

The Effect of Branding on Product Marketing

Raghav Maheshwari

School of Business, Galgotias University

Abstract

The purpose of the project effort is to shed light on how branding affects product marketing. This will help the reader understand how branding influences business and the successful growth of these companies and sectors

For advertising to be effective, branding is necessary. This is due to the fact that branding sets apart comparable items made by various producers. It aids consumers in recognising the distinctiveness of diverse companies' brands.

Branding is described as the use of a name, a phrase, a symbol, or a design, alone or in combination, to identify a product or service for the consumer and connect it to a brand and its design.

The project effort is intended to provide light on how branding affects product marketing. This will help the reader understand the value of branding to company and how these companies and the industry have successfully developed. Keeping consumers and earning their loyalty is seen as essential for preserving business and its associated marketing performance in today's fiercely competitive marketplaces.

Businesses and shops must also look at other marketing techniques to increase the loyalty of their clients. One of the talents necessary for success in the competition is marketing knowledge and expertise.

Introduction:

With the difficulties facing modern business, firms work to draw in new clients while also adopting a strategy of retaining the loyalty of their existing clientele. Customer pleasure is therefore insufficient, and marketers must work more to increase and further foster their loyalty. Under such a model, the goal is to build lasting connections with beneficiaries and consumers in order to retain more of them and lose less. Market share and company profitability will therefore be guaranteed.

By doing market research, identifying client demands, and increasing sales and profits, businesses today try to survive in the cutthroat environment of today's business world. By doing market research, identifying client demands, and increasing sales and profits, businesses today try to survive in the cutthroat environment of today's business world. Hence, one method of fulfilling the aforementioned goals

analysis of the marketing mix idea in any type of organisation. Brand loyalty is impacted by all forms of marketing, and managers and decision-makers of a firm have power over a number of marketing factors known as the marketing mix elements. If the correlations between these factors and brand loyalty,

particularly its facets, are established, the company's decision-makers will readily be able to choose which parts of the marketing mix to use to achieve the maximum brand loyalty.

Owing to the features of these items, brand loyalty is incredibly important to these products, and this industry chooses its products or services based on these attributes.

use its brand. Due to the prominence of branding in the national economy and the significance of brand loyalty in the mobile phone business, where goods tend to be more sophisticated and require specialised support services, it is thus imperative to understand the driving forces behind brand loyalty in markets.

A strong brand expedites the customer's buying experience, saving time and effort for the sales team. Also, a brand is shielded from other companies' rivalry when people consistently use it to make purchases. This may result in higher sales volume and lower promotion expenses. Branded goods may boost a company's reputation and hasten the adoption of new items that are promoted under the same name.

STATEMENT OF THE PROBLEM:

Almost every industrial sector nowadays is characterised by competitive conditions, and the quality of competing products varies greatly.

Every sector wants to have the greatest items since it is in everyone's nature to want to seem to be the best of everything. There is a broad perception that some materials are inferior and that consumers prefer higher-quality goods. Some items sell more than others, not always because they are of higher quality, but rather because of their brand recognition or the volume of advertising they have received.

Objectives:

1. Branding influences product selection.
2. Branding has a competitive advantage.
3. Effect of branding on product marketing.

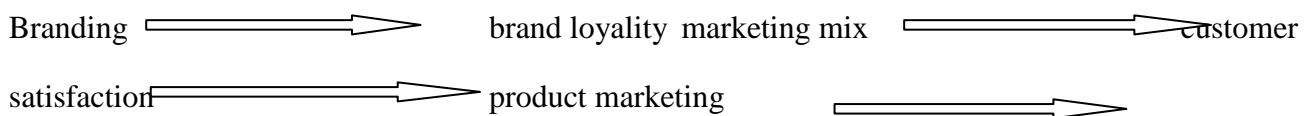
Literature Review:

