

International Journal of Innovative Research in Science, Engineering and Technology

(A High Impact Factor, Monthly, Peer Reviewed Journal)

Visit: www.ijirset.com

Vol. 6, Issue 10, October 2017

Brand Management, Brand Management Capability, and Brand Orientation

Nidhi S.Natrajan¹

Department of Management, Galgotias University, Yamuna Expressway Greater Noida, Uttar Pradesh, India¹

nidhis.natraja@Galgotiasuniversity.edu.in¹

ABSTRACT: Brand management is a key element to create the image of any organization apart from its competitors. It provides a platform to distinguish one's product and services from the other players available in the market. The creation of the brand helps the organization to build its image in the market and eventually results in high revenues and profitability, thus providing a good environment for the employees to work and a sense of satisfaction to the customer. Moreover, if a brand is controlled and introduced properly with a great sense of understanding, it will turn out to be a greatest asset of the company. Basically, Brand management is the controlling and managing the brand reputation and improving the organization's customer base. Brand management is being groomed by awareness, equity and loyalty. To build the brand of any specific product, one should be responsible for designing the promotional events in order to pass a clear message to customers. This can be done by perfect advertising, creating promotional and organizing marketing campaigns apart from having world class customer services.

KEYWORDS: Brand management, brand orientation, brand management capability, customer, organization product.

I. INTRODUCTION

For any company, regardless of its size, brand management is a simple practice, whether it is a big organization or a tiny organization. At the same time, the brand marketing practices involved are demanding jobs[1]. To recognize the challenges encountered during the branding process in order to ensure that an individual company or product is effective. Some experts emphasize that for the development of a brand, a high degree of recognition and uniqueness is necessary and both parameters are responsive to the creation of the brand.

When consumers are aware of the characteristics of the product and are able to appreciate the attributes of the various goods and services offered on the market by the individual organizations, every brand acts well in the open market and can even differentiate between the characteristics of the same type of product by two or more different organizations. It is also a very well-known fact that a brand of any product relies on a brand manager's capabilities.

Brand management experience is said to facilitate brand success as businesses may impact customer perception and desires by unique brand-oriented actions in key components such as branding and image. Brand-oriented businesses are known to be more likely to create new brands because of their global culture of ascribing greater value to brand identity and the brands they retain[2]. Brand management capability and label alignment are two sides of a coin in this sense. For brand management, both are relevant but play different roles.

Despite the overwhelming priority given to brand alignment and brand management skills, some studies contend that it is important for businesses to adopt a consistent branding strategy to build strong brands. Reliability is seen as the key

International Journal of Innovative Research in Science, Engineering and Technology

(A High Impact Factor, Monthly, Peer Reviewed Journal)

Visit: www.ijirset.com

Vol. 6, Issue 10, October 2017

to building and retaining a brand that consumers can easily perceive and understand[3]. This suggests that good brand management also requires the introduction of specific processes that facilitate a company's ability to manage its brand effectively, in addition to strategy creation and brand management capabilities. However, it is still unclear at present what these mechanisms are, and how they can control their relationship with product alignment and capacity for brand creation to build strong brands.

It is proposed, based on the theory of marketing regulation, that effective implementation requires uniformity in the management of brands. It has been argued that formalization will help create the degree of consistency that is central to effective brand management and strengthen an organization's brand-focused cultural attitude, with its emphasis on defining rules and procedures to guide the execution of work activities[4]. Therefore, research the degree to which formalization decreases the effect on brand awareness and label uniqueness of strategy growth. In doing so, one sheds light on how formalization actually facilitates brand alignment's contribution to the development of products with a high degree of exposure and individuality, an organizational dimension that has been criticized for its rigid and innovative thinking-stifling existence.

II. LITERATURE REVIEW

Both variables related to the performance of the brand, such as brand recognition and brand connections, have been seen as significant areas of brand success. In addition to these two, brand loyalty and brand individuality have also been seen as relevant areas to look at when designing the development of the brand. Of these four, two fields have gained a lot of attention from scholars and analysts, i.e. brand recognition and brand association. Some researchers believe that brands are more likely to be included in the array of market expectations that customers perceive and are aware of[5]. Probably the best-known brands, compared to lesser-known brands, are said to have a much higher probability of being favoured and trusted by current and potential customers and greater market performance. Brand loyalty is defined as the degree to which consumers accept or recognize a product.

