



Subject	_	Marketing Management
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# Meaning of brand

A brand is a name term ,symbol or design to identify the goods or services and to differentiate them from those of the competitors.

In other words a brand is a name, sign ,symbol or a combination of these which aims to recognize the goods are services easily and to differentiate them from the competitors for example Colgate toothpaste ,pepsodent toothpaste, close up toothpaste,its easy branding is a part of product strategy by which the product is branded it is a process of giving a brand name to a product designing a brand mark an establishing an popularizing it.

## Definition of Brand

All trademarks are brands and thus include the words, letters or numbers which may be pronounced; they may also include a pictorial design.

**:- William J Stanton**

A brand is a name term symbol or design or a combination of them which is intended to identify the goods or services of one seller or group of sellers and to differentiate them those of competitor.

**:- American marketing association**

## **Trademark**

Trademark is any name, sign, mark, symbol or words which indicate the origin of ownership of a product as distinguished from its quality and which others have not the equal right to employ for the same purpose. When a brand name or its brand mark is registered and legalised it becomes a trademark. So registered brand is a trademark. Trademark is a legal term. It refers to a brand which is registered with the government under the trade and merchandise marks act 1958. Thus all brand names or marks can not be termed as trademarks. Only those brand names or marks which are registered with the government are known as trademarks.

## **Trademark and brand name**

Generally trademark identifies the name of the producer of a product. A trademark is a registered brand name. All trademarks are brand names but all brand names are not trademarks. A trademark is given a legal protection and anyone who uses the trademark of another will be subjected to penalties or damages as the case may be and responsible for legal consequences. A trademark can be identified through seeing a mark and may not be pronounceable. A trademark can be identified through seeing a mark and mainly a brand name

can be pronounced. Although the words trademark and brand name appears to be synonymous they are different. Sometimes trademark are used as brand names in which case they become synonymous and help to identify the manufacturers and their products.

## **Principles and essentials of branding**

The development of a good brand name is a difficult task. The Marketer should have certain principles to go by.

1. It should be suggestive about the product benefits or use or quality or function or action or all.
2. Easy to remember pronounce and spell.
3. Distinctive.
4. Easy to apply it to a new product line.
5. Adaptable to any advertising medium.
6. Pleasing for both pronouncing and reading.
7. Pronounceable only one way full stop

## **Classification or types of brand**

1. According to ownership : On the basis of ownership brand maybe of two types 1. manufacturers brand 2. middle middlemen's brand

(a)Manufacturers brand

(b) Middleman's brand

2. **According to the marketing area** : According to market area the brand maybe of the following five types: local brand, provincial brand, regional brand, national brand, international brand

(a) Local brand

(b) provincial brand

(a) regional brand national brand

3. **According to the number of products** : A brand maybe of the following three types on the basis of number of products :

(a) Individual brands

(b) family brand

(a) umbrella brand

4. **according to the use** : Under this category brand may be of two types fighting brand and competitive brand

(a) Fighting brand

(b) competitive brand

## **Importance or advantage of brand**

It is really important to decide whether a product is to be branded or not by the manufacturer. Brand name stands Supreme in the operation of a corporate entity. Brand matter very much for a business. Brands are also very useful for middleman for disposing the products into the hands of consumers. Brands also create an air of confidence in the minds of customers to choose a particular product from host of other product with the quality projected through the brands not familiar to them. The advantage of using brand name to different participants in the marketing viz. Manufacturer, consumer, distribution etc. are as follows

### **-Importance or advantages to producers or manufacturers**

1. Repeat buying

2. development of markets assist advertising and promotion programme

3. Development of market

4. Convenient indirect selling

5. Convenient in expansion of product mix
6. Legal protection to producers
7. Price control
8. Increase in competition
9. Safety from competition
10. availability of middle men

### **B- Advantages or importance to consumer**

1. Purchase convenience
2. Faith in quality
3. Protection to consumers
4. Psychological satisfaction to consumers
5. Price stability
6. easy identification
7. good packaging
- 8.

### **C- Advantages or importance to middle men**

1. Convenient in selling
2. Less risk
3. no need for promotion
4. incrementing goodwill

# Questions

## Short :

1. What do you understand by brand
2. Explain the difference between brand and trade mark.

## Long :

1. What is branding? What is Importance of branding in today's market?
2. What do you mean by brand? Explain the different kinds of brand.

# Keywords

1. Legal protection
2. Legalised
3. Symbol
4. Middlemen

# References

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**Thanks**