# Chapter 01
## Introduction to Brand Building

**CHAPTER - 1 INDEX**

**INTRODUCTION TO BRAND BUILDING**

<table>
<thead>
<tr>
<th>No.</th>
<th>Particulars</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Preamble</td>
<td>2</td>
</tr>
<tr>
<td>1.2</td>
<td>Importance of Marketing Management</td>
<td>2</td>
</tr>
<tr>
<td>1.3</td>
<td>Strategic Marketing</td>
<td>3</td>
</tr>
<tr>
<td>1.4</td>
<td>Marketing Mix</td>
<td>4</td>
</tr>
<tr>
<td>1.5</td>
<td>Importance of Brand</td>
<td>7</td>
</tr>
<tr>
<td>1.6</td>
<td>Importance and Concept of Brand Building</td>
<td>12</td>
</tr>
<tr>
<td>1.7</td>
<td>Significance of the brand building</td>
<td>18</td>
</tr>
<tr>
<td>1.8</td>
<td>The Organization of the Study</td>
<td>21</td>
</tr>
<tr>
<td>1.9</td>
<td>Chapterisation</td>
<td>21</td>
</tr>
<tr>
<td>1.10</td>
<td>Summary</td>
<td>23</td>
</tr>
</tbody>
</table>

References
1.1 Preamble:

For successful completion of any project utmost requirement is to create meaningful background with solid theoretical pilling. In this chapter, a humble effort has been made to explain marketing fundamental theory as a preamble for a research. The marketing theory is required for explaining why it is required to build brand and elaborating the required inputs to understand the logic of the research project “building brand without mass media”.

1.2 Importance of Marketing Management:

“Marketing is so basic that it cannot be considered a separate function.... It is the whole business seen from the point view of its final result, that is, from the consumers’ point of view”

- Peter F. Drucker

Marketing is related to the needs of the buyer. Only such products are brought forward which can satisfy the wants and taste of consumer. Marketing management can be defined as analysis, planning, implementation and control of all activities employed in satisfying needs and wants of consumers of with the help of human resources and organizational resources. The marketing management process consists of products and services, employment of marketing people, and if necessary with the help of communication aid and making these product or services available to consumers with the help of distribution systems and in the process realizing value of the product on which the organization of marketing activity is based. (Bose, 1998)

Marketing is the major function of the enterprise, for without customers there would be no company. Some Marketing enthusiasts put marketing at the center of all business activities and the other functions serving as support functions. They argue for a customer orientation in which all functions work together to sense, serve and satisfy the customer. Some marketers say that marketing still needs
to command a central position in the firm if the customer’s needs are to be correctly interpreted and efficiently satisfied. It is also required to foster teamwork and harmony among all departments; marketing does not work when it is merely a department. It works only when all employees appreciate their impact on consumer satisfaction.

1.3 Strategic Marketing:

A strategy is an integrated and coordinated set of commitments and actions designed to exploit core competencies and gain competitive advantage. (Rao, 2005). A company’s strategy consists of the competitive moves and business approaches that managers employ to attract and please customers, compete successfully, grow the business, conduct operations and achieve target objectives. (Thompson, Strickland, 2005) According to Philip Kotler, Market-oriented strategic planning is a managerial process of developing and maintaining a viable fit between organizational objectives, skills and resources and its changing market opportunities. The aim of strategic planning is to shape company’s business and products in such a way that they yield target profit and growth. Thus, strategic planning is oriented to achieve two distinctive and most important objectives of an organization. They are growth in profits and growth in business. Normally markets are diverse enough to give companies a wide degree of strategic freedom in choosing how of strategy. (Porter, 1996)

A company’s strategy is reflected in its action in the market place and the statements of senior managers about the company’s current business approaches, future plans, and efforts to strengthen its competitiveness and performance. There is much overlap between overall company strategy and marketing strategy. Most company strategic planning deals with marketing variables - market share,
market development, growth – and it is sometimes hard to separate strategic planning from marketing planning. (Kotler, Armstrong, 1996)

Retaining clients by developing relationship with them is crucial to establishing and maintaining a competitive advantage in the market. Numerous companies use structures (for instance, key account management) and instruments (databases, direct marketing, efficient consumer response, and customer relationship management) developed by relationship marketing. (Sabine, 2005)

The strategic plan defines the company's overall mission and objectives, where in marketing plays the aforesaid role of helping to accomplish the strategic objectives. With target consumers at the center, the company identifies the total market, divides it into smaller segments, selects the most promising segment and focuses on serving and satisfying these segments. It designs a marketing mix made up of factors under its control – Product, Price, Place and Promotion.

