



BRANDING FAST MOVING CONSUMER GOODS IN RETAIL CHAIN STORES: CONSUMERS' PERCEPTIONS IN JAMMU AND KASHMIR

VIVEK SHARMA*; RAMJIT**

*Co-ordinator, Department of Life long Learning,
University of Jammu, Baba Sahib Ambedkar Road,
New campus, Jammu (J&K) 180006 India.

**Junior Research Fellow (UGC),
School of Hospitality and Tourism Management,
University of Jammu, Baba Sahib Ambedkar Road,
New campus, Jammu (J&K) 180006 India.

ABSTRACT

The various studies has done on branding this investigation will focus on the extent to which marketers' perceptions and consumers' perceptions converge with a view to maximizing the mutual benefits to be derived from marketing strategies within a contemporary Jammu and Kashmir environment. The present study investigates the perceptions of consumers with regard to the branding of fast moving consumer goods in Jammu and Kashmir retail chain stores. 150 consumers selected by using the convenience sampling from the different chains or stores in Jammu region from Jammu and Kashmir. The fieldwork for this survey was conducted at the regions of Jammu and Kashmir major among consumers living in the same province. The findings have provided evidence to suggest that building brand equity for fast moving consumer goods impacts positively on the sales and the popularity of these products. The findings from the consumer survey were supported by the investigation conducted among retail chain stores who agreed that building brand equity results in increased sales and the popularity of the products concerned. Consumers have a preference for manufacturer branded products but house brands are selected primarily because they are cheaper. Manufacturer brands are viewed by consumers as having the most innovative packaging, excellent promotional support and consistently good quality while retail chain stores believe that manufacturer brands lead the way in terms of brand building activities, packaging innovation, promotional support and quality.

KEYWORDS: *Branding, Consumer perceptions, FMCG, Retail stores, Jammu and Kashmir.*

INTRODUCTION

It has been seen that the previous literature gives some valuable insights into the factors leading towards branding of the products and services. However, a more specific guidance is required in the emerging Indian Context and several literature reviews executed as a background for both conceptual and empirical studies, there seems to be a lack of comprehensive information on corporate branding studies –what really has been studied in the area. The basic objective of this investigation is to determine the extent to which of fast moving consumer goods influence the purchasing patterns of consumers in Indian retail chain stores. Traditionally, the strategies employed by most marketers have focused on competitive differentiation and the emotional attributes of a brand. Additionally, the contemporary business environment requires a strategic shift in the construction of brand plans as consumers become more discerning in terms of their needs and wants (Thompson and Arsel 2006). Consumers are looking for more convenience in fast moving consumer goods. All parties involved in the marketing and distribution of fast moving consumer goods need to be aware of these and other demands of consumers in order to supply consumers with a suitable market offering. As the business environment becomes more competitive and dynamic, companies will need to focus on the relationship between brand relevance and customer loyalty in order to maintain and grow their market share (Retail Edition, 2003:12).

The main purpose for the creation and development of a brand is to establish a distinct identity for a product in relation to how the product is perceived by the consumer. Professor Peter Doyle (1987) has defined brands as...a name, symbol, design or some combination which identifies the “product” of a particular organization as having a sustainable differential advantage. Here, the emphasis is on “differential” and “sustainable” in that the product is able to distinguish itself simultaneously from the competition and provide an effective entry barrier to existing and potential competitors. Baker (1992) reinforces this view by stating that a great deal of a brand’s reputation may be based on perceptions that have built up over time.

The present study investigates the perceptions of consumers with regard to the branding of fast moving consumer goods in Jammu and Kashmir retail chain stores and determines the perceptions of the consumers about the Manufacture brands versus House brands. A plethora of studies has done on branding this investigation will focus on the extent to which marketers’ perceptions and consumers’ perceptions converge with a view to maximizing the mutual benefits to be derived from marketing strategies within a contemporary Jammu and Kashmir environment.

