The importance of branding has already assumed enormous significance in light of the growing globalization and competition. Branding offers enormous growth opportunities for a number of industries. The consumers require a variety of branded products to satisfy their urge. Amidst unprecedented increase in competition, the importance of branding has assumed significant proportions. By successfully branding its product or services, a company makes its offerings stand apart from the competition in ways that matters to the buyers. It becomes extremely difficult for the competitors to avoid the brand name established and made accessible to the customers by its rival competitors.

Brand Loyalty was found to be a function of a proportion of past purchases (Krishnamurthi and Raj 1991). The last purchases made by the consumer certainly predicted the preference for the future choices (Bucklin and Gupta 1992). The new customers entering the market showed different perceptions as far as their buying behavior were concerned (Heilman and Douglas 2000). The best way of increasing the brand loyalty were to focus on improved product quality, better service and more realistic communications. By giving better attention to the customers, the loyalty and preferences were increasingly restored from them (Schultz and Don 2001). The executives of the corporate world are extremely sharp in tracking and evaluating the fit between the needs of their customers and the attitudes of their product (Macmillan, McGrath, Rita Gunther, 1996). As the people matures in age, their sticking to the brand loyalty becomes questionable as the individual taste changes in due course of time. It is influenced by external changes in the technology. The physical product itself contains some essential attributes. These are intrinsic to the product itself. Also a certain number of attributes are tolerated by the customers as they counterbalance with the benefits of the product. Thus the customers might decide or use an inconvenient article because of discriminator. A discriminator is an attitude that distinguishes a product from its competitors. On feeling good about the product the attribute is differentiated from other brands (Keller, Kevin 2000). Another aspect which enhances the success of brand in the market through synergistic execution is the quality of the product (Andy, Lackman and Guskey, 1999). Bowen, Kent; Clark, Kimk (1994) states that quality should be reflected in product’s design, aesthetics and specific functions as well as in the manufacturing process that will
determine its reliability, and also the way it will be sold and serviced. A product with the unique features can command extra premium. Price Premiums and market share have been closely associated with the increasingly salient concept of brand equity (Aaker 1996; Bello and Holbrook 1995; Holbrook 1992; Park and Srinivasan 1994; Winters 1991). Customers who are brand loyal are willing to pay more as they perceive some unique value in the brand that no alternative can provide (Jacoby and Chestnut 1978, Pessemier 1959; Reichheld 1996). Pierre Beaudoin, Mary Ann Moore and Ronald E. Goldsmith (1998) have attempted to find the mechanism involved in the consumer preferences of buying foreign goods. He concluded that the fashion leaders have a more positive attitude towards buying imported apparel than buying domestic apparel. However, the fashion followers have the same overall attitude towards buying American or imported apparel.

Among the prominent researchers on the various aspects of branding is Kevin Lane Keller, (2003), who authored “Strategic Brand Management – Building, Measuring and Managing brand Equity” wherein he espouses on his fundamental concept of “Consumer Based Brand Equity”, the most widely accepted model of brand management, which stressed the importance of the role of the brand in marketing strategies. According to him, the three main ways to build Brand equity is by properly choosing Brand Elements, Designing supporting marketing programmes, and leveraging secondary associations. Further, in his path breaking paper “Brand Synthesis: Multidimensionality of Brand Knowledge”, Journal of Consumer research, Vol.29, March 2003, he asserts that Branding involves the process of endowing products and services with the advantages that accrue to building a strong brand e.g. enhanced loyalty, price premiums etc. branding’s emergence as a management priority has led to a similar need to inform practicing managers of concepts, theories and guidelines from consumer research to facilitate their brand stewardship. Kevin Lane Keller further states that in this era of fierce competition, marketers are desperate for consumer Behaviors learning’s that will improve their understanding of branding and their design and implementation of brand-building marketing programmes. In this complex marketing world, marketers find themselves having to grapple with difficult issues about branding and their brands. What are the most effective and efficient means of building a strong brand? What are the
proper roles for popularized marketing approaches such as “buzz” marketing, permission marketing, one-to-one marketing, experiential marketing, and so on? How do you decide when and where to expand a brand, for example, into new product categories or new market segments? How do you keep a brand relevant and contemporary while preserving its heritage and source of equity? In many cases, a deeper understanding of how consumers feel, think, and act could provide valuable guidance to address these brand management challenges.

