Chapter 2 Literature Review

Introduction

This chapter focuses on the literature review referred and an overview of the previous research made in this area. The researcher has done a comprehensive review of the literature and has covered a vast canvas in the sense of time frame, i.e. beginning from 1957 till the date i.e. about six decades. This shows that the topics of marketing have fetched a lot of attention of many academicians and practitioners. While selecting the literature and various references the focus was made on the important constructs in the present study, i.e. Brand, Branding and its importance, Brand Positioning, Promotion Techniques, Customer Satisfaction, Brand Loyalty. The literature has been selected with the criterion that minimum two of these constructs shall be focused in the research paper. After selecting the literature, it has been arranged in chronological order (from oldest to latest) and presented below:

2.1 Important Definitions

1. Market

Market is a place where people gather regularly for the sale or purchase of livestock, any provisions or other commodities.

(Kotler, Philip, 2007) Has defined market as a place where sellers and buyers meet and function, goods or services are offered for sale and transfers of ownership of title occur.

(Varma, Dr. M. M., 1999) Describes a market as a center around which various marketing functions keep revolving.
2. Customer

Customer is a party that receives or consumes products (goods or services) and has the ability to choose between different products and suppliers. The true consumer of a product or service.

3. End user

A person who actually uses the goods or services is called End-user.

4. Target Market - It is the group of customers towards which a business has decided to aim their marketing efforts.

5. Marketing is an action or business of promoting and selling the products or services.

Dr. Philip Kotler, (in his book on Marketing Management (2007) wrote about the necessity of marketing and told that marketing activity is of prime importance which contents selling or advertising. The role of marketing is crucial in case of customer satisfaction. Marketing begins with identification of consumer needs and ends with fulfillment of those needs with profit. Dr. Kotler said that marketing deals with identifying and meeting the human and social needs where meeting needs are profitably. Various marketing decisions regarding the product, its pricing, promotional tools to be used and the place where to sale the product are customers centric. Marketing is an art and a science of creating and maintaining customers. Marketing starts with customers and ends with customer. Marketing involves all those functions for providing customer satisfaction with profit.

(Aubrey, Wilson, 2001) Describes the marketing as an evolutionary concept rather than revolutionary. Wilson Aubrey said that Marketing is the process which consists of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services. Marketing activities create exchanges and satisfy individual and organizational objectives.

According to (Neil Richardson, 2011) Marketing is not just about advertising but it is very much related with promotional work. People perceive it as such because the promotional activities like advertising, sales promotion, public relations are most
visible parts of marketing. Customers are always considered at the heart of any marketing decisions.

6. Marketing Management

Philip Kotler, (2007) has explained marketing management as an art & science of choosing target markets and getting, keeping & growing customers through creating, delivering & communicating superior customer value. For successful marketing management developing right marketing strategies with thoughtful strategic planning is must. Companies should have connect with their customers. Building strong brands, delivering value, shaping the market offerings, capturing marketing insights & performance and creating successful long term growth of a brand and business in effective marketing management.

7. Marketing Mix

Product, price, place and promotion are the 4 P’s in marketing. Parag Ajgaonkar, (2003) has suggested that for providing customer satisfaction the companies need to focus on their marketing mix,

8. Market Segmentation

Market segmentation is a strategic tool used to define markets and then allocating resources in an appropriate manner. Philip Kotler,(2007) described a market segment as a group of consumers who share a similar set of needs and wants. Segmentation is a process of dividing the total market into groups of similar (homogeneous) Market Segmentation is customer oriented philosophy. Markets are not homogeneous. Market segmentation is which separate marketing policies are adopted for different market segments and it is ensured that customers of various segments get satisfied. Customer’s varied on many dimensions and often can be grouped according to one or more characteristics. Customer’s characteristics are different as per their segment so company needs to identify which market segments it can serve effectively. In India there are many leading multinational, national, regional and many local detergent companies whose detergent brands catering for our laundry needs of the society since many years and decades and offering a range of detergent brands to the customers across India. In today’s fast and modern world, the term branding has become vibrant and often discussed by people. Brand studies and research is going on all over the world
by known national and multinational companies across the world. Many researchers and academics scholars undertake branding as a topic of their research study. While making brand studies the different authors defined brand and branding.

9. Brand (Definition)

Brand is a product manufactured by a company under a particular name. Brand is an identity or legal ownership of certain company. Brand is an important asset of the company with certain image, promoting value, prestige. It also shows the lifestyle. The word brand came from the old word ‘brandr’ which means “to burn”. It talks about the ownership. Brand means some kind of identity to a product whose ownership is with the manufacturer or marketer. Brand is a very important asset of the company. Organizations develop brands in such a way that their brands attract the customers. These brands have a promoting value, image, prestige and lifestyle. By using particular brand customers develops a positive image about that brand.

(Ogilvy, David, 1985) According to David Ogilvy, brand is an intangible sum of a product’s attributes such as the product’s name, packaging, and price, its history, its reputation, and the way or a style an advertisement is made.

According to brand expert Matt Haig (2006) brand is everything. Matt Haig stated that the strength of the company’s brand is as equal to life or death of the brand.

After combining all definitions about brand it is true to say that,” Brand has distinctive perception in the mind of a customer with its value in his mind which help the customer to identify and differentiate a certain brand with other brands available in the markets.

10. Branding

Branding is an activity in which a unique name or unique image about that product is created in customers mind. Advertising campaigns are undertaken to do so. Branding aimed to establish significant and differentiated presence of the product in the market. Branding is made to attract the potential customers as well as to retain the loyal customers.

Al Rise and jack Trout said in their book “22 Immutable laws of marketing” that “Marketing isn’t a battle of products but it is the battle of perceptions”. They said that branding helps in winning the battle of perceptions.
Present scenario is Indian markets are loaded with the multiple variety/options of the same category of the products. In these circumstances an attempt has been made by the researcher to study the present topic. Indian customers are very choosy and different. Branding is used by the companies to differentiate their goods from their competitor’s products/services/goods. Branding has become an integral part of every business. Companies spend huge amounts in building their brands.

Branding is nothing but a technique of capturing customers psychologically. In today’s competitive markets the companies are taking advantage of customers psychology in developing the more and more attractive brands for them. (Ref: Ginden, 1993)

Aster Howard and Martin Goldfarb (2011) said that branding is a purposive attempt of a company to create a relationship between the product/person/brand and its prospective customers.

Due to importance of branding it is essential to know the process of branding. Malcolm McDonald and Leslie de Chernatony, consider the social and psychological roles played by the brands. (Creating Powerful Brands, Elsevier, 2006 Third Edition)

Jagdeep Kapoor stated that “Brands are built into the minds and hearts of consumers and consumers like brands rationally as well as emotionally so brand manager and marketing manager of the company should clearly decide whether the emphasis should be on emotion or promotion” (Brand Switch principles and strategies for brand Success, Jagdeep Kapoor (2nd edition, Jaico Publishing House, 2010)

11. Types of Brand

There are two main types of brand.

1. Manufacturer brands 2. Own label brands.

1. Manufacturer brands

Manufacturer brands are created by the producers who give the brand name of their choice to that product. Manufacturer does the marketing and distribution of the same.

2. Own label brands

In this distributors are not an exclusive retailers. Distributors sell their own label brands along with other manufacturer’s brands. Many malls and supermarkets are the examples of this type.

We also see Audio Branding, Corporate Branding, Faith branding, foreign branding, individual branding, and Ingredient Branding. Nation branding, Personal branding, Rebranding and Sensory branding.

12. Importance of a brand

Successful branding develops well connect with customers. Brands make the customer’s to remember and identify the specific product. Good brand image leads customer to make repeat purchase which attitude of customers lead to build the customer loyalty. When brand fulfills the expectations of the customers they become brand loyal. When customers’ expectations are meet it adds the value and emotion. In this way a brand delivers its promise and due to fulfillment of expectations customers make repurchase or reuse that brand.

In order to create a bond connect that brand should have a distinctive features. Brand must deliver the promise of quality and performance given to the customers. Brands should be effective in creating an emotional connects between its customers. Brand should be specifically placed for the targeted segment.

13. Brand Positioning

Brand positioning is one of the strategies that companies adopt for their products in order to achieve the competitive success in the market. Brand positioning affects customer perceptions. Positioning of a product or a brand must in order to survive in the competitive marketplace.

Al rise & Jack Trout,(1969) stated that “Positioning” is the way by which the marketers create an impression in the customer's mind. Al Ries and Jack Trout further said that,
“Positioning is a mere communications which involves in manipulating customer perceptions about a certain good or services”

Brand positioning is a strategic approach to establishing a sustainable competitive advantage. It refers to “target consumer’s” reason to buy your brand in preference to others. Positioning is an effect on the minds customers. Customer’s perception about a particular company’s product or service in relation to the customer’s perceptions about various competitors who offer products of same category. For effective positioning top management of the company need to contribute. Company need to make positively influence on customer’s perceptions using some strategic actions.

There are many advantages of brand positioning as discussed below:

14. Advantages of Brand Positioning

A strong brand offers many advantages for marketers.

2. Brand Positioning helps in building brand loyalty.
3. Brand Positioning helps in product positioning as well as helpful in introduction of new products in the markets.
4. Brand Positioning helps in building brand equity.

