LIBYAN INTERNATIONAL MEDICAL UNIVERSITY
FACULTY OF BUSINESS ADMINISTRATION

RESEARCH PAPER

COURSE NAME:
BRAND MANAGEMENT

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ABSTRACT

This paper aims to recognize the key variables: (1) brand management and market share; (2) and the key aspects of branding strategy and market strategies; (3) to examine the effect of the relationship between the marketing strategies on the brand market. The results obtained in modelling the influence by the variables. Therefore constituting a good analytical frame work of the magnitudal size and evolution of brand market shares. This paper concludes with limitations and remarks the future researchers for each paper noted.

Keywords: brand management, brand, shares, marketing strategies, operation management, market share and branding strategy.

INTRODUCTION

Brand share growth, whether measured by units, volume, or dollars could be a key objective for most firms **(ShuganandMitra, 2013).** A developing brand ordinarily picks up income and net profit, while the growth demonstrates that going with showcasing back is working more viably than competitor endeavors. **(Baye, 2009).** Development can favorably influence unit costs through economies of scale, including manufacturing, logistics, and advertising cost. **(Hirschey, 1982)**

Paper 1

BRANDING STRATEGY AND MARKET SHARE:

A CASE STUDY OF JET AIRWAY

The paper was published in: The Indian Institute of Management.

Authors: Shashi Kant Srivastava [1], Shubharata Basu [2], Raj Gurnrajan [3].

Year: 2014**.**

Industry sector: Airline Sector.

Company establishment: 1993.

Market share rate: 34% in 2006 – 19.6 % in 2014.

Research conduction: Local research.

Approach: Qualitative single-case study.

Research Methodology: Exploratory (investigation)**.**

Analytical approach: Kappa statistics.

 (128 interviews of the company top executive of the airline and market analyzer).

Data analysis and Discussion:

- 2 raters observed and assessed the qualitative data.
- Reduction occurred to mistaken branding strategy lead to the shrinkage of the market share.

Implications:

- Frame works the factors of branding strategy that lead to inefficient operation management.
- Provides better understanding of factors in operation management that lead to the market share shrinkage.
- Precise qualitative study that impact branding strategy. -   Study of the (construct and factor levels) **Conclusion :**
- Because of brand consciousness, the brand management kept taking decisions to protect their luxury brand, neglecting the important factors that resulted in wrong brand strategy.

Future Directions:

- Increase in the number of data.
- Perform robust or strong research.
- Validate the qualitative analysis to empirical testing.

Paper 2

EFFECT OF RELATIONSHIP MARKETING STRATEGIES ON BRAND MARKET SHARE:

THE CASE OF NAKURU TOWN

This paper was published in the: Global Marketing Arena.
Authors: John Macharia[1] and Petronilla Odour[2].
Year: 2014.
Industry Sector: Telecommunication Industry.
Data type: Quantitative data.
Objectives:
- Examine the relationship effect of marketing strategies on brand market share in the retail store sectors.
- Study the effect of attraction, interaction and loyalty strategies.

Research Methodology:
- Nakuru has 62 shops.
- 30 samples were chosen, which makes 45% of the population, **-** Sample was applied proportionally for each street.
- One respondent was selected from each store (manager or supervisor).

Data Collection:
- Primary data source with open and closed ended questions (yes / no).
- Data was collected via questionnaire.
- The questionnaire was handed out by the researchers during work hours, with drop and pick up method.

Data Analysis:
- Descriptive statistics (mean and standard deviation in particular).
- Hypothesis theories used to conduct the relationship of marketing strategies and how it effects the market share.

Conclusion:
- Determination of the relationship effect of marketing strategies on the market share of mobile manufactories.
- The questionnaire results confirmed that the attraction strategies are essential in market share**.**

Future Direction:
- Regular promotion activities of the brand need to be conducted to attract customers.
- Marketers need to emphasize the following elements: (attraction**, interaction and loyalty strategies).**

EFFECT OF STRATEGY, STRUCTURE AND PERFORMANCE VARIABLES ON STORE BRAND MARKET SHARES

This paper was published in the: Journal of Marketing Management. **Authors:** Javier Oubina[1] and Natalia Rubia[2].

Year: 2007.

Research Application: in the Spanish Market.

Research Methodology: Empirical research was used to observe the variable: competitive strategy, industry structure and retailers performance.

Sample: 50 consumers- product category, collected over 5 years (1996 – 2000). **Analysis Technique:** Regression modeling using Eviews and SPSS.

Objectives:

- Actions taken by manufactures concerning prices and store brand.
- Explains the intra- category differences level in store brand market share.
- The correlation analysis between the mean store brand market share is significant at 1%, providing evidence of the inter-category differences in brand market share.
- The use of advertising and innovation to analyze these differences in the cross-sectional information.

Conclusion:

- Constitutes a good analytical frame-work of the magnitude and evolution of store brand market share.
- The insights on influencing the variable of strategy, industry structure and performance.

Limitations:

- The lack of complete information in the report.
- The years taken are corresponding to the criteria of the data collection.