Academic research in branding has a long tradition (XX). Much, however, remains to be learned. One area of increasing importance is the brand leveraging process, that is, the effects on consumers of linking a brand to another person, place, thing or brand. Marketers often attempt to increase their brand equity by, in effect, borrowing equity from others. Analyzing this leveraging process requires understanding (1) What in fact consumers know about a brand and (2) How this knowledge might be affected by linking the brand to other entities. Further, Peter and Olson (2001), suggest that consumer brand knowledge relates to the cognitive representation of the brand. Consumer brand knowledge, according to them, can be defined in terms of the personal meaning about a brand stored in consumer memory that is all descriptive and brand-related information.

Further, Bettman (1979) reflected a strong interest in information – display boards. Mitchell (1982) and Johnson and Russo (1984) studied the organization of consumer memory structures and whether they were organized by attributes or by brands, as well as the effects of different information-processing factors such as consumer goals, brand familiarity, and so on. David Asker (1997), relied on 114 possible personality traits and 37 well known brands in various product categories, and uncovered five basic dimensions that appear to capture the perceptual space of brands. Zaltman and higie coulter in 1995, developed “The Zaltman Metaphor Elicitation Technique (ZMET), that uses a series of research methods to tap into consumers visual and other sensory images for Brands. Fournier (1998) has extended the metaphor of interpersonal relationships into brand domain to conceptualize the relationships that consumers form with brands. In another intriguing line of research, Muniz and O, Guinn (2000) have explored brand communities, defined as a specialized, non-geographically bound community based on a structured set of social relationships among users of a brand.
Somewhat on the same lines, Schouten and McAlexander (1995) have defined a subculture of consumption as a distinctive subgroup of society that self reflects on a basis of a shared commitment to a particular product class, brand, or consumption activity. These studies and similar others in spirit are noteworthy for their ability to use novel research methods to uncover overlooked or relatively neglected facets of consumer brand knowledge that have significance theoretical and managerial implications. Increasingly much of branding is about more abstract and intangible considerations, and these streams of research help to illuminate those aspects of brand knowledge. The reality that emerges from the varied research activity in branding through the years is that all different kinds of information may become linked to a brand, including awareness, attributes, Benefits, Images, Thoughts, Feelings, attitudes and experiences. Kevin Lane Keller et al describe these different kinds of information as some of the key dimensions of brand Knowledge. Further, these various dimensions of Brand Knowledge vary on all sorts of considerations such as abstractness, valence, strength, uniqueness and so on. Moreover, different dimensions of brand knowledge are likely to have interactive effects. For example, strong Brand awareness and familiarity may be a prerequisite for certain types of thoughts, feelings or attitudes to occur. How malleable or changeable are these dimensions of Brand Knowledge over time? Holistic approaches are thus needed that attempt to capture more dimensions of brand knowledge both methodologically in terms of tools and models for creating mental maps as well as conceptually and managerially in terms of recognizing the range of effects in Brand Knowledge arising from and influencing marketing activity. In terms of providing holistic approaches, Janiszewski and Van Ossalaer (2000), provide a demonstration of a connectionist model where consumers are assumed to be adaptive learners who are “Learning to Value”. This model is an example of an approach with potential to contribute to “Mental Mapping”. (Mental Mapping model by Van Ossaelaer and Janiazewski (2001).

