
Brand building Requirements and Associated Challenges in International Market

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Every business wants to be a customer's first choice. Building and managing a brand can play a significant part in making that happen. The concept of a brand extends far beyond just your company logo to your business' core values and to every interaction you have with customers and suppliers. In effect, your brand creates and maintains your reputation and so reflects your customers' experience of your organisation. Customers and employees can build up emotional attachments to certain brands, allowing for strong loyalties and even a sense of ownership. This can help maintain employee motivation and increase your sales but it can also cause problems if you don't consult these stakeholders as your business grows. Your brand is what you are really selling to your customers, not just a product or service for which there may already be many existing providers. A strong brand can make any business stand out from the crowd, particularly in competitive markets.

Brand building Requirement

Our business in life is not to get ahead of others but to get ahead of ourselves--to break our own records, to outstrip our yesterdays by our today, to do our work with more force than ever before. -Forbes

Pursuing a global brand offers a vast opportunity to expand your business coverage but it essentially entails a lot of hardwork in order to make yourself successful in this endeavor. The internet allows for a far reaching success whenever you market your brand successfully in the global online community. There is in fact no limit on how far you are willing to go global with your business but the challenge always begin on how you can build a successful global brand in a highly competitive global market. For startup marketers, this is quite a challenge and it takes learning from the basics down to the most intricate part of marketing your brand in the online global arena. No matter how challenging this can be, the good news is it can be done. Here are some tips on how to build a successful global brand for your business with a better opportunity of marketing them in the international market.



Begin with a brand name

Your brand name carries your business reputation and it delivers the message that you want to communicate to your prospect clients. It is a name that you want the global consumers to trust. It is worth spending quite some time to think deeply about the word that you want to carry your global brand, something that you want your target consumers to remember easily. It is best to choose a word that will not require a translation if you want to pursue global positioning for your brand. Try to find a single word or a compound word that is not clothed with an inherent meaning. In case a particular word appeals you but it is one that will need a translation, take time to ponder on the fact that it will require more effort to market multiple brand names in the global market. However, you should be able to weigh on its benefits when you think that such word is highly favorable to your business despite the need of translating your brand name into multiple languages. An important consideration is to research how your brand name is translated in a different language and know what the word means. Just think about it, your brand name in French may have a good connotation but it has a negative meaning when translated in Chinese.

Blend universal similarities

Building your own brand in the global community would mean that you will be catering to consumers with different cultures, gender, race, and religion. However, despite these differences every person shares common similarities that you can use to your advantage. Love, inspiration, hope and friendship are common positive grounds that you can use as a strategy in promoting your global brand. These are generic inspirations that you can use in order to market your brand with a global value and meaning. Take the marketing strategy of McDonald's for instance. Its brand tag line "I'm Lovin' It" is a phenomenal example of marketing your brand name in the global community. Blending generic similarities to your brand will allow your global prospect customers to relate to your brand easily.

Understand your market and competitors

Because you will be catering to different countries as you launch your global brand promotion, it is essential to understand how this implicates in your market positioning. Just because your brand has a good market impact in one country doesn't mean that it will produce similar results in other countries. Every consumer with a different consumer behavior or preferences will not exhibit similar response to your brand or products. It is best to study your target market whether your brand will be feasible to the consumer and learn

how to overcome the barrier that could prevent you from launching your global brand successfully in a particular market. Learning from your competitor is a good step to take. Understand how they do their branding campaign and learn how yours can be different from them. Launching your brand from domestic to the global market is a big leap that you have to take for your business and doing it right at the early stage of your global brand marketing campaign can significantly affect your progress. Being globally competitive means learning about how to make your brand different from your competitors and to offer the consumers something that your competitors haven't provided them yet.

Promote your brand globally online

The internet is a powerful medium that transgresses over geographic boundaries. With the majority of the global internet users searching for products and services online, you can have a better global branding positioning when you increase your brand name visibility in the internet community. You can use a unique logo in promoting your brand but make sure that the design will not cause cultural sensitivities. You can also start building your global brand in various social media network sites where you can promote the benefits about your products and services as you start building your brand reputation online. Through social shares you can increase the growth of your brand popularity online, helping you spread the word about your business brand. Promoting your brand through press releases is another way you can build your brand name in the global community. These are good means by which you can make internet users become familiar with your brand gradually with better visibility to the global consumers.

Remember to maintain your domestic marketing strategy

Do not be too engrossed with the globalization approach in building your brand name. You should likewise maintain a good domestic marketing stance when promoting your business. Localization of your marketing strategy remains to be an important aspect of your efforts such as ensuring that you market your brand according to the local dialect or language of your target market location. You need to approach each market location differently in consideration of the culture and consumer trends on a particular market area. This will require you to collaborate your efforts with other specialists who are experts in marketing your brand within a local target market and who can help in managing the launching of your product brand within a domestic area as Netspy Mobile. As you launch your own website to

gain better online brand positioning, make sure that your website provides a translation support in order to cater to your international customers better online.

Brand building for International Market is essential for marketers and it can be built through following steps

- Establish breadth and depth of brand awareness
- Creating strong Favorable and Unique associations
- Elicit Positive accessible brand response
- Forge intense active brand relationships.

Achieving these steps in turn involves establishing six core brand building blocks:

1 **Brand Salience:** It relates the aspect of the awareness of the brand for example how often and easily the brand is evoked under various situations or circumstances or to what extent is the brand top-of-mind and easily recalled or recognized.

