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## Challenges & Opportunities Before Indian Business Environment

### Branding: A Differential Measure

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#### ABSTRACT

After globalisation, branding is the vital initiative taken by marketing professionals to deal with the cut throat competition prevailing in the market. In this paper, the researcher tries to find out how the branding is a differential measure in market. To get data researcher efforts through secondary sources which make research more result worthy. The purpose of this study is to know how organisations used branding techniques as a major competitive tool. This study reveals that how a good branding increases the value of a company and provides employees with direction and motivation to retain the existing customers and convert their prospects into their customer.

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### 1. Introduction:

The ancient Egyptians were known to started livestock branding as early as 2,700 BC. They used a hot branding iron to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin. If a person would steal the animals, anyone could detect the symbol and deduce the actual owner. However, after this the term has been extended to product and services. Now Branding a differential measure has become truth of the market world. Branding, a foundational piece in marketing communication to make easy for customers to identify goods and services of a particular organisation. It is a way of not only getting your target market in competition but also is to give solution to the problem to the prospect customer. Branding is the consumer perception what they think about you when they hear about your company's name, service or product. The effectiveness of brand doesn't just happen before the purchase, but it acts as a lifetime experience its consumer. Branding of products and services not only creates loyal customers, but it creates loyal employees too. Brands give them

something to believe in, something to stand behind. People remember brands more than the products.

### 2. Structure

2.1 **Objective:** The objective of this study is to find out how a good branding increases the value of a company for its customers as well as employees.

2.2 **Research Methodology:** In this study, researcher used the secondary data to conduct the study. In this research objective studied and observed on Apple Inc.

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**3. Brand:** Brand is comprehensive term as it encompasses other narrower brands. A brand is a name or mark intended to identify the product of one seller or group of sellers and to differentiate the product from competing products.

The concept of brand is defined by the American Marketing Association as “a name, term, sign, symbol, design or some combination of these elements, intended to identify the goods and services of one seller or group of sellers to differentiate them from those of competitors.

### **3.1. Branding: “Branding is endowing products and services with the power of a brand” - Kotler & Keller**

It is the process of giving a meaning to specific products and services by creating and shaping a brand in customers’ minds. It is a differential measure designed by organisations to help people to quickly identify their products and services. Branding help consumers to choose their products over the competitors. Branding a tool of market communication: Branding enables the consumers to identify and differentiate the goods or services in competitive edge. As, brands assist shoppers in browsing quickly through a supermarket, discount outlet, or other retail store and in making purchase decisions. It assure consumers that they will get consistent quality when they reorder.

For sellers , brands can be promoted. They are easily recognised when displayed in a store or included in advertising. Branding reduces price comparisons. That is, because brands are another factor to be considered in comparing different products, branding reduces the likelihood of purchase decisions that are based solely on price.

**3.2. Brand Impact in Market:** There are different ways through which brand impact the company’s communication towards its customers. These different communication drivers are brand name, logos, symbols and character etc.

**Brand Name:** Brand name should be simple and easy. Once a brand name is chosen it is difficult for a marketer to change it. It contributes to the creation of brand equity.

**URLs:** This help to create an online presence of your brand.

**Logos and Symbols :** These are major elements of a brand. They are easily recognisable.

**Characters:** Companies use characters to connect consumers with the brand. They can be fictional, celebrities or athletes.

**Slogans:** Slogans are short phrases that communicate persuasive or descriptive information.

## **4. Study on Apple Inc.**

Apple Inc. is an American MNC that designs and manufactures consumer electronics and computer software products. The company's well-known hardware products include computers, the iPod, the iPad and the iPhone. The company runs its more than 250 retail stores in nine countries and an online store as well to sell its hardware and software products.

Apple was established in Cupertino, California on April 1, 1976 and

incorporated on January 3, 1977, and the company was called Apple Computer, Inc. for its initial 30 years, but later discontinued to use the word "Computer" on January 9, 2007 to reflect its ongoing expansion into the consumer electronics market in addition to its traditional focus on personal computers.