In terms of recognizing the range of effects in Brand Knowledge, conceptually and managerially, arising from and influencing marketing activity, unlike the static nature of mental maps, models that capture the interplay between brand knowledge and consumer response to marketing activity necessarily will need to be dynamic, with appropriate updating mechanism of consumer memory. One challenge here is the wide
range of marketing activity involved and the potential wide range of dimensions of Brand Knowledge that come into play. Another area of increasing importance is the Brand Leveraging Process, that is, the effects on consumers of linking a brand to another person, place, thing or Brand. Marketers often attempt to increase their Brand Equity by, in effect, borrowing equity from others. Analyzing this leveraging process requires understanding (1) What in fact consumers know about a Brand and (2) How this knowledge might be affected by linking the brand to other entities. Linking the Brand to some other person, place thing or brand affects Brand Knowledge by (1) creating new Brand Knowledge or (2) affecting existing brand Knowledge. Much research has examined these transfer effects. Li and Wyer (1994), studied these transfer effects in terms of country-of-origin effects. MacCracken (1996), studied the “Celebrity source effects”. Park June and Schoker (1996), published a paper on cobranding or ingredient Brand effects. Brown and Dacin (1997), studied the corporate Branding effects and so on. One major example of a more expansive approach in the area of Brand leveraging is the work by management consultants Sam Hill and Chris Lederer. In their book, “The infinite asset”, they redefine the concept of Brand Portfolio to take on a much larger meaning than its conventional usage. Further, in their two separate papers published in the name of Hill and Lederer 2001; and Lederer and Hill 2001 they provide a fresh meaning to the concept and approach to Brand portfolios. According to them Brand Portfolios refer to all the Brands that factor into a consumer’s decision to buy, whether the company owns them or not, for example, brand extensions, co-brands, ingredient Brands, Brand alliance partners, and so on. Hill and Lederer, develop a three-dimensional model called “The Brand Portfolio Molecule”, to represent their approach, which capture each type of a brand’s role and influence as well as its positioning and corresponding degree of control. Among the noteworthy contributors from India who have researched into the concept of Brand Knowledge and Brand Leveraging are subroto Sengupta (“Brand Positioning”, PHI: New Delhi) and Sanjay Sood (“Brand Knowledge Trees and Brand Leveraging”) of Amos Tuck School of Business, Dartmouth College, Hanover, U.S. David Aronold (1993) in the Handbook of Brand Management have underlined the important characteristic of the brand management. He advocated strong guiding factors of honesty, integrity and solidity in the management of brand equity cult of the company.
Bernard H. Schmitt and Alex Simonson (1997) have outlined the marketing aesthetics. He had underlined the identity and image as the strong factors involving the brand management. Braunstein, Marc (2000) has elaborated the deep branding on the internet. He has advocated for the technique of applying heat and pressure online to ensure a lasting brand. The technique involved intensive use of the internet to promote their brands by applying pressure and advertisements techniques to win the brand loyalty. He found that internet played an important role in promoting the brand development of the product. Rita Clifton and Maughan Esther have identified twenty five visions to improve the future of the brands. They have pointed that product quality, product innovation, product improvement, product caring and product control as few of the important factors responsible for improving the brand image and brand loyalty in the market. Steven Cohen and Ronald Brand have examined in detail the total quality management in government. They came to the conclusion that brand image and brand knowledge play a vital role in TQM of Government Systems. John Willey and Sons (1999) have identified the key elements in competitive branding. They advocated that the market place will always provide winning opportunities with the value-added brands. The brands having good image and product utility will always be the market winner in the long run. David Court and J.D. Stephen (1999) have identified the importance of brand leverage and have effectively used the concept to reach their own conclusions. The have concluded that brand leveraging has a unique effect in popularizing the brand image. Allan Shocker and Richard Chay have identified the key features which a marketing researcher can use to harness the power of brand equity. In this paper presented to the New Zealand Marketing Research Society (1992), he has outlined the important features in management of brand equity cult in the country and has advocated the market researchers to follow the pattern so as to ensure connectivity in brand management. Kevin lane Keller (1993) has identified the techniques to conceptualize, measure and manage the customer based brand equity. In his article he has identified five major techniques to identify and conceptualise the brand equity cult in the corporate sector. John Rossiter and Larry Percy has advocated the use of advertising and promotion in brand popularization as the important techniques. He suggested that the advertisement and promotion of brand shall go a long way in making brand workable in the country. B. Gardener and J. Levy (1995) have taken up the