In today's information and technology era, the business environment is highly competitive and volatile, so to be successful the company must do a better job, than its competitors, of satisfying target consumers. Thus marketing strategy must be geared to the needs of the consumers and also to the strategies of the competitors. The marketing strategy is best understood in the 4 Ps Model of E. Jerome McCarthy.

1.4 Marketing Mix

One of the most basic concepts in the marketing is the marketing mix, defined as "Marketing Mix is the set of controllable variables and their levels that the firm uses to influence the target market." (Kotler, 1997)

These elements appear as core decision variables in any marketing plan. The notion of a mix implies that all of the variables are interrelated and depend on each other to some extent. The marketing mix philosophy implies that there is an optimal mix of the four factors
for a given market segment at a given point in time. (Zeithaml, Bitner, 1996)

A list of particular marketing variables under each 'p' is given below:

Table 1.1 - Elaboration of the "Four Ps" (Kotler, 1981)

<table>
<thead>
<tr>
<th>Product</th>
<th>Place</th>
<th>Promotion</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality</td>
<td>Channels</td>
<td>Advertising</td>
<td>List Price</td>
</tr>
<tr>
<td>Features</td>
<td>Coverage</td>
<td>Personal Selling</td>
<td>Discounts</td>
</tr>
<tr>
<td>Options</td>
<td>Locations</td>
<td>Sales Promotion</td>
<td>Allowances</td>
</tr>
<tr>
<td>Style</td>
<td>Inventory</td>
<td>Publicity</td>
<td>Payment-</td>
</tr>
<tr>
<td>Brand Name</td>
<td>Transport</td>
<td></td>
<td>Period</td>
</tr>
<tr>
<td>Packaging</td>
<td></td>
<td></td>
<td>Credit terms</td>
</tr>
<tr>
<td>Sizes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Warranties</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Returns</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Bose, 1998) The marketing mix of a company will depend upon the characteristics of target market and particular period of time. Thus marketing mix can be mentioned as -

\[
\text{Marketing Mix} = (\text{Product}, \text{ Price, Place, Promotion})
\]

Target customer at period \( tx \) & place \( px \)

It is essential to understand that all the Ps are needed to formulate a marketing mix strategy for a target market. When a marketing mix strategy is developed, then decision about all Ps should be made at the same time keeping customer in mind.

The marketing mix is developed to offer a product to satisfy customers' needs and wants. The product or services must be able to reach the customer's place and companies use media to inform customers about the product and its availability and the product is
offered to target customer at a price after estimating expected customer reaction to the total package and cost of getting them.

The existing product is some time replaced by new products or better substitute following which consumers find their favourite brand or product resulting in dissatisfaction. The marketer, therefore, must inform about the introduction and existence of new products - they're new features or attributes, and price and how consumers will be benefited by brand. So it is responsibility of the manufacturer company to design and transmit information to consumer in the target market. Communication process is important element of marketing mix besides product, price, and place (distribution). The fourth element of marketing mix is called promotion is only a communication process

The first attempt of the marketer is to attract the consumer towards the product / brand. In order to achieve this they try to develop the most bizarre communication modules. The more the module is outlandish the more are people attracted towards it. The McDonald Joker, Cartoon of sprite and so on. Once the consumer is attracted towards the ad effort the body takes care of twisting of the thinking of the consumer towards the marketer’s brand. The reasons for a specific choice are abundant and all positive. The negative are subtly neglected. Modern company manages a complex marketing communication system. The company communicates with its consumers / customers, middleman and various publics. The diversity of the publics, the diversity of benefits sought by the consumers and the variety of baits available to convince why the middleman should push the company’s brand and no other provides the wide arena for creating and pseudo creative to play upon their fiddle while burning the shareholder’s pockets.
Now one can understand the role of brand name as a communicator and used to enhance a product's perceived value through such associations.

