

Study on Branding and Its Influence: A Perspective

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ABSTRACT

Branding is more than simply a term; it has the power to alter people's behaviour and consequently, their purchasing behaviour, and the process of creating a unique identity and an opinion on goods and services of a company is called "branding." It includes creating a name, a logo, and other written and spoken elements that distinguish a business from its competitors. A company may improve its market share, cultivate loyal customers, and develop a solid reputation with the aid of effective branding. The main facets of branding, such as brand strategy, brand identity, brand positioning, and brand management, are examined in this abstract. In the digital era, where social media and internet platforms have developed into crucial tools for connecting with and engaging with customers, it also looks at the function of branding. The abstract emphasizes the significance of consistency, authenticity, and customer-centricity in creating a strong brand that appeals to its target market in its last paragraph.

Keywords: Branding; Marketing; Consumer behaviour; Influence of brand.

1.0 Introduction

Any business or organisation must consider branding as a key component. Branding is the process of giving a service, a product, or a business a distinctive character and personality and marketing it to the intended market. A company may stand out in a competitive market and develop a solid, devoted customer base with the aid of a great branding strategy

1.1 Objectives

- To understand the concept of branding/brand.
- To identify the key points and issues.
- To demonstrate the influence of branding on consumer behavior.
- To analyze real-life scenarios.
- To improve the perception of branding.

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1.2 The importance of branding

A company can benefit from having a strong brand in many ways. First of all, it can promote client loyalty. Consumers who trust, identify with, and have had favourable experiences with a brand are more inclined to stick with it. Second, branding can aid in setting a company apart from its rivals. A strong brand makes a company strong in the dynamic market and also attracts new customers. Ultimately, branding can contribute to the development of reliability and trust. Building a long-term relationship with clients may be made much easier by having a strong brand that conveys a sense of excellence, stability, and dependability.

1.3 Creating a strong brand

Careful strategy and execution are necessary to build a powerful brand. These are some crucial actions to think about:

- What makes your brand unique? Establish the mission, personality, and values of your brand first. What values does your brand promote? What sets it apart? What distinguishes it from its rivals?
- Create your brand identity by creating your brand name and logo. These are the two main visual components of your brand identity. They must embody your brand's beliefs and personality while being straightforward and memorable.
- Create your brand's messaging; it should be clear and consistent across all media. It should convey the core of your brand and strike a chord with your intended market.
- Create brand awareness: Developing a powerful brand requires the development of brand awareness. To reach your target demographic and establish your brand recognition, use social media, advertising, public relations, and other marketing channels.
- Keep your brand consistent: When it comes to branding, consistency is essential. Make sure your brand's visual identity, messaging, and logo are consistent across all platforms and channels.

1.4 The future of branding

The branding industry has seen a lot of change recently. Businesses are coming up with fresh, inventive methods to connect with customers and develop their brands as technology advances. Following are a few recent developments in branding:

- Personalization: In the realm of branding, personalization is becoming more and more crucial. Consumers anticipate that brands will recognise their unique wants and preferences and provide specialised solutions.
- Customers are looking for brands that are dedicated to sustainability and ethical business practices as environmental issues gain traction.
- Augmented reality: Businesses now have new options to interact with customers and provide immersive brand experiences thanks to this technology.
- Brand Purpose: Consumers are increasingly seeking out brands with a distinct purpose and a dedication to having a positive impact on the world.

1.5 The psychology behind branding

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Maybe, the question WHAT DOES BRANDING HAVE TO DO WITH PSYCHOLOGY arises in people's minds. Remember that branding is an active, continuing activity that takes your effort; it is not something you do once and that's it. Customers are connected to your business through its brand. The way you express the values of your brand to them will depend on how you come across to them as a reliable friend or someone to aspire to. Customers regard brands as people rather than impersonal businesses, which is why it works.

1.6 The strategy of brand psychology

Branding psychology has scientific roots; it's not just a clever marketing buzzword. It focuses particularly on how brands interact with target consumers using accepted psychological principles.

