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TRACKING **2 THE EVOLUTION OF BRANDING** LITERATURE

Y.M. SHYANIKA DILRUKSHI-18MAM5724

DEPARTMENT OF MARKETING MANAGEMENT

SABARAGAMUWA UNIVERSITY OF SRI LANKA

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Abstract

5 The purpose of this article is to outline the evolution of brand management literature from origin point to today. It analyzed the changes approaches in brand management literature over the time past. The information attribute changes points are brands as co-created with others, brand as communities, developing an experiencing brands, developing a complex brand, focusing on positive brand outcomes and managing negative brand outcomes, appreciating human-like brand characteristics, introducing new methodological approaches to collect data, using brands for all different natures, and branding in digital era. Changes points and each topic are marked by research literature and brands are become part of everyday vocabulary at the same time 3 branding has been embraced by all the companies and people. Research on branding may open up exiting opportunities with 1 the technology and future developments.

Table of Content

Abstract i

Acknowledgement ii

Table of Content iii

1. Introduction 1

2. **The evolution of** brand management 2

2.1 Brands as co-created with others 2

2.2 Brand as communities 4

2.3 Developing an experiencing brands 4

2.4 Developing a complex brand 5

2.5 Focusing on positive brand outcomes and managing negative brand outcomes 6

2.6 Using brands for all different natures 7

2.7 Introducing new methodological approaches to collect data 7

2.8 Appreciating human-like brand characteristics 7

2.9 Branding in digital era 8

Conclusions 9

References 10

1. Introduction

2 Branding is the process of creating unique any component **including its logo,** tagline, colour scheme, and typography that set to distinguish from competitors (Ress, 2022). In the early years, published papers which related to branding mostly focused on interfaces management (Warren, 1992), advice on general product (Valentin, 1993, 1994), testing of products (Duke, 1994) product related decisions, new product which developed by different type of companies (Hanna et al., 1995), **1 and development of new product** teams (Pitta et al., 1996), roles plays by product managers (Lysonski et

al., 1995; Wood and Tandon, 1994), themes for product management (Katsanis and Pitta, 1995; Van et al., 1994). Early works of journals are focused on decisions on products which are relevant, and issues which related products.

In early works products indicate that brands and products are approached in similar pattern (Alreck, 1994); when the time past, the portion of articles published **1 on brand management** would be increased lot of new innovations have been acquainted and the area of branding is dramatically changed. The area of brand management became one of key drivers of **3 success of a business** and it will be further enriched (Veloutsou and Guzmán, 2017). This paper is an examination on how branding origin and evolve **over the past** decades.

2. **The evolution of** brand management

The word 'brand' derived from one of Norse word brandr which refer **the branding of** cattle (Roper and Parker, 2006; Hart and Murphy, 1998; Riezebos, 2003). However the real staring point was after **2 the industrial revolution** (Roper and Parker, 2006). Development of transportation modes, communication technology, and distribution become easier are sum of the reasons that allow emerging of modern branding (Low and Fullerton, 1994). **4 The purpose of** using packaging is to protect products while manufactures could make their product recognisable in industry and it would generate demand cycle for products. Legal factors accelerate **1 the evolution of branding** with trade mark and copywriting (Roper and Parker, 2006). The subject of Brand Management had evolved with following turning points of history (Veloutsou and Guzmán, 2017).

2.1 Brands as co-created with others

Brands are the tools that facilitate to sell **products and services** and most of the early researches investigate brand management team, brand meaning, and how manage the brands (Boatwright et al.,

2009), the performance of brands are based on the performance of brand team (Wood and Tandon, 1994) the team always backing the brand (Panigyrakis and Veloutsou, 1999), few of research articles are considered about the process of internal brand management (Dunes and Pras, 2013). Branding generates values for numerous actors by being strategic assets and liberally acknowledge to other stakeholders (Cova and Paraque, 2016; Kaufmann et al., 2016), employees not working with direct members of brand management team (Indounas and Arvaniti, 2015; Judson et al., 2006; Kaufmann et al., 2016) and sub brands associated with main focal brand (Papadimitriou et al., 2008; Thomas, 2014, 2015), co-created brand means seen differently brands one another (Pino et al., 2015). Stakeholders express perceptions on brands by evaluating on them 3 (Leak et al., 2015).

On one hand brand management team has strong power to influence on growth of brand management (Urde, 2016), on the other hand researches argued that, process of branding has transformed, control, and surrender of brand meaning, like brands are co-created with agents (Cova and Paraque, 2016). This holds true about many industries (Kristal et al., 2016). The third set of researches argue that, to convey brand meaning companies are developed stories (storytelling) even that stories transition the message customers are also developing stories on them (storygiving) (Hughes et al., 2016). The consumers are become highly engaged, well reached, and corporative; 5 therefore it is a challenge (Roberts and Alpert, 2010).