15. The Role of Brand Positioning in Marketing

Brand positioning is a part of the segmentation and targeting.

According to Anderson and Carpenter (2005), Brand positioning is the foundation of branding as marketing activities and marketing programs largely based upon a brand’s positioning strategy.

Brand positioning is the most critical element of company strategy. It is an act of designing the company’s offering and image which occupies a distinctive place in the mind of the target market. Before winning the minds of the customers companies should understand the mindset of their customers by knowing the needs and problems of their customers. After identifying the needs and problems of the customers company need to make careful positioning around the customer problem because solving the customer’s
problem is helpful to companies in making effective positioning. Effective positioning is related to solving customer’s problem.

Effective positioning must talk about what is special in your product and why your product is better than other competitor’s products. Brand promise must be clear while positioning.

According to Subroto Sengupta, brand positioning revolve around different aspects of the brand and answers to those would determine the brand’s position in prospect’s mind.” (Brand positioning strategies for competitive advantage (2005) Tata McGraw Hill), second edition)

According to S Ramesh Kumar(2002) “Positioning is creating a niche in the minds of target segment consumers.” (Managing Indian Brands, Vikas publishing house Pvt Ltd)

Brad Van Auken (2003) said that “Brand positioning is the way the brand is perceived within a given competitive set in the customers mind. He further states that companies should make the relevant differentiation while brand positioning.”

Jaap van der Grinten and Rik Riezebos (2011) stated that “Brand positioning approach of the companies should establish a corporate identity of that brand.

According to Day (1981) Product positioning refers to the customer’s perceptions of the place a product or brand occupies in a given market.” (p. 286)

Lodish (1986) said that “Brand positioning is the process of trying to improve the perception of the product to a target market segment” (p. 183)

Quelch (1991) said,” “Positioning is a management concept of where a product or service should stand in the marketplace relative to competitive products and services.” (p. 190)

Dibb and Simkin (1993) told positioning is product’s place in the minds of customers” (p. 31)

According to Myers (1996) brand positioning is what happens in a mind of customer. It is important to see how customers view competing products in the markets. (p. 11)
Perreault and McCarthy (1996) stated that “Positioning shows how customers locate proposed and/or present brands in a market.” (p. 110).

Trout and Rivkin (1996) said, “Positioning is simply concentrating on an idea or even a word that defines the company in the minds of consumers.” (p. 54)

Wilson and Gilligan (1997) mentioned that “Brand positioning is the process of designing an image and value so that the customer within the target segment understand what the company or brand stand for in relation to its competitors.” (p. 302)


Jain (2000) wrote about brand positioning that it is placing a brand in that part of the market where it will receive a favorable perception in comparison with competition products.” (p. 359)

Kevin Keller (2003), stated that, “Positioning is finding the exact place of a brand in the minds of the customers and checking if company is receiving benefit or not. (p. 119).

Dr Philip Kotler (2003) mentioned that, “Positioning is an activity in which the product’s image and the benefits of using are stated. Dr. Kotler also said that it is necessary to see whether the positioning create a distinctive place in customers minds or not. Positioning have last aim to create a customer focused value proposition and tell the customers why they should buy that particular product or service.” (p. 308)

Lilien and Rangaswamy (2003) told that, “Positioning is an application of strategies which aimed to develop a place in the minds of customers and also to develop the perceptions of the customers along with understanding product differences.” (p. 117, 118)

Kepferer (2004) defined “Positioning a brand means showing the distinctive features of the brand and telling the customers how the product is different” (p. 99)

According to Blythe (2005) Positioning is grouping of similar products together (p. 96)

Solomon, Marshall and Stewart (2006) mentioned that, Positioning is a strategic marketing made to influence a specific market segment. (p. 571)
According to Kerin, Hartley, Rudelius (2007) Positioning means occupying a place in the customer’s minds on important features or attributes of competition brand’s offerings.” (p. 202)

Schiffman and Kanuk (2007) wrote about positioning which tells about goods or services and also tells how that good or service is useful in fulfillment of customers’ needs.” (p. 171)

**Changes in the style of brand positioning**

Brand style is on the receiver's side. Brand style focuses on research on the way in which certain groups perceive a product, a brand, a politician, a company or a country. The brand style refers to the way in which these groups decode all of the signals emanating from the products, services and communication covered by the brand.

**Effective brand positioning and its impact**

Companies want their brands to get recognized. Effective brand positioning leads to increase in the market share success which further leads to profitability of the business and helpful in understanding of the customers.

**Media’s contribution in brand positioning**

Media plays an effective role in brand positioning. People are using internet, social networking which has changed the dynamics of the communication between the customers and brands. Brands are now communicating and interacting with consumers. Due to social networks many groups of people with similar thoughts and lifestyles are generated. Interactions between the customers and brands facilitate opinions on brands which is truly useful for marketers to identify the latest trends and decide the product segmentation more effectively.

**16. Brand Promotion**

When customers are aware about some brand it is more likely that they may purchase that brand. Primary objective behind brand promotion is to give the product recognition and make customers to purchase the brand. Through Brand Promotion product positioning is possible which helps the brand in building brand equity. Once the habit
of purchasing a brand is formed customers will buy that brand again and again. Brand loyalty can be established due to the repeat customers.

Brand promotion is a strategic marketing in which specific brand is focused by the company. Company makes effective communication to increase brand awareness, customer loyalty and sales. Promotion is also aimed to discourage the efforts of competitors to grab market share.

Through Brand Promotion company positions the brand across the target segment. Creating a brand equity and building corporate image, new product acceptance and competitive retaliations can be achieved.

**Media’s contribution in Brand Promotions:**

Media plays an effective role in brand positioning. High affinity is observed amongst the people for usage of internet, social networking which has changed the dynamics of the communication between the customers and brands. Media is helping in brand positioning and promotion.

**Various types and techniques of brand promotions:**

Companies adopt unique ways to communicate with their target customers (audience). Brand promotions can be done by giving some freebies distributed as a gift to the customers. Promotions made through Email advertising, Mobile advertising or Social media networking. Event- sponsorship, scholarships, household campaign, sponsorship of some social awareness program where brand promotions are made. Leading detergent companies in India have many brand promotion activities like advertising they use different types of media like print media- newspaper and magazine, outdoor media-billboard and live media- TV and radio. Different types of magazines are used for advertisement. For popularity and success of promotional activities companies Sales, Marketing, Accounts and finance, Production, HR and Admin department, store department and audit and survey department’s make efforts.
**Brand promotion impact on sale**

Brand name and brand image have a direct relation with sales. Good brand name help to promote the sales in business.

**Trends in brand promotions of leading detergent companies’ brands in India**

The detergent market in India is divided into premium (Surf, Ariel), mid-price (Rin, Henko, Tide) and popular segments (Active Wheel, Ghadi, Nirma, Mr. White). Premium detergents contribute about 16%, mid-price detergents contribute about 39% and popular detergents contribute about 45% of the market share which is 61% of the total market. Regional and small non recognized detergent brands have 40% market. Per-capita consumption of detergent in India at 2.75 kg which is the lowest in the world.

Hindustan Lever Ltd (HLL) entered India in 1957 and was the top leader in detergent segment. Surf was the most selling detergent brand of HLL in India. However during 1980's Surf suffered huge losses at the hands of a new and small national firm, Nirma Chemicals, Ahmedabad. Nirma was launched in 1969 and its primary focus was to deliver good, branded detergent products at affordable prices to Indian customers. Nirma products were priced much lower than the market leader brand “Surf” and due to this “Nirma” caught the attention of the middle-class and lower middle class Indian customers and evicted Surf from No. 1 position. To face this situation Hindustan Lever Ltd (HLL) came up with Rin (Blue) detergent powder which was targeted for middle class Indian customers and Active Wheel (green) detergent powder which was targeted for lower income segment of Indian customers. Segmentation helped Hindustan Lever Ltd (HLL) to regain their market share without losing hopes in the market till 2012.

**17. Customer Satisfaction**

Customer satisfaction is a frequently used term in marketing which is a measure of how products and services supplied by a company meet or surpass the customer expectations.

Westbrook and Reilly (1983) said that Customer satisfaction is an emotional response of the customers associated with particular products or services purchased.

Westbrook and Oliver (1991) said that “Customer satisfaction is a post choice evaluative judgment concerning a specific purchase selection.

Fornell (1992) said that “Customer satisfaction is an overall post purchase evaluation of the product or service by customers.

Oliver (1992) said that Customer satisfaction is a phenomenon with other consumption emotions. According to Mano and Oliver (1993) Customer satisfaction is an attitude like post consumption evaluative judgment.


Anton’s (1996) defined customers satisfaction as a state of mind in which the customer’s needs, wants and expectations throughout the product/service has been met or exceeded resulting future repurchase and loyalty.

According to Robinson and Etherrington (2006:10) customer satisfaction is implicitly or explicitly variation of customer’s expectations.

According to Perreault and Mc Carthy (2010:276), customer satisfaction is the products ability to satisfy the customer’s needs or requirements.

If customers are making frequent brand switch it means that they aren’t loyal. Their brand switch could be because of some better brand deal/choice or better option available to them or their present brand mayn’t be as per their expectations. Contentment is a fulfillment of customer’s expectations which leads to satisfaction but in brand switch the discontentment of customers towards the products/services is observed. Satisfied customers never talk negative but they repurchase the brand and on other hand non satisfied customers talk negative about the brand which leads other customers to rethink of their preference or making brand switch to some other brand.

