Brand Management

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Abstract— This paper aims to probe and enumerate the needs for Brand Management technique in today's marketing world set up by the organization for better functioning along with implementation of the same. The theoretical review based on the model developed with the independent variables helps us to get a feasible idea about Brand Management and its implementation. The results and techniques used are developed by comparing the theoretical observations given by the comprehensive articles of brand Management. The paper helps us to review the supreme concepts regarding Brand Management and its implementation process. The implementation process becomes readily available because of the four major techniques which act as the independent variables. The findings and implementation of the Brand Management techniques is based on the theoretical data provided by various journals, papers and marketing magazines. Due to this the data can be erroneous under certain conditions. The results are based on the opinions provided by the author or various other personalities, their opinion about the same might change influencing the results. We cannot develop a full-fledged implementation technique as the area of research is boundless and there will be new techniques coming up on circadian basis. The results used are based on theoretical data provided by humans which can be a subject to change depending upon their present opinion. This paper shows the various procedures to use the collaboration of independent variables along with their dependent and sub variables for the betterment of the marketing strategy of an organization. It also puts insights on the different methods that can be used for the implication of the concept of brand management.

Keywords— Brand Performance, Brand Semiotics, Brand orientation, Brand Infrastructure, Retro Branding Buisness Administration Brand Rating, Co Branding, Brand Extension,Brand Personlity;

I. OVERVIEW

. The article addresses many companies who have researched and evaluated their brand power for better performance. These companies have used Brand management as an important key while designing their marketing strategies. Another key point to which the leading organizations in today's world are working on is the concept of brand equity. [1] p 25. The author of this journal article refers to terms like sustainability and responsibility to be associated to the concept of brand management. These terms refer to how much is the organization vulnerable to. Evaluating these terms helps the company to know about its strength. This evaluation process is a helping hand for the company to grow and succeed progressively All these factors play a key role in the process of implementation.[2] p.235. The author suggests different morals and values to be affiliated along with the company who uses ethical brand management. The values are given out by the customers towards the organization. They are received through various feedbacks surveys which the organization develop. The ethical brand management defines itself as the guidelines the company uses in order to satisfy the needs of its customer. The feedback given by the customers is often considered as a priority to the organizations. The organizations try to get a succeed as much as they can in satisfying the needs of the customers.[3].p 543. The author suggests the need of inculcating appropriate brand management skills in the organization for it to succeed. Along with doing this it should satisfy the needs of the customers. The primary goal of an organization is to satisfy its customers, the organizations now a days have researched a lot about the same and are doing a fantastic job. They know the ways to obtain a good feedback. There are various techniques these organizations use in order to gain the satisfaction of their customers. Having their customers satisfied they further work on the brand performance and brand choice concepts.[4].p 65.The term brand equity plays a key role in the concept of brand management. Now a day all the conferences, seminars delivered on brand management are emphasizing more on the concept of brand equity in the guidelines drawn by the organization for brand management. Brand equity basically refers to the value designated by the customers for an organization.[5].p.88.The brands which are formed have many different meanings, emotions attached towards them, which helps them to succeed in implementing the brand management concept. These all emotions and feelings are a part of the concept called as ethical branding. The organization deals with all these things under this concept. There is a good amount of research going on for the same. The author elaborates this fact associated to the concept of brand management.[6] p.118.There are many things which lead to the wrong implementation to the concept of brand management design. Sometimes the company has to deal with major issues regarding the same. consumer value plays a key role. There should be proper guidelines

designed for the use and implementation of the concept of brand management..[7] p.52.The author suggests the need of reviewing the customer brand relationship thoroughly. This has an impact on the brand management concept applied by the organization. The author is keen on the concept of customer brand relationship as he thinks it is a key aspect regarding the implication of the brand management strategy. [8] p.14.The risk factor is another issues affecting the leading organizations now a days.it is another variable which is of utmost importance in the implication of the process of brand management. The organization should make a proper guideline regarding the affordability of risk .this can directly affect the economic significance of the organization .hence the author suggests the guidelines created in his article to be used to stop the imbalance created due to economic significance.[9]. P.47.The terms such as brand equity, market research and media buying play a key role in the concept of brand management. Now a days the organization are keen on conducting research on the above variables in order to succeed in applying the concept of brand management. [10]

II. RESEARCH METHODOLOGY

A. Review Centric

With the help of databases supplied by the University of Bridgeport, a wide variety of journals were obtained including MIS Quarterly, Journal of Business and Management, The Journal of the Operational Research Society and many more. In this research paper, information was collected from various marketing journals, survey and research publications.