case of a product and has examined the impact of brand on the product. David Garvin (2000) has advocated the product quality as an important strategic weapon for brand popularizing. Jennifer Aaker (1997) has identified various dimension of brand personality and has concluded that brand image and brand image and brand quality plays an important role in the development of brand. Arjun Chaudhry and Morris Holbrook have examined and identified the chain of effects from brand trust and brand effect to brand performance. They have come to the conclusion that inspite of the fact that customers prefer brands of their choice, yet a satisfied customer will not stick to the same brand for a long period of time. He is bound to shift his loyalties in the long run. Tom Duncan (1997) have emphasized that brand value plays an important role in managing profitable stakeholder relationship. Jennifer Goodman (2000) has identified a career in marketing and brand management and have emphasized that a strong marketing talent is required to establish a successful brand in the market and young researchers should be employed to further the cause of brand management and brand loyalty. Duane. E. and W.E. Christopher (1999) have identified five essential strategies for building brand advantage in the company. The companies need to stick to the policy of consistency, reliability and integrity in promotion of their brands in the markets. Nicholas Ind (1997) has introduced the concept of corporate brand. Nicholas has advocate that the company’s name is the only criteria to establish a good brand in the market. He is of the view that once the company acquired a good image, then its product automatically gains the brand image and brand popularity. Kevin Lane (1997) has identified the key to strategic brand management. He is of the opinion that building, measuring and managing brand equity requires a combination of foresightedness and skill in brand promotion. Joe Marconi (1999) have identified as to how savvy markets build brand equity to create products and open new markets. Al Ries and Laura Ries (2000) have identified 11 immutable of internet branding. They have suggested that these laws if made applicable in the internet branding will give rise to the establishment of brand loyalty and brand positioning. Lynn Upshaw has identified as building brand identity as a key strategy for success in a hostile marketplace is the only way to success in establishing a brand identity. Brand loyalty has been recognized is one of the important factors in marketing literature for a considerable period of time (Howard and Seth 1969). The loyal customers of the brand repeatedly
purchases the same brand of products, irrespective of their constraints (Assael 1998). Loyal consumers tends to correlate brand loyalty with their status symbol (Upshaw1995). In fact, status quo and status appeal has such a magnifying effect on the brand loyalty that many of the customers stick to the same brand of product even throughout their lifetime. Aaker (1991) has discussed that brand loyalty leads to certain marketing advantages such as reduced marketing costs, more new customers, and greater trade leverage. According to Dick and Basu (1994), other loyalty related marketing advantages, such as favorable word of mouth and greater resistance among loyal consumers to competitive strategies. Briesch (1997) assessed the effect of reference price on brand choice decisions. Price has been considered as one of the most important factors in brand building and Breisch evaluated five alternative models of reference price. Which are based on information available at the point of purchases and based on memory? Mazumdar (2000) developed a model that throws light on various aspects of segmentation the customers have opted because of the brand loyalty. Sethuraman and Cole (1997) examined the willingness of the customer to pay a price premium for a national brand for several category of customers using different variables. The variables chosen were age, income, sex, family size, gender and education. They found that different perceptions were perceived by the customers in respect of different variables and choices of the brand. Dwar, Niraj and Parker Philip (1994) evaluated as to whether the price and the retailer reputation can be associated as signals of quality for consumer electronics product. The study was primarily focused on four major branding signals namely branding, pricing, physical features and Dealer/Retailer reputation. Landry John T. (1996) opined that placement of product on the shelf also has an important influence on the brand image and brand purchase by the customer. He is of the opinion that the high values brand category of items, if placed in the elite shelf, will respond to better and more purposeful purchase by the customer. Availability of the product is one of the important factor in increasing the brand image. The products which were easily available and accessible to the customers always carried brand image and brand loyalty from their respective customers. Dealers/Retailers need to stockpile the inventory of the branded items at their shops/showrooms so as to ensure sufficient supply and prevention of the risk of shortage. Researchers found that sales could be increased by 10% by increasing