REVIEW OF LITERATURE

The literature shows that Branding had its roots in the fast moving consumer goods segment through the innovative work of Messrs Procter & Gamble and Lord Leverhulme and in essence, a valued brand is indicative of trust and goodwill (Nilson 1998). Kotler (2008), Shiffman and Kanuk (2004), Nilson (1998) and Doyle (2002) agree that well-established and successful brands have the unique ability to enhance shareholder wealth not just by capturing new market share but also by retaining existing loyal customers. Successful brands, therefore, impact on an entity’s fortunes in three ways, namely, by developing a healthy market share, by maintaining competitive price levels and by ensuring steady cash flows. It has been observed that

the central concern of brand building literature experienced a dramatic shift in the last decade. A traditional definition of a brand was: “the name, associated with one or more items in the product line that is used to identify the source of character of the item” (Kotler 2000). The American Marketing Association (AMA) definition of a brand is “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors” (p. 404). As can be seen, according to these definitions brands had a simple and clear function as identifiers.

Branding as a tool, which was used for the purposes of differentiating the product of one manufacturer from another, goes back to a time long before the birth of Jesus Christ. According to Nilson (1998), the first example of branding can be traced back to the production of oil lamps in the Greek islands. The term branding can quite accurately be translated to mean burning a name or symbol on to some physical object as was practiced many centuries ago on livestock. Until the middle of the nineteenth-century, branding was very simple in nature and served only as a guarantee and a technique to build a good reputation for one’s products. However, the introduction of the railway lines and industrialization resulted in manufacturers being able to produce efficiently and in large quantities and, in turn, having to sell in large quantities across large geographic regions. Nilson (1998) goes on to suggest that these developments in manufacturing and distribution had the effect of widening the gap between the producer and the consumer. As a result, manufacturers were compelled to brand their products and communicate the unique benefits of their brands across different media vehicles to ensure that the brand in question retained its identity (Stammer Johan, Wood, Chang and Thorson 2005). International brands such as Coca-Cola, Sony and McDonalds have adopted the approach of investing hundreds of millions of dollars in their brands to enhance the goodwill and status associated with their respective brands (Kotler 2008). Having considered the development of branding as a function of the marketing discipline, it is useful to explore the three different components of a brand. These components of a brand should always be present in order to achieve long-term success and a unique character and presence in the mind of the consumer .the component of brand like Brand strategy Brand positioning, Brand Personality and brand equity etc.

Until the middle of the nineteenth-century, branding was very simple in nature and served only as a guarantee and a technique to build a good reputation for one’s products. However, the introduction of the railway lines and industrialization resulted in manufacturers being able to produce efficiently and in large quantities and, in turn, having to sell in large quantities across large geographic regions. As the brand was only part of the product, the communication strategy worked towards exposing the brand and creating brand image. It mentions that within the traditional branding model the goal was to build brand image; a tactical element that drives short-term results Aaker and Joachimsthaler (2000). Kapferer (1997) mentioned that “the brand is a sign -therefore external- whose function is to disclose the hidden qualities of the product which are inaccessible to contact” (p. 28).

The brand served to identify a product and to distinguish it from the competition. “The challenge today is to create a strong and distinctive image” (Kohli and Thakor 1997, p. 208). Various brand models were discussed by Aaker and Joachimsthaler (2000) where a brand management team was responsible for creating and coordinating the brand’s management program. In this situation, the brand manager was not high in the company’s hierarchy; his focus was the short-term financial results of single brands and single products in single markets. The

basic objective was the coordination with the manufacturing and sales departments in order to solve any problem concerning sales and market share. With this strategy the responsibility of the brand was solely the concern of the marketing department (Davis 2002). In general, most companies thought that focusing on the latest and greatest advertising campaign meant focusing on the brand (Davis and Dunn 2002). The model itself was tactical and reactive rather than strategic and visionary (Aaker and Joachimsthaler 2000). The brand was always referred to as a series of tactics and never like strategy (Davis and Dunn 2002).

