

Sample critical thinking on the nokia and microsoft agreement

[Business](#), [Company](#)



Marketing Products and Services

Theory of Branding Imagery and Attributes

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Introduction

Literature provides the dimensions of the impact of the theory of branding imagery and its attributes in marketing products and services as applied to this process in the Nokia and Microsoft agreement. Aligned to this is how textual stimuli combined with the influence pictorial marketing practices using product brand engages the consumer in spending decision-making behavior. Purposeful evaluation of the theory of branding reveals quality consumption as well as sophisticated visionary reactions to advertising producing emotional reaction and responses to the reputation of brands inducing a level of interest and swift purchasing decision among consumers. With these two easily recognized corporate brand images as a business-to-business perspective creating a strong competitive advantage in marketing its product and services, therefore, the implications would consider the dynamics aligned to Microsoft dropping the Nokia product brands and Nokia starting over again referencing Keller and Aaker (2003; Bigelow, 2014; Stine, 2013).

Company product brand name represents the manner consumers identify merchandise and service. This depends on the use of the brand and whether it identifies its product or its company and in the case of Nokia and Microsoft, it is both. This occurs according to Ogden and Ogden (2014, p. 10) refer to as

“ a more holistic manner as a sum of attributes or a promise made by a company to stakeholders.” The more exposure marketing the brand it emerges as a brand is a shortcut to customer emotions and meaning they give the product and often exists in the minds of the consumer awareness even more than the attributes of the product and/or service. The differentiation between the brand and the corporate image according to the consumer therefore is an imperative that connects directly to the infrastructure of the organizational company culture.

According to Moolla and Bisschoff (2013, p. 1), “ Historically, the concept of brand loyalty first appeared as a uni-dimensional construct. However, in the 1950s, two separate loyalty concepts evolved; one to measure attitude and one to measure behaviour.” [Sic] At the same time, according to Vincent (2012, p. 151), “ Brands communicate more today(and) they also engage in social media activities, broadcasting messages across an increasing number of devices, and imposing themselves on experiences that were once commercial- free.” Consequently, rarely does a moment exist with brand names such as Nokia and Microsoft existing in a silent vacuum. These two have a “ voice (defining) the character of” their brand character narrating each of their brand story.

Connected to the marketing branding theory this scholastic project discusses an empirical model of branding prepared by Moolla and Bisschoff (2013). In doing so, this includes other experts on imagery and attributes that frame this marketing concept. Brand loyalty definitely plays a role in this and again the positive reputation and loyalty of consumers for both Nokia and Microsoft proves its own advantages as the following also discusses providing

quantitatively how a distinctive brand voice leads to greater brand engagement and loyalty. Included in the discourse is the application of the branding theory to marketing the Nokia and Microsoft agreement and discourse on the connection of the contagion theory to the branding theory in relation to the Microsoft Windows Vista issue and any lingering residue this can affect in marketing the Nokia and Microsoft merger. The focus of the following seeks answering the driving question how, “ Nokia has been a very successful company, providing mobile phones on a global basis. Microsoft’s purchase of Nokia’s devices and services unit concluded in 2014. Recent news indicates Microsoft is due to finish with the Nokia brand but, as already stated in regards to Nokia potentially restarting its brand in 2016, looks at the advantages of the Nokia name, in the following discourse.

Branding Theory

Aligned to the branding theory and clearly connected to the Nokia and Microsoft according to Vincent (2012, p. 93) is the “ contagion theory.” As a contagion, the brand presents reality as in the case of Microsoft crisis with Windows Vista when it “ began facing serious consumer criticism in the marketplace” and consequently, as a brand and consumer loyalty in the case of Nokia this is a valid consideration in marketing. “ Unfortunately, when one of your brands is involved in a negative reputation event, it’s usually too late to use architecture to lessen the spreading infection. However, brand architecture is often the means by which companies rebuild and restructure once the controversy subsides.”

Nokia and the branding theory, looks at some realities for the company going

it alone once again according to some industry watchers analyzing the Nokia-Microsoft agreement. Microsoft obtained rights for using Nokia's name connected with specific phones for a 10-year schedule. Nonetheless, the waiting period Nokia obtained in the agreement remains far less connected with licensing the Nokia brand to another or making their own phones with the brand.