the inventory at the stores. Fisher, Marshall L. Raman and Ananth (2000) suggested that availability of the product is an important factor in boosting the image of the brand. Heilman and Dougles (2000) explained that by altering the techniques of pricing and mixing the pricing policy with various gifts and incentives, the loyalty of the brand and its image customer can be enhanced. They examined the consumer responses to price incentives and examined it further to test the varying experience of the customer in their purchasing habits. By introducing various incentive based schemes and offerings to the customer, the loyalty of the customer towards a particular brand can be increased considerably. The behavioral attitude of the dealer with the customer assumes utmost significance in product sale and brand popularization amongst the customers. Customer-Dealer relationship is of extreme importance in establishing the brand image in the eyes of the customer. It is through sustained healthy relationship between the customer and the dealer, that the customer comes to place heavy reliance and faith in the advice of the dealer and is not tempted or lured by the advertisements and gimmicks of the competitive brands. Charles. L. Martin (1998) have specified the importance of customer relationship in extending the brand image of the product. Matsatsinis, Nikolaos F; Samras, Andreas (2000) provided a heuristic method and a corresponding knowledge base for brand choice mode. They provided framework for multi criteria analysis to reveal the preferences of the customer according to the multiple points of view and analyzed the patterns in consumers decision making by studying the distribution of assigned utilities. Relationship building with the buyer plays a key role in promoting the brand image amongst the customers (Pamela L. and Robert. B. Settle 1999). This calls for deep introspective analysis of the customer. Through a slow and gradual process of sharing and respecting each other’s viewpoint, the seeds of strong relationship are sowed and harped. The success of the strategy depends heavily on the marketer’s understanding of the preference building and bonding process between the buyers and the brand. The inter brand group, world’s greatest brads in its International Review (1992) has examined the genesis of the selected world class brands and have come to the opinion that it takes a sustained efforts of many years, backed by solid performance and an effective advertisement as well as good customer relationship to reach the world class level. The study has pointed out that in few cases, it has even taken a decade of intense efforts to promote and establish a
brand image in the international market. The study further elaborates that constant innovation and modernization are the order and the requirements of the day to justify the existence of the brand in a highly competitive market. Theodore Levitt (1980) has elaborately dealt on the issue of marketing success through differentiation of brands. He has cited many examples of immense success of the brands by intense marketing efforts. The gist of his findings were that intense marketing backed with the change in the methods of marketing will alone help in establishing a good brand image in the market. It is through the technique of differentiation and change in the approaches which may become responsible for the change in the brand image in the eyes of the potential customers. Alvin. A. Achenbaumm (1993) has dealt with the concept of the Mismanagement of Brand Equity. Alvin found that an established brand was razed to dust by mismanagement of brand equity in number of cases. Promotion and development of brand image is a painful and long process combined with a number of permutations and combinations. In a zeal to over excel, there are ample cases when the brand image has taken a severe beating and the product has failed miserably in the market. Alvin found that over-enthusiasm and extreme aggressive marketing sometimes had a negative effect in brand image building. Thus a balanced approach is a must, lest it misfires in the long run as well as in the short run. J. Jacob and Jerry Olson (1997) have identified three major characteristics in brand development. They are price of the product the quality of the product, and the name of the product. They emphasized that the name played a very important role in brand establishment. A simple name which appeals to the customer is very likely to attract a brand loyalty for a number of years. The number should be such as it should not only appeal to the customers, but is also linked to their emotions and sentiments. Once name appeal is satisfied, then the product has to compete on two major grounds, namely price and quality. The author were of the opinion that price tends to affect the buying behavior of the customer world wise. And thus to establish a good brand, price sensitivity coupled with product quality plays an important role. Philip Nelson (1974) have elaborately dealt with one the issue of information and its affect on consumer behavior with respect to the brand image. The detailed information of the product and the information of the company plays a major role in influencing the consumer behavior and its perception on the brand image. A consumer who have access