Manufacturer brands are usually marketed by companies that are very large, reputable and have immense financial resources. Examples of such companies include IBM and Gillette. Such companies are well-positioned to offer the entire marketplace a single brand due to their well-established distribution systems, comprehensive product range and large market share which they possess (Erdem and Valenzuela 2006). According to Etzel, Walker and Stanton (2001), there are some important reasons for manufacturers choosing to brand their products, namely, Brands help consumers identify and differentiate between consumer goods; Brands reduce the amount of time that consumers spend in choosing among the different options that are available for purchase; Brands give consumers assurance with regard to the level of quality expected from the product; Brands offer manufacturers the opportunity to promote their products and build brand equity; Brands that are well-recognized and strong, offer the manufacturer the option of charging a premium without eroding market share; and Branding also influences loyalty among consumers (Etzel, Walker and Stanton 2001).

House brands are quite common among both retailers and wholesalers in South Africa and have certain inherent advantages and weaknesses. A distinct advantage of house brands is the fact that they are able to maintain a loyal following of customers for the middleman concerned and also attract new customers into the establishment concerned (Ratnatunga and Ewing 2005). A spin-off from this benefit is that house brands are specific and unique to the middleman concerned and customers will only be able to find it at that particular middleman (Kotler 2008). However, house brands require a great deal of above-the-line and below-the-line promotional support from the middleman in order for these products to achieve desirable sales. Stammer johan, Wood, Chang and Thorson (2005) do, however, point out that should manufacturers refuse to supply the middleman with the product, the effect could be quite detrimental to the middleman since his/her customers might be loyal to his house brand and not necessarily to his establishment. AC Nielsen conducted research into the popularity of house brands among South African consumers. Their findings indicate that two-thirds of urban adults claim to use house brands on a regular basis.

Fast moving consumer goods are an indispensable part of the daily lives of all Indians. Indians consume a wide variety of fast moving consumer goods from the time that they rise till they go to sleep at night. Typical products that fall into the classification of fast moving consumer goods include soap, toothpaste, tea, milk, sugar, bread, jam and lunch wrap, among others (Dewhirst and Davis 2005). Fast moving consumer goods are products of low unit value that are consumed within a short period of time and are purchased on a frequent basis. Depending on the nature of the product in question, consumers will vary in terms of the amount of time that they would allocate to the purchasing decision (Kotler 2008). Fast moving consumer goods account for a significant percentage of the total shelf space and turnover among all retail chain stores not just in South Africa but also internationally. The marketing of fast moving

consumer goods is an area that stimulates intense competition among global companies such as Unilever, Coca-Cola, Nestle, Gillette, Johnson and Johnson, and Procter and Gamble (Ratnatunga and Ewing 2005). After presenting a definition of fast moving consumer goods, a discussion of possible branding strategies for fast moving consumer goods will be described through the use of some practical examples. The assessment of the branding strategies to be employed for fast moving consumer goods will then set the scene and be elaborated on through a focused analysis of the strategies relating to the packaging, pricing, distribution and promotions of fast moving consumer goods.

RESEARCH METHODOLOGY

The present study used both primary and secondary data. An extensive review of literature pertaining to the branding of fast moving consumer goods in India and internationally formed the basis of the secondary data collection. Information pertinent to this study was extracted from textbooks, journal articles, trade magazines, newspapers and the Internet. The knowledge gained from these different sources of information provided a sound foundation with which to interrogate the wide variety of issues related to the branding, packaging, pricing, promotions and quality aspects of fast moving consumer goods. The Primary Data: The empirical research involved the collection of primary data through the use of self structured questionnaires to sample of 150 consumers. To select the respondents for data collection convenience sampling is used. The perceptions of consumers were measured on five point likert scale i.e. 1 strongly disagree to 5 strongly agree. The quantitative data is analysed by applying the descriptive statistics like frequency and percentage. SPSS 17.0 was used to analyze the data. The validity of the questionnaire was checked and it was found that cronbach alpha value was .791 which means high reliability and validity of the instrument and it will provide consistent results for the present study.