It is also said that businesses with a distinctive reputation in the minds of customers have good perceptible positions. A brand high in individuality is made up of the benefits and functions of the brand that distinguish it from its competitors. Many analysts believe that brands with recognizable logos are difficult to duplicate and costly to contend with, giving businesses that own them a competitive advantage[6]. The uniqueness of the product is defined as the degree to which consumers perceive a brand as distinct from competitive goods and how indistinguishable it is from those specific brands. Earlier research focused on the role of brand orientation in driving the image and brand of the brand. Corporate branding refers to a cultural mentality that understands the value of branding and retains a vital role in the corporate strategy for the brand.

Brand management capability, on the other hand, reflects the organizational routines and procedures that companies have in place to create, sustain and construct reputable brand properties. Brand management skills are said to promote the mechanism by which businesses drive the understanding and expectations of a brand's customer along dimensions that are important to the user, such as favorable brand experiences, positive brand identification and beneficial brand positioning[7]. As such, branding and marketing capacity captures the underlying practices and processes that businesses are engaging in to promote the creation of recognition rates of brand awareness and a brand identity that is considered distinctive in the marketplace. The theoretical perspectives of advertisement control and the resource-based viewpoint are also adopted in the corresponding subsections to explore the instrumental functions of formalization and brand organizational context as the primary means of promoting recognition of brand orientation and distinctive collaborations for brand orientation.

III. MARKETING CONTROL THEORY: THE MODERATING ROLE OF FORMALIZATION

International Journal of Innovative Research in Science, Engineering and Technology

(A High Impact Factor, Monthly, Peer Reviewed Journal)

Visit: www.ijirset.com

Vol. 6, Issue 10, October 2017

"Marketing theory relates to "attempts by managers or other owners within the company to control the conduct and behaviors of marketing staff to achieve this. The requisite effect on the salience of command is demonstrated by the likelihood that employee behavior and company activities will deviate from the interests of the company as a whole. The purpose of monitoring is to promote the achievement of organizational goals by internal control mechanisms for implementation that regulate employee actions and ensure that guarantees do not vary from business objectives. The marketing theory relates to attempts to regulate the attitudes and actions of marketing workers inside the company by executives or other investors in order to achieve this.

The required effects of directives are illustrated by the possibility that employee conduct and company activities would deviate from the interests of the company as a whole. The purpose of monitoring is to facilitate the accomplishment of organizational goals through internal execution control systems that regulate employment conditions and ensure that the commitment does not deviate from the business objective[8]. Despite the disadvantages described, the literature also notes that formalization is conducive to ensuring that employees behave in a manner consistent with the organization's objectives. Instructions and removal of ambiguity are given by the basic formalizing rules and scripts. This has helped to minimize ambiguity and confusion as to how to conduct work operations, contributing to greater uniformity and less variance. Formalization, in that sense, has a lot to add to brand management.

Consistency in product marketing, though concentrating on branding, has also been proclaimed as the key to producing a successful and profitable brand. Given that everything sends a message, some scholars argue that the branding of a business must be supervised and controlled for accuracy to ensure the protection of the brand and the achievement of beneficial results. It is recommended that a structured approach to branding should be embraced by businesses with strong brands, as this helps to build the brand and gives it a meaning that clearly strikes a chord with the target clients[9]. Considering the possible benefits and significant value of branding consistency, it seems that when backed up and governed by a formalized system, businesses will strengthen their ability to build powerful brands. Label-oriented firms are able to administer unique rules and procedures with a formalized structure to direct the execution of brand-derived activities.

It eliminates behavioral variance and strengthens consistency, providing successful brand management with essential stability. Product-oriented companies should also ensure that their brand-focused cultural mentality is seen to reach customers in a more coherent and consistent manner, allowing customers not only to link them directly to a particular product category or situation of use, but also to understand their unique features and benefits. In addition, variance in brand-driven practices would increase in the absence of formalization, depriving brand-driven firms of the level of legitimacy necessary for effective branding. As a result, an integrated and cohesive brand identity could not be manifested to target consumers through their brand-focused social mindset, dissuading customers from having a clear picture of what the brand really stands for and the meaning of its characteristics.

Resource-based view: The mediating role of brand management capability:

The Resource Dependent View (RBV) emphasizes resource variability as the potential cause of firm performance differences. Resources include real assets, intangible assets, and management skills associated with business. Nevertheless, some analysts claim that resources only have potential advantages and that it is the organization's capacity to allocate or leverage capital that best explains the performance difference between businesses. This viewpoint has seen a shift in academic focus from factor endowments to execution, which has contributed to the theory of dynamic skill. Corporate branding thus addresses the fundamental building block, the core philosophy that directs the brand's particular preparation and consequential brand building and leadership behavior.

