



## ”Branding Strategies for IT Industries in Bangalore City”

**Prof. B. Bharath Bhushan**

Assistant Professor

Department of Management Studies,  
BNM Institute of Technology Bangalore,  
Bangalore – 560 070. Karnataka, India.

**Prof. Padma Bhaskar**

Associate Professor,

Department of Management Studies,  
BNM Institute of Technology Bangalore,  
Bangalore – 560 070. Karnataka, India.

### Abstract

*A brand is the psychological and emotional identifier that gives a company value. It is a strong, consistent message about the value of your company. A company controls the message through marketing, advertising, customer service, and all interaction with the market. An IT company with its operations in India in particular in Bengaluru city and concentrating mainly on the US market will be urging for a brand value in the US market and in the process tend to ignore the importance of building a brand image in the home country. Such companies will be under the impression that brand building within its home country might not bring any direct*

**INTERNATIONAL JOURNAL OF RESEARCH REVIEW IN  
ENGINEERING AND MANAGEMENT (IJRREM)**

**Tamilnadu-636121, India**

Indexed by



**IJRREM**



**Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610**

**ISSN NO (online) : Application No : 17320 RNI –Application No 2017103794**

*revenue or add any new customers to it. This study is an attempt to explore the relevance, importance and benefits of creating a brand image in its home country for IT companies.*

**Keywords: Brand, IT Industries, Advertising, Customer Service.**

### **I- Introduction**

Each and every company wants to create its own brand image. Now days it is difficult to find a company which does not try to create its own brand image. The influence of brand name is vast and wide. It is influence that decides the future course of action for a company. Likewise the strategic brand management is very crucial for the company. The strategies of the brand management differ at different level. So the study of the strategic management at different level is very important for any company.

A brand is a name, term, sign, symbol or design, or a combination of them, intended to identify the goods and services of one company and to differentiate them from those of competitors. It is the place you own in the minds of people who matter to you most. It is the psychological and emotional identifier that gives a company value.

High brand equity provides a number of competitive advantages:

- The company will enjoy reduced marketing costs because of consumer brand awareness and loyalty.
- The company will have more trade leverage in bargaining.
- The company can charge a higher price than its competitors because the brand has higher perceived quality.
- The company can more easily launch extensions because the brand name carries high credibility.



- The brand offers the company some defense against price competition.

### Statement of the Problem

Strategies of brand management are different at different levels of corporate planning like Functional level, Business Level and Corporate Levels. The ways of plans and policies framed and executed will be different at each level. A strategic decision made at functional level strategy regarding the brand management will be different from the strategic decision made at business level and corporate level. So the study of the factors that influence the strategic brand management is important. In this level an attempt has been made to study and understand the influence of factors of strategic brand management.

### Objectives of the Study

- To study the influence of various company strategies in brand management.
- To understand the influence of brand image of a company in the minds of the potential employees
- To study the importance of brand image for a company

### II- Research Methodology

#### Primary Data:

Personal interview was conducted followed by purpose specific questionnaire designed to obtain the data from the respondents.

#### Secondary Data:



Literature available in the field of Marketing, Brand Management and IT Industry was thoroughly studied. The sources of information are newspapers, books, journals, magazines and websites.

### Sampling design

#### Sampling technique:

Simple random sampling technique was adopted for selecting a sample among working professionals.

#### Sample Size

A representative sample of 12 working professionals at different levels of management holding various jobs was selected for the study.

### III- Review of Literature

In describing the three "C"s of branding, William Arruda provides an easy-to-use device that can help a brand manager ensure that the brand remains focused. In addition to being able to boast these enviable benefits, strong brands have something else in common. They all exhibit the "three C"s of branding. The three Cs are: clarity; consistency; and constancy.

In a research conducted by Bird, Channon and Ehrenberg (reported in Bird and Channon 1969; Bird and Channon (1970) and Bird and Ehrenberg (1970). They found that 'former users' were more likely to associate a brand with a positive image attribute than those who had never tried the brand. This paper extends the findings of their research to a different method of (1) classifying 'former users' and (2) measuring associations with image attributes. The results replicate that were found in the original study, reinforcing the assertion that an image response is substantially influenced by past usage. These findings make detecting any relationship between

**INTERNATIONAL JOURNAL OF RESEARCH REVIEW IN  
ENGINEERING AND MANAGEMENT (IJRREM)**

**Tamilnadu-636121, India**

Indexed by



**IJRREM**



**Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610**

**ISSN NO (online) : Application No : 17320 RNI –Application No 2017103794**

brand image and future behavior a more difficult task, as the influence of past usage needs to be taken into account in any analysis.