B. Research Process

The brand equity plays a major role in the concept of brand management. It is one of the most frequently used terms now a day by the organization. It has significance attributed to the brand name. the concept of brand equity helps to succeed in the process of applying marketing strategies for the organization. Along with giving an easy explanation to the brand management it helps in the economic growth of the organization. the author addresses to various advantages that are caused t the organization by using the key aspect of brand equity.[11].p 214. The article written by the author help us to know the history of brand management. The concept of brand management was first used in the 1950's by a successful organization. The concept of brand management used back then is different from what is used in today's world. The brand management concept has grown enormously as compared to the historic one. This concept I now designed with precision what an organization wants. The results provided by the organization by implementing this concept were not as precise compared to the results given out by the organizations Implementing it now a day. The article highlights the various facts and compares the concept of the historic times to the concept being used lately.[12].p.46. The article in the

journal is about the research regarding the brand management concept. It focuses mainly on the topic of brand management literature. The research mainly highlights the keys factors of a solos implication of the brand management concept v/s the implication of the combined brand management concept which are directly affiliated to the customer evaluation thesis. The author explains the key findings as a brand profits more when the concept is applied personally instead of collaborating it.[13].p.16. The article is based on the key role that brand management concept plays in the marketing strategy set up by different organizations relating to the consumer evaluation. The brand management method basically works on the 3 values like artifacts, standards and behavior. The author emphasizes the use of brand management in the field of commercial branding.[14].p.2. The article suggested by the author displays a table of key components which will enable the organization to enhance the concept of brand management. The table basically puts light on the terms such as the attributes regarding the instrumental changes that an organization needs to focus on. It also emphasizes on the symbolic congruency of the concept which the organizations implement.[15].p.321.the author addresses the concept of brand management as a product of various terms in order to get positive results from the concept. It comprises of what marketing strategy to use, hoe to implement the new structures for marketing and how to target the customers. The article also focusses on the major attributes of building a good customer evaluation relationship.[16].p 115. The author in this article tells about the various things that an organization needs to implement before using the concept of brand management or brand equity for that matter. The organization has to look up for various strategies of business management before the implication of the concept of brand management. For outsourcing your business or making your business famous just take the help of the social media for the same All these things addressed by the author sum up the concept of brand management according to him.[17].p6. The author in his article in the journal addresses to various issues that the organization can face after the implementation of the concept of brand management. One of the most common issues that the organization faces after its implementation is the economic condition of the company can get affected due to this. This could also degrade the standardization process implemented by the organization. This can also affect the globalization of the brand. Hence the author also debates about the standardization technique used in the historic times to the standardization technique used now a days.[18]. The author addresses the historic times between 1980 to 1990, when the concept of brand management was developing. The concept back then had links ups to the psychological aspect as well as the research aspect. there were many factors which played a key role in the implementation process of brand management. The brand image played very important role regarding to the product differentiation in

implementation of the concept of brand management.[19]p.84. the author refers to a cost price elastic which is associated to the concept of brand management. The magnitude of this respective terms varies according to its implementation. The key factors like sustainability, productivity play a key role in the concept of brand management addressed by the author.[20].