2. **Brand Performance:** Relates to the way in which the product or service attempts to meet customers' more functional needs. Thus brand performance refers to the intrinsic properties of the brand in terms of inherent product or service characteristics. Brand Performance Transcends the ingredients and features that make up the product or service to encompass aspects of the brand that augment these characteristics. There are five underlie brand performance as follow:

- a) Primary ingredients and supplementary features
- b) Product reliability, durability and serviceability
- c) Service effectiveness, efficiency and empathy
- d) Style and design
- e) Price

3. **Brand Imagery:** Brand imagery deals with the extrinsic properties of the product or service, including the ways in which brand attempts to meet customers psychological or social needs. Brand Imagery is how people think about a brand abstractly, rather than what they think the brand actually does. Thus imagery refers to more intangible aspects of brand.

4. **Brand judgment:** Focus on customer's personal opinion and evaluation with regard to the brand. Brand judgment involves how customer put together all the different performance and imagery associations of the brand to form different kinds of opinion. Customer makes all types of judgment with respect to brand but in terms of creating a strong brand, four types of summary judgment are particularly important: quality, credibility, consideration and superiority.

5. **Brand feeling:** Brand Feeling is customer's emotional response and reactions with respect to the brand. Brand Feeling also relate to the social currency evoked by the brand. Feelings are evoked by the marketing programs for the brand. The emotion evoked by a brand can become so strongly associated that they are accessible during product consumption or use. Following six types of feeling can be evoked:

- a) **Warmth:** Soothing type of feeling: The brand makes consumer feel a sense of calm or peacefulness. Consumer may feel sentimental, warmhearted or affectionate about the brand.
- b) **Fun:** Upbeat type of feeling: the brand makes consumer feel amused, lighthearted, joyous, and playful cheerful and so on
- c) **Excitement:** A different form of upbeat feeling; the brand makes consumer feel energized and feel that they are experiencing something special.
- d) **Security:** The brand produces a feeling of safety, comfort and self assurance.

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- e) **Social approval:** the brand results in consumer having positive feeling about the reactions of others.
- f) **Self Respect:** The brand makes consumer feel about themselves; consumer feel sense of pride, accomplishment, or fulfillment. The first three types of feelings are experiential and immediate, increasing level of intensity. The latter three types of feelings are private and enduring, increase in level of gravity.

6. Brand resonance: refers to the nature of this relationship and the extent which customer feel that they are in sync with the brand. Resonance is characterized in terms of intensity or depth of the psychological bond that customer have with the brand as well as the level of activity engendered by this loyalty. Specific brand resonance can be broken down into four categories:

- a. Behavioral loyalty
- b. Attitudinal Attachment
- c. Sense of Community
- d. Active engagement.

The first dimension of brand resonance is behavioral loyalty in term of repeat purchase and the amount or share of category volume attributed to the brand in other words how often do consumer purchase a brand and how much do they purchase?

Behavioral loyalty is necessary but not sufficient for resonance to occur. To create resonance there is also need for a strong personal attachment. Creating deeper loyalty for attitudinal attachment or personal attachment which can be generated by developing marketing program and product and services that fully satisfy consumer needs. In terms of sense of community, identification with a brand community may reflect an important social phenomenon whereby

customers feel kinship or affiliation with other people association with the brand. The strong affirmation of brand loyalty is when customers are willing to invest time, energy, money or other sources beyond those expended during purchase or consumption of brand. This strong affirmation is called as active engagement.

Associated Challenges of Brand Building in International Market

1. Creating Brand Salience: For international markets creating a brand salience is one of the most challenging aspects for a widely extended, multiple –product brand in case of the order of introduction of the products in overseas market. It is rare that the product roll out for a brand in anew markets will duplicate the order of the product introduction in the

home market. Different order of Introduction can have a very profound impact on consumer perception as to what the brand represent in terms of product offered, benefits supplied and need satisfied. Thus breadth and depth of recall need to be carefully examined to ensure that the proper brand salience and meaning exist along lines.

2. Crafting Brand Image: Brand Imagery associations are quite different and one challenge in brand image in global marketing is to meaningfully refine the brand image across diverse markets. For example brand history and heritage, which may be rich and a strong competitive advantage in the home market, may be virtually nonexistent in a new market. A desirable brand personality in one market may be less so in another.

3. Eliciting Brand Response: One of the challenges in global market in brand response is to ensure that the proper balance and type of emotional response and brand feeling are created. Blending inner (enduring & private/) and outer (immediate experiential) emotions can be difficult given cultural differences across markets.

4. Cultivating resonance: In dealing with diverse international markets, simply exporting marketing programs, even with some adjustments may be insufficient because consumer is at arm's length. As a result, they may not be able to develop the intense, active loyalty that characterizes brand resonance.

Conclusion

It's a good idea to get one person to take responsibility for your brand strategy - if you can't do it yourself, appoint a qualified employee instead. All of your employees will play a crucial part in managing your brand because how they act has a powerful impact on what customers and your own staff think of your business. If your employees believe in what your brand stands for, their actions will provide effective evidence of it when they are dealing with colleagues and customers. Keep employees involved by setting up a suggestion scheme, or regularly taking the time to discuss your brand and how your business is performing. Continually reinforce the message that what they do is important and explain why. Make sure they know that breaking the promises to customers that your brand makes - even just once - can damage the brand and your business. Get regular feedback from satisfied customers to check that your business is consistently delivering on the promises your brand makes. Ask dissatisfied customers or former customers as well - you can gain valuable, and sometimes more honest, information from them about how your brand is perceived. Honest and constructive criticism can help you see where there's room for improvement. Remember that customers change too. See the page in this guide on reviewing your brand for details of how regular reviews help you ensure that your brand still matches their needs and preferences. Even the most traditional and well-established brands have to work hard to stay relevant to their customers.

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