1.5 Importance of Brand:

'Building age and become dilapidated. Machines wear out. People die. But what live on are the brands.'

The metaphor is clear: the brand as deity, a sentient being whose existence transcends our merely human lifespan. Branding always creates value to the consumer beyond the merely functional. (Feldwick, 1996)

"A product is something that is made in factory: a brand is something that is bought by a customer. A competitor can copy a product: a brand is unique. A product can be quickly outdated: a successful brand is timeless". (Stephen King, 1997)

The American marketing association define brand as: "A brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors." (Kotler, 1997)

Brands today are seen not as a source of identification, but as strategic assets, which are a source of competitive advantage. Brands derive their value by getting trust among the customer. The biggest challenge for the brand manager is to maintain brand relevance while maintaining the brand values. (A Vedpuriswar, 2002). It is in every human being's nature to invent and build brand values inside each individual head. We do it with people, we do it with animals – and we do it with inanimate objects. The skill of brand management is to see that each customer is offered the right raw material from which he or
Chapter 01

she will build the brand, as the brand owner would prefer. A brand is not an objective fact; it is made of a million or more individual and subjective assessments – a consensus of subjectivity. (J Bullmore, 1999).

Prior research has demonstrated that different types of brand associations—if seen as favorable—can affect consumer product evaluations, perceptions of quality, and purchase rate. (Dacin & Smith, 1994) This tendency may be especially apparent with difficult-to-assess “experience” goods (Wernerfelt, 1998) and as the uniqueness of brand associations increases. (Feinberg, Kahn & McAllister, 1992)

In addition, familiarity with a brand has been shown to increase consumer confidence, attitude towards the brand, and purchase intention (Laroche, Kim, and Zhou, 1996) and mitigate the potential negative impact of a negative trial experience. (Smith, 1993)

In other words a brand is a set of differentiating promises that links a product to its customers. It is a bundle of attributes that the customer buys, and which serve to assure the customers of consistent quality plus superior value, for which the customer is willing to give loyalty and pays a premium price. Accordingly the brand does not reside on the shelf even if the product does, but, rather in the mind of the consumer (Agres and Dubitsky, 1996).

The brand is a focal point for all the positive and negative impression created by the buyer over time as he comes in to contact with the brand’s products, distribution channel, personnel and communication. On the top of this, by concentrating all its marketing efforts on a single name, the latter acquires an aura of exclusivity. The brand continuous to be, at least in the short term, a byword for quality even after the patent has expired. The life of patent is extended thanks to the brand, thus explaining the importance of branding in the pharmaceutical or the chemical industry.
The brand performs an economic function in the mind of consumer and thus has a lasting and memorable effect on the company’s activities, be it as distributor or owner of the brand. It is also because of this that it is seen as an asset from an accounting point of view: its economics effects extend far beyond the mere consumption of the product. (Kapferer, 2001) A successful brand strategy will both aid and convince consumers in the decision making process to select certain companies and merchandise. (Gilbert, 2005)

Brands have multiplicity of meaning. De Chernatony and Dall 'Olmo Riley (1997) reviewing the literatures suggest nine views on brands:

(1) Brands as legal instruments.
(2) Brands as a logo.
(3) Brands as a company.
(4) Brands as an identity system.
(5) Brands as an image in consumers’ minds.
(6) Brands as a personality.
(7) Brands as a relationship.
(8) Brands as “added value”.
(9) Brands as an existing entity.

Aaker (1996) suggests a similar diversity in identifying variety of elements above those of a product (see Figure 1.1).
Figure- 1.1 A brand is more than a product

(Pamela, Settle, 1999) A marketer’s main objective goes beyond a single sale to one customer. Usually the ultimate objective is to build a durable relationship between a specific brand and a particular customer group to create a strong bond between brand and buyer! Whether it is between parent and child, friends, lovers, or consumer and brand, bonding is a process; not so much of war among rivals, but of courtship between suitor and beloved. Unlike a single seduction or conquest, the courtship process includes identifiable phases - introduction, familiarity, then preference, and finally, if successful, a loyalty that excludes relationships with rival suitors.