to the detailed information about the brand is likely to behave in a more judgmental manner in respect of that product and is less likely to be cheated by the product. This in turns develops his affinity towards the brand. As compared to this a product whose detailed knowledge is not available to the customer is less likely to enjoy a good reputation in the eyes of the customer and is thus not in a position to build a lasting brand image. Ted Roselius (1971) has identified consumer ranking of risk reduction methods. They were of the opinion that a rational consumer would always prefer those brands of products which will minimize his risk and maximize his utility. A typical consumer is also adverse and is adopt all those brands which are taught with the risk. The products which offers risk reduction benefits to the customer are more likely to enjoy a good brand image and is able to satisfy the customer in the long run successfully. D. Leslie and Gill (1989) have examined the varying nature of brands as assets. They are of the opinion that brands are assets in nature and their nature varies with the perception of the customers in the long run. The brand image has been considered as assets and their degrees and its effects on the perception of the customers were examined in detail. The nature of branded assets changes over the period of time and has significant impact on the buying behavior of the customer. E. Tulin (1998) has determined brand equity as a signaling phenomenon in establishing the image of the brand. The author are of the opinion that brand equity and brand cult will ultimately be established only if the brand promoters are willing to invest their time and money on this aspect. The establishment of brand equity takes a sustained efforts on part of the brand promoters and the promoters must always Endeavour to invest a sizable sum of money and time to establish a brand equity in the market. Unless and until, a sufficient time and sufficient resources are put into the building of the brand, it is virtually impossible to establish the brand image in the market. Thus brand equity has been signified as a signaling phenomenon in brand establishment. Peter and Julia (1991) have identified the measures for recognizing and measuring brand assets. The have evolved a mathematical formula based on a number of parameters which shall help in establishment of brand image and its testing in the eyes of the customer. The number of parameters ranged from price of the product, its utility, competitive prices, life of the product, the standing of the company and its directors and a large number of factors whose different permutations and ambulation were studied and the study came out with a
mathematical model to solve and measure the brand assets amongst a variety of its competitors. This provided a mathematical model base for brand building. R. Anderson (1989) in his work on Architecture of Cognition have namely dealt with the issue of brand building by an eminent corporate quality. According to Anderson, the process of building the brand starts on the conceptualization stage and slowly and slowly progresses to the brand building stage. The chief architecture involved in the brand building, coming to Anderson are the persons who are in process of marketing of brands. These architects needs to chalk out a detailed strategy in brand process and needs to have a cognitive attitude in building brands. Network and a purposeful sense of direction is a key to solid brand image. The establishment of brand development and brand recognition has taken a lot of patient work and sustained efforts in establishment and needs to be consistently followed in due course of time. Mchni and George Zinkan (1990) have discussed the phenomenon of consumer research and have linked a foundation analysis in search of a brand image. The foundation analysis laid the broad steps in search of and establishment of brand image. The process of searching a brand image was used on the set of different consumers based on the different perceptions as age, income, sex, education etc. the perceptions as regards brand age were then measured and the foundation was laid as to the process of their development of brand and its name in the market. This analysis in inflation to the already existing analysis by H. Herzog in his study on behavioral science concept for analyzing the consumer. Herzog used the once of behavioural studies to understand the impact of the consumer behavior with respect to different brads. Consumer behavior with regard to the brands tends to change over a period of time and is highly inconsistent of the passage of time. A brand which may look favorable to the consumer initially may lose its glamour and charm in the long run with the substitution of other quality brands and consumer tends to behave in a extremely unreliable manner in this regard. J.R. Bettman (1979) in his information processing theory of consumer choice has elaborately dealt with the concept of consumer choice. According to Bettman, the information available to the consumer in deciding about the brand image leads to the possibility of many choices by the consumer. A highly informed consumer is likely to make several choices in selection of the brands. Thus information is the key buzzword in brand selection and brand choice. The availability of the information about the brands
gives a wide array of choice to the customer as regards the brand to be selected. Information leads to the key possibility of choices of the brand and can be effectively leveraged by the consumer in his selection of the brand. David Garvin (2000) has outlined the utility of product quality as the key factor and the strategic weapon in the hands of the customer in selection of brands. The quality of the products, its durability, its price structure and its utility shall play a long way in establishment of the image of the brand in the eyes of the customer and thus the establishment of the product in the market. According to the author, it is ultimately the quality of the product which shall be responsible in the long run to develop and sustain the image of the brand of the product. Unless the product has a marginal utility value to the customer, the product may not be preferred by the customer and may lose in the long run in its stand in the competitive market. A very interesting study has been made by Joseph. T. Plumer (1985) as regards personality takes and important measure in development of brand image in the society.