In the past ten years, branding has become a top management concern as companies have come to understand that brands are among their most important intangible assets. Because it is one of the primary means of identifying a company and its products, branding is a crucial component of marketing decision-making and the marketing mix. An economic producer is represented by a collection of pictures and ideas called a brand; more precisely, it refers to the tangible symbols such a name, logo, slogan, and design scheme. The accumulation of experiences with the particular good or service, both those directly associated with its usage and those influenced by advertising, design, and media criticism, leads to brand recognition and other emotions. A brand is the symbolic representation of all the details pertaining to a business, item, or service. The purpose of a brand is to establish associations and expectations among a producer's products. A brand frequently consists of an overt logo, typefaces, colour schemes, symbols, and even sounds that may be created to reflect hidden values, concepts, and even personalities. Product positioning and messaging are decided upon, the product is launched, and it is ensured that the

salesperson/customer is aware of the benefits the product delivers. Also, it entails gaining a deeper grasp of the target market for the product in order to create message that resonates with them. In a word, product marketing concentrates on each decision-making process consumers go through before making a purchase. Without it, your product won't reach its full potential with your target market.

Conceptual Framework: Relationship between Concepts

The link between branding and product marketing was discussed in the first section of the literature. By generating competitive advantages through brand performance, brands may contribute significantly to consumer happiness. Customers gain from perceived distinctions between items that are created through branding in a variety of ways. The manager who has a significant impact on a brand's success has unique possibilities for defending and promoting brands. Professionals may improve their brands' quality, scope, and, over time, efficacy by using resources. To increase consumer satisfaction in their purchase behaviour, product performance is crucial. The suggested conceptual framework for the study is shown in the figure below in this respect.



Methodology:

In order to study the phenomena, an empirical inquiry is conducted utilising primary data. Using the use of a formal questionnaire, a survey was carried out. In an effort to meet the goals, a questionnaire will probably be designed as a research tool for data collection. Because interviews may be difficult and time-consuming, it was decided to gauge respondents' attitudes and opinions on the variables or indicators of the customer satisfaction questionnaire. There are two ways to gather survey information. A brand must encompass actions across the whole marketing mix in order to provide value to products. This results in a brand image that sends messages to customers about a product's quality, price, expected performance, and status. Yet it should be mentioned that branding is a marketing strategy that focuses on delivering consumer happiness rather than being a tactical instrument for product differentiation.

Pros of branding on product marketing:

1. **Customer Recognition:** Never underestimate the value of familiarity with your customers. When shopping, if a client sees your brand on the packaging, colours, or images of another brand they are familiar with, they are more likely to choose that product over the plethora of others that are around. Why? because it's appealing and well-known. When there are too many rivals, especially in a crowded market, brand marketing is perfect for differentiating yourself.
2. **Helps in building up sales effectively and customer loyalty over time:** A client may become brand loyal and choose your product or service often if they receive outstanding service after purchasing your goods or service. Also, people will rearrange their relationship with the company as a result of

viewing your advertising campaign through media or digital channels, which will make them feel happier and more assured about their decision to make a purchase.

3. **Competitive Edge:** The company frequently contends with fierce competition from both established companies and fresh start-ups, both of which are vying for the same market and target customer base by offering comparable goods and services. Yet, brand marketing may help you establish a distinctive identity in the market that emphasises the unique selling points and defining characteristics of your product.

Disadvantages of branding on product marketing:

1. **Expensive**

The firm must invest a significant amount of money in the branding process. To keep up their brand image, they must spend a lot of money on PR and advertising campaigns. The cost of the goods and services the brand offers is impacted by all of these expenses.

2. **suffers from confusion**

When consumers are picking things, it causes uncertainty in their heads. Every firm offers the same guarantee about the characteristics and quality of its products in its advertising materials. They struggle to decide which one to buy and which one not to. Branding is an impersonal activity, thus impersonal businesses risk losing contact with their clients. When they communicate with their consumers directly, they are better equipped to manage their relationships with them.

3. **Resulting In Monopoly**

A brand monopoly develops as a result of branding in the marketplace. This procedure tries to improve consumers' perceptions of the products and the companies that make them. Small enterprises who are unable to cover branding costs are subject to monopolistic competition.

4. **Timescale**

The time-consuming nature of branding is an additional significant drawback. To build a better public image, it takes a lot of time and work to create a branding message and distribute it to a big audience.