4 Different types of consumer engagements generate based on different relational models (Kaltcheva et al., 2014), consumers engage with brands with different cognitions and behaviours (Dessart et al., 2015). Specific mental connections are developed by consumers with the brands (Baxter et al., 2015) and when consider about brand age positive brand relationship are in the very young age (Rodhain and Aurier, 2016), brand relationship process may start with family members interactions (Iyer 4 et al., 2016). Sometimes customers built relationship in similar ways with various kinds of product categories (Fetscherin et al., 2014) and companies deliberately behave to protect and support of the brands to maintain reputation (Taute and Sierra, 2014) not only that they invest more to build brand reputation (Hess 4 et al., 2011).

1 Research has also identified the factors that influence the duration of a brand relationship (Huber et al., 2015), the level of engagement (Franzak et al., 2014) and the factors that will enact active

engagement (Sarkar and Sreejesh, 2014). Difference roles played by stakeholders are given large contribution to the brand meaning, and consistency (Biedenbach and Manzhynski, 2016; Saleem and Iglesias, 2016). Thus, need to develop consistency among all the brand touch points and it is greater importance stakeholder contribution to understand brand meaning.

2.2 Brand as communities

Brand are utilized to fill various social and personal needs (Palazon et al., 2015; Ruane and Wallace, 2015; Simon et al., 2016), to express feelings and emotions toward brands (Palazon et al., 2015; Ruane and Wallace, 2015; Simon et al., 2016), also consumers determine to go with brand related groups and communities, develop bonds with brands (Taute and Sierra, 2014). With the wide use of internet and social media pages people express their likeability towards brands and they support to brands (Dessart et al., 2015; Simon et al., 2016; Tafesse, 2016). Customers are individually or collectively utilize brands to full fill their individual and social selves (Veloutsou and Guzmán, 2017). Various context of industries heavily reached brand community; clothing (Wallace et al., 2014), automobile (Hutter et al., 2013; Tafesse, 2016), cosmetics (Tafesse, 2016). Not only external brand community groups internal brand community groups more worthy to support, develop, and deliver brand identity (Devasagayam et al., 2010).

2.3 Developing an experiencing brands

Consumers shift using brands from consuming purpose to experience purpose (O'Cass and Grace, 2004). A brand experience originates from many interactions between brand and consumers when shopping, perception with brand name, when billing, advertisement on mass media, and emotional reactions for brand stories (Khan and Rahman, 2016). Brand experience should be consistency (Veloutsou and Guzmán, 2017).

Brands provide both hedonic and functional brand experience (Merrilees, 2016). The brand experience and consumption experience are two different phenomena (Mishra et al., 2014). Sensory, affective, behavioural, and intellectual are the primary classification of brand experience (Trudeau and Shobeiri, 2016a, 2016b). The brand experience is depends on nature of the product or service and consumption context (Merrilees, 2016).

2.4 Developing a complex brand

Brands **one of the most valuable** intangible assets (Chaudhuri, 1995; Seetharaman et al., 2001), **the value of** brands measure through brand equity it means a brand provide total value than similar **product or service** (Davicik **3** et al., 2015).

Value strength is consumer perspective measure trough value **of a brand** in consumer mind (Davicik et al., 2015). Lot of research are **1** **based on consumer** related brand equity and Aaker's four dimensional model measure consumer related brand equity it comprise with awareness, associations, perceived quality and loyalty (Dwivedi et al., 2015; Jaikumar and Sahay, 2015; Myers, 2003; Pappu and Quester, 2006, 2008; Su and Tong, 2015; Tong and Hawley, 2009). Lots of research highlighted improvement of its measurement (Buil et al., 2008; Mackay, 2001; Nguyen et al., 2015; Pappu et al., 2005; Veloutsou et al., 2013).

On one hand researches suggest that brand equity measurement should be context specific (Christodoulides and de Chernatony, 2004). **On the other hand** the measurements of brand strength evolve over the time (Veloutsou et al., 2013).

Financial related **value of a company** has been conceptualized as financial brand equity (Davicik et al., 2015). Publicly available data are utilized to estimate of financial strength of a brand (Isberg and Pitta, 2013; Wang, 2010). Brand equity has two historically perspectives named consumer based or financial based brand equity. Most of the time companies only consider about **9** **financial based brand equity and its** development and researches has attempt bridge this consumer and financial brand equity gap (Nguyen et al., 2015).

New concept invented to measure brand equity **1** **in the minds of** other stakeholders, researches examine employee based brand equity (Poulis and Wisker, 2016), store equity (Gil-Saura et al., 2016), global national product equity (Kim et al., 2015; Orth **3** et al., 2005), and market brand equity (Schultz, 2016).

