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# A Study of Positioning of Domestic and Foreign Brand- A Meta Analysis

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**\*Dr Sanjeev Sharma**

**\*Principal DAV College, Bathinda**

## **Abstract**

*The potential for branding strategies largely depends upon how the perceptions of customers are translated into purchase intention. Companies some time try to build brand awareness before establishing clear brand position and companies must know themselves before convincing them. With explosion of good quality products on the market and targeted media, there is a strong feeling among organizations to strategically position their brand in the customer's mind set. Successful market approach has to be distinctive through creating branding strategy, managerial brand image through marketing, differentiating from competitors, creating added perception for service market and creative client base while attracting new clients. There are various conventions of corporate branding such as brand context, construction, confirmation, consistency, continuity and conditioning of brand which helps brand in its positioning in customer's mind set. All ingredients of branding will be useless if they are not advertised properly. The role of advertisement should be in the nature of attack force and occupation force.*

**Key words: Brand Positioning, Corporate Branding, Customer Perception.**

## **Introduction**

Literature review based on positioning of brand in domestic and international market reveals that branding is a powerful tool for competitive advantage. Various studies under this segment summed up that brand name ingredients have strong impact on the consumer for evaluating unfair products. It helps managerial perception of competition to minimize risk of cognitive complacency. Studies recommended that manager planning group or the trade associations must develop strategic awareness, capability and planning skill of the members. It is an organizational tool whose application

depends on attending to strategic organization context in which it is used. Brand must include vision, culture and image of the organization. The studies under purview explained that building a direct link between the customer requirement supported by business strategy and target value propositions allows the organization to align its people and process to deliver value to the targeted customers. Systematic changes in the economy and increased importance of brand identity, trade relationship among customers, marketer and the brand of the product has improved which ultimately has

strong impact on global branding and reshaping of branding future.

### **Object of Study**

The object of study is to understand various parameters used by domestic and foreign brand to position their product in the mind set of customers.

### **Analysis and Interpretations**

Various relevant theories have been taken in to consideration to study the various aspects relating to the components to position brand in the customers mind set and in public domain. Such as Hutton (1997) has outlined that advertisement and promotion needed to be moved away from its focus on informing the market about features of the product to build a brand management approach deriving its strategy from consumer decision making. The study advocates that industrial buyer expects factual information and therefore, sales manager and sales representative should incorporate brand promotion into presentation and re-enforcement of brand message. The study has further revealed that organizational buying and consumer purchase behaviour will never fully co-relate.

Vaidyanathan and Aggarwal (2000) have studied the association of brand name ingredients with private brand product and have established that there is a positive impact on consumer evaluation of an unfamiliar product. The study has found significant benefit to private level brand in seeking out alliance with national brands for ingredients. An experiment was conducted during the study which showed that a private brand with a name brand ingredient was evaluated more positively. Evaluation and

popularity of national brand was not diminished due to this association.

Fredericks and Hurd (2001) have suggested that loyalty metrics and ability to define the drivers of customer loyalty for specific needs-based segments can help marketing and business manager to develop competitive strategies. Their research study has developed a winning formula by using metrics to build simulation models which is tied directly to financial results. The model proposed in this study will help the marketing manager to link customer profitability to financial success for the organization.

Richard Cross (2002) has highlighted the need to humanize brand at the call centre. The call centres, according to this study, have emerged as an important link between a company and its customers. These centres have gained respect in recent times because they render customized service and thereby help to strengthen brand characteristics. Here, each customer is treated individually and knowledgeable. The call centre bridges a gap between the company and its customers. So, customer interaction centre can successfully build a strong brand. The study further reveals that well managed call centres can yield significant benefits in building customers' loyalty. They serve as a competitive platform for acquiring and retaining customers. Upadhyaya (2002) has observed that survival and prosperity of the brand depends on the happenings in the market place. The research paper has suggested that careful managing and feeding of the strong brand identity and stewardship will minimize the risks that lie in future and there-by increases the chances of achieving

their ultimate goals. He further outlined that the global identity of a brand is formed from the confluence of its positioning and strategic personality. The study further says that though it is making the outcome less certain, yet providing new opportunities to build a strong brand identity.