From a company’s point of view, a characteristic of successful brands is the way that their position has been precisely defined and communicated internally. Everyone working on a particular brand is regularly reminded of the brand’s positioning and an integrated,
communicated approach is adopted; ensuring that the correct balance of resources is consistently applied. (Chernatony and McDonald, 1998)

(Kotler, 2005) Russell Hanlin, the CEO of Sunkist Growers, observed: “An orange is an orange...is an orange. Unless ...that orange happens to be sunkies, a name 80% customer knows and trust.” Well-known brands command a price premium. Under trademark law, the seller is granted exclusive rights to the use of the brand name in perpetuity. Brands differ from other assets such as patents and copyrights, which has expiration dates.

(Kapferer, 1992: J Aaker, 1997) A brand is a complex symbol that can convey up to six levels of meanings.

1. Attribute: A brand brings to mind certain attributes. Mercedes suggest expensive, well-built, well-engineered, durable, high prestige automobiles.

2. Benefits: Attributes must be translated in to functional and emotional benefits. The attribute “durable” could translate in to the functional benefit “I won’t have to buy another car for several years” the attributes “expensive” translates in to the emotional benefit “The car makes me feel important and admires.”

3. Values: The brand also says something about the producer's values. Mercedes stands for high performance, safety, and prestige.

4. Culture: The brand may represent a certain personality. Mercedes represent German culture: organized, efficient, high quality.

5. Personality: The brand can project a certain personality. Mercedes may suggest a no-nonsense boss (person), a reigning lion (animal), or an austere palace (object).
6. User: The brand suggests the kind consumer who buys or uses the product. We would expect to see a 55-year-old top executive behind the wheel of a Mercedes, not a 20-year-old secretary.

(Kotler, 2005) A brand is much more than a name, logo, colors, a tagline, or symbol. These are marketing tools and tactics. A brand is essentially a marketers promise to deliver a specific set of features, benefits and services consistently to the buyers. The marketer must establish a mission for the brand and a vision of what the brand must be and do. The marketer must think that he is offering a contract to the customer regarding how the brand will perform. The brand contact must be honest.

Scott Bedbury, former Starbuck's marketing head and Nike advertising director, states in his recent book, A New Brand World: Eight principles for brand leadership in the twenty-first century, "I can think of no better organizing principle for a company than the brand itself." A well-managed brand mobilizes all of a company's stakeholders (employees, customers, investors, etc.) to create value.

### 1.6 Importance and Concept of Brand Building

Successful brands are valuable because they guarantee future income stream. The advantages of brand are many from producer (the brand holder), middlemen as well as from the customer's point of view. (Leslie de, Malcolm, 1999)

David Aaker explains that how difficult to build a strong brand in today's environment, "The power of brands, and the difficulty and expense of established them, is indicated by what firms are willing to pay for them. These values are far beyond the worth of any balance sheet item-representing bricks are mortars. The values of an
established brand are in part due to the reality that it is not easy to build strong brand in today's environment." (Aaker, 1996) (King, 1991) Increasingly the company brand will become the main discriminator. That is, consumers' choice of what they buy will depend rather less on an evaluation of the functional benefits to them of a product or service and rather more on their assessment of the people in the company behind it, their skills, attitudes, behaviour, design, style, language, greenism, altruism, modes of communication, speed of response and so on – the whole company culture could be said to reflect this.

Branding has become one of the most important aspects of business strategy. Branding is sometimes considered to be merely an advertising function. (Lal, Quelch and Rangan, 2005) Prof. Douglas B. Holt provides an alternative perspective, arguing that:

- Branding is a strategic point view, not a select set of activities.
- Branding is central to creating customer value, not just images.
- Branding is a key tool for creating and maintaining competitive advantage.
- Brands are cultures that circulate in society as conventional stories.
- Effective brand strategies must address the four distinct components of brand value.
- Brand strategies must be "engineered" into the marketing Mix.

Although brand has long role in commerce, it was not until twentieth century that branding and brand association becomes so central to the competitors. In fact, a distinguishing characteristic of modern marketing has been its focus upon the creation of differentiated brands. Market research has been used to hop identity develop bases of brand differentiation, unique brand associations have been established using product attributes, names, packages, distribution
strategies and advertising with new and effective media. The idea has been to make beyond commodities to branded products to reduce the primary of the price upon the purchase decision and accentuate the bases of differentiation.

