

BRANDING PROCESS - FUNDAMENTAL PROCESS IN THE TEXTILE INDUSTRY ORGANIZATIONS

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Abstract: *More companies in textile industry organizations understand that in making a decision a key factor is the performance of organizational processes. Products are becoming more numerous and increasingly resemble each other. In this conditions the brand can make the difference in a highly competitive market. Both academic specialists and professionals believes that the brand has become an intangible capital of a company which ensures its long-term profitability. In a globalized economy brand break the barriers of space enabling the company to have a great vision, far beyond its reach.*

Methodology was based on a bibliographical research. The research has indentified the najor role that brands can play both for customers and manufacturers in the textile Industry organizations.

In conclusion literature ande experience has shown that large companies both brands operating in B2B markets and the B2C markets, have an increasingly higher for long-term competitive advantage.

Key words: *Branding process, business process, customer, manufacturer, organizational process.*

1. INTRODUCTION

Increasingly more companies in textile industry organizations understand that in making a decision, whatever level is adopted, a key factor is the performance of processes. Therefore, studying them and finding the most appropriate ways to improve processes state in management attention because it offer an "extra" organization in providing competitive advantage.

As a result of business process, products are becoming more numerous and increasingly resemble each other, the innovation being imitated shortly after onset. Also, it is difficult for consumers to distinguish one provider from another, to make a better distinction between products. When products are almost identical, certain elements make one choice over another. Therefore, managers have placed the problem of finding those elements to promote their products to competitors. It was the brand.

The brand can offer customers additional value through the information they receive, by minimizing risk buying decision due to extra recognition. [1] states that if a product can be copied relatively easily, the same can be done with a brand.

The brand can make the difference in a highly competitive market. [2], citing a research conducted by SMDavis shows that:

- 72% of buyers will pay 20% more for their favorite brands
- 50% would pay 30% more
- 40% will pay 25% more
- 25% say price does not matter
- 50% are "driven" brands

Both academic specialists and professionals [3], [4], [5], [1] believes that the brand has become an intangible capital of a company, a strategic asset , which ensures its long-term profitability.

2. THE IMPORTANCE OF THE BRAND PROCESS IN TEXTILE INDUSTRY ORGANIZATIONS

In a globalized economy brand break the barriers of space enabling the company to have a great vision, far beyond its reach. Therefore, more and more managers have turned their attention to the branding process, giving it a strategic importance because it creates long-term assets that allow growth and maintain competitive advantage. A strong brand provides protection company in direct competition fighting, but with new entrants, is a key element in the customer's purchase decision process (Figure 1).

Buying center may consist of one or more persons with the intention of buying the same size and structure as in the complexity of the purchase decision. In the literature, many scholars [1];

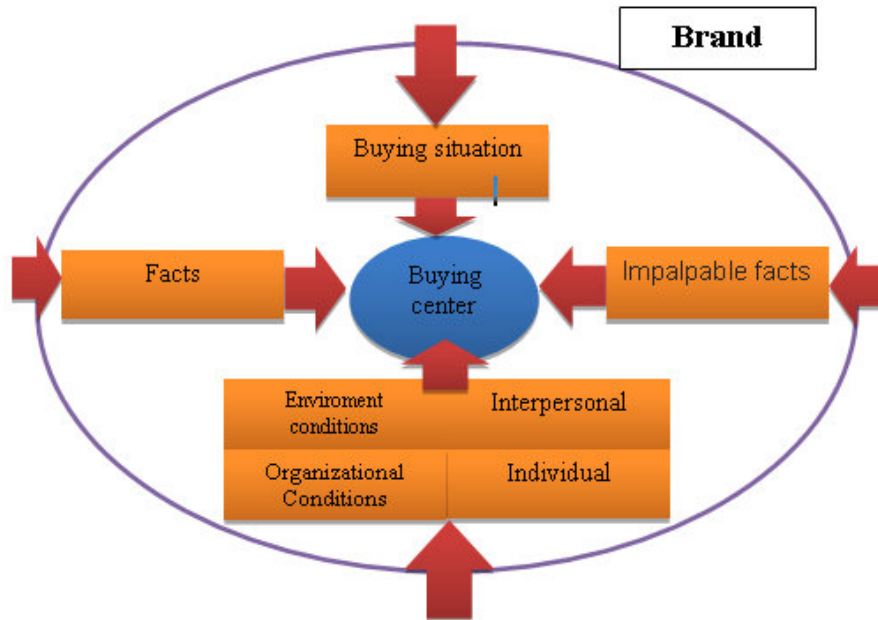


Fig. 1: Brand influence in the purchasing decision (source Kotler, 2011)