In the research report conducted by Mark Kobayashi-Hillary introduces India and the major players in the Indian service industry. He offers a balanced view on the trend to outsource to India, describing the reasons why a business should utilize India as an offshore outsourcing destination and the steps needed to find and work with a local partner. Not only does the book make a compelling economic case for outsourcing to this region, it also discusses how to manage the entire transition process, including the potential impact on local resources.

Leading global business intelligence and consultancy firms such as Giga, Forrester Research and McKinsey & Co. have cited various reasons for the increase of offshore outsourcing by MNCs to India. Outsourcing is expected to grow to at least 23 percent during 2002. India's quality and cost benefit edge is one of the major draws for these organizations, analysts say. Giga predicts that, compared to other competing countries such as China, Ireland, Israel, and the Philippines, India will continue to dominate as the preferred off shore country.

According to a study conducted by Forrester (2001), India's edge over other competing nations in the IT outsourcing business is based on the country's decade old experience in this area, fluency in the English language, supportive Government policy infrastructure, and high quality offerings.

In his book Branding in Asia, Paul Temporal addresses a critical issue in branding software services. How do you differentiate a company from others when all it does is sell solutions, which other players are also doing? This question has been dogging India Software Inc. for more than a dozen quarters now.

# INTERNATIONAL JOURNAL OF RESEARCH REVIEW IN ENGINEERING AND MANAGEMENT (IJRREM)

Tamilnadu-636121, India

Indexed by



**IJRREM**



INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INTERNATIONAL CENTRE

Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610

ISSN NO (online) : Application No : 17320 RNI –Application No 2017103794

According to a Nasscom-McKinsey report, building a strong country brand includes a distinctive and credible proposition that is consistent with the brand, aggressive and targeted communication and consistent, aligned execution.

The above findings lead to a conclusion that branding and internal marketing plays a major role in the success of a company. Branding involves various cross-functional efforts of Human Resource management and Marketing Management. A company has to be internally stable especially w.r.t employee’s satisfactions who are the stakeholders in the company. By asking your employees directly why they think your company is a great place to work, you can pinpoint the core aspects of your employer brand that you want to publicize.

#### IV- Analysis and Interpretation:

##### Q1. Profile of the Freshers Respondents

				80% &
	50%-60%	60%-70%	70%-80%	above
<b>Respondents</b>	<b>1</b>	<b>12</b>	<b>9</b>	<b>3</b>
%	4%	48%	36%	12%

**Interpretation:** It is observed that 48% of the respondents have secured an aggregate of 60%-70% and 36% of them have an aggregate of 70%-80%. This would infer that nearly 86% of the respondents are average and above average students. 12% of the respondents have aggregate of >80% who are considered as brilliants at studies.

##### Q2. Salary Expectations of the Fresher’s Respondents

**INTERNATIONAL JOURNAL OF RESEARCH REVIEW IN  
ENGINEERING AND MANAGEMENT (IJRREM)**

**Tamilnadu-636121, India**

Indexed by



Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610

ISSN NO (online) : Application No : 17320 RNI –Application No 2017103794

Salary Expectations				
	8k-12k	12k-16k	16k-20k	20k & above
Respondents	2	1	10	12
%	8%	4%	40%	48%

**Interpretation:** 48% of the respondents expect a salary of 12k and above and 40% of the respondents expect a salary between 10k and 12k. This would infer that nearly 88% of the respondents expect a salary of more than 10k, which is exactly, or just above the average scale for the fresher’s in the industry.