Companies need to demonstrate their brand orientation through brand management capability in order to realize the success benefits of strategy growth and create brands with increasing awareness and uniqueness. Expertise in brand

International Journal of Innovative Research in Science, Engineering and Technology

(A High Impact Factor, Monthly, Peer Reviewed Journal)

Visit: www.ijirset.com

Vol. 6, Issue 10, October 2017

management allows marketers to develop and put the important elements of the brand in the minds of potential buyers, such as optimal experiences with the brand, positive brand identity and beneficial positioning of the brand. In creating perceived customer interest, promoting building relationships and subsequent brand attachment, brand management capability plays an important role by shaping the brand's understanding of the customer and generating expectations of its performance along with the meanings attached to them[10].

IV. CONCLUSION

The current study has been carried out to find out the possibilities that will effectively direct the brand and generate opportunities for the brand manager to effectively portray the product. This study also discusses the value of the process of brand development with a strong sense of recognition and uniqueness, and brand managers are given the direction to create an atmosphere within the company for the product first. Managers would ensure that in the organization the importance of branding is understood and the brand is positioned in a way that ensures that business processes and strategies take precedence around it. This can be done, for example, by holding internal conferences or delivering employee testing to staff, communicating and assimilating the company's core values.

REFERENCES

- [1] M. Laroche, M. R. Habibi, M. O. Richard, and R. Sankaranarayanan, "The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty," *Comput. Human Behav.*, 2012.
- [2] M. Laroche, M. R. Habibi, and M. O. Richard, "To be or not to be in social media: How brand loyalty is affected by social media?," *Int. J. Inf. Manage.*, 2013.
- [3] S. Gensler, F. Völckner, Y. Liu-Thompkins, and C. Wiertz, "Managing brands in the social media environment," *J. Interact. Mark.*, 2013.
- [4] C. C. Huang, "The impacts of brand experiences on brand loyalty: mediators of brand love and trust," *Manag. Decis.*, 2017.
- [5] H. Qu, L. H. Kim, and H. H. Im, "A model of destination branding: Integrating the concepts of the branding and destination image," *Tour. Manag.*, 2011.
- [6] M. E. Zaglia, "Brand communities embedded in social networks," *J. Bus. Res.*, 2013.
- [7] E. P. Becerra and V. Badrinarayanan, "The influence of brand trust and brand identification on brand evangelism," *J. Prod. Brand Manag.*, 2013.
- [8] U. K. Maurya and P. Mishra, "What is a brand? A Perspective on Brand Meaning," *Eur. J. Bus. Manag.*, 2012.
- [9] M. Bruhn, V. Schoenmueller, and D. B. Schäfer, "Are social media replacing traditional media in terms of brand equity creation?," *Manag. Res. Rev.*, 2012.
- [10] L. Dessart, C. Veloutsou, and A. Morgan-Thomas, "Consumer engagement in online brand communities: A social media perspective," *J. Prod. Brand Manag.*, 2015.
- [11] S. Balamurugan, Dr. P. Visalakshi, V. M. Prabhakaran, S. Charanyaa, S. Sankaranarayanan, "Strategies for Solving the NP-Hard Workflow Scheduling Problems in Cloud Computing Environments", *Australian Journal of Basic and Applied Sciences*, 8(16): 345-355, 2014
- [12] K. Deepika, P. Andrew, R. Santhya, S. Balamurugan, S. Charanyaa, "A Survey on Approaches Developed for Data Anonymization", *International Advanced Research Journal in Science, Engineering and Technology* Vol 1, Issue 4, December 2014.
- [13] RS Venkatesh, PK Reejeesh, S Balamurugan, S Charanyaa, "Further More Investigations on Evolution of Approaches and Methodologies for Securing Computational Grids", *International Journal of Innovative Research in Science, Engineering and Technology*, Vol. 4, Issue 1, January 2015
- [14] V M Prabhakaran, S Balamurugan, S Charanyaa, "Developing Use Cases and State Transition Models for Effective Protection of Electronic Health Records (EHRs) in Cloud", *International Journal of Innovative*



ISSN(Online): 2319-8753
ISSN (Print) : 2347-6710

International Journal of Innovative Research in Science, Engineering and Technology

(A High Impact Factor, Monthly, Peer Reviewed Journal)

Visit: www.ijirset.com

Vol. 6, Issue 10, October 2017

- Research in Computer and Communication Engineering, 2015
- [15] VM Prabhakaran, S Balamurugan, S Charanyaa, “ Entity Relationship Looming of Efficient Protection Strategies to Preserve Privacy of Personal Health Records (PHRs) in Cloud”, International Journal of Innovative Research in Computer and Communication Engineering, 2015