III. BRAND MANAGEMENT

The technique of Brand Management plays a key factor in the marketing strategy of the organizations nowadays. It comprises of the crucial factors described in the figure below. Implication of the concept of Brand Management fails if these factors are not taken into consideration The author tells us about the long and creditable history that brand management has which I agree with. He specifies brand management to be a topic of extreme importance. Brand management was implemented in the back 1930's [21]. I even agree with the author that brand management comes with various drawbacks, the drawbacks sometimes are too serious to handle and the situation can totally go out of control.as more and more companies are emerging they are coming up with various techniques for brand management. This makes brand management even more competitive Brand management is affected with many other reasons which include cultural as well as environmental factors.it is not only dependent on the two factors specified by the author [22]. Its agreeable with the author [23] on his thesis regarding the changes which have taken place in the brand management techniques. The techniques used in today's world are much more advanced than before. Brand management has totally evolved and now days all the modern techniques are used. Brand management in now a day has gained so much importance that it one of the most topic of discussion among the companies. Many organizations are adopting various techniques of brand management to market their brands. I agree to this fact with the author [24] .The author talks about the various factors including the environmental factors as specified in the article. The author [25] specifies brand management to be divided in two sections and that brand management is affected by various environmental factors which is agreeable. The co corporate sustainability depends on brand management now a days [26].

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Fig 1: Concepts of Brand Management

A. Historic Methods for Brand Management

This method the same are explained by the author in his published article [27] are agreeable. Now a day the brand manufactured goods have a special place in the market. People tend to trust them, just looking at their brand name. but for people to just hear your brand name and trust you takes various things which the organizations work day in and day out. All these principles are explained by the author exceptionally in his published article. The author [28] explains the value of brand management by using the concept of identifying the core value of a particular brand. The author [29] has given an agreeable explanation to this in his article. The concept of customer satisfaction is developing in the field of brand management rapidly. The organizations are working on it to improve their retro marketing technique. The author has explained in favorable steps needed for the same in his article [30]. One of the most important theoretical factors relating to the brand management technique is the signaling theory. The points stated by the author [5] about the signaling theory are agreeable. One more thing which the company's now a days are looking for is the brand positioning. The author [31] in his published article explains about the steps which are agreeable to.
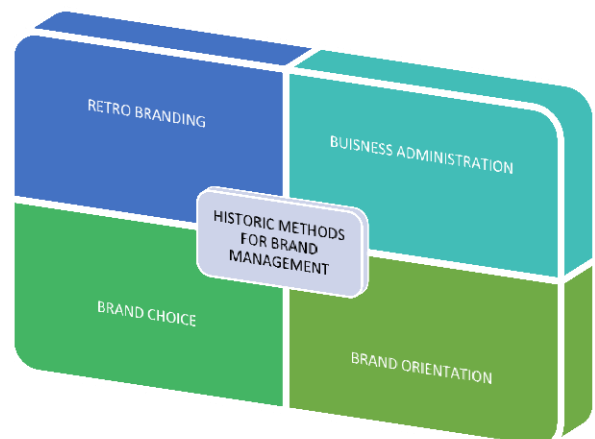

Fig 2: Historic Methods for Brand Management

Retro Branding

The author suggests the place and heritage play a key role in the process of brand management for an organization. he emphasizes on the location for the

same. The author also emphasizes on the fact of developing a good public relation aspect in order to succeed in the concept of retro branding.[32]. The article suggests the interest of marketers and entrepreneurs growing towards the field of retro branding. the organizations are keen on the research associated to retro branding. The key aspects of retro branding are customer evaluation, ethics , economic risks addressed by the author.[33].

Brand choice

The author addresses the various organization which are now implementing the concept of brand management. This article from the journal puts insight on the guidelines the author has made for the successful implementation of the concept of brand management.[34]. The author in this article addresses to the use of new form of technology that can be used for the precise implementation of the concept of brand management. The author suggests the use of UPC scanner technology for the same.[35].

Brand Orientation

The author of the articles defines the term brand orientation as the hub where strategies, attributes and characteristics regarding the product can be thought of. The concept of brand orientation was being considered to be affiliated to the strategic orientation concept. This concept plays a major role in the customer relationships and its evaluation. The concept is also affiliated to the concept of brand vision, brand functionality and brand positioning as addressed by the author.[36]. The author claims the concept of brand orientation to be majorly associated with the concept of strategic planning. It also helps in satisfying the immediate goal of satisfying he customer needs. It is a mixture of past brand concept with business orientation literature suggested by the author.[37].