**Q3. Choice of the future job (a decision of brand image Vs salary).**

Choice of future job and company			
	<b>High Brand</b>		<b>Low</b>
	<b>image,</b>	<b>Avg Brand</b>	<b>Brand</b>
	<b>Avg/less</b>	<b>Image, Avg</b>	<b>image,</b>
	<b>salary</b>	<b>salary</b>	<b>High</b>

**INTERNATIONAL JOURNAL OF RESEARCH REVIEW IN  
ENGINEERING AND MANAGEMENT (IJRREM)**

**Tamilnadu-636121, India**

Indexed by



**IJRREM**



Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610

ISSN NO (online) : Application No : 17320 RNI –Application No 2017103794

			Salary
Respondents	9	14	2
%	36%	56%	8%

**Interpretation:** It can be inferred that 36% of the respondents give more importance to brand of the company irrespective of the salary. 56% give equal importance to brand and salary. Only 6% of the people give importance to higher salary more than the brand of the company.

**Q4. Expectations of Respondents about the job**

	Expectation of the future job				
	Good Salary	Challenging job	Good work culture	Growth opportunity	Company's brand image
Respondents	15	15	15	22	16
%	60%	60%	60%	88%	64%



**INTERNATIONAL JOURNAL OF RESEARCH REVIEW IN  
ENGINEERING AND MANAGEMENT (IJRREM)**

**Tamilnadu-636121, India**

Indexed by



**IJRREM**



Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610

ISSN NO (online) : Application No : 17320 RNI –Application No 2017103794

**Interpretation:** The above figure indicates that 60% of the respondents considers Good salary, challenging job, good work culture. 64% of the respondents gives importance to Brand image and 88% to growth opportunity in their job.

**Q5. Level of importance to brand image in their decision to join a company**

Level of Importance to Brand Image					
Respondents	Not at all important	Not so important	Important to some extent	Important	Very important
Total	2	2	15	18	13
%	4%	4%	30%	36%	26%

**Interpretation:** The above figure indicates that 30% of the respondents say Brand image of the company is important to some extent in their decision to join. 36% say important and the other 26% say it is very important. Only 8% of the respondents say that it is not important. So on a whole, it can be concluded that 8% of the respondents say brand image is not important, 30% of them have neutral opinion and 62% of them say brand image is important.

**INTERNATIONAL JOURNAL OF RESEARCH REVIEW IN  
ENGINEERING AND MANAGEMENT (IJRREM)**

**Tamilnadu-636121, India**

Indexed by



**IJRREM**



Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610

ISSN NO (online) : Application No : 17320 RNI –Application No 2017103794

**Q6. Brand building strategies in general**

	Brand building strategies					
	Newspaper Advertising	Press Releases	Internet Advtg	Word of mouth	Corporates participation is summits	Sponsoring events
Respondents	22	18	9	41	30	23
%	44%	36%	18%	82%	60%	46%

**Interpretation:** It can be inferred that 82% of the respondents think 'word of mouth' is the best way of building brand. 60% of the respondents are of the opinion that Corporates participation in various summits also helps in building brand. 46% of the respondents feel sponsoring various events and 44% feel Newspaper advertising will also help in building brands.

**Profile of the Working Professionals respondents**

**Table 7**

	Work Experience			
	<1 year	1-2	3-5	5 Years and

**INTERNATIONAL JOURNAL OF RESEARCH REVIEW IN  
ENGINEERING AND MANAGEMENT (IJRREM)**

**Tamilnadu-636121, India**

Indexed by



**IJRREM**



Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610

ISSN NO (online) : Application No : 17320 RNI –Application No 2017103794

		years	years	Above
Respondents	6	12	6	1
%	24%	48%	24%	4%

Age Profile				
	20-24 Years	25-28 Years	28-35 Years	33 Years and Above
Respondents	10	12	2	1
%	40%	48%	8%	4%

**Q7. How did you get into the organization you are currently working with?**

**INTERNATIONAL JOURNAL OF RESEARCH REVIEW IN  
ENGINEERING AND MANAGEMENT (IJRREM)**

**Tamilnadu-636121, India**

Indexed by



**IJRREM**



INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INTERNATIONAL CENTRE

Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610

ISSN NO (online) : Application No : 17320 RNI –Application No 2017103794

	Mode of joining			
Respondents	Campus recruitment	Friend's reference	Newspaper advertising	Others
	11	5	6	3
%	44%	20%	24%	12%

**Interpretation:** It can be noticed from the above graph that 44% of the respondents joined the company through campus recruitment. The other means like newspaper advertisement and friend’s reference together forms 44% and only 12% of them have joined the company through other means.