While the terms of the agreement it is a mere 30 month, wait for Nokia taking any action rebuilding its use of its name for its own organizational sake (Tung, 2013). In regards to the branding theory, this shows the strong identification consumers have with the Nokia brand and the limitations of the time restrictions makes a good case for the future of the name of Nokia in the industry.

Other considerations of the branding theory and consumer identification, trust, and subsequent loyalty aligned specifically to Nokia shows that regardless having either its brand or devices on the market in the future, the organization still has gain options for revenues connected to the patents of smartphone business already licensed to the company. Conversely, in the case of Microsoft moves with the agreement and branding theory, it looks to potential gains by potentially taking its own brand name and applying "Windows Phone" within the Nokia handset name. While that is not the absolute plan according to insider feedback from the Microsoft CEO Steve Ballmer claims no such thing planned, the opportunity shows the power of brand names as with Nokia and Microsoft standing as independents amid the nature of this particular industry. Accordingly, Ballmer reportedly looks at simplifying the branding process despite the strong value of both brand

names when using the Nokia equipment under the lease agreement (Tung, 2013).

Imagery

Understanding imagery as linked to the brand names of Microsoft and Nokia looks at the literature provided by Schneider and Stangl (2012, p. 71) reporting on their test measuring emotional responses connected to catching "the visual appeal and in succession the induced image" and the reaction of participants in their study to brand names. They report their study outcomes show the skillful use of verbal stimuli induces a positive consumer perception. At the same time, the same suggestion applies in relating to the positive use of visual stimuli makes for an overall positive perception by those viewing the imagery as applied to marketing. Such literature quantifies establishing marketing use of using verbal and visual stimuli combinations as applied to both Nokia and Microsoft per their agreement shows an overall influence on the consumer.

Further to the aspect of imagery and branding in the specific case of both Nokia and Microsoft therefore considers the literature of O'Shaughnessy and O'Shaughnessy (2004, p. 100) reference to the American founder of the psychology of human behaviorism - J. B. Watson's influence on advertising. The fundamental underpinnings of Watson's contribution to understanding the psychology of branding in marketing concepts aligns to how branding offers "the visibility of classical conditioning as a major theory for advertising" is the pragmatic drive of advertising in the 21st century. Benjamin (2004, p. 35) explains, "Watson proposed creating a society of

predictable consumers through the use of conditioned emotions. He planned to use the innate emotions of fear, rage, and love to influence consumption." Consequently, because of theorist's view of the importance of the issue concerning humans as consumers the " variables that impelled action and (learning) how to control those actions" are clear indications of using brand names to marketing advantage. Watson's groundbreaking use of demographic statistics targeting specific consumers led to 21st century marketing schemas using the consumer trust in branding and engaging their loyalty in buying the product. The initial use of objective scientific processes for marketing purposes continued expanding the theoretic precepts that led to understanding the vital importance of today's use of branding for marketing purposes. The outcome of the research of the 20th century marvel contributed by Watson holds to understanding the human consumer behavior psychologically and the implications that adhere to human loyalty and trust in brand names aligned to both Nokia and Microsoft, although the latter product clearly gains from the brand name use of Nokia. This psychological understanding proves the vulnerability of the consumer to suggestion and the logical implication of this aligned to brand names makes its own sense.

Further to this line of thought:

Advertising was about understanding the mind of the consumer, about capturing the consumer's attention, about persuading the consumer in favor of a particular product, and, of greatest importance, about directing the consumer's behavior so that action was taken-action that resulted in

purchase. (Benjamin, 2004, p. 22)

Consequently, the draw of a scientific mint to advancing the advertising and marketing industry directly linked to conditions of human behaviorism connecting the psychological influences of using branding considers the pictorial and textual stimuli a well-known brand name like Nokia generates in the minds of consumer decision and spending behavior. Effectively influencing the subconscious thought process of consumers through use of branding further relates to marketing as explained in the literature again of The effective influence on the unconscious minds of consumers directly relating to advertising also links with the consumers' repetitive contact with the imagery of the brand name. Repeated exposure to marketing visual stimuli of the brand strengthens the visual and verbal memory of the consumer already familiar with firsthand experience with the product and influences those consumers still making buying decisions about first time purchases of the product. The availability principle is another aspect of this process engaging the consumer in purchasing the brand name. Both history and contemporary behavior of consumers shows understanding the psychology of marketing brand names remains an engine driving advertising schemas.