One question can be raised that why do sellers brand their products when doing so clearly involves cost – packaging, labeling, advertising, legal protection – and the risk that the product may prove unsatisfying to the user?

Branding gives the seller several advantages:

- The brand name makes it easier for the seller to process orders and track down problems. Thus Havmour Ice-cream received an order for 1Kg pack of Strawberry flavor instead of an order for “some of your better ice-cream of Strawberry flavor.” Furthermore, the seller finds it easier to trace the order if it is misshipped, or to determine why the ice cream was rancid if consumers complain.

- The seller’s brand name and trademark provide legal protection of unique product features, which competitors would otherwise be likely to copy.

- Branding gives the seller the opportunity to attract a loyal and profitable set of customers. Brand loyalty gives sellers some protection from competition and greater control in planning their marketing program.

- Branding helps the seller segment markets. Instead of P&G’s selling simple detergent, it can offer eight detergent brands; each formulated differently and aimed at specific benefit-seeking segments.

- Strong brands help build the corporate image, making it easier to launch new brands and gain acceptance by distributors and consumers.
There is evidence that distributors want manufacturer's brand names because brands make the product easier to handle, hold production to certain quality standards, strengthen buyer preferences, and make it easier to identify suppliers. Consumers want brand names to help them identify quality differences and shop more efficiently.

The benefits of developing a strong brand is that consumers are often prepared to pay a price premium for added values perceived to be provided by buying well-marketed brands. This being the case, well-respected stores or brands—if well positioned and managed—can give a better return on floor space or investment. Brands with strong personality are attractive to companies who own them and predator companies wishing to buy into their potency.

A successful brand is a flag bearer as it provides visible signals of positional strength in the marketplace. In this way successful brands provide their parent companies with a competitive advantage. There is a school of that believes that brand building will increasingly means developing the whole company as the brand. The services industries, which include retail, are ideally placed to produce this change because it is difficult for them to sustain a differentiated, competitive important to position organizations as 'brands' in the minds of actual and potential customer. (Gilbert, 2005)

(David Haigh, 1999) The process of building brands, BAV (BrandAsset™ Valuator) demonstrates, is reflected through progression of four primary measures:

- Differentiation
- Relevance
- Esteem
- Knowledge
These measures are used to evaluate current brand performance, to identify core issues for the brands, as well as to evaluate brand potential.

Four Primary Aspects

<table>
<thead>
<tr>
<th>Knowledge</th>
<th>Understanding of Product/service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Esteem</td>
<td>Regard for the brand</td>
</tr>
<tr>
<td>Relevance</td>
<td>Personal appropriateness of the brand</td>
</tr>
<tr>
<td>Differentiation</td>
<td>Perceived distinctiveness of the brand</td>
</tr>
</tbody>
</table>

Figure: 1.2: (Source: Young & Rubicam: Brand finance June: 1999)

1. Differentiation: The starting point for all brands is differentiation. It defines the brand and distinguishes it from all others. Differentiation is how brands are born. As a brand matures, BAV finds that Differentiation often declines. But with good management, even after reaching maturity, a brand can be perpetuating its Differentiation.

2. Relevance: Differentiation is only the first step in building brand. The next step is Relevance. If a brand isn’t relevant, or personally appropriate to consumers, it isn’t going to attract and keep them—certainly not in any great numbers.

Brand Strength: A brand’s Relevance and Differentiation viewed in relationship represent brand strength, which is a strong indicator of future performance. It is critical for all brands all over the world.

Figure: 1.3
3. Brand Esteem: Third primary measure for brand is esteem - how much consumers like a brand, hold it in high regard. Esteem is related to two factors: Perception of quality and popularity. And the proportions of these factors differ by country and culture.

4. Knowledge: If a brand has established its Relevant Differentiation and consumers come to hold it in high esteem, Brand Knowledge is the outcome and represents the successful culmination of building brand. Knowledge is not consequence of media weight alone. Spending money against a weak idea will not buy knowledge. It has to be achieved.

**Brand Stature**: Brand stature indicates brand status and scope – the consumer’s response to brand. As such, it reflects current brand performance and its strong strategic indicator. For example, Esteemed rises before knowledge for a growing brand.

By plotting all four measures, it serves as an exceptional diagnostic tool for building and managing brand.