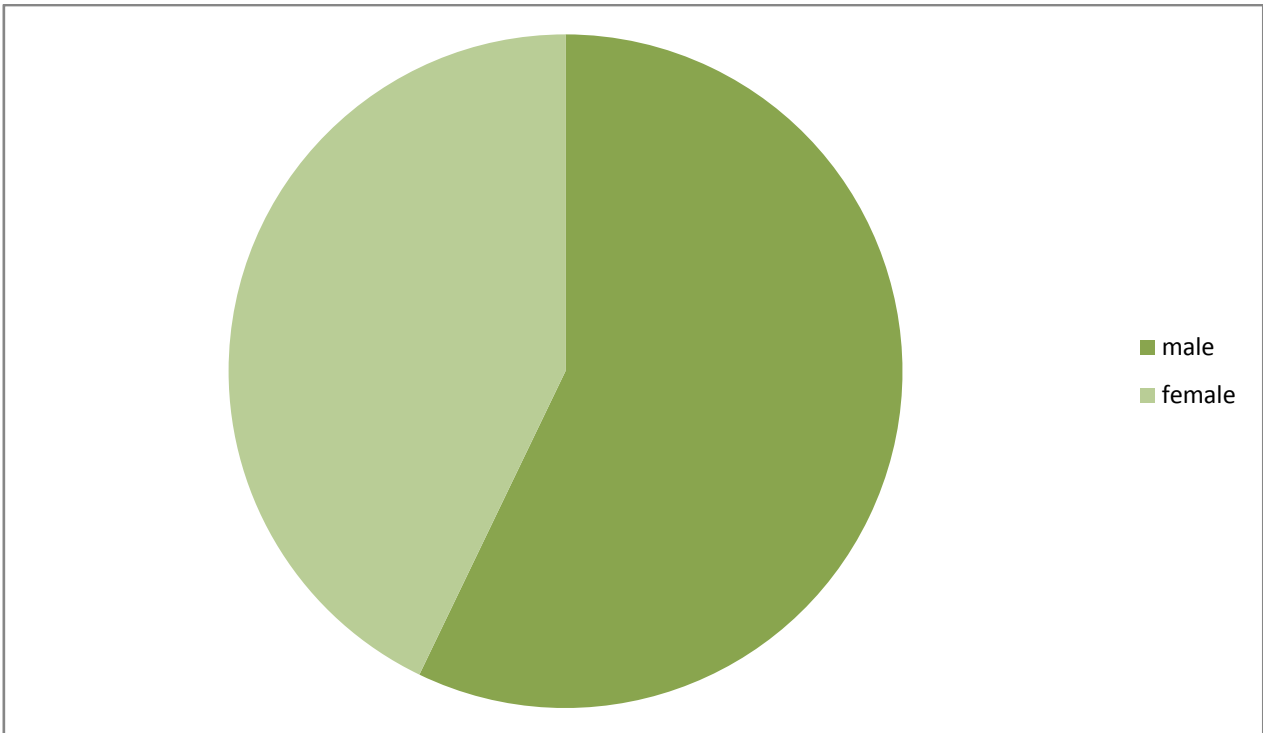
Results and interpretation:

This survey was done through a questionnaire which was done through googe forms. There was total 70 people in the survey which includes 40 males and 30 femals.

Different questions were asked and according to that research paper was made.