These are Some principles:

- Colour Psychology
- Pattern Recognition
- A sense of belonging and in-groups

1.6.1 Colour psychology

In essence, the way you feel when you see different colours varies, culture affects some of these emotions, while others seem intrinsic. Consider how the colours red and green are related to the natural world and how red denotes fire, rage, and hot tempers. That is the use of colour psychology. Brands use colours to convey their beliefs, their target market, and their price points.

RED: passion, love, strength, and assurance

BLUE: peace, composure, wisdom, and trust

ORANGE: Effort, vigour, playfulness, and optimism

YELLOW: Hope, joy, cheerfulness, and pleasure

GREEN: Nature, tranquilly, peace, and regeneration

PURPLE: Wisdom, compassion, creativity, and leadership

PINK: Positive, original, artistic

BLACK: Strong, contemporary, sophisticated, and powerful

GREY: neutral, composed, sage, and competent

BROWN: Natural, honest, cheerful, and comfortable

1.6.2 Pattern recognition

Human nature is bred to recognize patterns. A successful brand is consistent, according to branding psychology. Consumers will have more faith in you if your brand consistently offers the same output across all interactions, including the same quality, colour line, logo, and graphics. Probably the most important aspect of loyalty is trust. What happens if you don't give your audience consistency? They are unable to form a connection with your brand. Going hot and cold with things like your interactions, appearance, and experience will indeed create your

brand unmemorable since you have to develop something consistent for people to remember you. Even if your brand is designed to be wild, eccentric, and spontaneous, this is true.

1.6.3 A sense of belonging and in-groups

Psychologically, we need a sense of belonging. Our health depends on feeling like we belong, either to a family, a community, a nation, or a subgroup inside a country. We must be a part of the group. What does this signify for branding psychology? That your brand needs to be clear about who you are and what you stand for. Every member of that in-group who is also interested in your product or service will find it appealing.

Nike is one of the best examples of this aspect of brand psychology. Some love sneakers and others merely wear them. The latter group is known as sneaker-heads. Those that collect, trade, and, of course, wear particular sneaker models like Nike Air Jordans and Adidas Yeezys are known as sneaker-heads. Nike has developed branding and more general marketing methods to appeal to Sneaker-heads because it understands its place in this subculture.

1.7 Five brands that proved king in the market

Sincerity-These companies, value families and are courteous and considerate. Band-Aid is a sincere brand that wants to be an essential part of every family's medicine cabinet.

Excitement-Companies that embody the enthusiastic personality often project an air of carefreeness, youth, and vivacity. Red Bull is a brand of excitement that emphasises unrestrained behaviour's people might engage in when they consume Red Bull and experience "wings."

Ruggedness-With athleticism, toughness, and an unpolished appearance, a brand hopes to inspire its audience with the rough persona. By their black label and marketing as an old-school "manly" spirit, Jack Daniels expresses their brand's roughness.

Competence-These companies emphasise leadership, and they value their stature as aspirational brands. Chase Bank is a competent brand, as seen by its dependable geometric logo and straightforward customer service style.

Sophistication-Companies having this persona aren't afraid to flaunt their opulence and status. A sophisticated brand, Grey Goose uses frosted bottles and soothing blue for its labels.

2.0 Research Methodology

2.1 Sources of data

The information was collected from the sources of secondary which includes websites, newspapers, magazines etc., The gathered information state that how branding influences the purchasing behaviour, purchasing preferences of people over the years.

3.0 Branding Influences Minds of Consumers with Real Life Examples

3.1 Example 1

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The internet was filled with jokes and memes after Apple announced its most recent iPhone series in October. The meme that probably circulated the most among these jokes was the one that suggested buying an iPhone by selling your kidney.

Yet, the kidney meme is not brand new and ended up becoming Chinese guy Wang Shangkun's horrifying reality. He is 25 years old. Shangkun, then 17 years old and from the Chinese province of Anhui, traded his kidneys for 1,76,742 rupees at that time (in 2011) to purchase an iPad 2nd generation and an iPhone 4th generation. Shangkun was cited as stating at the time, "I need two kidneys, why?" "One is enough."