Paper 4

MODELING BRAND MARKET SHARE CHANGE IN

EMERGING MARKETS

This paper was submitted in: International Marketing Reviews.
Authors: Jenni Romaniuk[1], John Dawes[2] and Magda Nenycz-Thiel[3].
Year: 2018.
Markets Examined: China, Indonesia and Malaysia.
Variables: Value and volume market share.
Literature Review:
- Brand market share reflects its strength relatively to the competitors.
- Increase in a brand market share means the brand is performing well and vice versa.
- Researchers focused on the following features (buyer **behavior, consumer loyalty and prices**)**.**

Sample:
- From each product category 17 samples where drown in each country.
- The samples were taken based on the features the researchers focused on.
- The samples concentrated on the amount of penetration dominated.

Data Type: Quantitative data.
Research Methodology: 2 hypothesis theories conducted:
1. **H0A:** penetration will be a bigger drive in packaged goods brand volume market share.
2. **H0B:** penetration will be a bigger drive in packaged goods brand value market share.
   Research result: After calculating the retrieved data from the 3 countries, Malaysia comes up as first place following it is China leaving Indonesia in last place.

Conclusion:
- Research examines the relative importance in penetrating the frequent purchase.
- In the 3 countries only, 17 packaged good categories were selected.
- Results show that change in penetration or number of buyers change in the brand market share.
- Across the different categories selected in the 3 countries for both volume and value market shares Malaysia is in the first place.

Limitation and Future Directions:
- Extend analysis to more countries and categories.
- Broader understanding of the basic market dynamics**.** - Compare countries with different retail structures.

Paper 5

IMPACT OF PRODUCT DIFFERENTITATION, MARKETING INVESTMENTS AND BRAND EQUITY ON PRICING STRATEGIES

This paper was published in: Emerald Insight.
Authors: Nebojsa S. Davicik[1] and Piyush Sharma[2].
Year: 2015.
Country: Mississippi.
Purpose:
- This paper points to appear the impact of brand value, showing of the speculation and product differentiation on cost multinational companies (MNCs) and retailers (private names).
- Scholastics have been inquiring about brand value and shares, and the effects of items separation for a long time period.

Research Methodology: Set of aggregate data:
- 735 fast moving consumer goods (FMCG) taken out of 10,282 households.
- At first regression analysis was used, then Cluster analysis in the modeling step.

Data Analysis:
- Most organizations used variables to measure their performances like (brand market share, price and value which determinate their success and failure.
- Based on a two-stage approach in the first stage, regression analysis was applied to estimate how price performs in **"Fast Moving Consumer Goods"** - (FMCG).
- The role of price, we tested by its performance using a cluster analysis to determine how the product differentiation, driven by innovation, can lead to a premium market shares.

Hypothesis Theories conducted:
- **H0A:** The likelihood of a higher price increases with a degree of higher marketing investments in a brand.
- **H0B: There** is a negative interaction between brand equity and marketing investment such that lower-quality brands generate a lower price performance than higher-quality brands with the same level of marketing investments.

Conclusion:
- The item (brand) has an imperative role in brand execution that yields by employing:
- The significance of development exercises based on innovation and production standards.
- Diverse brand properties (i.e. resources and uses), here operationalized by brand share and promoting speculations.

Limitations: Price and market share are commonly used as measures of brand performance and price, by using market share as a control variable.

Paper 6

GENERALIZATIONS REGARDING THE GROWTH AND DECLINE OF MANUFACTURER AND STORE BRANDS

Submitted in: Journal of Retailing and Consumer service.
Authors: Jenni Romaniuk [1] and John Dowes [2.]
Year: 2014.
Industry sector: Retail sector.
Country: United Kingdom.
Dependent variables: brand share change and brand growth.
Independent variables: brand penetration and brand frequency.
Data Analysis:
- Conducted by linear regression.
- Procedure made to compare brand share, penetration for each brand selected in the sector.
- Time limit was **2 years.**

Result:
- Key finding from the initial descriptive analysis is that when the brand grows, so does the penetration.
- The growth result showed the consistent pattern of penetration change was greater than loyalty across the retailers.

Conclusion:
- The aim was the identification of the relative contribution of penetration, purchase frequency and share to seek the change in brand share.
- Where the variables change along with the shares, where the shares change from one year to another rapidly or else they will decline.

Future Research Directions:
- The determination of subcategories of brands growth and extensions in other brand sub-types.
- Extend their research to non-subgroups brands along with their loyalty rates to determine their brand share growth or decline.

CONCLUSION

To summarize, the aim of these research papers is distinguish to the central part of branding in setting up the firm's character and building its position within the global markets putting in consideration the clients, retailers and other advertising members. Showcasing shares and stocks approval, the advancements within the estimation of dynamic check information models are utilized to control the concealed firm-specific diversity.

To handle solid and positive affect of brand market shares on noticeable records of advancements and licenses in-spite the truth that expanded item exhibit competition inside the industry tends to strengthen the initial activities.

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