Business Administration

The article published by the author deals with the key concept of business administration. This concept emphasizes on the various strategies used to maintain good customer relationships, sales, customer strategies and targeting the customers. The author is keen on these topics published by him in this article.[38]. The author of this article is keen about the change in the concept of business administration from the historic times. he emphasizes the changes to be related to policies for economic and social development. Along with this the author is even keen on the concept of human resources associated to brand management.[39].

B. Problems related to functional brand management.

The concept of brand management has its limitations. Along with the limitation it has various problems when we think of implementing it. The author explains in detail about this limitations in his published article [40].

The another limitation which the brand management concept has is the cultural barrier. The author writes about the various step to overcome this cultural barrier. The explanation provided by the author [41] is agreeable. A measurement model is used in the process of brand management. This model helps to minimize the issues which come up while implementing the model. The author [42] gives a desirable explanation about the same in his article. Organizations now a days are coming out with different marketing strategy for various products. The ad congruency and ad attitude are examples of the same. The author narrates the positive and negative effects for the same. The thoughts expressed by the author are agreeable [43].The thoughts put forward by the author regarding brand concept and brand development are self-explanatory. He has given an agreeable detailed information for the same in his article [44].the rules related to foreign products are specifically discussed by the author in his published article. The author's [45] thoughts on how to go about the foreign product policy are agreeable.

Figure 3: Problems related to Brand Management

Brand semiotics:

The author addresses to the problems faced in the implementation of the brand management. The article deals with the problems such as disagreement between the manufacturers, group of senior associates and brand owners. This issues takes lace due to the lack of transparency in their ideas, attributes and commitment[46]. The article published by the author suggests the differences in the ideas, commitment levels, market research for the product which the brand owners have. The major differences that the senior associates face regarding the implementation of brand management are on the topics like developing productivity, profit margin ,consumer relations and its evaluation.[38].

Brand Rating

The author addresses to the principle of brand rating. This principle defines itself as the credit rating or the brand finance rating that the brand has developed.

There can be major differences for the same. The major concepts in the process of brand rating are associations related to the brands and the impression which the brand creates. The article deals with all of these.[47]. The article focuses on the issues of genuine brand representation. It deals with the affiliation of the brand attributes. The author suggests a two-dimensional figure in order to reduce these issues faced by the organizations.[48].

Brand advertising adverse effects

The article deals with the competition of brand advertising which the organizations face now a day. The concept of brand advertising helps the brand owners to reduce the amount of risk and also recover their investments. It is also a knowledgeable information mode for the consumers as they can easily now about the new products coming up in the market.[49]. The article suggests the various uses of brand advertisements along with its problems. This concept helps the consumers to know about the characteristics of a product and their differences regarding their competitors. But the problem regarding this concept is that false information can be advertised by an organization about a product. This can create a false perspective about the product within the consumers.[50]

Unbiased Brand attitude

The article specifies about the concept of brand attitude. the positive effect of brand attitude is needed by the organization but the negative effects of brand attitudes can have adverse effects on the organization. the brand attitude directly corresponds to the future earnings that the organization is keen on. The unbiased brand attitude can lead to serious problems and can result in major losses that the organization has to face.[51]. The article emphasizes on the needs of a positive brand attitude that the organization has. The concept also provides a good idea about product segmentation and customer relation. The positive effects are needed by the organizations. The negative effects of this concept can have severe adverse effect on the organization.[52].
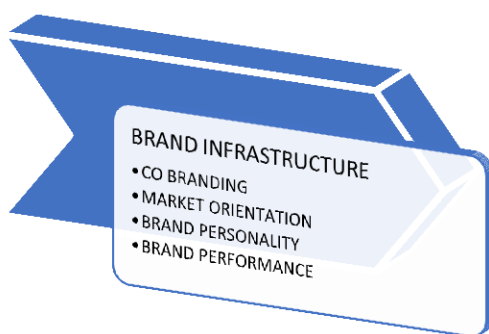
C. Brand infrastructure