Attributes

Remaining connected to the focus of this scholastic discourse about Nokia and Microsoft, then, thinking about them as brands their loyal customers admire most aligns to the attributes of what The draw of product recognition, trust, and loyalty ascribed to branding attributes connects to its ease of use,

quality, and price according to (Vincent, 2012). Nokia holds the reputation as a top five, trusted brand because of its ease of use (Balakrishnan, 2012). Further, according to Vincent (2012, p. 21), “ being easy to use is very important to customers” As ascribed to the three characteristics and brand attributes, Vincent (2012, p. 47), suggest, “ After we analyze our three metrics, we draw a stack that shows how people are likely to categorize (a brand). The top bar is ‘ top of mind.’ That’s the way most people think of (the brand) right away.”

The recognition of the brand name of both Nokia and Microsoft therefore implies admiration for them by consumers because of the success of both especially in light of the competition in the industry. The admiration connects to what Vincent (2012, p. 18) writes is because of “ a few specific things they promise to do extraordinarily well.” Companies like Nokia and Microsoft remain, examples of brands with attributes that allow them rising because of the tough choices they make not the easy ones. “ Sadly, most brands can’t answer yes. In pursuit of growth, market share, stock performance, and countless other objectives, many brands try to be everything to everybody.”

Marketing Nokia and Microsoft

Application Branding Theory

Considering the previous discourse on the branding theory, the psychology behind branding engaging the consumer purchasing behavior, and even regrouping from bad product outcome as both Microsoft and Nokia have a history, nonetheless, it is indeed advertising imagery of the brand names and their attributes that keep a loyal and trusting market base for both

organizations. Vincent, (2012, p. 47) outlines a pragmatic approach to applying the branding theory of marketing to Nokia and Microsoft products as ascribed to their contract agreement. It does matter the manner the consumer thinks of the brand and provides statistical measures for comparison with the frequency of purchases of the product(s). Thus, “ we can get a good sense of what people think today. Second, we can decide whether or not the way people think is aligned with our strategic goals” (And whether the) brand reveals that people think of (the) product and (whether) long- term growth strategy requires to reposition the brand so that values are emphasized over product attributes.”

Understanding the multiple dimensions of branding in general, and how it applies to both Nokia and Microsoft never assumes an all or nothing approach, and must incorporate a constant qualitative monitoring for comparable industry and product shifts. Mapping the relative strength of Nokia in particular, as it chooses or not, emerging with new products after the 30-month restraint conscripts of the agreement on its brand name or again leasing use of its brand name surely looks at this as a proactive process. Microsoft admits the challenge of incorporating the desired application of the Nokia brand to its phone as a challenge and proves each of the products and services both organizations provide over time remains linked to monitoring the purchasing behavior of the consumer (Vincent, 2012).

Conclusion

The focus of the previous discourse answered the driving question how, “ Nokia has been a very successful company, providing mobile phones on a global basis. In addition, the implications of Microsoft’s purchase of Nokia’s devices and services unit in 2014 shows its own challenges incorporating the Nokia brand name in the phone equipment intended for marketing.

Literature cited in this academic investigation provided discourse about the dimensions of the impact of the theory of branding imagery and its attributes in marketing products and services. The outcomes of this discourse and scholastic discovery allowed applying the branding theory in marketing process to the Nokia and Microsoft agreement. In doing so, this revealed how aligning branding as a textual stimuli combined with the influence pictorial marketing practices provide using product brand name indeed, engages the consumer in spending decision-making behavior. The marketing plan for both Nokia and Microsoft looks at ongoing monitoring of both their own customer loyalty with the consumer purchasing behavior of their competitor brands.

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