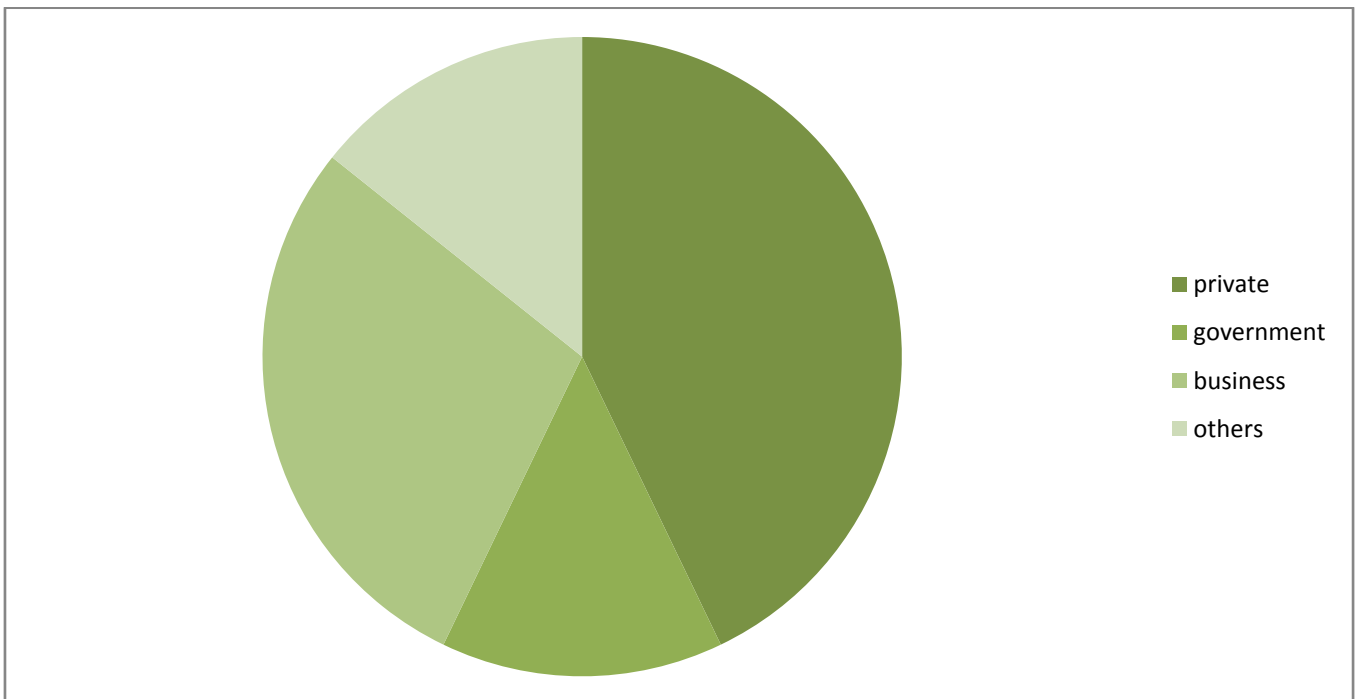
1. **Gender**

Male	40
female	30



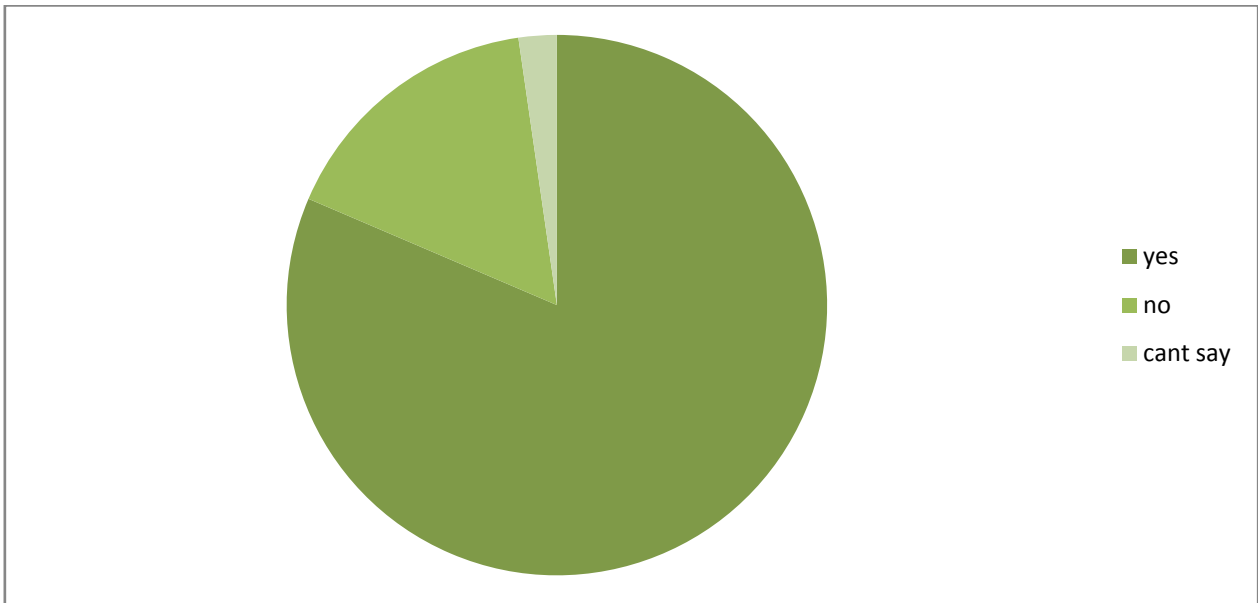
2. Profession

Private employee	30
