Over View of Brand Management in Indian Marketing Environment

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ABSTRACT

Brand management begins by full a systematic information of the term “brand.” It comprises emerging a promise, construction that promise and maintenance the situation. It means defining the brand, standing the brand, and delivering the brand. Brand management is nothing but an act of creating and sustaining the brand. Branding makes customers committed to your business. A strong brand differentiates your products from competitors. It gives a quality image to your business. Brand management includes managing the tangible and intangible characteristics of the brand. In the case of product brands, the tangibles include the product itself, price, packaging, etc. Although in case of service brands, the tangibles include the customers’ experience.

Keywords: Brand Management, Indian Marketing Environment

I. INTRODUCTION

It is all about taking the niche market for your product/service and about creating confidence in the current and prospective customers’ minds that you are the unique solution to their problem. Branding aims to convey brand message vividly, create customer loyalty, persuade the buyer for the product, and establish emotional connectivity with the customers. Branding forms customer perceptions about the product. It should raise customer expectations about the outcome. The primary aim of branding is to create differentiation.

Strong brands reduce customers’ perceived financial, social and safety risks in buying goods/services. The customers can better imagine the intangible assets with the help of brand name. Strong brand organizations have a high market share. The brand should be given proper support so that it can sustain itself in the long run. It is essential to manage all brands and build brand equity over a period. Here come importance and usefulness of brand management. Brand management helps in developing a corporate image. A brand manager has to oversee overall brand performance. A successful brand can only be created if the brand management system is competent. Brands are different from products in a way that brand are “what the consumers buy,” while products are “what concern/companies make.” The brand is an accumulation of emotional and functional associations. The

brand is a promise that the product will perform as per customer's expectations. It shapes customer's expectations about the outcome. Brands usually have a trademark which protects them from use by others. A brand gives particular information about the organization, good or service, differentiating it from others in the marketplace. The brand carries an assurance about the characteristics that make the product or service unique. A strong brand is a means of making people aware of what the company represents and what its offerings.

BRAND

According to the new, more holistic definition of a brand, they are no longer a marketing-driven and advertising driven concept, but a more comprehensive concept that incorporates everything a company does. A clear evolution can be seen in the theory of brands from the previously mentioned definitions. In the 1930's the brand was considered a particular trademark or logo. It was a tangible representation of the product and whom it belonged to. The 1980's definition of The Oxford American Dictionary states a more commercial view with defining a brand as goods of a particular make.

REVIEW OF LITERATURE

Robert V. Kozinets et al (2003) this study have examined the rise of retro brands in an attempt to develop tractable theory that contributes to marketing principles and practice. We have reviewed the pertinent literature on nostalgia and, using an appropriately retro research method, have empirically investigated two exemplars of retro branding, these are social entities experienced, shaped, and changed in communities. Therefore, although brand meanings might be ascribed and communicated to consumers by marketers, consumers in turn uncover and activate their own brand meanings, which are communicated back to marketers and the associated brand community. This is not to say that brand management is impossible in a world of consumer mediated meanings, but only that it is more complex than before and co-created rather than imposed by managerial dictate.

David Gilbert (2003) this study on retailers tends to move into markets that are geographically and culturally close, and into those that are less developed than their own. As they develop into experienced internationalists, they are more likely to move into more diverse markets. Their choice of market-entry strategy is dependent upon the type of operations, the organizational structure and culture, and the nature of the host markets.

Chih-Wen Wu (2003) in this look on the determinants of business performance and marketing decision have been a major focus of research in the disciplines of marketing, strategic management, industrial organization economics and resource based view during the last two decades. By adapting the industrial organization, resource based and PIMS theories, the study proposes the organization, environment, strategy, performance (OESP) framework and a model of property marketing in the Taiwan property market. The proposed and tested an integrative model of business performance incorporating the major determinants of business performance, internal and external environment, and competitive marketing strategy

Ailawadi et al. (2003) in this evaluated that price premium may not always be a measure of a brand equity, since many brands have successfully adopted a „low price“ positioning low cost airlines and supermarket discounters. Propose revenue premium (the difference in revenue between a branded good and a corresponding private label), as a more complete, stable over time, conceptually and theoretically grounded product-market measure of brand equity.

Mihalis Kavaratzis et al (2004) This study on began with the assertion of the existence of a gap between two approaches and usages of place branding; that of the public sector place managers and that of the commercial producers. This gap has not been bridged here but its dimensions have been specified and some of the confusion resulting from two quite different approaches can, to an extent at least, be ordered.

Elements form the Brand

STATEMENT OF THE PROBLEM

Now- a- days brand management in Indian marketing environment consumer's protection depend on their various factors follow through on your promises, Deliver genuine, customer-centric experiences, behave with integrity, safeguard your brand, Measure brand perception, rally your employees around your brand, know your audience, safety, security redress, education, health, environmental to develop the factors with the consumers. There are so many factors that influence their awareness brand management in Indian marketing environment. The awareness of brand management has to progress forward from their iconic role; there are every possibility that decision regarding developing relationships with their brand management with their quality of knowledge may be different, depending on the parameters of brand management, the degree of risk-taking capabilities. In this modern world, awareness of brand management is a vital role in human life. There is a chance for the knowledge of brand management to lose their interest and their strength being affected because of the brand management and the significant exposure. So, it is necessary to study the problem of the brand management in Indian marketing environment. The background of the study is the influence of awareness of brand management on Indian marketing environment.

II. RESEARCH OBJECTIVES

- To examine the vital Role in Brand Management and its Factors.
- To learn about the association of socio economic characteristics of brand management of Indian marketing environment awareness and protection.

