THE MEANING AND SYMBOL OF COMMERCIAL BRAND REGARDING CONSUMERS’ POINT OF VIEW AND INTRODUCING THE WAYS FOR CREATING THE BRAND SYMBOL

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Abstract

Having Knowledge and ability for marketing in economic organization, is one of the most important factor for success in the rivalry.

Many factors are involved in the future of economic organization In this paper, we investigate the vital role of commercial brand symbol. Meanwhile, in this research, the consumer – oriented model as Aker, is used.

Each commercial name has especial position and also each user has especial position. Some of the brands are put in the mind of consumers and some of them have not put in the mind of consumers, yet. Now, the duty of markers is that, at first, they should investigate and understand the consumers and their position and then attention to their needs, after that establish their brand symbol basis on the personality and position of most of the consumers.

Key words: Commercial name and brand, commercial name and brand symbol, Aker model, create the commercial name and brand symbol.

Introduction

One of the most important concepts during 1980 decade, was the concept of commercial name and brand value.

Today the especial value of commercial name and brand is the valuable asset of each company. Organizations which are in higher position about the name of commercial brand. Can easily develop and get advantage more them other similar organizations.

Commercial names, geographical areas… are individual symbol that can effect on and change the consumers’ behavior. Aker believed that brand symbol is the main core and closest variable that effect on consumers’ decisions during shopping. Valid brand is one of the consumers’ desirability in closing the products – in many markets, brand creates especial identity for one product and
then connects them to especial group of society. Regarding psychologist idea, theses kind of goods beside their external using, create and in create the consumers’ distinction and self-esteem.

So, in this regard, the consumer even wants to pay more cost. Also the better and valid commercial name, unconsciously represents the better quality of products for customer.

The customer believe that for paying money, receive valuable thing. In fact the commercial name like capital or technology and raw materials has important role on organization value and advantage. Today, they attention more on commercial names symbol.

For example, The Fond Company tried to design new symbols for all of its products in 1999. Many of products are as a symbol for their consumers. Some people attention to the value of symbol more than the advantages of that product.

**Express the Subject and its Importance**

The investigation about the especial value of brand basis on customer is introduced as a conceptual structure and these concepts are established by pioneers of management. However Aker attention to five aspects of especial value of brand (brand awareness, brand association, brand loyalty, brand quality and other brand asset). Kler for measuring the especial value of brand basis of customer considers two bases that attentions to brand awareness and brand picture concept. Silverman and et al, investigate the relationship between customer–oriented variables and brand marketing this research shows that brand customer concepts are basis on correct reaction toward brand action in market. most of the success fullness of universal companies about their sales especially in developing countries. Is because of their universal name and brand symbol. perhaps the quality and services of Iranian products is the foreign products but customers tend to be the forcing brands like Sony, Devo, LG,....

This case and other cases say that in competitive world, brand and their symbols are sold. Marketing managers should attention that not only quality and services are vital, also attention to brand is important.

**General Features of Research**

Brand is come from an old word, Nores.

The meaning of Nores is burn that ancient people used this word for recognizing their snares. the value of business symbol, one some, sentence, model, symbol or combination of this factors determine the identity of organization and on the other hand this factor is the distinct characteristic of its rivals and it is judged by the consumers’ wisdom, logic, senses and feelings. also one of the business symbols’ goal is creating the great sense and relaxation, because the business symbol recognizes the style(1). goals and kind of behavior of consumers.

In fact business symbol recognizes the source of products and distinguishes the responsibility the producer, creates guarantee and decreases the researches’ costs and on the other hand shows the quality of product (2).
Brand or name, word, symbol, model or combination of them that are used for recognizing the products and the sellers services and for distinguishing them from rivals, on the other hand gives guarantee about stability and quality of products. A successful commercial symbol of one product infect is the service of person and it is designed in the way that customer understands its values. The Knowledge of commercial symbol of user can record in his mind in fact all of the descriptive information record in mind. Different sources of Knowledge like knowing, position, advantages, thoughts, feelings and experiences help us to understand the commercial symbol. This symbol is as a valid guarantee for product or service and cause the user bye things that look more valuable. The powerful commercial symbols present long–term development and security. More durable advantage. Separating the high prices. Causes more selling, decreasing costs and increasing the security. The guarantee of commercial symbol needs to some profits that users can expect of that product because of that profits.