Ballester and Aleman (2005) have explored the relationship between brand trust and brand equity. According to this study, most recent literature on competitive advantage has viewed brand equity as a relation market-based asset as it arises from customers and brands. The object of this study is to analyze the importance of brand trust in the development of brand equity. The finding of the study has revealed that brand trust is rooted in the result of past experience with brand and it is positively associated with brand loyalty which in turn maintains a positive relationship with brand equity. Brand trust contributes to a better explanation of brand equity. The study further says that brand equity is best explained when brand trust is taken into account. It reinforces the idea that brand equity is a relational market-based asset. Therefore, branding literature may be enriched through the integration with the literature on resource-based view of the firm. The research has suggested that companies must build brand trust in order to enjoy the substantial competitive and economic advantages provided by brand equity as a relational, market-based asset.

Maruthamuthu and Vasan (2006) have studied consumer behaviour and brand preference of a specific product and found that introduction of new product line by utilizing the existing image helps to satisfy

the expectations of new variety seekers. The study advocates that the introduction of a new product would be considered as parent brand having stable market demand which may attract new consumers without damaging the existing potential.

Banumathey and Hemaneena (2006) have investigated brand preference in the global environment and found that after globalization most of the people like international brands. The study has visualized that there is no association between age, education, occupation and choice of brand. The investigator has seen association between monthly income and brand preference and price satisfaction level. Such companies can promote a product through effective advertising, improving the quality by keeping a check on quality and price, using improved version in production and effecting marketing process in order to compete with international brands.

Vincent (2006) has examined brand consciousness among children and its impact on buying behaviour and sums up that quality is an important factor that draws the consumer towards branded product. The study says that people do not mind paying extra for branded products as they get value for their money. Children's insistence affects family buying behaviour and spending power of the children has increased. The study has also found that boys have a slight edge over girls in getting parents agreed to their right or wrong wishes.

Upadhyaya and Soni (2006) have studied marketing concept through holistic branding and advocates pre-purchase, purchase and post-purchase experience that touches and

influences the brand perception. Identifying, overloading and improving their touch points eventually translate in the customer loyalty and enhance brand value. The study further shows that holistic selling proposition has an anchor in tradition adopted religious features and simultaneously leverage the concept of sensory branding as a holistic way of spreading the news. The study sums up by saying that a brand must have connection with customers and must be aligned to the internal and external value with company's internal stakeholders.

Jebanesan and Bhavani (2007) have investigated trend awareness in rural-reaching market and summed up by saying customer retention is equally important as that of customer attraction. According to the study, a customer can be retained only with the performance of the product. The study says that in today's highly competitive world, the customers are smarter, performance conscious, more demanding and harder to please in addition to being sensitive to their peers's comments and counseling before making any purchase decision.

Pappu and Quester (2008) have investigated the variation of brand equity between departmental stores and retail clothing stores and have found that the retailer brand equity varies significantly. Results have suggested that departmental store brands yield higher rating for the entire retailer brand equity dimension than specialty store brands. The retailer brand equity as conceptualized in this research includes the retailer awareness, association, perceived quality and loyalty.

Mishra and Pallavi (2008) have investigated brand marketing through customer relationship management and find that CRM is increasingly used to learn about the customer's needs and behaviour and it has an edge over competitors. Marketing in present times has moved towards retaining the customers for longer time frames to ensure customer loyalty and greater profitability. The study has further explored that CRM is a customer-centric business culture which helps in effective marketing of the brand. Various factors such as increasing pressure of competition, intense brand struggle, frequent introduction of new products, shrinking life, cycle of the products, highly informed and demanding customers, and decreasing customers loyalty have contributed to maintain relationship with customers.

Kamalaveni and Raja Lakshmi (2008) have highlighted the brand loyalty of women consumers and find both the rural and urban respondents have a significant relationship between age and brand loyalty. The analysis of attributes score leads to the conclusion that even the most popular brand does not possess all the attributes expected by the users. There is a high correlation between the attributes score and loyalty. Brand loyalty is significantly associated with age of the respondent rather than their income. The study further says that loyalty scores indicate that the consumers of less popular brands are more loyal than others in respect of product. The study sums up that market players have to see that their product possess the required attribute so as to make the consumer highly loyal.