[6], [7] showed that one of the directions in which the management organization must act to ensure the best possible position in the market is the process of building a brand -branding process.

We believe that the branding has direct implications in all business processes, influencing them and being influenced by them, contributing together to create value (Figure 2).

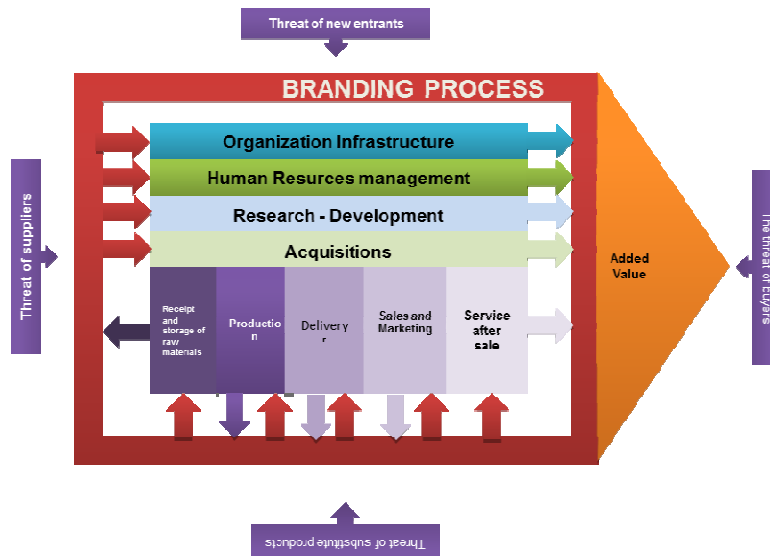


Fig. 2: Branding process relationship with other organisational processes (Adapted from Baltzan și Phillips, 2009)

The above are some arguments constitute the major role played by the branding success of an organization, which led to the decision to be studied further.

The brand, in the sense of another famous scientist, specializing in branding, [3] is defined as "based on a product, but one that brings another dimension that distinguishes it from other products that meet the same needs."

This differentiation can be sensible, tangible product that comes from performance, or symbolic, emotional, intangible that is related to what the brand represents. [3] emphasize that what distinguishes a brand and differentiates from product is the sum of consumer perception and feelings that he has towards product attributes and how it performs. Another aspect that distinguishes it is the perception of the brand name and what it represents and the perception of the company associated with the brand.

Quoting [1] we can say that:

- A brand is a promise.
- A brand is the totality of perceptions about a product, service or company.
- A brand holds a distinctive position in the minds of customers, based on previous experience and expectations of future ventures.
- A brand is a summary of attributes, benefits, beliefs and values that differentiate, reduce complexity and simplify the decision making process.

Construction, management, support, protect, analyze, improve brand of an organization are activities that involve not only the work of a brand manager or a team brand. All these activities are elements of a transverse process in the organization that contribute to all departments: management, marketing, financial, operational. This involvement in the processes of building, developing and sustaining a brand, which together represent generic branding process make it a holistic process. The brand becomes a strategic asset of the organization [1] which, through careful management, may lead to competitive advantage and long term profitability of the organization.

The importance of business-to-business brands in a survey made by German Institute of trial Marketing Centrum Muenster, shows, after an analysis of the German markets, that the most important functions of branding in this sector are:

- Increasing the efficiency of information
- Harm reduction
- Added-value / benefit level image

Therefore, we can say that the brand is all tangible and intangible attributes of a product, plus associations that the company's marketing activities bring to the process of communication, consumer information on their consumer perception derived from all the previous ones and does not Finally, the company's image and value of the all.

