



Brand Management in the New Digital Era

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Abstract:

A Brand is a name, term, sign, symbol or design or a combination of them, which is intended to identify the goals or services of one seller or another seller and differentiate them from other manufacturers. Brand management begins with having a thorough knowledge of the term "brand". It includes developing a promise, making that promise and maintaining it. It means defining the brand, positioning the brand, and delivering the brand. Brand management is nothing but an art of creating and sustaining the brand. Branding makes customers committed to the business. A strong brand differentiates ones products from the competitors. It gives a quality image to the business.

Keywords : *Branding, Rebranding, Retail outlets, Durability*

Introduction:

Brand management includes managing the tangible and intangible characteristics of brand. In case of product brands, the tangibles include the product itself, price, packaging, etc. While in case of service brands, the tangibles include the customers' experience. The intangibles include emotional connections with the product/service. Branding is assembling of various marketing mix medium into a whole so as to give the identity to the product. It is nothing but capturing the customers mind with the brand name. It gives an image of an experienced, huge and reliable business. It is all about capturing the niche market for the product / service and about creating a confidence in the current and prospective customers' minds are the unique solution to their problem.

The aim of branding is to convey brand message vividly, create customer loyalty, persuade the buyer for the product, and establish an emotional connectivity with the customers. Branding forms customer perceptions about the product. It should raise customer expectations about the product. The primary aim of branding is to create differentiation. Strong brands reduce customers' perceived monetary, social and safety risks in buying goods/services. The customers can better imagine the intangible goods with the help of brand name. Strong brand organizations have

a high market share. The brand should be given good support so that it can sustain itself in long run. It is essential to manage all brands and build brand equity over a period of time. Brand management helps in building a corporate image. A brand manager has to oversee overall brand performance. A successful brand can only be created if the brand management system is competent.

Objectives:

1. To know the customer choice process in today's computerized world.
2. To concentrate the Brand people group in Textile industry.
3. To know about the increasing significance of emotions in marketing.
4. To examine the impact of emotions on loyalty and consumer-brand relationships.
5. To suggest about further improvement in brand management in digital era.

Methodology of collection of data:

The data would be collected using two Sources:

1. Primary Source:

A survey is to be conducted to study the Digital marketing in Brand Management, in Mangalore city. Well-structured questionnaires are to be

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administered among the target customers and survey is to be analyzed. This will be the primary source through which relative data can be collected. This source would be beneficial for the project and even for the efficient running of Textile firms Stores.

2. Secondary Source:

The secondary data has also helped in providing the data required for the study. The secondary data has been obtained from various books and journals published by various authors and institutions.

The data obtained from the above two sources is scrutinized, tabulated, pictured in the form of charts and diagrams and finally presented in the form of relevant to the study.

DATA ANALYSIS AND INTERPRETATIONS

Table 1: Gender of the respondents

Options	No of respondents	Percentage
Male	28	56
Female	22	44
Total	50	100

Out of 50 respondents, 56% are male rest of them are female, the study is dominated by male than female.

Table 2: Age factor of the respondents

Options	No of respondents	Percentage
Less than 20	11	22
20-30	18	36
30-40	14	28
40 and above	7	14
Total	50	100

Out of 50 respondents 36% are in the age group of 20 to 30 years and 14% are In the age group of 40 years and above.

Table 3: Basis of selecting the goods

Options	No of respondents	Percentage
Quality of the product	16	32
Brand Image	20	40
Wide Choice	14	28
Total	50	100

The study shows that maximum of the respondents i.e. is 32% opt branded products, on the basis of quality of the products and 28% of the respondents select branded products as their collection.

Table 4: Frequency of visiting Retail outlets

Options	No of respondents	Percentage
Often	04	8
Very often	07	14
Occasionally	26	52
Never	13	26
Total	50	100

This study depicts that 52% of the respondents purchase branded Products occasionally and 26% of the respondents never Visit the outlets.

