

A New Exploration of Power of Branding and Brand Strategies in largest Factories

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Abstract— This paper argues that *A New Exploration of Power of Branding and Brand Strategies*. The research involved branding, power of it and the challenges that branding face with them in the world generally and in Iran specially. The main actions of the firm are making prize competitions, announcing new products/ services, interacting with fans, providing advice and useful information, and handling customer service issues. The basic motivations are the increasing popularity of social media, competitors' presence, headquarters' strategy, and cost reduction pressure. Interact with customers, create/enhance relationships with customers, brand awareness, customer engagement, promote products/increase of sales and the more targeted acquisition of new customers, were referred to as the main expected outcomes for companies. The branding strategist must pay more attention to brand loyalty and brand equity to have more purchase of their product in Iran market. The results of this study provide key areas for future research development to be applied within the productions of fashion retail sector or to be expanded within alternative retail sectors. The development of brand strategy within the fashion retailing sector reveals a paucity of empirical and theoretical studies. This exploratory paper seeks to address this shortage.

Keywords: Brand Strategies; Power Branding; fashion industries; brand loyalty; brand equity.

I. INTRODUCTION

Over the past decade, brand has become an essential part in our regular life furthermore, in today's volatile and competitive markets brands are under constant pressure. All brands, "whether product, service or corporate require constant evaluation and conscious rejuvenation" (McCoy, 2001: 1). For many customers and consumers, the brand "is the product". Therefore, branding is a key strategic tool used to create awareness, reputation and build the organization's image. Marketers consider brands as carriers of values, and

according to McCoy (2001), can even be a more efficient way than segmentation to find your target market. Brand equity can corrode either because of negative experiences or because of positive new information about substitute brands. Brand equity makes a customer faithful with the product irrespective of its price (Sabbir et al., 2017). According to Marketing Science Institute (2002), one of the major objectives of marketing research is to assess the strength of brand equity. There is general agreement in the marketing literature that a brand is more than the name given to a product; it embodies a whole set of physical and sociopsychological attributes and beliefs (Simões & Didd, 2001: 217). New Look and Peacocks who are driving down prices within the market while showing consistently strong growth. In view of increasingly dynamic, complex, and competitive market conditions, McGoldrick (2002) proposes that marketing has taken on a pivotal role within the retailing and whole sales organization, as the basis for differentiation and positioning, in their establishment of competitive advantage. This study is exploratory and incremental, seeking the elicitation of research questions from the literature, which, through their application within the empirical research, will assist in the identification of the pertinent issues for fashion sales in the creation, development and management of their brand strategy, and will allow for the creation of a suitable context within which further empirical study can evolve., the purpose of this study is to illustrate the value of branding and "power" of branding in case of fashion brands in Iran.

A. Brand Loyalty

Unlike the other antecedents of brand equity, brand loyalty develops from actual buying and usage of the product or brand (Baldauf et al., 2003). It is often indicated by the favourable attitude of consumers towards a brand, demonstrated by repeated purchase of the brand over time (Urde, 1994). Consequently, in order to achieve brand equity, it is important