2.5 Focusing on positive brand outcomes and managing negative brand outcomes

Most of the brands focusing on positive brand relationships (Giovanis, 2016; Trudeau and Shobeiri, 2016a, 2016b); that positive brand relationship may be brand romance (Patwardhan and Balasubramanian, 2011), brand advocacy (Wallace **3** et al., 2014), brand love (Huber et al., 2015; Karjaluoto et al., 2016; Kaufmann et al., 2016; Vernuccio et al., 2015; Wallace et al., 2014), brand

evangelism (Becerra and Badrinarayanan, 2013), **1** brand loyalty (Ferreira and Coelho, 2015; Lu and Xu, 2015), brand search of positive reinforcement (Turunen and Leipämaa-Leskinen, 2015), and brand trust (Becerra and Badrinarayanan, 2013; Ha, 2004; Hegner and Jevons, 2016; Li et al., 2015).

Though past research search on negative perceptions of brand but recently it is becomes limited (Widrick and Fram, 1992). However it is ahead of importance investigate what feelings lead to negative outcomes (Hutter et al., 2013). That negative outcomes might be, overloaded of information (Hutter et al., 2013), crisis situations (Jeon and Baeck, 2016), difficult to recall products (Souiden and Pons, 2009), negative reviews of consumers (Ullrich and Brunner, 2015) and information on misdeed activities (Jeong and Koo, 2015). Researches also had investigated rivals between negative and positive brand feelings (Marticotte et al., 2016). Past research introduced difference forms of brand hate (Zarantonello **3** et al., 2016) and categories of brand avoidance (Rindell et al., 2014). The way manage negative brand outcomes is increased positive outcome of a brand (Veloutsou and Guzmán, 2017).

2.6 Using brands for all different natures

The original purpose of using brand to sell better but now it is evolved and almost everything is branded (Veloutsou and Guzmán, 2017). Destination branding (Balmer and Chen, 2016; **3** Pino et al., 2015; Rojas-Méndez et al., 2015), invest branding (Papadopoulos et al., 2016), place of origin to a brand (Brodie and Benson-Rea, 2016; Yousaf and Li, 2015). Brads has given their contribution to the growth of business and researchers have found that rarity is the key component of luxury brands (Kapferer and Valette-Florence, 2016; Veg-Sala and Roux, 2014). Retailers utilize private label brands (Marques dos Santos et al., 2016; Veloutsou et al., 2004).

2.7 Introducing new methodological approaches to collect data

Over the years data collection methods and analysis method are evolved. Researchers utilized **1** in brand management electroencephalography (Bo.shoff, 2016) and netnography (Hollebeek and Chen, 2014), functional magnetic resonance imaging fMRI (Al-Kwafi, 2016; Marques dos Santos et al.,

2016), and netnography (Hollebeek and Chen, 2014). With the advance technologies customize marketing effort and customize data collection methods were emerging (Lehmann et al., 2020; Oblander et al., 2020).

2.8 Appreciating human-like brand characteristics

Brands seems like a human being and have sum human characteristics (Arora and Stoner, 2009; Freling and Forbes, 2005; Lin, 2010) such as brand personality (Arora and Stoner, 2009), and gender (Azar, 2013, 2015), perceived brand personality (Lin, 2010; Maehle and Shneor, 2010). Researchers had also studied on convergence between consumer's personality and brand personality (Lin, 2010). Researchers found that perceived brand personality make an impact on employees' performances (Gammoh et al., 2014).

2.9 Branding in digital era

Same as other study areas the biggest turning point of branding history makes by technology and it changed how customer interacts with brands. The internet of thinking (IoT), Virtual Reality (VR), Augmented Reality (AR), Artificial intelligence (AI) and other technological advancement changed the way of customer interact with brands (Lehmann et al., 2020). The IoT facilitates to trace more accurate information on customers, customize products offerings, and build solid relationship with customers. Further AR, VR, AI technologies are improved and it reduced experiential gap between online and offline (Lee et al., 2020; Lehmann et al., 2020). In digital era branding called as digital branding and the brand communication strategy leverage with internet and digital marketing (Jerez- Jerez, 2022). In the digital era customers congregate across various platforms, therefore mapping all the customer touchpoints is important in the customer's journey (Li et al., 2020). Fascinate digital era offer an opportunity to business to be alive and it expand brand building process in online platforms (Ramadhani &Indradjati, 2023).

Conclusions

This article is review the evolution of brand management subject and many literature reviews undertake every specific topic in order to understand and to increase the applicability of the evolution.

The word branding derived from a Norse word brandr but main stating point **1 of brand management** is the industrial revolution. To protect products packaging were coming to play and producers put their names on it. That will increase the recognition among different manufactures and derived a flow of demand. Then to protect customers introduced some legal requirement on brand name. That is the way how the branding starts and today it is become as a main marketing tool which generates profits. Fascinate digital era offer an opportunity to further growth of the branding.

- 1.
- 2.

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