Figure 4: Brand Infrastructure

The term brand equity can be defined as the perception a consumer has relating to a specific brand. This statement specifies the importance brand equity has in brand infrastructure. It is agreeable with the author when he emphasizes about brand equity in his published article. The author [53] in his article explains the term brand image. Now a day's people trust the image the brand creates rather than trusting the quality of goods supplied by the brand. I completely agree to the importance addressed by the author [54] towards brand image in his article. The next important subject relating to the brand infrastructure is the brand commitment. It tells us about the commitment a brand has while selling their product, giving customer services and fulfilling the needs of the customer. The facts addressed by the author by [55] in his article are completely agreeable. One more thing which the organizations now a days are worried about is the brand image development.it plays a critical role in the marketing strategy of the organization. People now a days trust the brand image. It is appreciable for the explanation provided by the author [56]. The corporate world plays a big role in the overall brand management of a product. The organization follow rules/methods to build a corporate brand image. All the rules/methods specified by author are agreeable. The author explains all detains in his article [4]. The term brand shifting has a designated position for itself in the brand infrastructure.no organization wants their customers to select a product from another brand.it is agreeable to the methods and rules that the organizations follow in order to stop their customers from shifting their brand. The author mentions a brief explanation which is completely agreeable in his article [57].

Co-Branding

The author of the article denotes the concept of co-branding to be related to the brand infrastructure. he defines co-branding as the measures taken by the organizations to upgrade the image of their brands. The author also addresses to the negative effects caused due to co-branding. The expected values of the brand attributes may improve through the process of co-branding addressed by the author.[58]. The author in the article addresses to co-branding as one of the key concepts used for the brand expansion. Co-branding basically deals with hoe to face the practical challenges that come up. It also helps to identify the challenges required and then work accordingly. The co-branding plays a major part in the brand infrastructure when the implementation of brand management takes place.[59].

Market Orientation

The author of the article helps to define the concept of market orientation. It is defined as the steps or measures that an organization takes in order to meet the needs and demands of its consumers. the author emphasizes that he organization should know and understand about the consumers' needs better than

its competitors in order to succeed in market orientation as addressed by the author.[60]. The author addresses to market orientation as a growing research concept. most of organizations are keen on the concept of market orientation. The articles review the market orientation literature and the results prove that the organizations pay very less attention to employees who individually have to adopt the policy of market orientation. The author emphasizes to study an employee's psychological behavior individually towards the concept of market orientation.[61].

Brand Personality

The author of the article helps to define the concept of brand personality. It is one of the major concepts associated to the organizations. The brand name refers to the brand personality. The article helps us to know how the formation of the brand name helps to upgrade the brand personality. The brand personality is also a concept affiliated to the brand image of the organization addressed by the author.[62]. The author of the author addresses to the dimensions used for the brand personality. The author defines brand personality as the set of human characteristics affiliated to the brand. Brand personality is basically content evaluation along with the development of personality characteristics addressed by the author.[63]

Brand Performance

The author of the article suggests various methods in order to increase the brand performance of the organization. The author gives guidelines in order to have an efficient brand performance. The key concept of the brand performance depends on the price setup for a product. It is not only the price but the attributes and characteristics which support it.[64]. The author emphasizes on the fact of how the brand is performing. The brand performance is a key factor of the brand management concept. while studying the brand performance the key factors which are studied in detail are interest , awareness, desire, link ups and actions addressed by the author.[65]

D.Successful Brand Management Techniques

The brand management techniques form a major part of the concept of brand management. The concept of brand management depends on this methods/technique. One of the concepts is brand personality. It deals with the characteristics of a specific brand. All the major attributes regarding a product form the brand personality. The author has explained in detail about this in his article which is agreeable [62]. Another important step in the brand management process is the brand identity development. This concept tells us about the image that the brand builds about itself in front of its consumers. The article explains each aspect perfectly and desirably [66]. Brand performance is a key concept on which most of the organizations are keen about. Organizations work on this concept in order to