Government jobs	10
Business	20
others	10



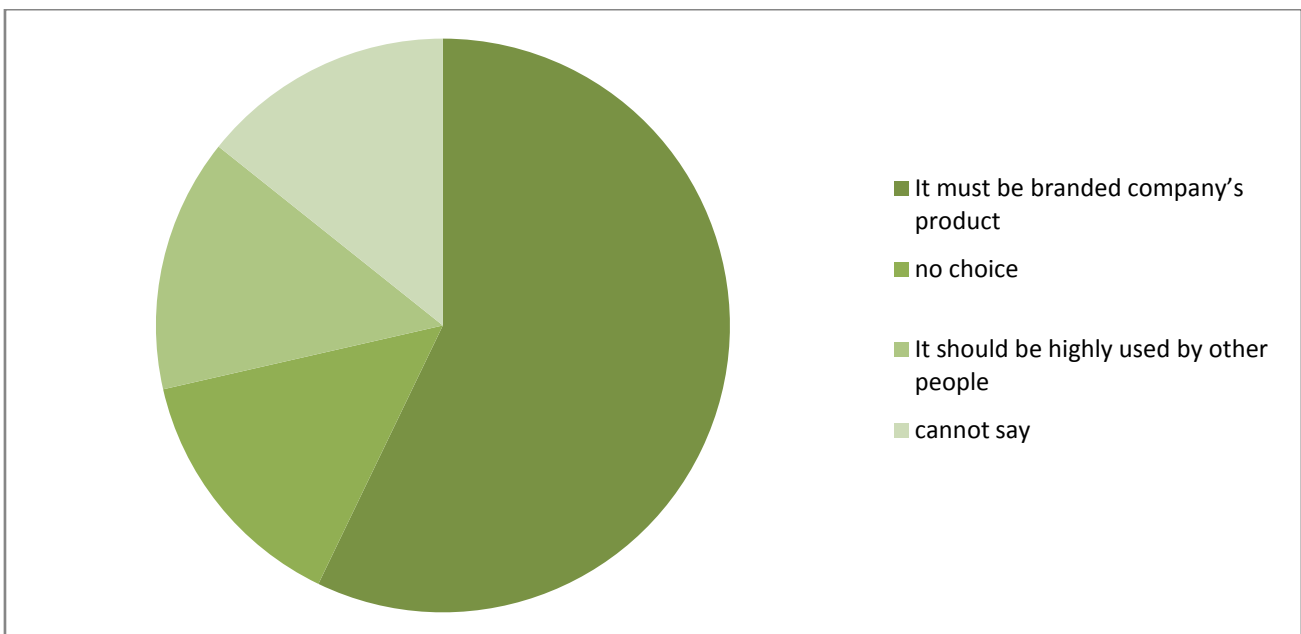
3. When you buy any product, do you go for its brand checking