PILOT STUDY

In other words, it is a conceptual structure within which the research is conducted to constitute the blue print for the collection, measurement and analysis of data. Research design of present study constituted formulation of primary and secondary objectives, Methods of data collection, selection of sample, collection of data, processing and analysis of data and reporting of research findings.

SCOPE OF THE STUDY

The main purpose of this research is to study the appraisal of brand management in Indian Marketing Environment and hence the researcher has a wide scope in analyzing the brand management for various products but this study is only restricted to Mobile Phone Brand i.e., Apple, Samsung, Redmi, One Plus, Vivo, Appo, Nokia, Motorola, Lenovo and MicroMax Hence the researcher has taken population from Bengaluru city.

SAMPLING PROCEDURE

A sample design is a definite plan for obtaining a sample from the given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. It may lay down the number of items to be included in the sample. While sampling procedure is carried out, it should be noted that there is no systematic bias and sampling error and should result in a truly representative sample. As the primary objective of this study is to study the appraisal of brand management in Indian Marketing Environment, and since it is a known population, a sample size of 200 consumers were considered for the research. Simple Random Technique is used to assess the opinions of the respondents regarding the level of the brand management and knowledge. Near about 275 questionnaires were distributed among the consumers but only 200 questionnaires were returned. In that questionnaires also, some of them found filled incorrectly and not filled in properly and hence only 200 with 70.97 percent and hence these were taken up for further studies and analysis.

STATISTICAL TOOLS FOR ANALYSIS

This research is based on primary data which were collected from the brand management in Indian marketing environment around Bengaluru District through the questionnaire. Secondary data are also utilized, which were obtained from the published source like books, journals, magazines, and annual reports. The data collected from both the sources are scrutinized, edited and tabulated. The data were analyzed using statistical package for social sciences IBM- SPSS-21 have also been employed.

LIMITATIONS OF THE STUDY

The study is confined to Bengaluru District, and therefore the conclusion cannot be comprehensive to the entire universe. The findings, suggestions and the determination may be applicable only to the brand management in Indian marketing environment and not for other district. Reliability and validity of the statistical data are obtained from the opinion given by brand management in Indian marketing environment which may differ from time to time because of their psychological temperament.

BOX'S TEST OF EQUALITY OF COVARIANCE MATRICES

Box's M Test is used to compare the variations in the multivariate sample and more specifically it tests if two or more covariance matrices are equal or not (i.e.) homogeneity. The details of the results arrived through the discriminant analysis is given below in Table 4.4:

Table showing Box's M Test of Equality of Covariance Matrices

Log Determinants		
Gender	Rank	Log Determinant
Male	7	19.554
Female	7	19.952
Pooled within-groups	7	19.751
The ranks and natural logarithms of determinants printed are those of the group covariance matrices.		

Test Results		
Box's M		29.614
F	Approx.	1.044
	df1	28
	df2	838326.783
	Sig.	.401
Tests null hypothesis of equal population covariance matrices.		

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From the above table, it is seen that the log determinant values were found to same and it is hereby interpreted that the groups considered in this study have not different covariance matrices.

Table 4.VII Structure Matrix

Sl. No.	Variables	Function (R)	R ² Value
1	Brand Awareness	0.676	46%
2	Brand Association	0.575	33%
3	Brand Advocacy	0.388	15%
4	Brand Image	0.196	3.8%
5	Brand Loyalty	-0.154	2%
6	Brand Recognition	0.046	0.2%
7.	Brand Management	-0.030	0.09%

Pooled within-groups correlations between discriminating variables and standardized canonical discriminant functions variables ordered by absolute size of correlation within function.

On assessing the Discriminant Function and its classification efficiency, the efficient of the discriminating variables in the Discriminant Function should be evaluated which cannot be answered directly but through the discriminating power or the contribution of each variable to the function. The relative importance of each discriminating variable in the Discriminant Function between the two groups can be examined by the Discriminant Function.

The result of the above table pointed out the structural correlations which measure the simple linear correlations between each independent variable and the Discriminant Function. Through the structure matrix, it is revealed that maximum discriminating variable between Male and Female consumers found in ‘Brand Awareness **Score**’ (0.676 – 46%) followed by ‘Brand Association **Score**’ (0.575- 33%). Next to this is the ‘Brand Advocacy **Score**’ (0.388- 15%), followed by ‘Brand Image **Score**’ (0.196-3.8%). The lowest score is found Brand Recognition (0.0460.2%), At the same time, it is noticed that for the some factors, the R value is found to be negative (i.e.) Brand loyalty (-0.154- 2%) and for brand management , it is found to be (-0.030 -0.09%) The graphical representations of the Discriminant Analysis for the variables considered are shown below: This is seen from the graph that there was no maximum overlapping between the Gender of the respondents hence it is concluded that there was a discriminating option found between the male and female respondents of this study.

III. CONCLUSION

As the study is mainly focusing the appraisal of brand management, the researcher has conducted the study as a common not focusing on the particular sector of product. Hence the future research could be carried by taking the particular sector (i.e.) for example, FMCG sector so that the appraisal of brand management could be exactly analyzed.

As the brand image and brand association did not having significant impact on the appraisal of the brand management, it is inevitable for the researcher to check why that factors have not associated with the brand management. Because it is mandatory that the brand image should play a significant role on the brand management. Future research if any likely to be conducted on this topic, various demographic variables and the various analysis tools with a large number of samples through various sampling techniques may be done so as to get the variety of results with more new outcomes.

IV. REFERENCE

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