Sharma and Srivastava (2008) have highlighted brand extension strategy for introducing new products and stress the need to concentrate on consumer's perception, beliefs, and needs. At the same time association of their experience with the existing brand will act as a base line for attracting consumers and exploring new markets. The study lays stress on the needs to know consumer's existing brand knowledge and belief for successful brand extension. Proper knowledge of consumer based brand equity will increase managerial understanding of value and potential of specific product. It will help further extension and reduce mistakes and risk.

Broyles and Ross (2009) have examined the satisfaction in a cross-product groups setting. The study investigates that whether 'meet expectations' and 'affecting feeling state' perspective of satisfaction are distinct constructs in cross-product group setting with product that have disparate levels of consumer involvement. The study has suggested that there is external validity that meet-expectation and affective feeling are two distinct constructs and its influence on purchase behaviour varies across product groups.

Souiden and Pons (2009) have highlighted the impact of product recall crisis management on manufacturer's image, consumer loyalty and purchase intention. The research clarifies various types of recall strategies that the company can put forward as well as their impact on consumer's behaviour and perception of the manufacturer's image. The study has found that recall contested by manufacturers have a significant negative impact on

manufacturer's image as well as on consumer's loyalty and purchase intention. It also suggested that voluntary recalls or improvement campaigns have a significant positive impact on the manufacture's image as well as consumer's loyalty and purchase intention. This study further claims that proactive strategies are the best solution to avoid a loss in consumer loyalty to manufacturer during a recall crisis whereas adopting a reactive strategy harms this image as well as consumer's loyalty. The study concludes by recommending appropriate strategies to limit possible negative effects of the product recalls.

Ohnemus (2009) has analysed branding and its impact on shareholders's wealth. This study establishes a link between branding and financial performance provides, insight regarding creation or destruction of shareholders's wealth. This is measured by using return on assets or market to book value as appropriate benchmark. The study has found significant co-relation between branding and creation of shareholder wealth. Each phase has its own strategic implication for shareholder with value either being created or destroyed.

Merabet and Benhabib (2012) have analyzed that understanding of branding, advertisement, processing and buying decision making is necessary for the definition of consumer oriented branding strategy. The paper studies the impact of persuasive feature of brand personality as well as the attitude towards brands and purchase intention in case of either two type of processing that relates to control and peripheral persuasive advertisement and has tried to emphasize on the moderate role of



product involvement. The result validates the hypothesis that persuasive advertising has a significant impact on the personality traits for the formation of brand. Study further reveals that a variation of influence depends on the treatment of persuasive advertising and product type.

### **Conclusions and Findings**

Corporate branding has its own effects in enhancing marketing share. Successful market approach has to be distinctive through creating branding strategy, managerial brand image through marketing, differentiating from competitors, creating added perception for service market and creative client base while attracting new clients. Ability to face challenge due to explosion of technology provides business added courage and confidence. Brand orientation and brand repositioning has also significant impact on international marketing strategy. The concept of holistic branding has impressive impact on influencing brand perception and there after enhancing brand value. The studies have revealed that co-branding has its impact on capitalizing partner's brand equity through line extension. This tendency can help to charge premium price of the product. Most recently, cult branding has also been used to promote the product in which group shows courage and determination to buy concerned brand's product showing indispensable positioning of brand in group's mind set. There are factors which promote brand loyalty and accumulate market based assets to have competitive advantages. Studies sounded that if brand value is not given proper consideration, it may get elimination from the market due to lack of promotional

activity, financial instability, dissatisfaction of customers and legal environment factor. The concept of corporate rebranding also has assumed significant position in building up corporate image and depends on core factors such as shareholders' buy-in, achieving alignment of brand element, liking existing and revised brand, targeting new segment, promotion in awareness building and constantly cultivating the brand. Brand leadership depends on the product innovation as a tool of the firm's strategies for brand positioning. Studies under this segment provided useful idea to have two types of forces in the organization i.e. attack force to capture the market territory and the other occupation force to hold such territory in the mind set of the consumers.

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