While making customer satisfaction survey it can be checked by asking them few open ended questions and rating their satisfaction level between 1-5 where 1 is very less satisfaction level of satisfaction and 5 indicates very high satisfaction level.
18. Brand Loyalty

Brand Loyalty is the situation in which customer’s repeatedly buys the same brand or a product or service over time rather than buying from other multiple options available in the market within the same product class. According to Prof David Aker brand loyalty is an attachment of a customer with a brand.

John Jacoby (1971) defined that “Brand loyalty is a repeat purchase psychological, emotional attachment of consumers. The repeat purchase is not just a response but the result of consumer’s.


Henry Assael describes that “Brand loyalty is high involvement of the customer. In making Consumer research the relationship between their attitude and behavior need to study. (1997 Consumer Behavior and Marketing Action, South-Western; 6th Revised edition)

De Ruyter and Wetzel and Bloemer, (1999) made research in which they identified the purchase intentions, mouth publicity, price sensitivity of customers. Brand loyal customers make repeat purchase but other non-loyal customers have complaining behavior.

According Torben Hansen and Moller Jensen, (2006) who made research in brand loyalty, said that it is essential for company’s growth as due to brand loyal customers the market share of the company increases. They also stated loyal won’t make brand switch.

According to Don Frisch Mann (2008) who made a study on brand loyalty mentioned that brand loyalty is a unwritten contract between customers and brands. Customers expect companies to deliver better quality and want to fulfill the brand promise which they advertise. Customers want companies to give them value and respect.

When a brand has good brand image, quality, best packaging with better availability in the markets and in addition if it is offering better consumer promotions then that brand has better acceptance from the customers. Due to brand acceptance the customers have
complete faith in that brand. Brand loyalty is customer’s commitment to repurchase because of their trust. These loyal customers make mouth publicity of that brand as well as companies do take continuous efforts in the process of branding by spending a lot of amounts on advertising to position and creating a strong brand where main intention of the companies is to retain their present customers and get brand loyalty from them as well as attracting new customers.

Building the emotional connect with the customers maintaining strong relationship with the customers by satisfying their needs lead to brand loyalty. If customers are happy then only they will repurchase the same brand and if they remain unsatisfied they will definitely make brand switchover to other options available to them. In short it is said that when the brand is meeting the expectations of customers by giving good performance customers accept it. They make a habit of using their preferred brand and finally they become loyal with the brand.

19. Brand trust

When customer relies performance of certain brand for the purpose it has been made that rely on that brand is called “Brand trust” Brand trust is positively linked with a brand loyalty and customer satisfaction. Yet no empirical studies found related to brand trust.

20. Brand Message

Brand message defines about the brand. Brand message is a written or verbal statement/s which made to inform the customers. Companies make an impressive and effective communication by giving a brand message and they expect the customers to understand the brand values. Brand message is a catchy logo, slogan and tagline.

21. Brand Focus

Different brands have brand name. Brand focuses on its customer.

22. Celebrity endorsement and its importance

Celebrity is a person who has earned name and fame or popularity and recognized in the society and have a good public image. Celebrity enjoys the public recognition and utilizes the same recognition for making brand promotion or an advertisement in which
a marketing communication is made through some media. This celebrity appeals the public to use/buy that commodity through an advertisement. Company uses celebrity’s recognition to push/boost/promote their product/brand in the society.

Friedman Hershey and Friedman Linda (1979) said that “Celebrity endorsement is according to a product type. (Ref: Journal of advertising research, 19(5), 63-72) They stated that the categorization of products is based on the risk perceptions consumer’s.

Procuring famous celebrities for brand’s advertising is a big expenditure for a company as famous celebrities charge very high fees for the brand endorsement. Celebrity endorsement is also having linkage with the financial risk of the company. When celebrity endorser is worth to pay higher fees then only company is ready to spend. Sometimes celebrity uses some other product and endorses some other product of the competition in which some legal issues arises due to unprofessional and unethical practices made by that celebrity which may create confusion in the minds of targeted segment of that brand.

23. Brand perception

Brand perception isn’t owned by brand but owned by customers. It is what the customers are thinking and saying about a brand. An actual experience of a customer with a brand may influence a brand perception.

24. Brand Switching

Brand switching is a customer’s decision to purchase a different brand than a usual. Brand switching happens due to price promotion, an attractive displays, better availability, innovative product, lowering of a quality in customer’s usual brand. Brand switching is found maximum in case of products having lower prices.

25. Brand Equity

Brand Equity is brand’s power derived from its goodwill and recognition earned over a time. Brand equity is the commercial value which comes from the customer’s perceptions of the brand name. Brand equity is that premium and recognized value which a company obtains from a brand in the market. Companies create brand equity for making their brand more memorable, easily recognizable and superior in quality and put more efforts in fulfilling the brand’s promise in order to maintain the
brand’s reliability. Brand equity has a direct effect on increasing the sales volume and increasing the profitability.

26. Aggressive Marketing

This style of marketing is used by many companies in which marketers focus on creativity and imagination. Advertising is created in unique, appealing manner which will create buzz and become highly viral amongst the customers. A memorable brand experience can be created. Aggressive Marketing is made to retain the present customers and attract new ones.

27. Brand wars for market share and aggressive marketing in India

MNC’s (Multinational Corporations) like HUL, P&G, Nirma, Henkel/Jyothy laboratories who give tough competition with each other in FMCG’s detergent sector. Frequent price wars and brand positioning wars take place for their presence and market share amongst these detergent companies/marketers. Small detergent players could not hold their price lines due to inflation and it becomes too hard for them to sell their detergents in low rates whereas on other hand the leading multinational players keep on offering cut off prices by lowering prices of their detergents. These leading detergent companies use an aggressive style of marketing and cost effective price so that many customers move to these companies detergent brand/s. branded players. Using these tactics these companies grab the market share which results in tremendous fall in regional detergent brands sales volume which make them to close their business. Strong National detergent player NIRMA also faced a bad effect of 30% price slash by HUL and P&G’s price war.

These companies also made unethical marketing practices. Ethics is a branch of philosophy where the morality as well as a modest behavior, good bad, right wrong just virtue concepts are discussed. There are some basic principles of advertising. Advertisement needs to be effective with catchy taglines. Advertising should be made using an honesty modesty social responsibility as well as it should not be defaming to the competition. Despite of all guidelines these leading detergent companies in India adopted an aggressive style of advertising which was defaming. As a result of such wars a tremendous competitive rivalry has been developed amongst these detergent companies/marketers and their marketing warfare and various related activities reached
to the many courts in India for taking legal actions against each other due to multiple disputes against each other. These wars aren’t new to the Indian customers. Customers made complaints to Advertising Standard Council of India (ASCI) against this unethical advertising practices and customers also mentioned that they these activities might cause their mistrust on these detergent brands and their respective companies. One company RSPL who’s Ghadi detergent is a leading player in a popular detergent category positioned their brand saying “Pehle istemal kare fir vishwas kare” though this company always give importance to mention the values of their detergent brand and never adopts aggressive and unethical style of advertising which is truly appreciating.

**28. USP - A unique selling proposition**

Unique selling proposition (USP) is a positioning statement of a company which clearly differentiates a brand/product from its competitors. e.g. Cost, quality is discussed.

**Here are a few famous examples of USP’s :**

1. Proctor & Gamble (P&G) “Touching life improving life”
2. HUL “Small actions big difference”
3. ITC “100 Inspiring years”
4. Cadbury India Ltd “Kuch Meetha Ho Jaye”
5. Apple: “Think Different”
7. McDonald’s: "I'm Lovin' It"
8. Domino’s Pizza: “30 minutes or it’s free” promise!

**29. Tagline / Punchline / Slogans**

A tagline is a small amount of text/catchphrase or small used to clarify some thought. It is the most noticeable element of a business identity with a slogan made in a special way to identify a particular product of a company. Brand is established and positioned in an effective way in the minds of the customers through using advertisement and a tagline is built from brand’s positioning statement. Brand recall is the main objective of giving tagline. It should be clearly understandable. Tagline of company is different and tagline of their brand is different.
2.2 Review of Literature (Available)

(Ogilvy, 1985) Ogilvy has written an authentic legendary book on advertising which is used by the professionals in the field of advertising. Ogilvy stated "Advertising is Salesmanship." Ogilvy made his clients rich beyond their dreams. His ideas are really timeless.

(Aaker, 1995) Has written Managing Brand Equity where he said that for strong brand building skills are needed for the existence and growth/prosperity of companies. He said that the brand managers must understand the value of a brand which is a strategic weapon or strategic asset used as a source of competitive advantage. Aaker used brand building cases from Saturn, General Electric, Kodak, Healthy Choice, McDonald's, and demonstrated how strong brands have been created and managed. The twin concepts of brand identity and brand position are important in managing the brand. David Aaker explained how to manage the brand assets for which he has given practical management issues on brand equity.