RESULTS AND DISCUSSIONS

The demographic profile of the consumers were given in the first part of the questionnaire and asked to complete the information. It was found that sex ratio of the consumer were in 53:47 ratio means 53 % were in male category and 47 were in female category. The age groups of consumers under 20 were 4%, 21-30 were 35%, 31-40 were 28%, 41-50 were 25%, and 51-60 were 8%.

TABLE NO 1 INFLUENCE OF BRANDING ON CONSUMER PURCHASING BEHAVIOR

Influence of branding on consumer purchasing behavior	frequency	Percent
Strongly disagree	12	8
Disagree	18	12
Neutral	15	10

Agree	80	53.3
Strongly agree	25	16.6
Total	150	100

As can be seen from the table no 1 69.9% of consumers have perception that there is influence of branding on their consuming purchasing power.

TABLE NO 2. THE INFLUENCE OF PACKAGING ON CONSUMER PURCHASING BEHAVIOR

The influence of packaging on consumer purchasing Behavior.	frequency	Percent
Strongly disagree	07	4.6
Disagree	16	10.6
Neutral	18	12
Agree	77	51.3
Strongly agree	32	21.3
Total	150	100

As can be seen from the table no 2, 72.6 % consumers agreed on the influence of packaging on consumer purchasing power.

TABLE NO 3 THE INFLUENCE OF PRICING ON CONSUMER PURCHASING POWER

The Influence of pricing on consumer purchasing behavior	frequency	Percent
Strongly disagree	14	9.3
Disagree	22	14.6
Neutral	25	16.6
Agree	66	44

Strongly agree	23	15.3
Total	150	100

As can be seen from the table no 3, 59.3 % of consumers agreed on there is influence of pricing on consumer purchasing power.

TABLE NO 4. THE INFLUENCE OF PROMOTION ON PURCHASING POWER

The influence of promotion on purchasing power	Frequency	Percent
Strongly disagree	15	10
Disagree	21	14
Neutral	20	13.3
Agree	76	50.6
Strongly agree	18	12
Total	150	100

As we can see from the table no 4, 62.6% consumers agreed on the influence of promotion on purchasing power.

TABLE NO 5.INFLUENCE OF QUALITY ON PURCHASING POWER

Influence of quality on purchasing power	frequency	Percent
Strongly disagree	11	7.3
Disagree	25	16.6
Neutral	25	16.6
Agree	81	54
Strongly agree	28	18.6
Total	150	100

As we can see from the table no 5. 72.65% respondents agreed on influence of quality on purchasing power.

As we can see from table no 6, 68.6 % of consumers agreed on “to purchase a product is directly influenced by the brand of FMCG on sale”, 67.3 % consumers were agreed on “they buy the house brand products because its cheapness then manufacture brands”.72.6 % think that they are cheaper than manufacturing brand. 69.6% of consumers were agreed on they buy the house brands regularly because the less price of these products.69.6 % consumers were also agreed on purchase branded FMCG as a result of the amount of promotion that is directed towards these brands.70% of respondents have given their agreement on “The amount of advertising directed at branded FMCG on television, radio, and newspapers/magazines helps me to recognize these brands in stores and this influences my decision to purchase these brands”.68.6% of consumers were agreed on “My intention to purchase a product is directly influenced by the brand of FMCG on sale.”68.6% of consumers were agreed on “When they are walking through a store, they select branded FMCG without any hesitation”.64.6% of consumers were agreed on ‘they choose house brands because they are cheaper than manufacturer brands’.