### **4.1. Brand elements of Apple Inc.**

Apple Inc. has focused on three main brand elements. First one is its brand name Apple which is very simple and easy to remember. Second is its logo and third one is its quality and innovation.

### **4.2. Branding Strategies of Apple Inc.**

#### **4.2.1 Apple’s brand positioning with a bigger picture in mind**

Customers don't care about a company or a brand because of its product. All they care about is, how a product changes their lives for the better. Apple was successful in conveying this message very clearly to its customers through its continuous product innovation and technology. They introduced Colourful Macs when computers were just simple single coloured boxes. Rocking iPod ads with people dancing. Their intuitive user interface has always been a gam changer for them against competition.

#### **4.2.2 Apple’s brand personality**

Apple goes beyond just style and tone. It represents a person - with unique personality, mannerisms, and ways of thinking. Apple can be pictured as a person, who would be intelligent, stylish, and cool.

#### **4.2.3 Develop visual look and feel**

The look and feel was never right in the first go, it took decades to develop with consistent working to represent it in a way that it was relevant to the right customers. What looked stylish in the '70s obviously wouldn't look sleek now.

#### **4.2.4 Branding Platforms**

With the right brand personality, and visual guidelines, the choice of right branding platforms and consistent delivery helped Apple push its products strongly across various channels. They worked strongly on products website, partner relationships, and recently over social media.

Having kept the same identity across all platforms Apple has maintained the consistency of its brand and has been intentional about it. Apple has always used a lower case “i” on most of its products – the iPhone, iPad, iPod. This consistent application of a key branding component ensures that consumers can easily identify a new product as coming from Apple, even if they’ve not heard of it at all.

#### **4.2.5 Differentiate with real differences.**

Apple differentiated its products through innovation, superior than the others customer service, and advertising campaigns that engage consumers’ emotions. Apple’s success proves that people will not hesitate to pay a premium for products that offer considerable differences.

#### **4.2.6 Found the niche and ruled it**

Apple identified the niche for itself and ensured it emerged as a leading choice in consumers’ minds. However today, no one would describe

Apple as a “niche” company. But, its products now permeate nearly every aspect of its consumer’s life.

#### 4.2.7 Customer is The God

Apple recognises their customers and what they need, making it easier for Apple to create innovative products for them.

#### 4.2.8 Talent and product quality

Talented people and the quality products enhance the professional image of the company and it builds a positive brand identity for itself

#### 4.2.9 Lead, don’t just follow

Though the smart phones existed much before even Apple ventured into the field, still rather than chasing behind what other smart phone makers were doing, Apple’s team built on the basic concept, developed and in-house operating system and added the touch screen for the first time. Apple was not the inventor of digital music, but it did create products and services that made digital music widely accessible to the general public. Apple strongly believed, though one needs to be aware of what competitors are doing, but the majority your branding efforts should be focused on scaling the new heights.

#### 4.2.10 Customer relationship

Apple has been best in elevating customer expectations and then living up to them. When a customer buys an “i” anything, he / she has a good idea of what they will be getting, because Apple has consistently delivered products and services that fulfil its brand promise.

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## 5. Apple brand Impact on market

Apple positioned its brand it as a promised quality product in its customers’ minds. Apple developed its personality over a period of time and created a position of trust with its customers. Apple Inc.’s products are innovative, unique and stylish which help to build this brand more strong in the market. Apple make people feel like they are better person for using their goods. It has created loyal customers base who buy everything that they introduce in the market. Their brand impact not only help them to retain their customers but also their employees .

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## 6. Conclusion

It is concluded that branding, a differential measure aims at distinguishing itself within a category on a prototype dimension relevant to customers. Branding connects the target prospects and strengthens customer loyalty. Brand is not only a name but a promise to fulfil customer expectations. Apple Inc proved it how proper branding techniques and branding communication tilts the customers’ decision firmly in favour of a company or its product.

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