

A Study on the Relations Between the Branding and Customer Satisfaction

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Abstract

As brands become increasingly commoditized and competition fiercer, keeping and expanding customer relationships depends on the ability to deliver a customer experience tailored to changing customer needs and values and consistent with the brand promise. So, in this paper, we have discussed relations between branding and Customer satisfaction.

Keywords

Branding, Customer Satisfaction, Customer Expectation.

I. Introduction

From the beginning of the “customer service revolution” almost 20 years ago, a body of business research has focused on customer satisfaction and customer-focused organizations. Business consultants, corporations and others have worked to identify the characteristics of organizations that consistently please their customers, to develop tools for monitoring customer satisfaction, and to build continuous, quality improvement systems that respond to consumer feedback [6].

II. Branding

Branding is creating that individual niche in the consumer’s psyche and owning it. More than just marketing, branding is the entire effect that creates a memorable identity [1]. In a time of economic uncertainty with customer trust eroding and purchase behaviors grower harder to predict mastering this ability has become even more critical to staying relevant, competitive and profitable [3]. Fig.1 shows the various aspects of Branding which include Customer service, Pricing, Company Name, Logo, Strong Impression, Repetition, Product Benefit, and Value Preposition.

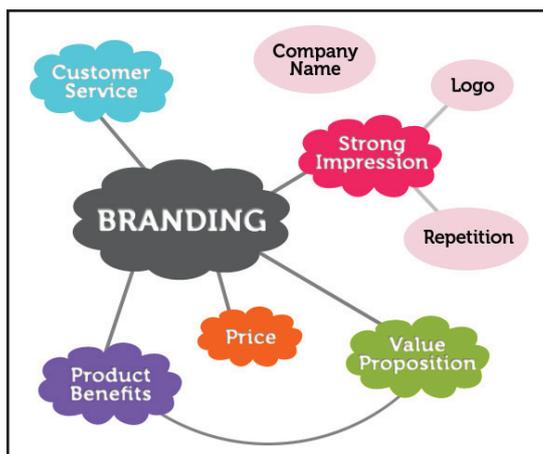


Fig. 1: Aspects of Branding

III. Nine Branding Principles by Greg Stine

- Keep It Simple: one big idea is best.
- Mass-produced word of mouth (PR) builds brands.
- Focused brands are more powerful than diffused brands.
- Somehow, some way, you have to be different.
- The first brand in a category has a huge advantage.
- Avoid sub-brands at all cost.

- Quality is important, but not as important as the perception of quality.
- Be consistent and patient. Building a strong brand takes time.
- Put your brand definition in writing, otherwise you’ll get off course [1].

Brand orientation and customer empowerment capture the effect of market orientation on customer satisfaction. Given the focus of market orientation on customers, brand focus and co-opting customer involvement in the marketing effort is important, if the firm wants to translate the understanding of market intelligence into superior customer satisfaction [4].

IV. Understanding Customer Satisfaction

The main focus of work and efforts regarding customer satisfaction should be on the collection of best practices and the preparation of guidelines for questionnaires to measure customer satisfaction. “Measuring” satisfaction is one thing; “managing” satisfaction is another and should be the aim [2]. Customer’s expectations and thinking establish the service quality gap which is shown in fig. 2.

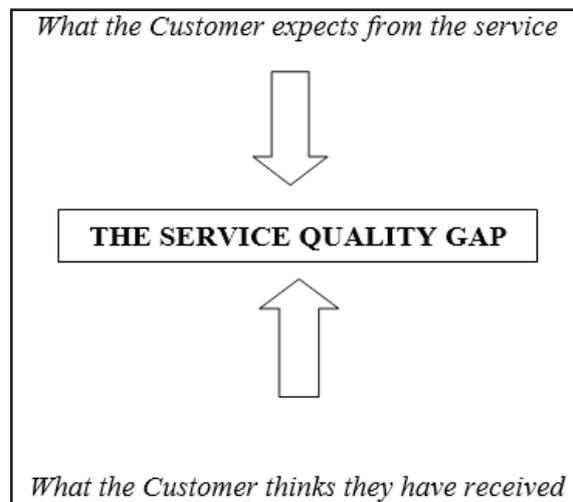


Fig. 2: Service Quality Gap

Fig. 3 shows various sources from where customer’s expectations came.