get better and better. brand performance plays a vital role in developing a trust factor in minds of the consumers towards their brand. All the steps required to have a successful brand performance are displayed by the author in his article [67]. Brand globalization is another key concept relating to brand management which is gaining importance. Brand globalization explains the fact of a brand to be advertised throughout the world. Organizations show a major consent towards this concept. The authors comments related to this subject ,published in his article are completely agreeable [68]. A new concept all the organization are keen on is he concept of green image. This image is considered to be an image of reputation of an organization. The organizations are striving hard to build this image. The thoughts of the author are completely agreeable [69]. The concept of international branding comprises of the various issues like cultural development, cultural relations and many more. The author shares his views on this article which is completely agreeable to [70].
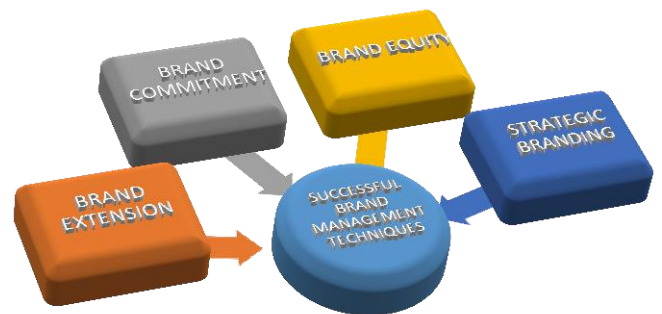
Fig 5: Successful Brand Management Techniques

Brand Extension

The author of the article refers to the brand extension as brand stretching. He has defined brand extension as the extension of the brand name for a product of a co-sponsor is called as brand extension. In this strategy a brand uses an established brand name in order to advertise its products in various categories. This strategy is widely used by the organizations when they are about to introduce new products in the market.[71]. The author addresses to the concept of brand extension as a very product able one. It helps to reap huge profits by just using an established brands name. it also gives a chance for the upcoming organizations to collaborate with reputed firms and earn huge amounts of profits as addressed by the author.[72].

Brand Commitment

The author of the article defines the brand commitment as a tool in the process involving the psychological links between the customers and brand. This helps a brand to estimate its potential. The brands now a days are using global brand management strategies in order to succeed. This process requires effective coordination between the brand and the consumers   addressed by the

author[73]. The author of this article deals with the positive and negative effects of the brand commitment. The concept of brand information also plays a key role which researching about the concept of brand commitment. The low commitment consumers only decide by the brand advertise and can shift at any point of time addressed by the author.[74].

Brand Equity

The author of the articles helps to define the concept of brand equity. It of defined as the commercial value that a brand gets from the consumers for its products. The brand equity is a key factor in the implementation of the concept of brand management. The brand equity can be effected if there is a reflectance from the management point of view. The brand equity can be manipulated based on the attention given by the managerial team of the specific brand addressed by the author.[42]. The author of the article addresses to brand equity as one of the most important factors relating to the market management research. The brand equity has a major role in the consumer purchase structure. The brand advertising is a factor that goes along with brand equity. The more funds available for brand advertising, the better is the result of brand equity suggested by the author.[75].

Strategic Branding

The author addresses to the concept of strategic branding as one of the key concepts as it is related to the long term effect of the brand. This concept helps the organizations to know about future effects of their products. This concept is essential for the future planning of a brand. The different attribute which are given to the product fall in the concept of strategic branding. due to these attributes it makes it easy for the consumers to buy their products. hence the author gives an example for the same.[76]. The author of this article is keen about the results that the organizations reap due to the successful implementation of strategic branding. The article discusses about a survey which tells that the with the successful implementation of strategic branding the company can reap profit by more than three times. The concept of strategic branding should be properly studied and then implemented in the organization.[77].