The successful commercial symbols one that symbols which are more adaptation to the environment, so in long–term and against of rivals last more and develop

**The especial value of brand**

Many experts introduce different definition about the especial value of brand.

Some of them are below:

1) all of the belongings and assets and debts other relate to brand can increase or decrease the value and service of products.

2) The distinguish effect of brand knowledge on user answer toward brand marketing.

3) The power that brand can obtain from name, symbol or loge in market (5).

![Especial value of brand](image)

**Figure 1:** The different aspect of especial value of brand in Aker model
1) Brand loyalty

Joalji and Mberg introduce different behavioral observable and optional view behavioral view is basis on the volume of one especial brand shopping and observable view connects the customers interest and prefers about brand and optional view attention to factors that effect on options. regarding Aker point of view about brand loyalty, is a situation that shows the probability of that customer uses of another brand especially when that brand make difference about price or other aspects. in other definition Kler 2003.

Investigated the brand loyalty basis on commercial brand repercussion, that it is related to customers’ relations and the level of harmonious with brand basis complete and correct brand repercussion customers are so loyal and their relationships with brand are very active and share their experience with other. These definition about brand loyalty show the direct relationship between brand loyalty and especial value of brand (7).

2) Brand Quality

Brand quality is defined as customers understanding of quality or success of product or service regarding its goal rather than other market products. This subject is a rival necessity and today. Many companies change the customer oriented factor as strategic tool they gratify the customers by the increate the advantages and services. Katler attention to inside relation between product service quality customers’ satisfaction and company profitability(4).

3) Brand Awareness

There are different brand regarding power and value. there are some brands that most of the users don’t know them on the other hand there are some brand that users have a lot information about them.

Aker define that brand awareness is customers ability to recognize the brand as a member of especial category when customer has great information about brand and some symbols shows the brands power for him so in this time the especial value of brand basis on customer happen.

4) Brand Association

Brand association is everything that is related to brand and is in the mind. it is possible that brand association present all of forms and features that re related to one product. Associations introduce a base for shopping decision for brand loyalty and it also is a value creator for company and customers. Brand association is as a key factor for making and managing the especial value of brand. Therefore, the powerful especial value of brand shows that customers have great and positive relation with brand (2).

Brand Symbol

Commercial symbol is a set of human characteristic that is related to commercial name each commercial name has personality.

If as most of the time it’s happened we make analogous a commercial name with one person after awhile we make a picture of that person.
That speaks about products and service. One easy way to create symbol for commercial name is that prepare a speak man or a star or animal for it (6).

Symbol of commercial name is one part of its identity. From the Kapfor point of view we can category the identity of commercial name to five parts: figure, personality, culture, relation, reflection and self pattern.

Understanding of user about commercial name or personality is shaped in five main aspects that each of them with different phases are introduced in follow schema:
Experts Find the Following Results by their Investigations about Personality of Commercial Name

1) Users connect the human features to commercial names eve if the commercial names aren’t managed or are not basis on marketers interest they connect them to each other.

2) Personality of commercial name can transfer the expectations about products service and advantages to user.

3) Personality of commercial name often is the basis of long term relations (8).

Personality and especial value of brand: basis on aspect of brand personality users are main factor that directly are related to brand equity. This fact guarantees the fixed picture about brand on long time and cause the users introduce in the users mind behavior and idea of user regarding brand. Will be changed although there isn’t any document that shows aspects of brand personality directly related to brand value but different researches show the parts and effect of especial brand value. For example bran personality effects on brand preferences brand association and brand loyalty (6).

There are different ways that create brand personality. According to Temporal (1999) finding brand personality should be in agreement with user personality or user interesting personality in this regard. He introduced 4 phases:

1) Definition of addresses goal
2) Finding his needs or interest
3) Making the index of user personality
4) Creating the products personality according to index of user personality.

Conclusion

Regarding today market and importance of finding great position in this rival market.

Making brand and managing that is very important and has key role for successful.

Companies that try to use the advantages of stable rival should use from the especial value of commercial name as a key way. Today’s brand and lasting of it in customers mind is one of the powerful factor in economic world. The profitability of companies not only related to products quality and service to customers.

But also is related to brand and personality of brand name and commercial symbol. So one of the most important factor for success and of the most important factor for success and obtaining the today’s developmental market and have permanent customers is attention to brand and personality and symbol of brand.
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