Consumers are affected by the process of brand leveraging and they feel it attractive and appealing to copy the traits of the personalities with whom the brands are associated. A highly appealing personality will go a long way in influencing and establishing the brand in the society. That is why the concept of brand leveraging has gained momentum in the business brand management strategy. People associate themselves with the personality traits and follow their leader in using the brand of products for their personal use. Leading personalities all over the world have been associated as the Brand Ambassadors of the product and have contributed immensely in successful promotion of their brands. Thus personality traits plays an important role in the promotion and development of the brand in the market. The very same concept has been further developed by Jennifer Arker (1997) in describing the various dimensions of brand personality traits of the individual and an emotional rapport is sought to be maintained. The various dimensions of the brand personality such as height, sex, features, habits, etc are linked to the features of the brand and an attempt is made to establish some sort of correlation amongst the same. The correlation is then used to stir up the sentimental emotions of the customer to popularize the brand image. Thus different traits of personality are used as a leverage in establishing the brand image in the market. Joseph Sirgy (1982) has critically reviewed the self concept in consumer behavior studies. According to Joseph, every individual has its own
self developed concept and notions as regards brand image and product utility. The self concepted notions are firmly embedded in the minds of the consumer behave according to their own conceptions and notions. These concepts and notions as regards the product are based on his individual personal history, traits, likes and dislikes. The consumer behaves rationally according to their own firmly established notions and is not very much likely to be influenced or affected by the outer changes. The individual build up their own concepts, notions and beliefs based on their own perceptions and experiences gained over a period of time. These perceptions are so firmly laid down in the minds of the consumers that it is virtually impossible to erase it from their minds and habits. These perceptions in turn affect the buying behavior and buying psychology of an average consumer and are likely to result in adoption/rejection of the brand. Behavioral Studies have amply shown that the nature of an individual is very rigid and is extremely difficult to change in the long run. Minor flexibilities can be made but by and large the individual nature remains more or less static in the long run. The individual adjusts to his nature amicably and forms the habits which in turn, will lead to his opting for the selected brands in the long run. Timothy Graff (1997) has examine the consumption situations and the effects of brand image on consumer’s Brand Evaluations and have attempted to establish a correlation between different stages of consumption by the consumer and the effect of brand image on consumer’s brand evaluation. A distinguish was made between Public/Private Consumptions pattern and the study came out with some interesting results. The consumption in the public sector was largely effected by the image of the branded product, but the private consumption patterns and was likely to vary according to the different situations and perceptions. The different stages of consumption were identified into three major phases namely, initial phase, settling phase and the declining phase. These phases of consumption were then linked to the individual choices and brand decisions and brand image perceptions were then accordingly made. The above studies were diagnostic in nature and the respective results were accordingly made. The Guarantee of the product is an important factor in the development of the product brand (Hart and Christopher 1995). Guarantee provides an assurance to the dealer that the product shall confirm to the standards of performance and quality as expected by the consumer and thus his confidence in the product brand gets firmly established. The
guarantee is to be differed from the word warranty. Mere presence of the warranty may not be sufficient to establish a brand image in the eyes of the customer. Thus Guarantee shall stand a long way in the development of brand image of the product in the eyes of the customer. Gednek, Karen; Neslin Scott (1998) emphasized the importance of promotional efforts on brand preference. They tried to understand what consumers can learn from purchasing a brand on promotion, and whether that learning enhances or detracts from future preference. They were of the opinion that the promotional efforts on brand preferences were important item in development of brand image and needs to be intensified if the brands are to be established in the long run. Wendkos and Brad (2000) emphasized on one important factor in branding business known as brand awareness. They were of the opinion that the business of building consumer trust resulting in brand preference and brand loyalty requires hard wiring awareness and image to motivation and transaction. It takes painstaking efforts in development of brand awareness and once it is established, the brand loyalty automatically follows from thereon. The important thing to be taken care for is the brand awareness and must be given to priority in any image building process. Dolliver, Mark (2001) study suggested that advertisement