3. THE BRAND'S ROLE - FOR CONSUMERS IN TEXTILE INDUSTRY ORGANIZATIONS

For consumers, the brand is providing some important information shown in Figure 3. The brand is showing the manufacturer, allowing consumers to make choices according to their desires and knowledge.

In the current economic and information environment, consumers are informed and have knowledge that allow them not only to know the characteristics of a brand but their marketing programs - campaigns, promotions, benefits./All this is brought support for consumer decision making regarding the choice of product he needs. The information about a brand are more satisfying to the consumer, the decision-making product selection is one faster.

From an economic perspective, the brand allows the consumer to reduce the costs of search for the desired product, both in terms of risk choice and in terms of time for product search.

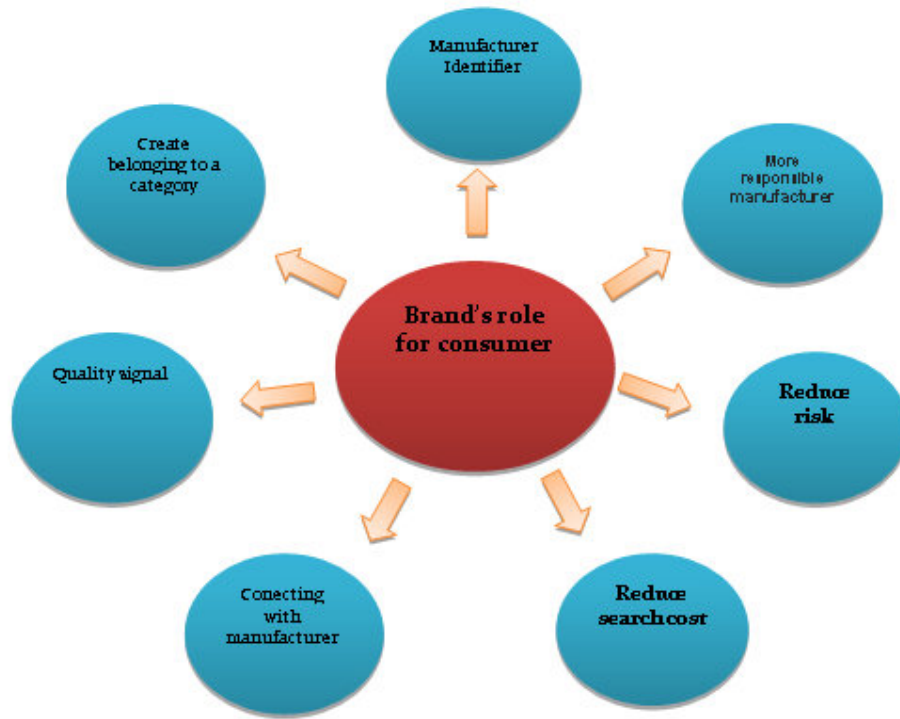


Fig. 3: Brand's role for consumer in textile industry organizations

The relationship established between brand and consumer is a type of commitment. The consumer is the one that gives confidence and brand loyalty, waiting in return the brand to meet its expectations in terms of product quality, while its strength, performance, distribution, price, etc. Thus, the consumer aware of the advantages and benefits that the brand offers, since his needs are met.

4. THE BRAND'S ROLE - FOR MANUFACTURER IN TEXTILE INDUSTRY ORGANIZATIONS

If consumers, the brand is an important factor for the manufacturer provides a number of important advantages [3] (Figure 4.).

Serves primarily as a means of identifying products thus simplifying procedures for distribution, storage, organization, product inventory, facilitates the company's accounting records.

From another point of view, the brand is one that can provide legal protection for the unique qualities of a product. The brand is benefiting from the protection of intellectual property can be protected in a special program. The packaging and presentation can be protected by copyright and design. In this way the company can invest more in brand development and benefit from the value of the asset of the company.

Over time, this investment in brand emphasizes its distinct elements, highlighting the unique qualities that meet consumer demands. These elements are what ultimately determines the impulse consumer choice again the same product. Brand loyalty thus created predictability and security of demand determines the market, which gives the company stability. The brand becomes, thus, a safe, extremely strong insurance company's competitive advantage in a market [3].