Balasubramanian P.C & Ram N. Ramakrishan, Grand Brand Rajini, (2013) In this book the authors explained the brand management the “Rajinikanth” way. The character “Rajnikanth” who is a superstar from south Indian films who is an idol of the writers of this book. This book speaks all about the starting of any brand, its development, growth and life cycle of that brand. The authors wrote about how a brand Rajini was established by stating the real life journey of Shivajirao Gaikwad (Rajinikanth’s original name) to Rajinikanth. This film star build his name & fame and built a brand called Rajini. After the establishment the brand Rajini the brand elements name, logo, tagline, graphics and sound which are the part of brand personality was reflected. The brand “Rajini” provides credibility so that there is a brand connect with the customers (fans) emotionally which motivates them to watch his movies. After a better presence “Rajinikanth” focused on visibility, popularity to position himself across his customers (fans) in India. Here his customers are the people who watch his movies. Rajini always kept himself in news and popularity. This famous south superstar is well known for his character, habits, his vices and his professionalism who always respects his co actors. In this manner the authors of this book presented a brand “Rajinikanth” from his start, development, growth and overall journey in a very entertaining style of writing.
The responsibility, commitments, promise, quality, publicity and innovations of this brand’s life is all sides and stages of the any brand’s life.

(Knapp, 1999) In this book the author wrote about the secrets of branding success. Author said that brand/marketing managers need to consider that a brand is the most valuable asset of the company and companies should take own efforts for brand success. Knapp stated that brand manage/marketing manager need to make decisions about the brand, it’s message and promise to the consumer to build a specific image for the brand.

(Mukerjee, Kaushik)(2013), Building Brands That Win, Tata Mc Graw-Hill. In this book the author Kaushik Mukerji presented the book “Building Brands That Win” in a fantastic manner by giving proper blend of academic and practical concepts and approaches giving suitable examples. He wrote about the best brand practices for brand building in today’s fast competitive and rapidly changing environment. Mukerjee mentioned that due to importance of branding customers are becoming more choosy and more demanding which is a challenge before marketers. Author said that understanding the customers and their buying behavior is must. Customer’s price expectations, and an impact of brand must be observed. Due to customer demands competitors keep on offering them new brand promises. Author also said that in today’s fast and competitive world companies are more concern about shaping their brand differentiation, brand values and brand personality and position their brands in a proper manner so that they can do relevant and unique positioning of brands which are the assets of the company. Kaushik Mukerji has focused on the feelings of customers, their experiences and their brand engagement which foster brand loyalty amongst them. Reduction in brand loyalty is out of fickle mindedness of customers. The author also wrote about brand extension using the brand personality to earn a better market share and win the heart of the customers. By the brand extension a company targets same customers for their brand extension product. e.g. Surf Excel detergent bar which is extension of Surf excel detergent powder. Author also wrote on celebrity endorsements, brands vision and purpose, threats of new entrants, bargaining power of buyers, brand communication, brand failures
building global brands. Mukerji said that brand leadership gives a great opportunity for success.

Author gave many examples of Dove, Pears, Lux, Whirlpool, Mercedes Benz, Fedex, Dettol, Fair & Lovely, Dabur.

(Trout, 2000) Trout in his first and unique book wrote about the positioning approach which is creating a "position" in the customer's mind. He mentioned to position a follower than the leader by avoiding competing with the established brand. Trout said that effective positioning of the brand use leading advertising agency is helpful in gaining the better market share in a short span of time. He emphasized on choosing the best name for the product/brand and asked the companies to analyze the current trends in brand positioning.

(Kapferer, 2004) In the book “The New Strategic Brand Management” written by Noel Kepferer which is used as a reference source for senior strategists, brand experts, positioning professionals and research students. This book provides the strategic brand thinking. Kapferer explained the latest brand management techniques used by companies worldwide. Author has mentioned about the luxury brands, corporate brands or retail brands. Case studies like Audi, Nivea, Toyota and Absolute Vodka are mentioned.

(Mc Ewen William J, 2005) Mc Ewen William J in the book “Married to the brand” through which the author looked into the world of brands through the eyes of customer, the companies’ partner in the reciprocal relationship. Mc Ewen explains the importance of the trust, promise, respect which are credible points of the brand. He urged the necessity of having a good relationship between the brand and the customer as a strong relationship and connects with customers help in trust which ties them with a brand. Author said that the relationship means a marriage which is the trust of customer and his bonding and loyalty with the brand which adds meaningful depth to the bond that connects the customer with the brands. Author said that brands are company’s investment and payback is possible only when customers are satisfied. He also advised the companies to retain their present customers and take efforts to attract new customers. Brands shouldn’t give false
promises to customers and must maintain their trust otherwise broken brand promises may lead to miss the business.

(Sengupta, 2005) The book "Brand Positioning" written by Sengupta helps marketing and advertising professionals to differentiate their product and give it a distinct advantage in an overcrowded global market. Book explains about the developing sound positioning strategy with practical applications. Author also expressed his views regarding the competitive advantage and celebrity endorsements.

(Nuimier, 2005) “The Brand Gap” is the book written by Nuimier on branding. This is the first book to present essentials of brand building. Companies to bridge the gap between brand strategy and customer experience.

(Sartain, 2006) Author Sartain described how to build employer brands and how to deliver the customer brand promises. This book is used as a sample in meeting agendas and presentations of employer brand, improve a current one.

(Kumar, 2007) The author Ramesh Kumar in “Marketing and branding” offers concise and comprehensive coverage on the five major aspects of marketing management in the form of the themes. The first theme deals with product and brand related strategies, the second theme with retailing and distribution decisions, theme third about the pricing issues, fourth theme about the consumer behavior and the fifth theme is about the brand building. These topics are sequenced in such a way that the reader will be able to draw linkage with different marketing mix elements. These links are important in formulating marketing strategies.

(Kumar Ramesh S, 2013) S Ramesh Kumar’s book “Managing Indian brands” gives the conceptual insights and strategic linkage between the real world brands and market concepts. Author focused on new perspectives of brand management, branding, consumer’s behavior changing environment and the boundaries of brand positioning. Author said that brand positioning establishes an identity of the brand and creates an impression in the minds of the customers. Kumar presented examples of ‘Mysore Sandal soap- pure and natural fragrance’ ‘Margo-Herbal Soap’ ‘Lifebuoy – germ cleaning action’ as famous examples of careful positioning.
Author gave an example of Surf Blue, Surf Excel, Surf Excel Matic the variants of HUL under detergent category positioning is different for every variable as the target customer is different. He stated that effective advertisements clearly differentiate the offerings across the different segments where these brands are positioned. Author said that companies should use celebrities to appeal the target segment of customers.

(Lane, 2007) Frank lane is a branding expert. In his book “Killer Brands” he said that only the strongest brands will capture attention and the killer brands will beat the competition. The loser brands eventually disappear from the marketplace and the market share and profits go to the victor.

Branding expert Frank Lane presents the three simple but essential principles of brand power Focus, Alignment, and Linkage to look at creating and marketing the Killer Brand.
1. Focus is the compelling promise that a product is unique.
2. Alignment is the marketing actions that are consistent with this promise.
3. Linkage is the guarantee of the product design, packaging, and brand name.

(Keller, 2007) Keller has written more than 75 branding briefs which identify successful and unsuccessful brands and explain why they have been so. He also wrote about how to manage a brand equity. The case studies given in this book are the real life stories of Levi’s Dockers, Intel Corporation, Nivea, Nike, and Starbucks. In a book on strategic brand management he wrote about tactical planning, building and measuring a brand equity.

(P.Adamson, 2007) In the book “Brand Simple the author Adamson has thrown light on various aspects of branding to keep it simple. In today’s era of mixed media messages few brands are extended to create them more effective.

(Sexton, 2008) Branding 101 - Trump University, the writer of this book who is well known brand expert Don Sexton who explains about the powerful and effective methods by sharing his lifetime’s valuable experience with the readers of this book. Every chapter is written in a depth with giving real life examples. Don Sexton said that though the business is large or small its brand is important as it is the most
valuable asset of that company with ability to attract and hold customers. Brand helps in earning good revenue and profits to a company. Author explains that the brand manager needs to know to build and maintain powerful brands which can appeal to their customers and increase the value of the business.

Author Don Sexton also wrote about the branding tactics. Sexton said that quality of the brand results its reputation. Sexton advised that company should first establish their brand and then start positioning of that brand but much carefully as the brand is an asset of the company. Sexton guides not to associate more than two/three attributes. Important brand attributes should be highlighted in such a way that they target the customer and provide superior level than the competition brands in the market. He advised companies that insisted on making consistent brand communication they should make efforts in building powerful and valuable brand. He further stated that brand positioning is the heart of brand strategy and if brand positioning is unclear that brand can’t succeed. For making an effective brand positioning clear understanding of customer’s needs is must.

Don Sexton gave examples of Johnson’s baby product’s advertisement, American Tourister’s advertisement. Sexton advised companies not to make multiple positioning which could confuse the customers. Regarding making sales promotion Sexton said that sales promotions provides some incentive to the customers which gives the reason to purchase. Incentives in form of coupons, discounts, premium, and freebies need to be offered which can create an interest in them to buy that product. Sales promotions are an excellent opportunity to understand the customer’s opinions, advices as well as complaints. It’s an opportunity to see the percentage of customer satisfaction as satisfied customers recommend that brand to other customers. Sexton said that company doesn’t need hundred measures to monitor their brand but they need excellent ideas which can strengthen their brand with great perceived value.