Yes	50
No	10
Cannot say	10



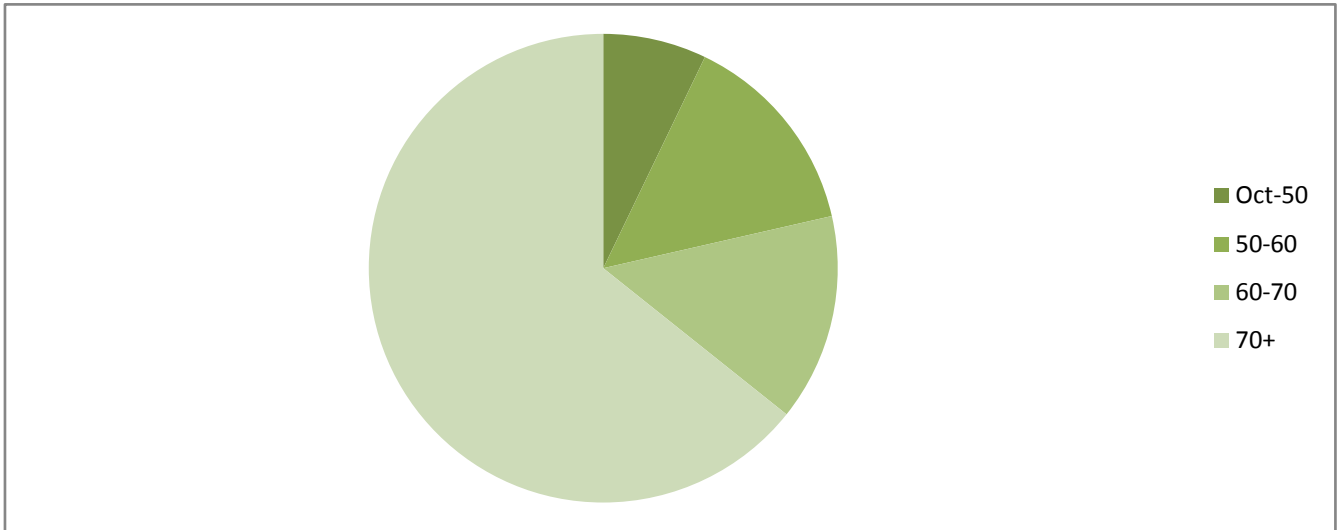
4. What do you think when you buys a product?

It must be branded company's product	40
No choice	10
It should be highly used by other people	10
Cannot say	10



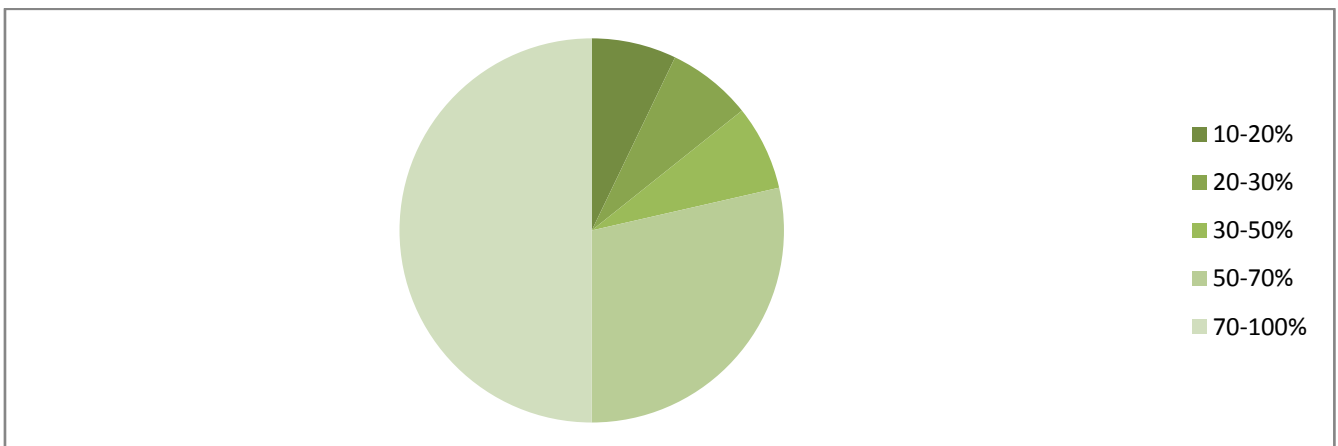
5. What % will you rate you purchase when you buys any product?

