

The Role of Branding as One of Marketing Tools in Textile Industry

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Introduction

A product is defined as 'anything that can be offered to a market for attention, consumption, acquisition or use' (Lancaster Withey, 2007). A product is a tangible item purchased by customers and designed to meet their needs and wants. However, while the customer does purchase a product, what they are actually purchasing is the benefits that the product has on offer (Beamish and Ashford, 2005). This is known when defining a product as bundle of benefits.

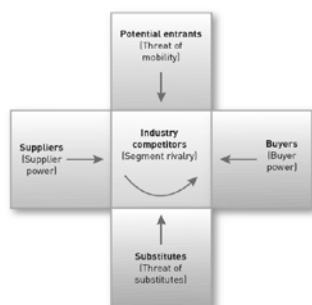
Marketing as one of the managerial sciences cannot stand alone, the solidarity and linkage between marketing and other disciplines, like quality systems and manufacturing in addition to other functions, is the gist and essence of achieving the awaited prosperity.

So, they maybe are the right times to start steering our sights towards spacious horizons of potentiality that lies in marketing and its combining with textile industry.

Marketing is one of these sciences that burdened, as a pledge, a full responsibility of development, innovation and continuous prosperity for any industry built upon them conditioning a serious and effectiveness of adoption of different tools, strategies and systems of these sciences.

According to (American Marketing Association, 2010) 'Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.' AMA definition centralizes customer satisfaction in the middle of marketing definition, but (Lamb, Hair, and McDaniel, 2010) splits customer satisfaction as a strategic phase, and marketing as an implementation phase sequentially 'Marketing has two facts. First, it is a philosophy, an attitude, a perspective, or a management orientation that stresses customer satisfaction. Second, marketing is activities and processes used to implement this philosophy.'

The inconsistency of 'what I am' and 'what I stand for' in customers' minds opens the door vastly wide to the five forces presented by Mickel porters' to be activated.



Porters' Five-Force model-(Kotler, Keller, Brady, Goodman, and Hansen, 2009) from (Porter, 1980)

Branding as a differentiation strategy is the most practical solution/ protection for conquering the five stressing forces that any market player is confronted by. Branding, backed up with marketing base, is a major discipline of management that textile manufacturers need to

exploit for position protection and market prosperity in case of fierce markets like textile markets in Egypt, or in case of exporting.

To be clear, according to (Kotler, Armstrong, Saunders, and Wong, 1999) brand is a complex symbol. If a company treats a brand only as a name, it misses the point of branding. The challenge of branding is to develop a deep set of meanings or associations for the brand...inside the mind of targeted audience: customers, intermediaries or publics.

Upon this we can indicate about how product and brand operate on different platforms (Verma, 2010).

1. Product is physical, brand is intangible.
2. Product is the sum of physical parts; brand is more than the sum of the parts.
3. Product is about function, brand is about meaning.
4. Product is about cold statistics, brand is about emotion and expression.
5. Product is factory manufactured, brand is mentally processed.

Brand building can be carried out within marketing strategy and plan, or separately in branding strategy and plan. Brand building, in a simple way, can be achieved by following key steps in building and supporting successful brands:

1. Establish target market and customer needs with respect to what constitutes important aspects of brand choice and values.
2. Determine the brand values to be established in.
3. Relation to these needs and considering competitor offerings and brand perceptions.
4. Position brands so as to occupy important value positions in the market with regard to customer needs and perceptions, which can be defended.
5. Ensure the brand values are communicated to customers.
6. Ensure that brand values are supported over time.
7. Monitor changes in company and competitor brand positions and update as appropriate.

Meanwhile Branding as a part of marketing discipline cannot work in vacuum, isolated from other functions and systems in a textile

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company. Brands and branding as branch in marketing discipline is considered as one of marketing mainstays that is used in a process of creation of competitive advantage for local and then international advance. No textile leader can compete with prosperity locally or abroad without a robust marketing and then branding management. Brand cannot be built and maintained successfully without marketing systems are previously established, as Brand building needs a strategic solidarity.

Branding works better when it is established with a new entrant to the market or un-communicating player, because ingraining the brand for the first time in customers' mind is easier than extracting and replacing an old idea about a certain product with a new idea—especially, for example, when it is a negative one. But unfortunately this does not happen often in textile market for the lack of strong

investments from the beginning. As usually new entrants start in textile industry as small or very small investors.

While For already established companies, branding works better with medium size players, those who are very jammed in the middle between big and small players. Due to sensitive placement, the five forces are affecting them the most. Because big players are already stressing force due to their brands that protect their size, profits and market position. On the other hands, small players are usually copiers who drain any bigger player especially medium size players.

When textile manufacturers invest a huge amount of time and effort to build their brand, think by then that they are done. But they then are mistaken - they've just begun. Because the most important, essential thing a company has to do over time is to make sure that the experience its audiences will get from the brand is relative and consistent with them. This is what so called managing the brand.