He returned to a message from a dark market body organ trader in an internet discussion forum because he was so eager to buy Apple products. In this conversation, he said that selling the organ would bring in over \$3,000 in dollars.

Immediately after this chat, the then-17-year-old Wang had his right kidney removed during an unlawful procedure in the province of Hunan. This narrative explains how individuals and customers view brands. They view it as prestige rather than as being beneficial.

3.2 Example 2

Have we ever noticed? Maybe we never noticed. A liter water bottle costs ₹20, while a 20-liter water bubble or can costs ₹10. The one-liter bottle is small, and water tastes inferior when compared to the convenience of water bubbles or a can and why the price of a bottle of water is 20 rupees? Perhaps you can take it anywhere; it is very good, but it should cost between five and eight rupees when compared to a 20-liter water bubble or a can. Companies manufacture and sell water bottles for their profit. (THINK ABOUT IT).

3.3 Example 3

A couple from the middle class is strolling down a city street. The man, a car lover, becomes all thrilled as a bright white Porsche passes them.

Whoa!" the man exclaims. The new Taycan was that. You don't typically see that. Did you enjoy it?

Passively, the woman says, "I didn't notice."

They proceed to stroll down the street. The woman whispers in the man's ear as another woman wearing a bright pink dress goes by.

She muttered, "That girl was sporting a Gucci belted dress coat." "Those items are really pricey. She must be a child of a trust fund.

I missed it, the man admits.

This is how brands attract and affect consumer thoughts.

3.4 Example 4

Nike is the market leader when it comes to creating and supplying athletic wear and sporting items. Yet in only 2017, they generated more than \$34 billion in sales globally. They rank among the top brands on the planet and among the elite influencer marketers. The brand

has worked on numerous projects with celebrities and social media influencers to sell its products.

With its new Air Vapormax series, the brand decided to partner with the well-known Channel on youtube, “What’s Inside.” The father-and-son team that runs the channel is renowned for dissecting commonplace items to reveal what’s within. For their two channels, the team was able to sign up nearly 7 million subscribers.

The YouTubers developed several videos for their campaign in which they combined the company’s messaging with the distinctive aspects of each of their separate channels. They used the “WHAT’S INSIDE?” channel “FAMILY” to publish vlogs and Q&As. In addition, they made a video in which they opened a Nike Air Vapormax to disclose its contents.

This video has had over 4 million views and 33,000 likes. Almost 51,000 individuals have seen the Nike Travel videos. The commercial effort also advertised Nike’s new product range.

3.5 Example 5

The past few years have seen substantial expansion for Subaru. And a significant part of this growth has been attributed to influencer marketing. In essence, their revenue grew by 10% in 2016. “Meet an Owner” was one of their programs, and it had been effective in its influencer marketing efforts. The aim was to increase brand interaction and brand recognition. They worked with 20 individuals from diverse areas to generate original content for Subaru.

Zach, for example, filmed a video in which he attempted to impress his partner while driving a Subaru. This one video has been viewed by over 8 million people.

The Meet an Owner campaign generated millions of likes and thousands of comments for 58 sponsored posts, with a total engagement percentage of 9%. As a result of the campaign, the brand has seen a boost in brand awareness.

3.6 Example 6

The new decor line that Pottery Barn and interior designer Ken Fulk collaborated on needed to be promoted. They made the decision to collaborate with an influencer who has a flair for interior design to present their products in an extremely appealing way.

For the campaign, the company went with Holly Becker, the author of the site Decor8. The influencer used items from the collection to demonstrate various applications for her readers to use them in their own homes.

Also, she ran a contest where readers could win a \$500 gift card. She also invited readers to name their ideal dinner party companion in order to increase participation in the contest.

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5.0 Conclusion

A crucial component of any company or organisation is its branding. In a crowded market, it helps to develop distinction, loyalty, and trust. Businesses can develop a distinctive identity and personality that appeals to their target audience by carefully designing and implementing a branding strategy. Businesses must stay current with the newest trends and technologies as the field of branding continues to develop if they want to remain competitive and communicate with customers.

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