![Brand Stature Diagram](image)

**Figure: 1.4**

Many firms strive to build a unique brand name that eventually will become intimately identified with the product category. A number of brand names have succeeded in this way: Colgate, Xerox, Scotch Tape and Levis.

(Kohli, Randall, 1997) It was becoming increasingly apparent that firms that create strong brands normally gain significantly advantage over those they do not. This was because of the value of brand equity. Aaker (1996) has defined brand equity as “a set of assets (or liabilities)
linked to a brand’s name and symbol that adds to the value provided by the product or services to a firm and/or that firm’s customers”

1.7 **Significance of the brand building:**

*Table 1.3 Significance of brand to various interest groups*

<table>
<thead>
<tr>
<th>Interest Group</th>
<th>Degree of Concern</th>
<th>Major Concern</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer</td>
<td>L to H</td>
<td>For customer goods and durables, ownership matters where basic safety, risk, etc. is high. For industrial goods it may be high where reliability/consistency is of importance.</td>
</tr>
<tr>
<td>Distributors</td>
<td>M to H</td>
<td>Very important where investment and long term commitment is being made.</td>
</tr>
<tr>
<td>Suppliers</td>
<td>L to H</td>
<td>For suppliers of major items, commitment may signify higher risk. Hence assurance comes from known names.</td>
</tr>
<tr>
<td>Employees</td>
<td>M to H</td>
<td>It helps maintain image or attracts talent and pride to retain talents.</td>
</tr>
<tr>
<td>Investors and Owners</td>
<td>M to H</td>
<td>It depends on the stake. The higher the stake, the more critical brands becomes for market valuation.</td>
</tr>
<tr>
<td>Bankers</td>
<td>L to M</td>
<td>Depends on the stake. May act as assurance.</td>
</tr>
<tr>
<td>Competitors</td>
<td>M to H</td>
<td>Competitors respect the company with powerful brands. It even acts as deterrent.</td>
</tr>
</tbody>
</table>
Other Industries
Importance depends on the context. Powerful brand owners get respect from others including potential partners.

Government
In the context of globalization, economic power emanates from ownership of powerful brands.

(Degree of concern: H = High, M = Medium, L = Low, N = Negligible)

Significance to Manufacturers: A brand serves an identification purpose to simplify product handling or tracing for the firm. Operationally, brand helps to organize inventory and accounting records. A brand also offers the firm legal protection for unique features or aspects of the product. A brand can retain intellectual property rights, giving legal title to the brand owner. (Bagley, 1995) The brand name can be protected through registered trademarks, manufacturing process can be protected through patents, and packaging can be protected through copyrights and designs. These intellectual property rights ensure that the firm can safely invest in the brand and reap the benefits of valuable asset. (Keller, 2004)

These investments in the brand can endow a product with unique associations and meanings that differentiate it from other products. Brands can signal certain level of quality so that satisfied buyers can easily choose the product again. (Erdem, 1998) This brand loyalty provides predictability and security of demand for the firm and creates barriers of entry that make it difficult for other firms to enter the market. Branding can be seen as a powerful means of securing a competitive advantage.

In short, to firms, brands represent enormously valuable pieces of legal property, capable of influencing consumer behaviour, being bought and sold, and providing the security of sustained future
revenues to their owner. For these reasons, large earning multiples have been paid for brands in merger or acquisitions.

**Significance to consumer:** A brand provides not only a source of information but performs certain other functions, which justify its attractiveness. The functions of the brand for the consumer are listed below:

*Table 1.4 Significance of the branding for the consumer.*

<table>
<thead>
<tr>
<th>Function</th>
<th>Consumer benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identification</td>
<td>To be clearly seen, to make sense of the offer, to quickly identify the sought-after products.</td>
</tr>
<tr>
<td>Practicality</td>
<td>To allow savings of time and energy through identical repurchasing and loyalty.</td>
</tr>
<tr>
<td>Guarantee</td>
<td>To be sure of finding the same quality no matter where or when you buy the product or service.</td>
</tr>
<tr>
<td>Optimisation</td>
<td>To be sure of buying the best product in its category, the best performer for a particular purpose.</td>
</tr>
<tr>
<td>Characterization</td>
<td>To have confirmation of your self-image or the image that you present to others.</td>
</tr>
<tr>
<td>Continuity</td>
<td>Satisfaction brought about through familiarity and intimacy with the brand you have been consuming for years.</td>
</tr>
<tr>
<td>Hedonistic</td>
<td>Satisfaction linked to the attractiveness of the brand, to its logo to its communication.</td>
</tr>
<tr>
<td>Ethical</td>
<td>Satisfaction linked to the responsible behaviour of the brand in its relationship with society</td>
</tr>
</tbody>
</table>