(Ghoshal,Sumantra & Piramal, 2001) Sumantra Ghoshal, Gita Piramal, Sandeep Budhiraja, Authors of this book “World class in India” presented case study that HLL managers were very proud of their contribution to India’s development. Unsilver’s reputation for molding highly trained managers who put their hard
efforts in professional movement of HLL in India is mentioned. HLL managers have absorbed Unilever culture well. India one of the largest fabric wash market in India by continuous innovations dominant positioning, understanding changing needs of their customers, aggressive and catchy advertisement styles. Unilever is known for their brand extensions, price cut-offs to tide over the market as well as they have great distribution network, better packaging than their competitors, first class poisoning and advertisement activities which made HUL one of the successful and giant company in Indian FMCG industry. Authors also mention the efforts taken by P&G, NIRMA to slowdown HUL’s growth. P&G brought their enzyme based technology through their premium detergent brand Ariel which was positioned for premium segment of customers. To limit P&G’s progress HLL introduced Surf Ultra and HLL’s market share had risen from 39 to 42% in India’s fabric wash market. HLL introduced Active wheel in popular category segment to give though fight and challenge to NIRMA. Wheel at low cost and better quality became successful in Indian fabric markets. Surf, RIN, Wheel, Sunlight, Swastik, Det, Ariel, NIRMA brands are discussed. Apart from this low priced detergent products made by small scaled detergent manufactures in different parts of country.

(Williams, 2010) In the book “Positioning for Professionals” William has tried to shape up the professional approach towards branding in particular and marketing. The goal of business strategy is not just to be better, but different than competitors. For doing this the author of the book has suggested to build a differentiating value proposition by clearly and carefully defining brand boundaries, its competencies, customers, and culture. This book shows how a well-defined value proposition can help professional firms to create their own success instead of copying the success of others. This book is written for leaders, managers, and other senior executives of service companies.

(Mcdonald, 2010) In the book “Creating Powerful Brands” Author McDonald has written about long thinking critically and strategically about branding. More than 50 real examples of brands and their influential marketing campaigns are given. This book gives the latest thinking and best practices in branding and tells about branding theories implemented in practice with real marketing campaigns. The
book makes an evaluation of the literature on branding along with case studies, clear and well considered diagrams and examples.

(Haig Matt, 2011) A book “Brand Success” written by Matt Haig in which the author wrote about innovation brands, pioneer brands, distraction brands, streamlined brands, muscle brands, distinction brands, status brands, people brand, responsibility brand, board brands, emotion brands, design brands, consistent brands, advertiser brand, distribution brands, speed brands, evolution brands. Branding is most important aspect of business. Matt Haig said that being good in business is the most fascinating kind of art. In this book Matt Haig has written some laws that can be applied to all brands. He said that brand is an identity and the process of branding is the process of creating and managing the identity. He further wrote that the secret of brand success lies in its innovation, style of making, actual performance, competition and key influences. Author said that an intensive research in branding process helps in innovation which becomes added value of that brand. E.g. High prices have helped Mercedes Benz become a truly prestigious brand. People who drive Mercedes Benz car like to feel superior to others. “Nescafe” brand also fall in popular as well as prestige group of brands. Matt Haig said that continues research and innovation has confirmed, reconfirmed the brand leadership status. He presented Colgate (Brand Leadership - Colgate) as an example from tooth care segment for this.

(Haig Matt, 2011) A book “Brand Failure” a book written by Matt Haig in a truly entertaining style in which Matt Haig wrote that brand failures keep happening and that failure is due to their own destiny. The paradox of success makes failures more likely because it gives brands bigger egos. Matt Haig urged on the need of developing and protecting the brands/products from failure. He commented on seven deadly sins of branding. Brand amnesia, brand ego, brand megalornania, brand deception, brand fatigue, brand paranoia, brand irrelevance. Matt Haig presented some classic brand failures like Coca Cola, New Coke, Ford Edsel, Sony Betamax, Kellog’s cereal mix, Unilever’s Persil. Author of this book wrote that they shouldn’t fuel their competitor’s publicity. Company must test their products in all conditions to check brand acceptance. He further added that some brands fail because of the culture failures. A successful brand in one market may be a failed
brand in other culture market. He said that the specific culture of brand is to be understood. Author wrote on brand extensions as well as reminds that only stylish packaging isn’t enough to win customers but brand should have a strong point of difference which should be accepted by customers. In this book more than 100 major brand blunders are given as examples. Author being brand professional told about the brand mistakes made by successful blue chip companies. He said that companies live or die on the strength of their brand so brand failure can be fatal which cause the potential danger to the healthy life of the brand.

(Hanlon, 2011) In the book “Primal Branding” Patrick Hanlon said that primal branding has broken down the elements that help people feel better about a brand.” It is not just about logos and taglines but about the many crucial components which must be present to creating a brand that connects with the customers. Hanlon elaborated in deep. He wrote about what made the brands successful. He gave insight into the things we must do to make our own brands successful. He said that there need to be an emotional connection into the branding process. He further said that the art and luck are also important.

(Pearson, 2011) In the book ”The Old Rules of Marketing Are Dead” by Pearson and Timothy there are carefully calibrated action steps that can make each of its observations, principles and rules come to life in your company. “The Old Rules of Marketing Are Dead” is a book which provides insight in global marketing and management consulting. Author of this book explains how brands must be true to their essence and be reinvented to remain relevant.

(W., 1957) In the article “The Brand Image and The Consumer” by Tyler an interesting concept of brand image is given. Brand image is very important for a consumer. There is a link between Consumer purchase decision and brand image. According to Tyler the brand image has a significant role in making a purchase decision of the customer. Tyler said that there are three kinds of images in advertising. The subjective image refers to an emotional feeling about the brand experience. The second is the objective image in which the advertisement tries to make the customer to purchase the product without having any trial or experience
of the same. The third is the literal image OR the actual / visual image of the brand as a picture.

(Kuehn A., 1962) In the article “Consumer Brand Choice as a learning process” by Kuehn. It was investigated that the brand choice process of the individual family level using a variety of tests such as the personal liking and preference. The purchase sequences of a majority of consumer are consistent with the no prior assumptions. Consumer brand choice was observed during the research study by Kuehn.

(Buskirk, 1970) In the article written by Buskirk, Richard H. and Rothe James T. “Consumerism an interpretation” the importance of consumerism is told. Consumers purchase behavior to the type of product purchased need to be observed. Frequency of the product purchase needs to study. Consumer is the best judge to check the effectiveness of the product and decide if the products are matching to the expectations or not. Consumer shows rational behavior during frequent buying products and shows different behavior when buying lifetime product.

(ANDERSON, 1973) In the article “Consumer Dissatisfaction: The Effect of Disconfirmed Expectancy on Perceived Product Performance” by Anderson the effects of disconfirmed expectations on perceived product performance and consumer satisfaction is mentioned. Author of this article Anderson further stated that there is a great a gap between high consumer expectations and actual product performance of the product which causes less favorability of the consumer about the product. Unrealistic consumer expectations result in their dissatisfaction. Consumer expectations affect satisfaction so the marketer must understand the customer expectation and the factors which can influence customer satisfaction.

(Andreasen . A. R., 1979) In the article “Consumer dissatisfaction as a measure of market performance” by Andreasen. The writer wrote on a customer satisfaction/dissatisfaction measures and consumer problems on broad range of product and service categories. It is understood that there are no consistent relationships between socio economic characteristics and complaint behavior when product category and problem type are included in the analysis.
(Gilbert A Churchill Jr, 1979) In an article on “A paradigm for developing better measures of marketing constructs” by Gilbert Churchill who made investigation into the determinants of customer satisfaction. Marketers certainly need to pay more attention to measure customer satisfaction. The process suggested in this article with respect to the generation of a core body of knowledge is substantial.

(Surprenant, 1982) In the article “An investigation into the determinants of customer satisfaction” wrote by Surprenant who investigated the effect of satisfaction, expectation and perceived performance. The results suggest that the effects are different for the two different products. It was stated that there is a direct link between the performance of the product and the satisfaction customer receives from the usage.

(Lynn W. Phillips, 1983) In an article “Product Quality, Cost Position and Business Performance by Lynn W. Phillips, Dae R. Chang & Robert D. Buzzell, effects of product quality on direct costs are discussed. Quality of the products have relatively higher prices and they occupy higher position in the market. Importance of product quality in which very few researches were made and marketing management ignore the topic and only a handful of empirical studies exist.

(Richins, Marsha A., 1984) An article “Negative word of mouth by unsatisfied customers” which was a pilot study made by Richins Marsha. The important implications for consumer behavior were studied in this. Many marketing scholars have emphasized the importance of customer satisfaction. It is important to carefully examine the detail consumer’s responses to dissatisfaction for that need to take their in depth interview. The study was made to check the consumer responses about their dissatisfaction. Their dissatisfaction reason of the dissatisfaction and perceptions of their complaint were observed and noted in the responses of dissatisfaction. If consumer complaints are encouraged then the retailer has the chance to remedy. The researcher observed that despite of a brand loyalty the frequent brand switching in response to dissatisfaction occurs. It was also noticed that brand switching is response to dissatisfaction only.
In the article “A National Customer Satisfaction Barometer: A Swedish Experience” by Fornell C. and Wernerfelt B. The researchers said that the customer satisfaction drives firm’s profitability. Satisfied customers become more loyal. When customer expectations are meet then only it leads to Customer satisfaction.

