

Class: B.Com (Hons) Semester VI

Subject : BCP 6.2 PRINCIPLES OF MARKETING

Topic: CONCEPT OF BRANDING

Product Branding

An Overview on the Product Branding, Packaging and Labelling!

Product-mix is a part of marketing-mix. While understanding the concept of marketing-mix, we have already studied and understood as if what product-mix means and what are the variables of product-mix namely, product-line and product range, product design, product package, product quality, product labelling, product branding, after-sales services and grantees and so on.

Brands and Branding:

Almost every concern wants to name its products. These names given are brand names. Branding plays more role than a mere name. It is because; brands name is quite different from ordinary name.

What Brands and Branding Mean?

A brand is a symbol, a mark, a name that acts as a means of communication which brings about an identity of a given product. Brand is product image, brand is quality of product; brand is value; it is personality.

It is nothing but naming the product; and naming product is like naming a child. Parents know that the success and happiness of their children is

primarily dependent on the development of their character, intelligence and capacity and not on their name. But they, nonetheless, take care in naming their children for the identification.

Products are children of manufacturers, unlike human children; products are not brought into world by accident. There is conscious decision to give birth. Once a product takes birth, it needs an identity and that is brand; and recognizing it as branding.

‘Product differentiation’ is the note-worthy feature of manufactured goods; one such device of product differentiation is branding the products. A brand is a symbol, a mark, a name, that acts as a means of communication which brings about an identity of the product. Brand is the quality of a product. Brand is the value.

The aims of branding are to give personality to the product, to make its existence known to the public; to create preference for the branded product; to control the price of commodities; to impress about product performance. For instance, ‘Tore Nylex’ Sarees, ‘Terene’ mark on Synthetic fibre cloth, Baby of Murphy, Dog of His Master’s Voice, 501 Bar Soap, Club of Arvind Mills, are the instances of brands or trade-marks. There is a slight difference between a ‘brand’ and a ‘trade mark’. ‘Trade mark’ is a legalized or registered brand. Such legalization avoids imitation by rivals. For instance. Parley “Gluko” is a trade mark, which cannot be imitated under Names and Emblems Act in India.

While branding, the dealer or the producer must select such a mark, or name or symbol that is easy to remember, appealing to eyes, ears, and brain. It must be short, sweet and attractive. For instance, the Honey Dew

Cigarettes are having a trade mark of 'black elephant' on yellow packet which is popular as 'Pivala Hatt' even amongst millions of illiterate people of India. Same is the case with 'Murphy Baby' or 'Yellow Thread' of 'Sinner Beedies'.

Role of Branding:

None finds a pragmatic concern aloof from this branding. Brand names came to create identity to distinguish one product from another. Identifying is essential to competition because, without means of identification there is no way of making a choice except by happen stance. Brand names not only facilitate choice but they spur to a responsible action.
