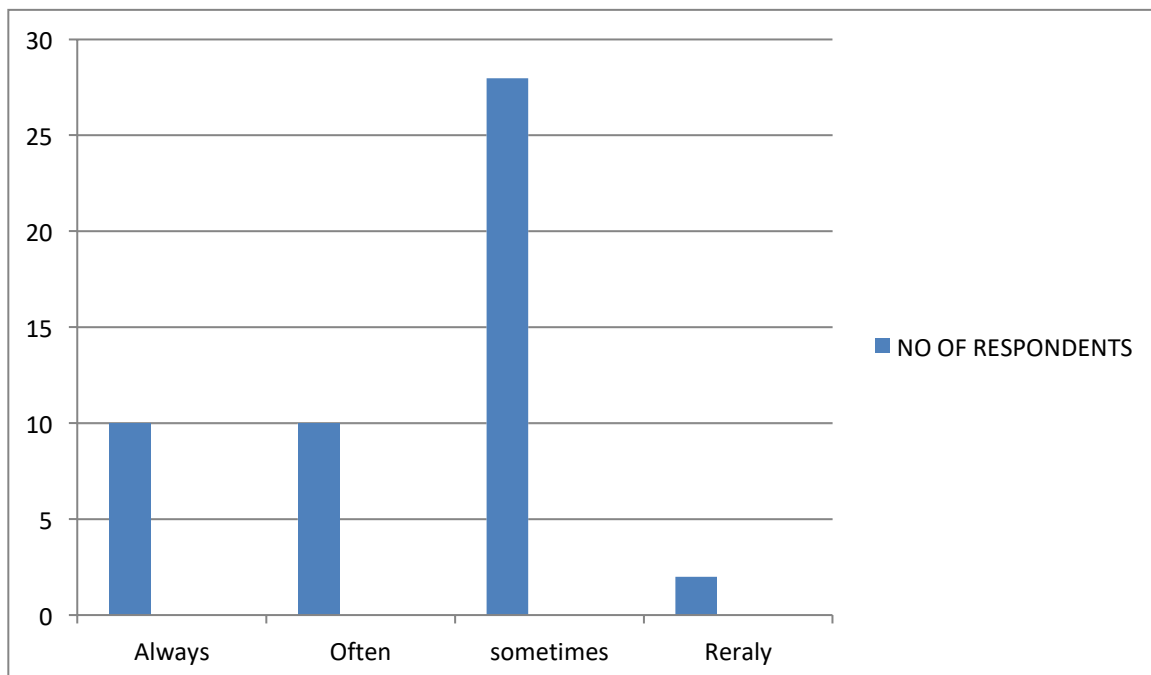
**INTERPEATATION**

From the above graph it was found that 50 percent of the respondents were quality followed by 20 percent who were competitive pricing, 10 percent of the respondents were communication strategies, 20 percent were good value added service.

**2. DOES THE “BRAND IMAGE” OF THE APPAREL BRAND AFFECT YOUR BUYING DECISION**

(a)Always (b) Often (c) Sometimes (d) Rarely

PATICULARS	NO OF RESPONDENTS	PERCENTAGE
Always	10	20
Often	10	20
Sometimes	28	56
Rarely	2	4
Total	50	100



**INTREPEATATION**

From the above graph it was found that 20 percent of the respondents were always followed by 20 percent who were often, 56 percent of the respondents were sometimes, 4 percent were rarely.

**V SUMMARY AND CONCLUSION**

**5.1 SUMMARY**

This study investigates on the effect of branding on the marketing performance of companies within the mobile phone industry using Techno company as a case study. The specific objectives of the study was set first to identify the challenges associated with branding at Techno Ghana, second to identify the importance of banding in the marketing of techno products and third to determine the branding strategies adapted by techno products and to ascertain the relationship between branding and the performance of techno products in Ghana.



Secondary data on the study was reviewed and primary data was collected through structured questionnaire from a section of employee's techno Ghana in total fifty (50) respondents were conveniently sampled from the population to participate in the survey. Decriptive research design was adapted by the researcher. The researcher findings, analysis and interpretation were done with the questionnaire was developed and administered by the researcher.

## **5.2 CONCLUSION**

The findings indicated that customer testimonials and sales people word of mouth are the major ways through which the company enhances its brand image. According to the researcher, word of mouth serves as a persuasive force in the diffusion of information about brand and serves as a powerful tool that influences customers to switch to the company branch leading to higher sales, again offering cost efficient opportunity to company to supplement its advertising campaign.

From the findings the overall performance of branding on the firms marketing performance was very effective through the use of logo and juggle. Thus success could not have been achieved without the company total brand equity.

It can be concluded that marketing mix is of great importance in determining the position of company in target market and attracting customers. Therefore, every element of marketing mix must be compatible with one another and with the various needs of target markets of business, managers must directly plan and do marketing activities like distribution, promotion, and personal selling to stimulate purchase behavior. In the first stage, managers must use the entire potential of distribution to inform customers and improve their awareness of brand and market performance especially those brands which are unknown; Therefore, increasing distribution is essential.

## **REFERENCE**

1. Asker, D.A. (1996). Managing brand equity, Capitalizing on the value of the brand name. New York; The free press
2. Aaker, David A.(1991), managing brand equity. New York; The free press
3. Abendoth, L. J. (2001), "Disentangling regret from expectancy disconfirmation", journal Advances in consumer Research, Vol. 28, pp. 235to 241.

4. Auty, R. (2001) , being like or liked: Identity vs, Approval in a social context”, Baltas, G. (1997) , “ Determinants of store brand choice: A behavioral analysis”, Consumer Research, Vol.28, pp. 371 to 372
5. DRIVER, L (1996),What is loyalty; the issues for the 90's the Researcher, voi. 1, pp. 2 to 7 East, R, Harris, P,Willsion, G,and Hammond, K (1995) ,correlates of first brand loyalty Journal of marketing management. Vol .11 no. 5 pp. 487 to 497.
6. <https://images.App.Goo.gl/ETsJuh1GhqbnL8> [https:// images.App.Goo.gl /Njuv3BJBtaBMkvC67](https://images.App.Goo.gl/Njuv3BJBtaBMkvC67)
7. [https:// www.Careerride.Com /view/banding and packaging marketing aptitude questions 15308.aspx](https://www.Careerride.Com/view/banding%20and%20packaging%20marketing%20apititude%20questions%2015308.aspx)
8. [https:// byjus.Com/ commerce/mcqs on branding/](https://byjus.Com/commerce/mcqs%20on%20branding/) [https:// peekage.com/ blog/ product sampling strategies](https://peekage.com/blog/product%20sampling%20strategies)
9. [https:// cadence .com/en us/an introduction to data collection in marketing research](https://cadence.com/en-us/an-introduction-to-data-collection-in-marketing-research) [https:// www.Goolesir.com /limitations or disadvantages of branding.](https://www.Goolesir.com/limitations-or-disadvantages-of-branding)