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**THE ROLE OF BRAND MANAGEMENT AS AN
IMPORTANT TOOL OF MARKETING TO ENSURE
CUSTOMER LOYALTY AND CUSTOMER
RELATION**

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The Role of Brand Management as an Important Tool of Marketing to Ensure Customer Loyalty and Customer Relation

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Abstract –

Purpose – Brand management is an essential concept in the current scenario of increased competition and customer expectation. The practise of brand management aids the marketing department in managing long term customer relation and loyalty. The main aim of the research paper is to analyze the role of brand management as an important tool of marketing to ensure customer loyalty and customer relation.

Methodology – The use of books and journal as a source of secondary research support in providing relevant knowledge to the researcher about the research topic of marketing through branding. The use of relevant guide belonging to the year 2010-2013 maximizes the knowledge on the research topic.

Results – The modern marketing techniques highly emphasizes on the concepts and techniques of brand management as an aid to marketing practices. The techniques of brand management support the growth of the customer base through awareness and influence of decision.

Conclusion – The marketing manager focuses highly on the techniques of brand management so that improvement is assured in marketing management. The cost-effectiveness ensured by brand management is an additional benefit that supports managers in increasing investment in branding activities.

Keywords – Brand Management, Cost-Effectiveness, Customer Loyalty, Marketing Management, Techniques

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INTRODUCTION

Rationale- The marketing activities are related to the management of customer relation, creating awareness about products and services, improving selling quantity and assuring profitability. The brand management techniques are applied as effective tools for ensuring marketing activities [Hur et al., 2011]. The brand acts a strong market differentiator for organizations to increase the level of market competition. It is a strong tool that acts as a reflector of the organization to the public, thereby increasing customer focus and discipline.

Research questions-

- What are the techniques of brand management that assure customer attention and retention?

- What is the importance of branding as a tool of marketing in an organization?
- Determine the importance of marketing in managing growth and profitability?
- What is the interrelation between branding and marketing activities in the modern scenario?

OBJECTIVES OF THE STUDY

- To analyse the various tools and techniques of branding used in an organization
- The importance of marketing activities in business growth and success.

- To ascertain the interrelation between branding and marketing activities
- To determine the impact of branding on marketing success and as a tool for modern marketers.

RESEARCH METHODOLOGY

The effectiveness of research methodology supports in developing essential and effective knowledge about a research topic so that proper information support in the growth of organizations. The use of primary and secondary methods of research provides both qualitative and quantitative information on the research topic so that the research aim is achieved. The use of primary information supports in gaining relevant first-hand quantitative information, while the secondary sources rely on the use of books and journals so that qualitative information from the year 2010-2013 can be collected for analysis.

THE ROLE OF BRAND MANAGEMENT AND ITS CONNECTION TO THE MARKETING ACTIVITIES IN AN ORGANIZATION

Brand management: Brand management is the perception of customers about the products and services of an organization [Mazodier, 2012]. It is the influence that a brand has on the customer's intent of purchase and referral. The process of brand management supports the manager in improving the value of products through devoted and long term customers. Keller et.al, commented that the brand managers conduct proper activities to communicate customers about the effectiveness and uniqueness of products to improve the overall level of sales and profitability. Brand management is the effective communication of the value of a brand to its target audience so that strong brand awareness can be enhanced [Keller et al., 2011].

Brand equity: As per Abimbola et al., Brand equity is the social value of the brand of an organization. It enhances brand recognition and improves customer perception about products and services. Brand equity improves customer awareness and brand features [Abimbola et al., 2010]. It has been said by Tuohy, et al. that the brand equity provides knowledge about the pricing and customer decisions that support in premium pricing of products. The brand equity is driven by brand perspective, awareness, and attachment. It provides support to the marketers in improving the pricing decision to attract high profitability [Tuohy et al., 2013]. Brand equity supports in increasing the value of brand so that effective marketing supports the growth of profits and customer loyalty.

Marketing management: According to Nam et.al, the process of marketing management is the stages of planning and controlling business awareness activities that create customer awareness. Marketing

management is concerned with the activities of market research so that the products and services satisfy customer needs in terms of quality, cost and experience. This method supports effective communication of offerings and products to the customers with the use of right tool to the right target audience at the most effective time [Nam et al., 2011].

Interrelation of brand management and marketing: Wang stated that the aim of both brand management and marketing is to attract a large customer pool towards the valuable products of the organization. The aim of brand management is to ensure consistent delivery of quality and effectiveness [Wang, 2010]. It engages the customers towards the positivity of the organization and develops satisfaction, competition, and poses a powerful positive impact on the target customer group. Wang, further stated that brand management becomes easier with the communication of product value to the customers that supports the growth of marketing activities. The customers become confident of business products and develop strong long term relations to deliver the best product.