Table 5: Number of years of using the particular brand

Options	No of respondents	Percentage
Less than 5	28	56
5 - 10	13	26
10-15	6	12
More than 15	3	6
Total	50	100

The above table shows that 56% of the respondents are using the particular brand for less than 5 years and 6% of the respondents use the branded products for more than 15 years.

Table 6: Status of branded products

Options	No of respondents	Percentage
Comfort	15	30
Luxury	22	44
Collection	13	26
Total	50	100

From the above statistics 44 % of the respondents buy branded products as a luxury status in the society and 26% of the respondents purchase branded products for the different varieties of collection.



Table 7: Troubles faced by the customers

Options	No of respondents	Percentage
Less outlets	19	38
Less Promotion	14	28
Unfamiliar	12	24
Other	5	10
Total	50	100

38 % of the respondents find difficult to buy branded products due to less outlets and 24 % of the respondents are not completely familiar about all the branded products.

Table 8: Branded products competition to Non Branded

Options	No of respondents	Percentage
Strongly agree	29	58
Agree	8	16
Neutral	5	10
Disagree	5	10
Strongly Disagree	3	6
Total	50	100

From the above table it is clear that 58% of the respondents strongly agree that branded products are the tough competitors to non branded product companies.

Table 9 : Choices : Branded V/s Non Branded

Options	No of respondents	Percentage
Limited choices	36	72
Wider choice	14	28
Total	50	100

More number of respondents says that there is limited choice in branded products and remaining 28% respondents feel that there are wider choice in the branded products comparatively with non branded products.

Table 10: Features in Branded Products

Options	No of respondents	Percentage
Stylish	13	26
Variety	9	18
Trendy	18	36
Comfort	10	20
Total	50	100

The study shows that 36% of the respondents go for branded products due to the trendy collections and 18 % of the respondents buy branded products for variety.

Table 11: Defectiveness in Branded products

Options	No of respondents	Percentage
No Defect	35	70
Less than 5%	8	16
5-10%	4	8
More than 10%	3	6
Total	50	100

Majority of the respondents did not find any defects in the branded products i.e 70% and 30% of the respondents found few defects in the branded products.

Table 12 : Durability of branded Products

Options	No of respondents	Percentage
Short period	12	24
Long Period	38	76
Total	50	100

76% of the respondents say that the durability of the branded product is for the longer period of time and remaining 24 % find durability of the branded products is for shorter duration.

Table 13 : Responsive towards the price of the branded Products

Options	No of respondents	Percentage
Cheap	11	22
Moderate	12	24
Expensive	27	54
Total	50	100

The above table depicts that 54% of the respondents find branded products are expensive and 22% of the Respondents find certain branded products as cheap.

Table 14 : Recommendations towards Branded products

Options	No of respondents	Percentage
Yes	31	62
No	19	38
Total	50	100



Majority of the respondents i.e 62% will recommend branded products to others and remaining 38% of the respondents would not recommend for the usage of the branded products

Table 15 : Branding is confined to international Goods

Options	No of respondents	Percentage
Strongly Agree	3	6
Agree	4	8
Neutral	5	10
Disagree	14	28
Strongly Disagree	24	48
Total	50	100

48% of the respondents strongly disagree for the statement that branding is confined to international goods only.

Conclusion

Branding is an important element in any organization's overall marketing plan, but it's not just a logo. A brand should reflect the personality

and culture of the company and it should be consistent with the mission and vision of the organization. A company's brand is reflected in every level of the business, from how it physically looks on the outside, how its processes and policies are set up to do business, to how the employees, managers and executives approach their jobs on a daily basis. Customers connect with companies on an emotional level and the brand is where the relationship starts. Widely recognized brand that has quickly developed a strong presence in the international textile industry. Rebranding the organization has made it possible to open up new opportunities while building on the strengths of the past. Because developing a strong brand depends so heavily on creating appropriate perceptions, the internal and external communication exercises have been vital in quickly building up the confidence of stakeholders. Creating a consistent and well-recognized character to the company throughout the globe based on quality, performance, trends and varieties of the branded products will have beneficial results as per the study

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