did have effect on few customers and they followed the brand whose advertisement was effective. The sales promotion techniques in the form of advertisement have positive impact on the purchasing habits of the consumer and thus brands can be built and established to some extent by the process of effective advertising. Jacoby and Kyner (1973) have reached to the conclusion that the psychological factors were the possible reasons for brand loyalty. They were of the opinion that a human being is a social and psychological animal who is constantly influenced by the images he had built or perceived in his mind. These socio-psychological factors were pre-dominantly responsible in their buying behavior. Howard and Howard and (1963) developed extensive models to explain the process as to how consumer evaluate alternatives and make purchasing decisions. The model suggested that consumers are not adaptive to follow single brand for a considerable period of time. Over the years, they evaluate and distinguish different alternatives available to them and then after selective screening process, they are in a position to establish a firm purchasing decision. Corinne Yap (1990) has come to conclusion that in Asian countries retailers are adapting strategies for regionalization. Companies are forging strategic alliances with
other large retailers. Less competitive shopping centers have also considered converting their retail space to more sought-after one and attracting customers to visit the stores. Gengler, Popkowski, (1997) have conclude that customer satisfaction research is not only a tool to measure consumer attitudes, but that it can also be a proactive tool for managing customer relations. The author is of the opinion that a strong commitment to customer orientation can only mean that the relationship in retail business is very important to attract and retain the customer. Urban and Houser (1980) suggested that marketers shall concentrate on how products with given features are likely to perform in the marketplace. They emphasized that product feature and attributes are very important to understand the consumer preferences. They suggested that consumer make a deep analysis of the product utility concept before deciding upon their choices. Thus product utility decisions are prime in the minds of the consumer before making any apparent choice for the brand. Paul and Wind (1975) have come to the conclusion that the characteristics of the alternatives that the customer must choose from fall along more than a single dimension – they are multi-attribute. Thus it is not the single attribute that is responsible for the decision purchasing decision of the customer in the long run. The multi-attitudinal approach is a strong factor in product development and brand establishment in the long run. These all constitutes the essential of brand building. Schultz and Don (2001) suggested focusing on improved product quality, better service, and more realistic communications. Loyalty and preference comes from better attention to customers and their wants and needs. In short, the things that really keeps customer coming back time after time, fosters real loyalty to the product or service. Sermon, Thomas (2001) find that the survival of the brand preference of the young people into later ages is questionable, threatened by individual changes in tastes & needs, and by external changes in technology. As one matures in wisdom and age, the focus of the life shift on other priorities of life and has soothing influence on the testes and preferences of the customer. The things which look appealing in the younger age does not retain the same charm and loses its glamour over the period of time. Thus age factor has an important effect on the brand popularity and adaptation. Keller and Kevin (2000) were of the opinion that with unclear preference among consumers towards one brand over another, pricing and attributes related with the various features appears to be the important elements in
consumer’s purchasing decisions. Bowen and Clark (1994) opined that quality should be reflected in product’s design, aesthetics, and specific functions as well as in the manufacturing process that will determine its reliability, and also the way it will be sold and serviced. Bowen and Clark (1994) were of the opinion that high technology is one of the vital factors in selection of the brands. The technology oriented brands needs to be given special importance and enjoys a good reputation in the eyes of the customer in the long run. Hwei-Chung and Pereira (1999) found that the perception of the country of origin has a major influence on brand choice, among other things like perceptions of quality, reliability and cost. They investigated as to how the country of origin affects relate to the success of the brand. Results showed that with the increasing number of competitors entering the market, a product’s favorable country image begins to lose its strategic importance. The results also suggested that for a product from countries with a less than favorable image, it may be more useful to be a follower that the first mover because the advantage of being the first can be negated by the unfavorable country-of-origin effect.

Thus a broad overview of the Literature Survey have revealed that there is a genuine need of research in branding in the Indian context as a very little research has been done in the field. Also most of the researchers have been done by taking single or at maximum two factors in consideration. There is of research in branding taking several factors into consideration.