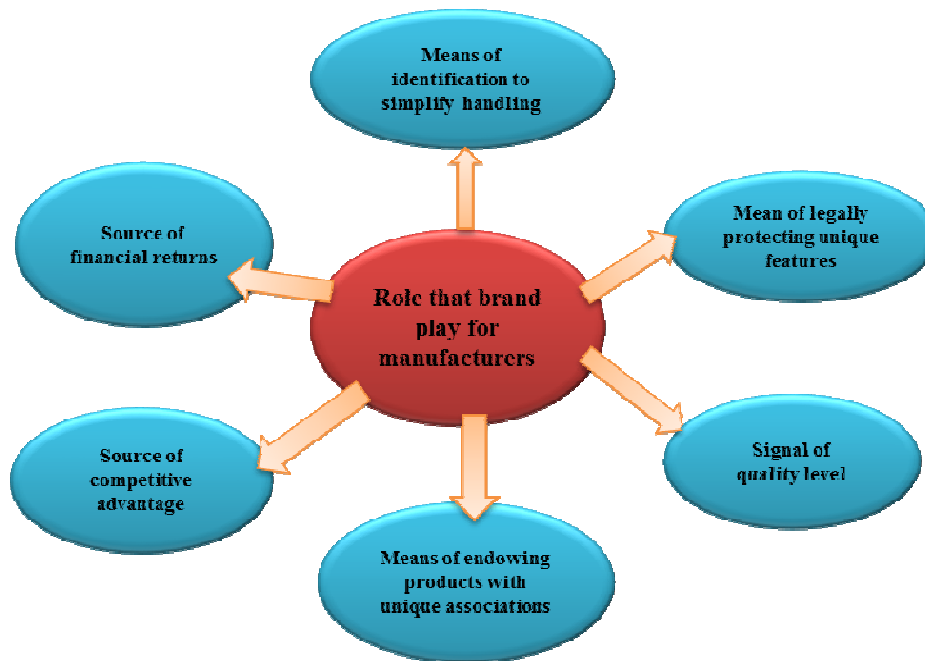


Fig. 4: Brand's role for manufacturers in textile industry organizations

[3] pointed out that, in essence, the brand becomes a legal property with intrinsic value that is able to influence consumer behavior can be marketed and ensure the company's future earnings stability. This is why in times of economic growth, the value of these brands are sold, bought, in some cases far exceeds the value of movable and immovable assets of the company. Enormous price paid for the acquisition of companies, was justified by long-term returns that brands these companies make in time. This price is still lower than what would be meant as investment material for the creation of new brands.

5. CONCLUSIONS

The proposed conceptual model, identifying the interaction between the main processes of the company and branding process, considered as the engine of continuous improvement of the process of branding, integrate metrics the three coordinates: marketing, financial and consumer.

The implementation of this model in SC POLICOLOR SA for SPOR, in the time interval 2010-2011, the results showed that although the action plan was not fully implemented as economic and financial conditions have been unfavorable, the company has managed to make efforts and keep one of its intangible capitals at a more than respectable.

Brand positioning indicator, for studied brand SPOR shows that, overall, the measures taken have resulted in finding uptrend despite the lack of sizeable budgets. The increase brand positioning, which won first place in 2011 among the brands chosen, show that the proposed model branding process improvement through the implementation of the scheme is properly validated and functional in all industries.

Branding has become, in organizations that use process approach, a process integrator whose influence on other processes and depending on other processes may be an important determinant of success or failure of an organization.

Increasing economic development, globalization, have increased the value that brands bring companies. The brand has become an intangible asset of the company that far exceeds the value of tangible assets. Brands are traded, brands are those that require most times the price of a company.

A long period of time, brands from industrial organizations operating in the B2B sector has been regarded as insignificant judging from their target group. Experience has shown that large companies both brands operating in B2B markets and the B2C markets, have an increasingly higher for long-term competitive advantage.

In the literature, few researchers have approached branding as a process. The conclusion reached in this paper is that branding is a process and not just any, but a process of organization related to activities in all sectors of the organization, touches all the important processes of the organization and it is an essential element of progress.

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