In the exploratory research made by Zeithaml, Valarie A. “Consumer Perceptions of Price, Quality, and Value” The researchers have made their research on price, perceived quality, and perceived value on the basis of past research evidence. Researchers told an importance of the consumer’s perceptions and their expectations need to design a strategy.

In “Problem Perceptions Dissatisfaction and Brand Loyalty” Kasper wrote about a inter linkage between customer satisfaction and brand loyalty. He stated that there repeat purchasing behavior is not always a brand loyalty. True brand loyalty depends on the brand choice and satisfaction received from the usage. Researcher concluded that there is a positive relationship between satisfaction and brand loyalty.

“Impact of sales promotion on when, what, how much to buy” In this the researcher stated that due to sales promotion there is 2% of temporary sales increase. Differences were found across the segments regarding the choice and purchase quantity decisions as well as the overall sales response to price. The researcher stated that during the promotion period there is sales increase due to brand switching, purchase time acceleration, and stockpiling.

In the article on “A causal model of consumer involvement” the authors differentiated about the product involvement and brand decision involvement. Author wrote about six consumer behaviors which the involvement of consumers in specific brand. Those six consumer behaviors are as following:

1. Extensiveness of decision making.
2. Interest in advertising.
3. Social observations.
4. Shopping enjoyment.
5. Brand commitment.
6. Product usage.

(Krishnamurthi, L. and Rajan, S., 1991) “Empirical analysis of the brand loyalty and consumer elasticity” in which the author mentioned that consumer behavior is based on two distinct decisions, namely a brand choice decision and a purchase quantity decision. Author further stated that there is a relationship between consumer brand preference or loyalty and price elasticity in purchase behavior. The brand loyal consumers will be less price sensitive in comparison with non-loyal consumers. It can be concluded as the brand loyal consumers are less price sensitive than non-loyal. Managerial implications of the differing elasticity’s are discussed.

(Bolton, 1991) “A multi stage model of customer’s assessment of service quality and value by Bolton, Ruth N, James H. Drew. In this article it was found that the customer's assessment of overall service quality is also directly affected by his perceptions of performance levels. Bolton has developed a model of how customers endowed with prior experiences and expectations, assess service performance levels, overall service quality, and service value.

(Dodds, William B.; Monroe, Kent B.; Grewal, Dhruv, 1991) “Effects of price, brand and store information on buyers' product evaluations” In this research the effects of price, brand and store information on buyers or consumer perceptions of product quality and value as well as their willingness to buy is discussed. Gist of this research mention that price has a positive effect on perceived quality but price may not have a positive effect on perceived value and willingness to buy. Favorable brand and store information positively influenced perceptions of quality and value, and subjects the consumers’ willingness to buy the product/brand.

(Claes Fornell, 1993) “Differentiation as a basis for explaining customer satisfaction across industries” in the present article it was found that there are differences in customer satisfaction levels. Higher perceived performance leads to higher customer satisfaction. Research findings also suggest that the comparisons of customer satisfaction which is different across the different industries.
(Zahorik, 1993) “Customer satisfaction, customer retention and market share” by Zahorik, Roland T. Rust and Anthony J. T. In the present article the mathematical framework for assessing the value of customer satisfaction is presented. This framework is useful for managers to determine which customer satisfaction elements have the greatest impacts and how much money should be spent to improve particular customer satisfaction elements.

(Dick & Basu, 1994) “Customer loyalty towards an integrated conceptual framework” by Dick & Basu. In the present article the customer loyalty has been viewed as the strength of the relationship between an individual’s relative attitude and repeat patronage. The relationship is seen as mediated by social norms and situational factors. Relative attitudes are identified which have contribution to loyalty along with motivational, perceptual, and behavioral consequences.

(Ehrenberg A.S.C et al., 1994) “After effects of price related consumer perceptions” in which the researcher Andrew Ehrenberg who made the lifelong notable contribution in the field of social research and marketing science said that the loyalty programs affect the repeat purchase of the consumers. He further said that an advertising is needed to create consumer awareness about the price and promotion. Advertising results in immediate sales increase.

(Eugene W. Anderson, 1994) “Customer satisfaction, market share and profitability - findings from Sweden” in this article Eugene W. Anderson investigated that there is a link between customer satisfaction and economic returns. The findings of this article support a positive impact of quality on customer satisfaction.

(Jones, Thomas O. and Sasser, Earl, Jr., 1995) “Why Satisfied Customers Defect?” in this article the researchers explain how customer satisfaction and loyalty are very important. They further said that there is a big difference in the loyalty of merely satisfied customers and totally satisfied customers. The researchers have elaborated their opinion using an example of a Xerox Corporation. Merely satisfied customers were six times less likely to buy again from totally satisfied customers. Superior customer experiences and repeat purchases of buyers is more
important and proves most profitable for the E-business success than for more traditional businesses.

(Keaveney S.M., 1995) “Consumer switching behavior in service industry” In an exploratory Study the availability of a number of options for consumers and varied tariff rates of each player were discussed. The objectives of the study are to find the factors that influence the consumers in switching the service provider and to delve into finding out the likeliness of switching the service provider. It was noted that due to multiple options consumers do switch between different service providers. The results from the study reveal that better call rates plays the most important role in switching the service provider followed by the better network coverage, value added service and customer care while advertisement plays the least important role from the customer’s point of view. There is a relation between switching to other service provider and the factors which affect switching.(Customer service, Service problem, Usage cost, etc.)

(Fournier, S., 1998) “Consumer & their brands” In this research the validity of the relationship proposition in the consumer brand including the legitimacy of the brand and active relationship of consumer brand bonds in discussed. This provides a framework and better understanding of the types of relationships consumers form with the brands. The concept of brand relationship quality, and relationship with brand’s strength can be evaluated.

(Geok Theng Lau, Sook Han Lee, 1999) “Consumer’s trust in a brand and the link to brand loyalty” in this article the trust in a brand is important which is a key factor in the development of brand loyalty. The findings of this study reveal that brand characteristics are more important as they directly make impact on a consumer’s trust in a brand. The results of this study also show that trust in a brand which has a positive relation with a brand loyalty.

(Lin C Wu and Wang. Z.F, 2000) “A study of marketing structure, brand loyalty, brand switching behavior of the household appliances” this article presents the results of the effects of consumer sales promotions on many (427) loyal and non-loyal consumers in two fast moving consumer goods, washing powders and shampoos. In this study the consumers were classified into two categories by their degree of loyalty towards the brand:
1. Brand loyal consumers and 2. Non loyal consumers or (frequent) brand switchers. It was found that consumer sales promotions have more influence on the brand switchers as compared to the loyal consumers. Among the various forms of consumer sales promotions, free gifts have more influence on the brand switching behavior of consumers. It was found that economic status was not a defining factor effecting consumer's brand loyalty.

(Ehrenberg A.S.C., 2000) “Repetitive advertisement and the consumer” in this article the objective of the study was to provide an overview of the Korean coffee shop market and observe the redemption behavior of coffee shop patrons. The study was made to verify the causal relationships among the expiration date, coupon value, brand loyalty and the intention to redeem the coupons and review the implications for practitioners.

The results of this study suggest that Korean consumers showed strong intentions to redeem coupons when the expiration date of their coupon is near. Brand loyalty did not have a direct and significant effect on redemption intention. The findings provided an information about the consumer’s revisit rate. If coffee shops offer coupons with shorter expiration period for consumers then they recognize the benefits of coupons more valuable. It was also found that the consumers used coupons when they visited at the same brand coffee shop and will frequently revisit the same brand coffee shop.

(J. JOSEPH CRONIN, 2000) Has analyzed the effects of quality, satisfaction and value on consumer’s behavioral intentions. Effects on the consumer’s behavioral intentions were noted. A notable findings about the service quality, service value, and satisfaction which are directly related to behavioral intentions considered collectively. The results further suggest that the indirect effects of the service quality and value makes an impact on behavioral intentions.

(Lisa McQuilken, 2000) “Consumer expectations and satisfaction levels: An Evaluation of Tourism in Otway Region” in this article the researcher examined consumer expectation, perception, and satisfaction levels related to tourism. Survey of tourists was made. It was noted that customers who are highly satisfied are more likely to return than those who are only slightly less satisfied.
(Michael D. Johnsona, 2000) “The evolution and future of national customer satisfaction index models” in this article the extensive study of national and international customer satisfaction and their and loyalty was made. It was found that customer satisfaction has a relatively large impact on customer loyalty.

(Ton van der Wiele, 2001) “Empirical evidence of the relation between customer satisfaction and business performance” in this article the empirical data of relationship of the customer satisfaction and business performance was collected and an analyzed. The researchers stated that the customer satisfaction, their changing behavior and customers perceptions need to be noted by the companies to understand the customer satisfaction.

(Michael K. Brady and J. Joseph Cronin Jr., 2001) “Some new thoughts on conceptualizing perceived service quality - A Hierarchical Approach” in this article the authors suggested that knowing the customer’s perceptions help companies to improve their service quality.

(Thiele, S., & Bennett, R., 2001) “A brand for all seasons” this research is a discussion on brand loyalty approaches in which the researchers tried to understand loyalty measurement techniques for various market types. Distinguishing between market types is important as the variable markets indicate different loyalty. In FMCG (Fast Moving Consumable Goods) markets there is comparatively frequent switching behavior of customers was observed.

