

Customer relationship with brands

[Business](#), [Customers](#)



Brand image: Customers usually have relationships with brand because specific brand can develop associations with a type of person or even another product. A brand can be designed to appeal to some group of people like the Verizon cell phone has been designed to fit the elite group of people. And likewise the 20th century movie appeals to the young generations.

Brand attitude: Also customers have relationships with brands because of the like-dislike feeling towards a brand. A customer might like a product or dislike it.

For example young generations of people prefer the 20th century movie.

Brand loyalty: Some customers may be extremely loyal, buying from a competitor only rarely if at all. Some customers recommend specific product which they are buying and those of other competitors are there. For these customers the goal is maintaining their loyalty and reduces the likelihood that they are to share their purchases with other brands. For example customers of Verizon have remained very loyal to Verizon Company.

Superior services: Some customers have developed relationships with brands because products can be copied but service is the most important sustainable differential advantage. The physical features of a product can be copied but a brand of a product cannot be copied. For example Verizon services have been highly regarded by customers because its competitor can only imitate or try to offer similar services but they can not offer the same hence its brand remains. Customers are looking for differentiation: Differentiation is what branding is all about.

A brand is the product or service of a particular supplier which is differentiated by its name and presentation. Hence customers have

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relationships to specific brands. A brand is the product or service of a particular supplier which is differentiated by its name and presentation. Some brand has exploited new technology: Customers have relationships' to brands especially those exploiting modern technology. Customers' wont benefit from what is looking new, current and up to date hence they have relationships to some brands.

For example the young people like movies of 20th century. Brands and trade marks protect consumers against inferior quality: Customers have relationships to brands because they want to be protected from using inferior products. Unbranded products are of lower quality and standards. Some customers care very much about quality hence they cannot buy some types of products. Some brands have targeted new market segments: Some customers have relationships to some brands because these specific products have given this customer great consideration compared to other competitors.

For example Verizon cell Phone services are offering services to the customers its reaching in the recommendable way. New positioning concepts: Some brands are preferred because of their new positioning concepts to their customers hence their customers has developed relationships to them. For example Verizon phone services have of late had new positioning concepts that most of its customers have greatly recommended. The consumers' final choice will fall on that product which in his opinion will at that point in time and under specific conditions best satisfy his need.

Self-interest will dictate a choice of the commodity that will have maximum utility. It follows that the determinants of utility will be the same as the determinants of choice. Thus, if the marketer knows the nature of the factors influencing the consumer's opinion of the goods concerned, he will probably be able to predict consumer choice. The consumers' final choice will fall on that product which in his opinion will at that point in time and under specific conditions best satisfy his need. Self-interest will dictate a choice of the commodity that will have maximum utility.

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The marketing manager is in charge of sales, new product planning and market research; Easier to process orders: Marketing managers ensure that brand names are used for the products the company is producing because it becomes easier for them to process orders and track down problems. Marketing managers in various companies produce more than one type of product, but by the use of brands name it becomes easier for them to process orders for specific products. Also marketing managers find it easier to trace an order and identify the origin of a problem in case of any complaints from customers.

Legal protection : Marketing managers ensure that their products brand name provide a legal protection to unique product features, that are likely to be copied by a competitor movies like 20th century fox contain brands that can be used to protect them in the court of law. Opportunity of attracting loyal and profitable customers: Marketing managers use brand names in the products they manufacture because it gives them the opportunity to attract a loyal and profitable set of customers.

For example the 20th century fox movie has attracted its own customers. As a new positioning concept: Marketing managers use brand names as a new positioning concept to their products. Products that have good brand names like 20th century fox easily penetrate the market. For easy market segmentation: Brand name help marketing managers to easily segment the market. For example the 20th century fox movie has easily segments its market through its brand.