10-50	5
50-60	10
60-70	10
70+	45



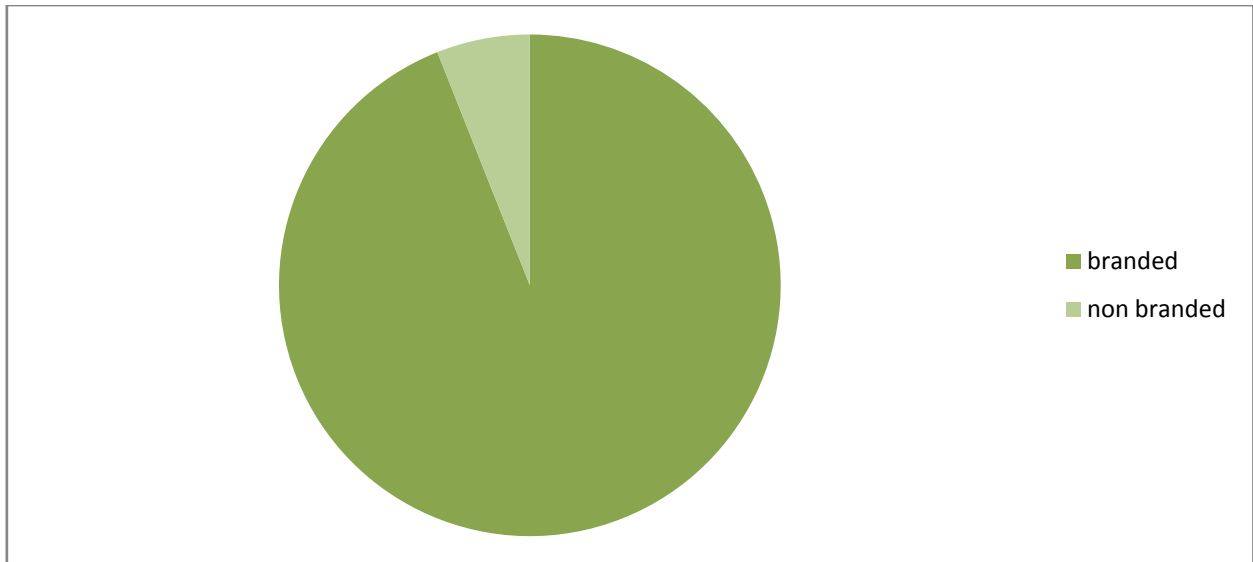
6. What% will you rate when you buys a branded products?

0-20	5
20-30	5
30-50	5
50-70	20
70-100	35



7. What kind of products do you purchase?

Branded	50
Non- branded	20



Conclusion

The results showed that the two main methods by which the firm improves its brand image are customer testimonials and salespeople's word of mouth. According to the study, word of mouth acts as a persuading force in the dissemination of knowledge about brands and as a potent instrument that inspires customers to switch to the company's brands, resulting to better sales. offers the business another cost-effective chance to support their advertising strategy. The results show that the usage of the logo and jingle greatly improved the branding's overall impact on the company's marketing performance. Without the company's overall brand equity, this success would not have been possible. Conclusion: The positioning of a firm in the target market and luring clients depend greatly on the marketing mix. Hence, each component of the marketing mix must be compatible with the diverse demands of the business's target audiences as well as with one another. Management must personally organise and carry out marketing operations including distribution, promotion, and personal selling to encourage purchasing behaviour. Also, the results showed that the corporation mostly employs TV advertising to market its brand. This was ascribed by the researcher to the media's expanded attention. The branding components on which the company primarily concentrates, including , are what make up the very feature of the brand through which the company differentiates its product. "television as an advertising channel has strong mass market penetration, cheap cost per exposure, mixes sight, sound, motion, and appeals to the senses" are the finest ways to show customers what logos and jingles sound like.

References:

1. <https://commercemates.com/advantages-disadvantages-of-branding-in-marketing/>
2. <https://afribary.com/works/ldquo-the-effect-of-branding-on-product-marketing-rdquo-ndash-a-case-study-of-unilever-nigeria-plc->

[1252#:~:text=A%20good%20brand%20speeds%20up,volume%20and%20reduce%20promotion%20costs.](#)

3. <https://iproject.com.ng/project-material/the-effect-of-branding-on-product-marketing/index.html>
4. <https://projectng.com/topic/ma2603/>
5. The New Strategic Brand Management – Advanced Insights & Strategic Thinking by Jean-Noël Kapferer
6. Building Strong Brands by David Aaker
7. Strategic Brand Management: Building, Measuring, and Managing Brand Equity by Kevin Lane Keller & Vanitha Swaminathan