TABLE NO 6

CONSUMERS’ PERCEPTIONS ABOUT THE MANUFACTURE BRANDS VERSUS HOUSE BRANDS

Items	1 Strongly Disagree%	2 Disagree%	3 Neutral %	4 Agree %	5 strongly agree %	Overall Agreement %
My intention to purchase a product is directly influenced by the brand of FMCG on sale.	12 (8%)	15 (10%)	20 (13.3%)	74 (49.3)	29 (19.3%)	68.6
I buy house brands because they are cheaper than manufacturer brands	14 (9%)	17 (11.3%)	18 (12%)	72 (48%)	29 (19.3%)	67.3
house brands will grow in popularity because they are cheaper than manufacturer brands	11 (7%)	16 (10.6%)	14 (9.3%)	78 (52%)	31 (20.6)	72.6
I purchase house brands on a regular basis because they are priced	12 (8%)	15 10%	18 (12%)	83 (55.3%)	22 (14.6%)	69.6

cheaper than manufacturer brands						
I purchase branded FMCG as a result of the amount of promotion that is directed towards these brands.	11 (7%)	14 (9.3%)	20 (13.3%)	83 (55.3%)	22 (14.6%)	69.6
The amount of advertising directed at branded FMCG on television, radio, and newspapers/magazines helps me to recognize these brands in stores and this influences my decision to purchase these brands	15 (10%)	16 (10.6%)	14 (9.3%)	81 (54%)	24 (16%)	70
My intention to purchase a product is directly influenced by the brand of FMCG on sale.	17 (11.3%)	14 (9.3%)	16 (10.6%)	79 (52.6%)	24 (16%)	68.6
When walking through a store, I select branded FMCG without any hesitation	9 (6%)	18 (12%)	20 (13.3%)	75 (50%)	28 (18.6%)	68.6
I choose house brands because they are cheaper than manufacturer brands	11 (7%)	20 (13.3%)	22 (14.6%)	68 (45.3%)	29 (19.3%)	64.6
As the cost of living continues to rise, house brands will grow in popularity because they are cheaper than manufacturer brands	13 (8.6%)	18 (12%)	19 (12.6%)	70 (46.6%)	30 (20%)	66.6
In-store promoters who promote manufacturer brands provide valuable information and this	14 (9.3%)	17 (11.3%)	18 (12%)	72 (48%)	29 (19.3%)	67.3

helps to influence my decisions as to which FMCG to purchase						
I prefer to select manufacturer branded FMCG due to my belief that these brands are of a better quality than house brands.	15 (10%)	16 (10.6%)	14 (9.3%)	81 (54%)	24 (16%)	70
If I have not purchased a product previously and I am unsure as to which brand of product to choose, I am more likely to choose a manufacturer brand due to the belief that this brand is of a better quality than the house brand.	13 (8.6%)	18 (12%)	19 (12.6%)	70 (46.6)	30 (20%)	66.6
I am more likely to choose a manufacturer brand.	12(8%)	15 (10%)	20(13.3%)	74 (49.3)	29 (19.3%)	68.6
The quantity of advertising focused on manufacturer branded FMCG influences me to purchase these products	10 (6.6%)	9 (6%)	21 (14%)	88 (58.6%)	22 (14.6%)	73.2
House brand FMCG would sell much faster if the packaging provided to consumers contained more user-friendly features.	11 7%	14 (13.3%)	20 (9.3%)	8.3 (55.3)	22 (14.6%)	69.6
I am motivated to purchase house brand FMCG because the pricing of these products allows me to purchase a larger quantity than I would normally be able	9 (6%)	18 12%)	20 (13.3%)	75 (50%)	28 (18.6%)	68.6

to purchase						
House brand FMCG would sell much faster if the packaging provided to consumers contained more user-friendly features.	13 (8.6%)	18 (12%)	19 (12.6%)	70 (46.6)	30 (20%)	66.6