(Bennett, R., & Bove, L., 2001) “Identifying the key issues for measuring Loyalty” in this article the authors said that knowing customer’s loyalty is important as knowing their reactions help in making marketing efforts. Researchers said that knowing both attitudinal and behavioral loyalty help to measure an appreciation of the loyalty.

(Etienne Terblanche, 2002) “Building brand loyalty within the selected segments of the South African FMCG market” in this article the researcher found that relying on being a leader in price and quality is not enough to ensure that a consumer would continue purchasing an organization’s brand. The researcher stated that a brand experience is more important for consumer to become loyal as consumer should have a strong positive brand usage experience. So it is essential that organizations within the FMCG
market proactively develop and implement strategies aimed at creating and maintaining loyalty towards their brands.

(Hong-bumm Kim; Woo Gon Kim; Jeong A An, 2003) “The effect of consumer based brand equity on firm’s financial performance” in this article the researchers examined the brand equity and its effect on the financial performance of the firm. The brand loyalty, perceived quality, and brand image are most important to establish the brand equity.

(Jane Lu Hsu, Wei Heien Chang, 2003) “The role of advertisement in brand switching” in this article it was studied that how brand and advertising cognition affects brand switching behavior of the customers. Results of this research indicated that motivations for brand switching and purchasing intentions were directly influenced by brand associations and were indirectly affected by attention to advertising. Brand switching happened due to the influences of brand and its advertising. Word of mouth or positive mouth publicity was also the prominent factor to draw customers from other brands.

(Matthew Shum, 2004) “Does advertisement overcome brand loyalty?” In the article the study was made in the markets where consumer preferences are characterized by brand loyalty. Advertising had a great impact on consumers as it was dominant on consumers. Brand loyalty and encouraged them to switch to other brands. The tendencies of brand loyalty toward repeat purchase was observed. If advertising is attractive and an effective it helps in reducing the switching costs in this market. Promotional activities like giving price discounts to the consumers helped in stimulating the demand for a brand.

(Homburg C. et al., 2005) “Do satisfied consumers really pay more?” in the present article the study examines the relationship between customer satisfaction and the customer’s willingness to pay. The researchers found that higher customer satisfaction leads to greater customer loyalty which in turn can result in higher profits. Matthew Shum said that the prices of the brand/s play a key role in determining profitability of any company. Only highly satisfied customers are willing to pay more in case of price rise but the dissatisfied customers are definitely not willing to pay more and they are even likely to switch over from the usage of the brand. Moderate levels of satisfaction
do not increase a customer’s willingness to pay substantially. Price is a key determinant in the profitability equation for any company.

It was concluded that the satisfied customers who are receiving the high level of satisfaction from their preferred product/brand are willing to pay higher price or premium price even if company increase the brand’s price because of any reason.

(Robert East, Philip Gendall, Kathy Hammond & Wendy Lomax, 2005) “Consumer Loyalty- Singular Additive or Interactive?” in this article it was found that the consumer’s brand loyalty, a recommendation made by a customer, repeat purchase predicts customer’s loyalty.

(Klaming, 2006) “The changing role of brands in the age of empowered consumers” the present article is about the effects of internet on the functions of brands. The Internet helps in giving vast amount of information to its users which is provided to consumers in convenient ways regarding the brand attributes and its prices. Internet technology helps in increase of the information transparency and provides ample opportunities to companies to strengthen consumer’s bonds with their brands through internet marketing/advertising.

(Jensen, M., and Hansen, T., 2006) “An empirical examination of brand loyalty” in this article a model to measure brand loyalty is given. The three fast moving consumer goods bread, coffee and toothpaste were referred. Model remains valid when applied to these three FMCG products and measured brand loyalty of them successfully. The results of the research showed that the model to measure brand loyalty was successful in the case of all three the products. Managers will find the model valuable because they can apply the model to determine which specific influences are the most important for their products or services and can identify where their brand loyalty fails. This is an exploratory study on brand loyalty in the FMCG market which sets a scientific base for the academic researchers who wants to make a further research on the concepts of brand loyalty and brand management.

( Neetu Andotra & Ms.Pooja, 2007) “Customer value based management framework - An analysis of value, satisfaction, loyalty and switching behavior” In this research the researchers examined the customer responses reflecting their satisfaction, loyalty and
brand switching behavior in Kathua district of J&K State in India. Switching behavior was influenced by complaint handling and previous experience followed by brand recognition.

(Md. Enayet Hossain, 2007) “An evaluation of brands image, product attributes and perceived quality of a selected consumer non-durable product” this research was made in consumer brand evaluation. Consumer’s thoughts about the brand image, brand attitude and perceived quality of a soft drink which were considered. Ten brand attributes were considered for this study. The findings of this research support brand evaluation and its results might be useful to academicians, manufacturers, and other applied researchers.

(George Christodoulides & Leslie de Chernatony, 2009) “Consumer based brand equity conceptualization & measurement” in this article the researchers brought together the scattered literature on consumer based brand equity’s conceptualization and measurement. The researchers stated that there is need of setting up a brand equity measurement system. Researchers said that committed and loyal customers are more valuable from the point of view of the company.

(Consuegra, Dravid Martin et al., 2009) “The effects of relational benefits on retail satisfaction” this research paper is on the impact of relational benefits of customer satisfaction in retail banking. It states the relational benefits achieved through a stable and long term relationship with a given bank and customer satisfaction with retail banking. These results show that confidence benefits have a direct, positive effect on the satisfaction of customers with their bank. It had also focused on the relationship between relational benefits and satisfaction and other factors that may have an influence on consumer satisfaction have not been considered. The findings suggest that banks can create customer satisfaction through relational strategies that focus on building customer confidence. Therefore bank employees should be committed to establishing and maintaining confidence benefits for customers.

(Sandra Martisiute, 2010) In the present article “Product or Brand? The researchers stated that brand is a key factor which generates the customer satisfaction as brand satisfaction and brand impact on the customer’s loyalty is very important. The
researchers tried to establish a theoretical link between brand satisfaction and consumer loyalty.

(Robert Cascio, 2010) “Assessing the maximum level of customer satisfaction in grocery stores: A comparison between Spain and USA”. This study was performed in two countries from different continents. In this study the researcher mentioned the main factors which are important and had greater influence on the level of customer satisfaction. It was also observed that the differences not only between factor composition but also in the influence of customer satisfaction depending upon the focal country. Two different samples of customers that had completed purchases in grocery stores of Spain (Europe) and the United States (America) were taken. It was noticed that the customer satisfaction depends on the nationality of the customer. This study is useful to those grocery retailers that intend to operate in different continents.

(G. Vani, 2010) “Toothpaste Brands – A Study of consumer behavior in Bangalore city” in making this research the researcher focused on understanding of demographic, social, cultural, price, quality, product attributes etc. For buying a toothpaste. It was noticed that the market share of any product is highly determined by the purchasing behavior of the consumers. Consumer awareness of toothpaste was found less in Bangalore city. Rising per capita income of the consumers and their increasing awareness can create more demand of oral care products. During this research it was also noted that there are comparatively less dentists in India.

(Mazibuko, 2010) “Brand loyalty of cereal products” In this study a case of cereal products was studied in which the researcher wrote on the factors which influence the consumers constantly use a particular or specific brand. It was noted that the consumer considers a particular cereal product in which a brand loyalty influence was observed. The researcher concluded that the brand loyalty in the cereal market was similar to that the brand loyalty in bread, coffee and toothpaste segment of FMCG. The researchers also tried to find the success in the branding method and important factors for success of the product. They found that the present market for cereal products is very competitive. They also found that the customer prefer purchasing known cereal products/brands instead of new and unknown brands.
(Komal Gyani Karani, 2010) “Resistance to brand switching” In this journal article the researcher has examined the senior aged consumer’s brand loyalty and their resistance to brand switching. The unique cognitive psychology of elderly consumers was discussed and studied during this study. A better understanding of behavior of elder customers can guide the companies how to retain their existing consumers or convert customers of rival brands to their own brands. This study stated that elderly consumers are not only more likely customers to repurchase but also actively resist switching brands once they have established to their favorite brand.

(Fransisca Andreani, 2012) “Impact of brand image, customer loyalty with customer satisfaction as a mediator in McDonald’s. In the present case study of the brand “McDonald” is used. The brand image of “McDonald” and the customer loyalty with customer satisfaction are discussed in the study. This researcher said that there is a relationship between the brand association and customer loyalty. Brand association directly linked with the customer satisfaction. Customer satisfaction and customer loyalty are strongly linked with each other. Researcher stated that customer who doesn’t have any favorability of brand may not lead to customer loyalty. Uniqueness of brand linked to customer loyalty. The uniqueness of the brand its favorability comes from customer satisfaction.

(Hussein, 2012) “Customer’s satisfaction and brand awareness – Case - Bulsho Cooperative in Finland”. The researcher has indicated that the management needs to step up its publicity to increase the brand awareness and strengthen the brand identity and image in today’s competitive world. The researcher took an example of Bulsho cooperative and suggested that Bulsho cooperative should increase its publicity through an advertisement campaign to strengthen its brand awareness, image and identity amongst customers using all available means of communication. Need to develop a good flow of information and the communication to and from customers help in improvement of service quality services.

