





# Brand management

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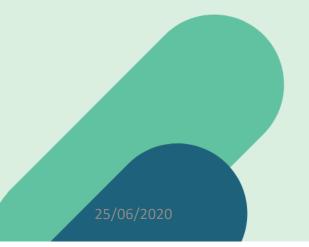
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# Introduction

"A brand is not a name. A brand is not a positioning statement. It is not a marketing message. It is a promise made by a company to its customers and supported by that company."

**Sterne** (1999)

## Definition of brand management

- It is the process of improving, maintaining a particular brand.
- A procedure includes each part, bit and representative of the organization to catch the genuine substance of the brand.



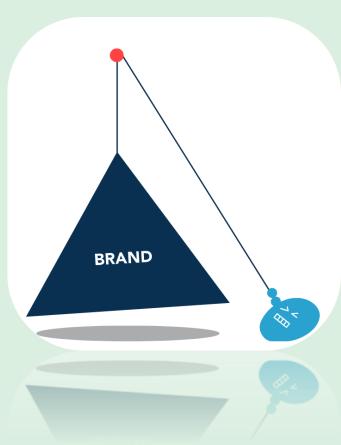


Essays, UK (2013)

## **Brand image**

- It is the view of clients about a specific brand, an image of any brand will be created generally after some time
- Companies should push themselves to the limit to make the brand image one of a kind, positive and instant

Ahsan (2018)



# **Brand equity**

 Having brand value implies that an organization has effectively separated itself from its rivals here and there.

 It is commonly simpler for organizations with solid branding to expand into various product lines

White, R (2020)

#### **Brand management theories**



## 1. Theory of Brand Loyalty

- According to this theory, the positive behavior of a consumer towards a brand has three different aspects: Emotional attachment, Brand evaluation, and Behavioral aspect.
- The first aspect relates to the emotional attachment of customer with the brand. That is, how much he likes or dislikes a product.
- If this is positive, he will always be inclined to buy this product and will never go to even check other companies' products.

*Oakly* (2013)

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#### **Brand management theories**



### 2. The Value-based brand Theory:

- This theory clarifies that the value-based brands are expected to fabricate long term customer value.
- The achievement all relies on the worth which the brand conveys to the clients.
- It says a brand's life blood is the customer, nothing else.

Oakly (2013)

# Conclusion

- Brand is considered, as the essential capital in numerous businesses.
- The theory of brand loyalty explains the relationship of customers' psychology with the brand of a company.
- Lastly, a brand needs to build trust. To look, feel and offer the same things time after time.

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