Scale five point likert

66.6 % of consumers were also agreed on “As the cost of living continues to rise, house brands will grow in popularity because they are cheaper than manufacturer brands”.67.3% were agreed on “In-store promoters who promote manufacturer brands provide valuable information and this helps to influence my decisions as to which FMCG to purchase”. 70% of consumers were agreed on “they prefer to select manufacturer branded FMCG due to their belief that these brands are of a better quality than house brands”.66.6% of respondents were given their agreement on ‘If they have not purchased a product previously and we are unsure as to which brand of product to choose, I am more likely to choose a manufacturer brand due to the belief that this brand is of a better quality than the house brand. 68.6% of consumers were agreed on “they are more likely to choose a manufacturer brand”. 73.2% of consumers were agreed on “The quantity of advertising focused on manufacturer branded FMCG influences me to purchase these products”69.6 % of consumers were agreed on “House brand FMCG would sell much faster if the packaging provided to consumers contained more user-friendly features”.68.6 % of respondents were also agreed on “they are motivated to purchase house brand FMCG because the pricing of these products allows them to purchase a larger quantity than they would normally be able to purchase”. 66.6 of respondents’ were agreed on “House brand FMCG would sell much faster if the packaging provided to consumers contained more user-friendly features”

CONCLUSION

In present study the researcher has made use of both secondary and primary research techniques, to establish if the branding of fast moving consumer goods has contributed to the popularity and sales of these products. In attempting to address the problem statement, secondary research was utilized to explore the marketing activities of local and international manufacturers of fast moving consumer goods. This exploration was then evaluated against the findings of leading researchers in the area of consumer marketing and which would be implications for the future in consumer market in modern business era. The findings of the present study indicate that both local and international companies have realized the potential of investing resources in brand building activities.

Consumers were asked to fill the questionnaire and mostly consumers were agreed on the point that house brands are selected primarily because they are cheaper than manufacturing brand. Manufacturer brands are viewed as having the most innovative packaging, excellent promotional support and consistently good quality. This study has been able to quantify the

perceptions of consumers towards the marketing of fast moving consumer goods and also establish the perceptions of store managers towards the marketing of fast moving consumer goods.

The findings of this investigation reveal that house brands suffer from a lack of consumer confidence. Manufacturers of house brands will need to address a number of key issues in order to improve the performance of their respective products. Consumers are united with respect to their concerns about the quality of house brands in relation to manufacturer brands. A greater amount of resources needs to be invested in improving the quality related attributes of house brands. This investment then needs to be aggressively promoted to consumers to improve their confidence and faith in house brands. While the pricing of house brands must remain competitive, especially in relation to manufacturer brands, house brands must not be perceived to be too cheap. This low price perception will have a negative effect on the quality perceptions that consumers attach to the product. Consumers have also indicated that the packaging of house brands is not as attractive or user-friendly as manufacturer branded products.

RECOMMENDATIONS

- Retail chain stores must take greater responsibility for their house brands in terms of all elements related to branding, packaging, pricing, promotions and quality. house brands must not be promoted purely on the basis of price as this will have a negative effect on a consumer's perceptions related to the quality attributes of the product.
- Marketers must incorporate all aspects related to branding, packaging, pricing and promotions into their product mix to ensure that their products continue to remain popular and achieve long-term growth in sales.
- Consumers have indicated that, when evaluating the purchase of a fast moving consumer good in their favourite supermarket, packaging plays an important role in deciding which product to select. An investment in packaging can certainly yield rich dividends in the long-term. marketers, who wish to achieve unmistakable brand loyalty, need to invest in building brand equity to command an unassailable market share in their respective categories
- The marketers of fast moving consumer goods must continue to emphasize the uniqueness of their products in terms of packaging, pricing, promotions or quality related attributes. Marketers need to consider the ecological, health and environmental aspects of all their actions since these aspects are gaining considerable momentum in the minds of consumers.

REFERENCE

Aaker, David A. And Erich Joachimsthaler (2000), Brand Leadership, London, Free Press.

Aaker, D.A., Kumar, V. & Day, G.S. (1995). Marketing Research. Fifth edition. USA: John Wiley & Sons.

