

E-Content (Mcom sem II)  
Marketing

By -

Dr. Shweta Gaele  
Assistant professor  
Department of Commerce

Product Branding

Brand - It is a symbol, a mark or a name that acts as a means of communication to bring about identity of a given product. It is a product-quality, a value, a personality.

A brand is composed of a name and mark.

→ A brand name is that part of brand that can be vocalised, it consists of words, letters and numbers. ex. lux, 7M, B12 etc.

→ A Brand mark is a part of brand, which cannot be vocalised but can be recognised easily. It can be symbol or design. eg. baby girl on Amul products.

→ Branding is a marketing technique to find and fix the means of identification of product. It is just like naming a child.

→ When a brand has legal protection or sanction and the right to its exclusive use, by its owner it becomes a trade mark.

### Requisites of a good brand name

1. It should be easy to pronounce & remember
2. It should be short & sweet appealing to eyes, ears & brains
3. It should project the qualities, functions & benefit of the product. eg - Good Night Gas mosquito repellent
4. It should point out the producer name
5. It should have original name so that other could not copy it easily.



6. It should be easy to promote and advertise eg 'Key Hole' of SBI

7. The name selected to be used over a long time and avoid imitation is to be legislated.

### Role/Merits of Branding-

A) To Consumers.

(i) Brand stands for product quality, standard & value. So brand assures quality & value

(ii) It evaluates the status of its users. Mostly brands are attached to a special class of society. eg - Car brands give prestige to its consumers

(iii) Branding makes identification easier & convincing. So it saves time & effort

(iv) It gives trade and legal protection to consumers.

## B) Merits to Marketers

- (i) Brand is a major intangible asset
- (ii) It is a promotional tool, A salesman cannot sell in absence of brand.
- (iii) It protects the market of the product. Brand reputation ensures market control as repeat sales become more likely
- (iv) The reputation of a brand helps middlemen in sale of product as he can easily overcome the hostile behaviour of consumer
- (v) Brand is a means of identification. ~~It stands~~ It stands for value, quality, personality, prestige and image a consumer can relate to.
- (vi) It facilitates product line expansion as acceptance of a new product become easy because of its existing brand reputation.



## Demerits of Branding

(A) To Consumers

(i) Too many brands of products in a product line can confuse the buyer

(ii) It makes losing sight of better products which are new in market.

(iii) It hikes the product prices.

(B) To Marketers

(i) Branding means greater responsibility for maintaining quality standards and other delivery conditions.

(ii) Possibility of brandlessness - some items need no branding e.g. pins, nails, uncaned fruits & vegetables

(iii) Branding is expensive. Brand recognition and loyalty creation is not easy & cheap. It may be beyond the reach of small business houses which are overshadowed by big brands.