THE METHODS OF MANAGING AN ORGANIZATIONAL BRAND IN THE MARKET

Brand leveraging: Booth et.al in their study concluded that brand leveraging strategy supports in the marketing of new product and service under the existing brand name. It allows proper communication of valuable information about a new product to the customers. This strategy allows proper management of customers and the generation of huge amounts of profits so that expansion can be done. It allows for gaining competitive positioning in the market [Booth, 2011].

Brand differentiation: Zaichkowsky and Judith commented that brand differentiation brings put the uniqueness of an organization's products and services so that customers benefit can be assured through uniqueness. The brand differentiation allows communicating with the target audience about the importance of an organizations products and communication of effectiveness. There are stronger customer relations through distinctive offerings [Zaichkowsky, 2010]. The business is able to communicate the distinguished features of an organization to the customers apart from its competitors to attract customers on a large scale.

Brand portfolio management: There are large scale organizations that manage more than one product or brand under a single name. Uggla stated that brand portfolio management supports in managing multiple brands through proper communication with the customers. The brand portfolio aims at meeting the diverse customer expectations through a distinguished product line. It aims at serving the needs of the diverse customer groups so that the marketing activities are easily conducted through an increased customer base. Brand portfolio management is an effective marketing

strategy that assures an increased customer base [Uggla, 2013].

Brand innovation: Innovation is induced by the marketing manager in the product design, quality and packaging to attract new customer segment. Further, the change in logo and tagline also influence customer decision regarding the choice of products and services. Brand innovation is an effective marketing idea that supports achieving both branding objectives and marketing campaigns.

THE IMPACT OF BRAND MANAGEMENT ON THE MARKETING SUCCESS OF AN ORGANIZATION

Long term customer relation: Eggers et al., said that brand management ensures customer awareness about the quality of products and services that are linked with the marketing management activities. The activities of branding support in ensuring that customer relations are well managed for a long duration of time [Eggers, et al., 2013].

Reputation and credibility: The successful establishment of the brand name in the market assures reputation and recognition to the brand's products and services which is the main motive of marketing activities. Thus modern marketers highly depend on branding activities to achieving marketing success [Gensler et al., 2013].

Improved customer service: According to Anwar et al., recognition and reputation of brand assure high competitive position to the organization, and thus, the activities are all directed towards the achievement of customer satisfaction. There is an overall growth to the customer services and the development of long term relations which is the main motive of modern marketers [Anwar et al., 2011].

Cost-effective promotion activity: Devasagayam et al., stated that the development and recognition of brand name due to effective quality, pricing and design supports an organization is not investing much in the activities of promotion and advertising. Branding is one of the most effective tools of global marketing, thus promoting the uniqueness in term of quality and price to the large customer segment [Devasagayam et al., 2010].

Introduction of innovative products: The brand name among the customers improves organizations strength in terms of adding on new products to the list of the brand so that profitability index can be enhanced [Kapferer, 2012]. The new products can also be marketed through the use of a brand name to global countries without any additional cost of acknowledging customers about the brand reputation.

RESULTS

The research paper has focused on various techniques that can be used to improve the effectiveness of the brand. Research has provided knowledge about the importance of branding as an effective marketing tool for modern marketers so that customer loyalty and retention can be ensured. The relevance of marketing can be understood through the effectiveness of the organization in terms of growth and success.

The marketing activities have come a long way in terms of their effectiveness and importance in the industry. Initially, marketing activities were restricted to only sales management and growth, and now the modern marketers have come with innovative ideas of developing long term customer relations through marketing activities. The use of brand management has effectively improved the method of marketing and promoting organizational products and services.

It has been observed that the marketers use brand management in terms of portfolio management and innovation so that global market segment can be attracted and retained. Brand management develops a positive perception of the effectiveness and quality of an organization. It is based on managing customer requirement and ensuring that there needs fulfilled with the best marketing practices.

Brand management involves communication with customers through social media, personal touch and digital sources to determine their needs and match their satisfaction and expectations. Thus, it is observed that the marketers are highly dependent on activities of brand management and recognition to improve marketing response.

CONCLUSION

Customer loyalty is that essential element which supports in growth and competitiveness of the organization. The modern marketers face a major challenge relating to the sustainability of positive impression on the customers. The marketers focus on creating a positive emotional impact on customers through brand management and promotion. The proper activities of branding support an organization in bringing necessary change and innovation in products and services with relative ease. It influences human behaviour towards products and services of the profitability and productivity of an organization. Keller's brand equity model is used commonly in organizations to support brand awareness that results in promotion of the organization.

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