Anonymous, 'Amazon's Amazing Ambition', The Economist, February 26, 2000 (www.economist.com)

Davis, Scott M. (2002). Brand Asset Management: Driving Profitable Growth through Your Brands, San Francisco, Josey Bass

Davis, Scott M. and Michel Dunn (2002), "Building the Brand-Driven Business: Operationalize; Your Brand to Drive Profitable Growth", San Francisco, Josey Bass

Dewhirst, T. & Davis, B. (2005). "Brand Strategy and Integrated Marketing Communication (IMC): A Case Study of the Players Cigarette Brand Marketing". Journal of Advertising, Vol 34, No. 4, P 81-92.

Dillon, W.R.; Madden, T.J. & Firtle, A.J. (1994). "Marketing Research in a Marketing Environment". Third edition. USA: Irwin Inc. 217

Doyle, P. (2002). "Marketing Management and Strategy". Third Edition. United Kingdom: Prentice Hall.

Duncan, T.R. & Everett, S.E. (1993). "Client- Perceptions of Integrated Marketing Communications", Journal of Advertising Research, Vol. 33, No. 3, P. 30-39.

Dyson, P., Farr, A. & Hollis, N. (1996). "Understanding, Measuring and Using Brand Equity". Journal of Advertising, Vol 36, No 6, P. 6-21.

Dyson, P., Farr, A. & Hollis, N. (1996). "Understanding, Measuring and Using Brand Equity". Journal of Advertising, Vol 36, No 6, P. 6-21.

Erdem, T., Swait, J. & Valenzuela, A. (2006). Brands as Signals: A Cross Country Validation Study". Journal of Marketing, Vol 70. No. 1, P. 34-49.

Etzel, M.J., Walker, B.J. & Stanton, W.J. (2001). Marketing Eleventh edition. USA: McGraw - Hill

Kotler, P. (2008). Marketing Management – Analysis, Planning, Implementation and Control. 12th Edition. USA: Prentice-Hall.

Kapferer, Jean-Noel (1997), "Strategic Brand Management". Great Britain, Kogan Page.

Keller, K.L. (2003). "Strategic Brand Management – Building, Measuring, and Managing Brand Equity". USA: Prentice-Hall.

Keller, K.L. (2003). "Brand Synthesis: The Multidimensionality of Brand Knowledge". Journal of Consumer Research, Vol. 29. No. 4, P. 595-600.

Keller, K.L. (1994). "How Emerging Trends will Shape the Marketplace". Journal of Advertising Research, Vol. 34, No. 6, RC-4-RC-6.

Keller, K.L., Heckler, S.E. & Houston, M.J. (1998). „The Effects of Brand Name Suggestiveness on Advertising Recall“ . Journal of Marketing, Vol. 62, No. 1, P. 48-57.

Kohli, Chiranjeev and Mrugank Thakor (1997).Branding Consumer Goods: Insights form Theory and Practice”, Journal of Consumer Marketing, 14 (3), 206-21

Kotler, P. (2008). “Marketing Management – Analysis, Planning, Implementation and Control” 12th Edition. USA: Prentice-Hall.

Nilson, T.H. (1998). Competitive Branding: Winning in the Market Place with Value Added Brands. United Kingdom: John Wiley & Sons Ltd

Rabuck, M.J., & Rosenberg, K.E. (1997).”Some Observations on Advertising for Large Brands“ . Journal of Advertising Research, Vol. 37, No. 3, P. 17-25.

Ratnatunga, J. & Ewing, M.T. (2005). „The Brand Capability Value of Integrated Marketing Communication (IMC)“ . Journal of Advertising, Vol. 34, No.4, P. 25-40.

Shiffman, L.G. & Kanuk, L.L. (2004). Consumer Behaviour. Eight Edition. U.S.A: Prentice Hall

Thompson, C.J., Rindfleisch, A. & Arsel, Z. (2006). “Emotional Branding and the Strategic Value of the Doppelganger Brand Image”. Journal of Marketing, Vol. 70, No. 1, P. 50-63.