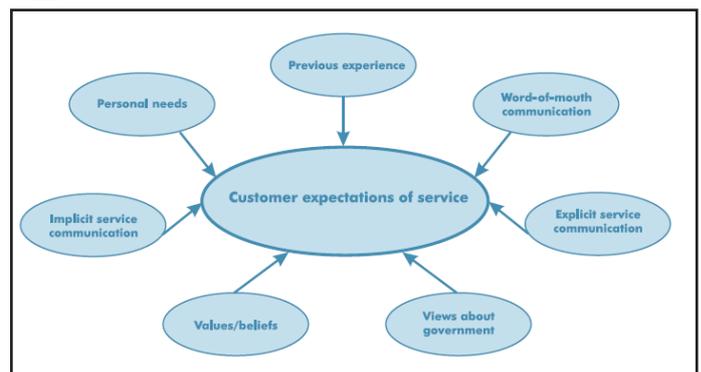


Fig. 3: Sources of Customer’s Expectations

Apart from Customer Expectations, Now, Let us talk about various aspects of Customer satisfaction which is shown in fig. 4.

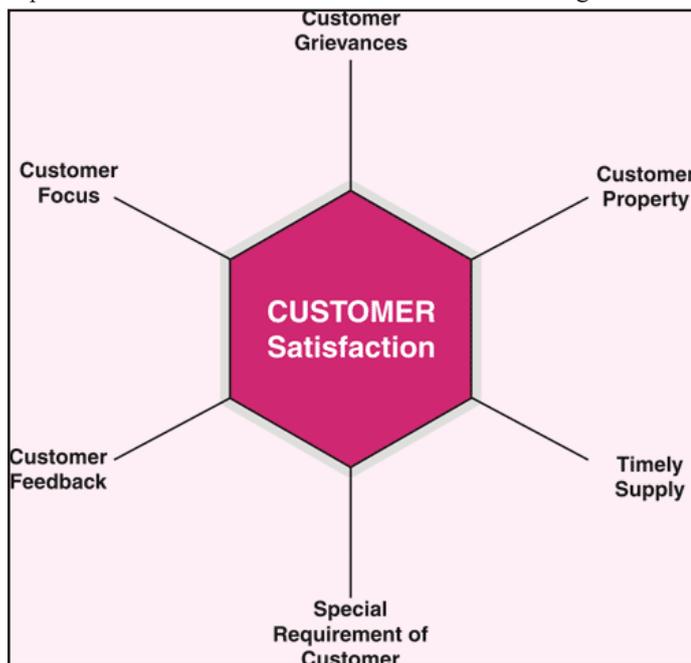


Fig. 4: Customer Satisfaction

V. Brand Image and Customer Satisfaction

Aaker (1991) and Rory (2000) pointed out that, with the construction of good brand image, customers were likely to increase the satisfaction of usage, and would like to recommend to others. Gensch (1978) considered brand image as having more influence on the purchase intention and the satisfaction of customers while the product attribute was not easily defined. Graeff (1996) mentioned that, when the customer's self-image was more similar to the brand image, customer satisfaction would be affected. Romaniuk and Sharp (2003) found the positive relation between brand image and customer satisfaction. Many scholars, such as Su (2005), Zhi (2005), Lin (2005), Chen (2005), Xu (2006), Shi (2006), Lin (2006), Yang (2006), and Zhang (2007), also confirmed the positive relations between brand image and customer satisfaction [5].

A brand is a collection of perceptions, which creates an interaction in the mind of a consumer; the brand value is not the logo or an advertising campaign or goods and services a company offers to customers. This is why it is called the total brand because it is the result of the consumer's total experience. Good brands are assets to the company; they create wealth for their companies, communities and countries. The value of a brand deliver changes in behavior, securing a future stream of profits for the company and creates business value. Many customers experience the value of a strong brand in their daily consumption of goods and services [7].

VI. Conclusion

Effective branding creates a perception that there is no other product, service, organization or community quite like yours. Whether the distinction is a result of function, form, ease of use, price or prestige, the consumer believes you offer something exceptional. The brand image is the targeted customers of the brand. Modern customer-oriented marketing theory requires an enterprise to take customer satisfaction into account when making decisions and establishing brand image.

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Table 1: Key Capabilities [3]

Know the customer	Reach the customer	Deliver the experience
<ul style="list-style-type: none"> • Understand changing needs and behaviours • Stay close to valued customers • Know how to measure loyalty, it's more than just satisfaction • Invest in loyalty analytics to understand main drivers • Recognize different loyalty types: conditional, emotional and passive 	<ul style="list-style-type: none"> • Address channel proliferation e.g. digital & social networking channels and rising consumer control • Find new routes to markets • Create ongoing two-way dialogue via direct & indirect channels • Develop loyalty even before the customer becomes your customer • Use analytics to measure effectiveness of initiatives 	<ul style="list-style-type: none"> • Define segment-based differentiated experiences and propositions • View the entire value chain to be consistent, e.g. third party channels • Consider and measure all factors: features, price, service channels... • Manage complexity of differentiated experience cost-effectively