The eight function of branding presented above, the first two are mechanical and concern the essence of the brand; that is, to function as a recognized symbol in order to facilitate choice and to gain time.
The following three functions reduce risk. The last three have a more pleasurable side to them. Ethics show that buyers are expecting, more and more, responsible behaviour from their brands.

1.8 The Organization of the Study
In Management, reports are used for decision making, for researcher report is the way of showing the research other wise the research task remains incomplete till the report has been presented and / or written. If the researcher do the most brilliant hypothesis, highly well designed and conducted research study, and the most striking generalization and findings are little value unless they are effectively communicated to the world. . Anybody who is reading the report must necessarily be conveyed enough about the study so that he can place it in its general scientific context, judge the adequacy of its methods and thus form an opinion of how seriously the findings of the study are to be taken. For this purpose there is the need for proper layout of the report. (Kothari, 1996).

For simplicity of understanding thesis and achieving the above objective Organization of the report is as under: -

1.9 Chapterisation (Organization of the study report)
Chapter-1.: In this chapter researcher tries to give introduction of the research work, significance of the brand building activities for the marketer and other intermediaries, and how a strong brand name can be help-full to all segments of the business.

Chapter-2.: Preparing a background for any research work is of utmost importance for the successful conduct and completion of the task. In taking up the study researcher depended on the profound theoretical base as provided by leading authors of the subject. An understanding of important concepts, theories, and terminology and their contextual reference to the study have been attempted to be
explained. Literature review and information from secondary sources was largely used to develop a base for the study. Here the importance of Non mass media, problems with the mass media and new developments and increased use of non mass media have been presented as a strong base.

**Chapter-3.:** This chapter is fully devoted to the theoretical framework of Brand building and role and importance of Non-mass media for any marketing organization. The various tools and activities of the brand building, the areas of Policy formation etc. are detailed in this chapter.

**Chapter-4.:** The core of any research work is the data preparation, presentation, analysis and interpretation. This chapter describes the research methodology of the study i.e. the plan and procedure of the study in detail that includes main objectives of the study, the focus of the study, selection of sample, development of questionnaire, method of data collection and analysis etc.

**Chapter-5.:** In this chapter the collected data is analyzed with some statistical tools such as percentiles, averages and multivariate analysis in order to assess the importance of the policy parameters. The use of statistical tools like SPSS, the cross tabulation and analysis are presented here.

**Chapter-6.:** It is an integral part of any good research work to hypothesise on issues and then test the hypothesis through the collected data. In this chapter the hypotheses for the research are presented along with the hypothesis testing and results thereof.

**Chapter-7.:** Summing up the study with the description of the major findings, conclusions and some suggestions for the strategic approach in the formation of Policies to build strong brands, efficient use of promotional budgets and, other resources and enhancing the effectiveness of the process are made.

Scope for further research is also presented here.
Chapter 01  
Introduction to Brand Building

1.10 Summary

In the opening chapter an overview of the marketing fundamentals and their application to brand building has been presented. However brand is become very important now days in marketing. Brand building activity its role for different marketing activity and the opinions of various authors on the key issues in Building brand have been presented. The literature review on the topic has been presented in chapter two.
References:


7. The Five Pitfalls for Bank Branding By Vince Carducci http://www.brandchannel.com/papers_review.asp Accessed on 22.03.05


Chapter 01

Introduction to Brand Building


17. Pamela L. Alreck, Robert B. Settle, Strategies for building consumer brand preference, *Journal Of Product & Brand Management*, VOL. 8 NO. 2 1999, pp. 130-144,


21. Ibid.


Chapter 01

Introduction to Brand Building


30. Jean-Noel Kapferer, Strategic Brand management Creating and sustaining brand equity long term, Kogan page India Pvt. Ltd., 2001, p.25