**Chi Square ( $\chi^2$ ) Test**

**Null Hypothesis: Ho:** Brand image is not considered as an important factor in the decision to join a company compared to salary.

**Against**

**Alternate Hypothesis: H1:** Brand image is considered as an important factor in the decision to join a company compared to salary.

# INTERNATIONAL JOURNAL OF RESEARCH REVIEW IN ENGINEERING AND MANAGEMENT (IJRREM)

Tamilnadu-636121, India

Indexed by



**IJRREM**



INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INTERNATIONAL CENTRE

Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610

ISSN NO (online) : Application No : 17320 RNI –Application No 2017103794

### Test Statistic

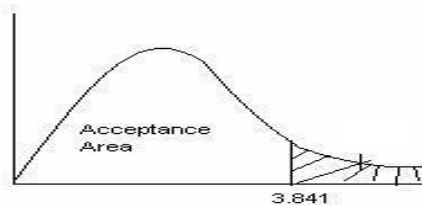
For 2\*2 contingency table of the form, a b the statistic is given as c d

$$\chi^2 = \frac{N(ad-bc)^2}{(a+c)(a+b)(c+d)(b+d)} \sim \chi^2 \quad (1)$$

### Decision Rule

At 5% level of significance and 1 degree of freedom,

$H_0$  is accepted when,  $\chi^2 \leq 3.841$



### Calculation

	Important influencer	Not an important influencer	Total
Brand image	34	16	50
Salary	22	28	50

**INTERNATIONAL JOURNAL OF RESEARCH REVIEW IN  
ENGINEERING AND MANAGEMENT (IJRREM)**

**Tamilnadu-636121, India**

Indexed by



**IJRREM**



Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610

ISSN NO (online) : Application No : 17320 RNI –Application No 2017103794

<b>Total</b>	<b>56</b>	<b>44</b>	<b>100</b>

$a=34, b=16, c=22, d=28, N=100$

$\chi^2 = N(ad-bc)^2$

$\frac{\quad}{(a+c)(a+b)(c+d)(b+d)} \sim \chi^2$   
(1)

$= 100(34*28-$

$16*22)^2$

$(56*50*50*44)$

$\chi^2 = 4.09$

**V- Finding**

At 5% level of significance and 1 degree of freedom,  $\chi^2$  lie in the critical region. Hence,  $H_0$  is rejected. Thus it can be concluded that both experienced people and freshers consider brand image as an important factor in the decision to join a company compared to salary.

**VI- Conclusion**

From the above findings, it can be concluded that brand image of a company plays a major role than compared to salary in the decision of an employee to join the company. Even though the other factors like growth opportunity, work culture and nature of job plays an equal role, brand image has an upper hand when compared to the salary. It can also be concluded from

**INTERNATIONAL JOURNAL OF RESEARCH REVIEW IN  
ENGINEERING AND MANAGEMENT (IJRREM)**

**Tamilnadu-636121, India**

Indexed by



**IJRREM**



**Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610**

**ISSN NO (online) : Application No : 17320 RNI –Application No 2017103794**

the fig that „word of mouth“ is the easiest and the best way of building a brand in the industry. This signifies the importance of Employee satisfaction and Corporate Social Responsibility of a company towards achieving word of mouth marketing.

### **Bibliography**

- 1.Jagdeep Kapoor , 2001, 9th Edition, “24 Brand Mantras - Finding a Place in the Minds and Hearts of Consumers”.
  - 2.Colin Bates, 2003, “Managing Your Total Brand”. Jean & Noel Kapferer, 2001, “Strategic Brand Management”
  - 3.Philip Kotler, 2000, Millennium Edition, “Marketing Management”.
- Website Reference
- 4.<http://marketing.about.com>
  - 5.<http://www.buildingbrands.com>
  - 6.[www.nasscom.org](http://www.nasscom.org)
  - 7.<http://www.ebrandmanagement.com/>
  - 8.[www.managementfirst.com/brand.htm](http://www.managementfirst.com/brand.htm)
  - 9.<http://www.themanager.org/Knowledgebase/Marketing/Branding.htm>
  - 10.Journals and Reports from IIM-B library