(Teg Alam & Mohammad Rishad Faridi, 2012) In an empirical study of perception, expectation and satisfaction level of consumer expectations the researchers suggested that the paint brands should focus on improving their credibility in the eyes of customers by exceeding customer expectation in quality service as well as providing
them a technical support. Paint industries should create and maintain a data bank of their past and existing consumers and communicate with them regularly to keep a long term relationship for building brand loyalty with them. Companies must understand the expectations of their consumers and update the changing needs from time to time. Improving customer service is very important. In the present research the researcher made may useful suggestions to the paint companies.

(Waqaar ul Haq and Bakhtiar Muhammad, 2012)“Customer Satisfaction - A Comparison of public and private banks of Pakistan”. In this study there is comparison in public and private sector banks of Pakistan by evaluating their customer satisfaction. This research makes a useful contribution as there are very few studies conducted in Pakistan in the areas like price, technology, reliability, customer service, location and infrastructure. This research is based on the data collected through a questionnaire which was distributed amongst many respondents on different locations. This research shows that customer satisfaction varies from person to person and evaluation of customer satisfaction is must in banking sector.

(McFarlane, Donovan A., 2013) “Strategic considerations in brand analysis” In the journal article in which the process and purpose of branding and building brand equity in the global competitive marketplace was discussed. The brand’s description, distribution outlets, locations, pricing and consumer perceptions plays an important role in brand analysis. It is essential to think how consumers feel, think, and act with respect to a brand. The researcher mentioned Proctor & Gamble’s (P&G’s) marketing program in terms of product, pricing, and channel strategies and suggested the companies to increase their personalization as personalization has become an important aspect of consumer brand marketing strategies and marketers are seeking new ways of reaching to their customer. Researcher stated that there is much increase in the urban population and income levels of Indian consumers are also increasing. Indian consumers are choosier and demanding. They prefer cash discount compare to freebies as a sales promotion scheme. Indian females expect an immediate promotional benefit. The researcher stated that there is no difference in the attitude of Indian male and female towards the promotions. The researcher found that the married consumers in India are more prone towards promotional schemes compare to unmarried consumers.
2.3 Thesis referred in the present study.

1. Consumer behavior towards the new packaging of FMCG products by Mitul Deliya

In this the researcher has discussed an importance of packaging and design. Consumer’s behavior towards the packaging of FMCG products was studied and understanding the mindset of the consumers regarding the packaging was done. The researcher has implemented a focus group methodology to understand the consumer behavior. Packaging of the product and its relation with consumers purchase decision was noted. Consumers think that packaging plays an important role in brand identification. Attractive packaging, attractive packing shapes makes a positive impact on consumers to purchase and take a trial of that product. Companies think that great packaging has better influence on consumers than advertising and understand the role of attractive packaging in retaining their present consumers and attract new consumers.

2. A Study regarding Consumer brand loyalty by R ESHUN2012

In this research an idea of brand loyalty in the mind of the consumer about the product was studied. This research was made amongst the consumers from Alba country in Romania to study the type of loyalty and the differences from market to market. The factors like satisfaction, quality, value, customer’s commitment which influences the customers brand loyalty were considered. Cultural impact and demographic aspects are also analyzed to study the impact on loyalty. Consumer looks for the required qualities in the brand and if those qualities are received then only consumer makes a future purchase of the same product/brand. Loyal customers are ready to pay a higher price for their preferred brand and they also recommend that brand to others. Increase in brand loyalty of customers is important for brand growth. The researcher took an example of Harley Davidson brand of General Motors who spend huge amount in creating a loyalty for their brands. Performance of the brand/product, brands emotional connect with customers, customer’s usage experience has direct relation with their brand loyalty.
3. Consumer Switching behavior - A study of Shampoo brands made by Anju Thapa, Ph.D. Research Scholar, The Business School, University of Jammu

During this academic and empirical research the brand relationships, switching behavior of highly used products in young consumers and their buying patterns were observed. The brand relationships amongst young consumers in the age range of 13 to 25 years were noticed. The researcher stated that the consumers who are the end users should be satisfied. If consumers remain unsatisfied they will make brand switch. Companies need to understand the mindset of their consumers and should think why they make brand switch?

This study examined the factors that influence the consumers to buy a particular brand of product or reasons of their brand switch. Consumer’s mindset regarding price, products availability and packaging of the product were also noted in buying behavior of the customers. Consumer’s give importance to packaging, promotion scheme such as freebies, extra quantity, discount, price off, advertisement and the availability of the brand they prefer while making their purchase decision as well as customers considers all these factors even during making brand switch. The results indicated that the young customers have relationships with brand/s. Young customers have love and passion of a brand than whereas the young adults found more price consciousness than the teenagers.

4. Evaluating the effect of consumer sales promotions on brand loyal and brand switching Segments.

The study was made to explore the effect of consumer sales promotions on loyal and non-loyal consumers in two FMCG’s washing powders and shampoos. Sales promotions with a aim to speed up sales which requires large marketing expenditure. The marketers make sales promotions to attract the competitor's market share and its effects on consumers were noted during this study. Consumer’s loyalty towards the brand was noted and non-loyal consumer’s brand switching habit was noted. It was noticed that consumer sales promotions which contains freebies have more influence on the brand switchers than the brand loyal consumers whereas the economic status of the consumer has no relation with their brand loyalty.
5. Religion and brand switching behavior of Muslim consumers - Munazza Saeed and Ilhaamie Binti Abdul Ghani Azmi. Academy of Islamic Studies University of Malaya, Kuala Lumpur, Malaysia.

This research study was carried out in Pakistan in which the brand switching mind set of Muslim consumers was studied. The researcher conducted this research in four different universities of Pakistan. Brand switching is the process and choosing to switch from the routine usual brand to different but of the similar type was studied. Brand switching, Brand fascination behavior of customers was observed. The findings of this research revealed that there is significant relationship between religion, Islamic branding and Islamic marketing mix and brand switching behavior. This study was aimed to find the effect of religion on brand switching behavior of the consumers. It was noticed that Muslim’s are more attached to the Islamic brands as they do have strong faith. It was suggested by the researcher that the companies in Pakistan need to differentiate themselves in their promotional messages by highlighting the customer’s religious preferences to stop their brand switching behavior.

6. Brand Loyalty in smart phone, Master Thesis, Mulugeta Z Forsido, Uppsala University August 2012 in this researcher has examined the factors which determine brand loyalty in Smartphone. Quantitative approach was used to quantify the relationship between dependant and independent variables. Researcher made a concluding remark that “Smartphone” is not just an ordinary phone. It provides most services previously done by computers. It is now part and parcel of consumers’ daily life. It is not a matter of fashion rather, it is necessary. Consumers’ developed an especial connection with the brand. Consumers’ developed special connection with the brand.

7. A critical study of brand strategies adopted by Indian automobile companies for competitive advantage by Medha Tadpatrikar Jan 2015
Every car company have brand strategies to compete in the prevailing market scenario. An attempt is made to critically study the brand strategies adopted by Indian automobile companies for competitive advantage. The present study deals with brand strategies adopted by various passenger car companies.

In general, large number of customers do not buy products rather they buy the brands and hence the concept of branding is most important for survival of company.

Branding exercise is a continuous process. There seems to be lack of company vision in today’s branding exercises. Considering the potential purchasing power in younger generation, the branding exercise should have focus to understand the needs / aspirations of the youths. Customer loyalty towards particular brand is diminishing due to availability of wider choice of car brands/ models. The revenue generation takes front seat in today’s branding exercise.


Researcher told about the strong presence of multinational companies in India who have their established distribution network and there is an intense competition between the organized and unorganized segments and low operational cost. Availability of key raw materials, cheaper labour costs and presence across the entire value chain gives India a competitive advantage. Researcher said that there is significant difference between consumer preference of cash discount and free gift as sales promotion schemes. Married consumers are more interested in getting promotions. Sales promotion scheme on international brand, awareness spread out by word of mouth, Scheme is value added type with immediate benefit is preferred by the customers.
2.4 Literature Gaps

Despite the importance of the brand positioning very few empirical researches made in which the role of effective brand positioning, positioning strategies of FMCG brands across India or across the world. Less research was carried in promotion techniques of various brands. Whereas are many studies made in the field of customer satisfaction and brand loyalty.

Summary

After going through the comprehensive literature as mentioned above the researcher has convinced that there are mainly the four main constructs brand positioning, promotion techniques, customer satisfaction and brand loyalty which were identified by the researcher for the purpose of the present study. Many researchers made a lot of researches in the field of customer satisfaction and its dependent parameters as well as in brand loyalty. It was found that brand positioning, promotion techniques are closely associated with each other and also the customer satisfaction and brand loyalty. All these four constructs go hand in hand are important.

It was also noticed that many researches made in the past taking one or two constructs from above four constructs but no research work was found where all the four constructs used together. Hence the wholesomeness of this study may be treated as a special aspect. The researcher has referred a vast literature to write this chapter which will help to analyze the various concepts in marketing as well as in branding process.

The various references reviewed in this chapter are relevant to the subject of the present research study. The researcher has made an exhaustive bibliography which is annexed at the end of this thesis and utmost care is taken to include and acknowledge all the contributors. Despite of this there might be some lapse which is deeply regretted.

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