IV. DISCUSS MODEL

The author of the article discusses about a case study and the results obtained pertaining to the same. The article describes the concept of Brand Management to be a combination of various sources added up together. However, the results obtained from the case say that very less people discriminate brands based on the strategy the brand uses. Most of the people enjoy the product due to its characteristics and attributes ignoring the brand management implication and how it was implicated. The results were absolutely different for the other case discussed by the author. Hence the author concludes that brand management was a key concept and it plays a vital

role in designing the strategy for the product.[78]. The author of the article speaks about the various sub variables of the concept of brand management. He describes in detail about every concept. The author emphasizes on the subject of brand advertisement. The articles emphasize about each concept related to brand advertising in detail. The author is not sure by the result he obtained for the use of brand advertisement in the implication process of the concept of Brand Management.[79]. The author of the article discusses about a research study conducted by an organization. The topic of brand advertisement plays a major concern for the organizations implying the process of Brand management. The results can be on either positive or negative sides addressed by the author. The author emphasizes on the pros and cons related to the concept of brand advertisement. However, the results of the research study turned out to be neutral for the same. The author even discusses about the various strategies that are involved while endorsing a product by an organization. The conclusions of the author of this article are appreciable.[80]. The author of the article addresses to a research study conducted by the IRI. It deals with the concepts that the manufacturers and retailers implicate in order to succeed. According to the research the manufacturers consider the concepts like brand management, product management, promotion, umbrella branding, price denotations, regional market study and market brand equity to be of utmost importance, while the retailers consider the topics like competitors, Geographic's, long term store equity, trade areas and market baskets to be a priority. The observed results are agreeable.[81]. The author of this article discusses about an ongoing research regarding the price history for a product. The research deals with how to set a perfect price for the product. The author addresses to the price of a product as a sacrificial part and an informative part towards the consumer. The article addresses to the issues pf price hike and the method used in order to stop it. The product quality refers to the product price in minds of the customer. The author helps to determine and evaluate the results obtained from the case study.[82].

V. RESULT AND FINDING

The topic of brand management is completely explained in the above paper. The dependent variables are explained along with their independent and sub variables emphasizing on the purpose, implementation and uses of each. The implementation process helps to give a structured guideline along with the combination of different variables and sub variables to perform efficiently. The result that we come up to after discussing all the variables in detail is that Brand management is a very high yielding profit margin concept along with the efficiency of marketing strategies which can help in all fields like product attributes, characteristics, customer satisfaction and implication process of a product. The organizations now a days are keen on the implementation of brand management in order to succeed and having an extra

ordinary marketing strategy to boost the company's profit margin along with the advertising of the products.[83]. The author of the article helps us to define the concept of brand management by comparing it to the subject of marketing. Marketing is a key concept which involves the selling of the product. It is the term which enables the companies to sell their products and gain a reputation in the market. For example, "ZARA". No critics till date knows about the implication process and marketing strategy that this organization uses. The author specifies all the facts and strategies which are implacable for the same. The article considers some facts and figures relating to marketing that cannot be discovered or revealed in front of the world. The article helps to deliver an appreciable result oriented summary for the concept of brand management[84]. The author of this article helps to give us the conclusions on the concept of brand management. A detailed explanation is given for the same. The concept of brand fractions is also affiliated with the concept of brand management. The author sights the results based on the same and summarizes his article with the pros and cons related the subject of brand management along with conceptualizing each variable in detail. The article also gives remedies to the problems that may arise during the implementation of this concept.[85]. The author of the articles argues with the theoretical explanation presented. The author uses his emphatic model to derive conclusions based on the result. Thus specifying the importance of the term brand management in a very expressible way. The results of the article state the channel articles for brand management and the citation used in order to research for the concept of Brand Management. The author simplifies his terms and result's explicitly to give out efficient results which can be used for the implication.[86]. The author successfully determines the concept of Brand management with an appropriate justification to his article. His article focuses on the subject of consumer equity. This concept helps to associate various concepts like customer management, value management to the concept of brand management. The affiliation of these concepts helps the organizations to put their insight on these variables. It also enables to use these terms primarily in the research and development carried out by the organizations. These collaborations help to yield a fantastic outcome when the implication process in completed. The author gives explicit knowledge about the concept of brand management and justifies for the same.[87].

VI. CONTRIBUTION AND NEW INTUITION

The contribution and insight of this paper comes from the various books, references, journal and articles reviewed thoroughly. This paper basically reviews all concepts of brand management and its implication process along with all the dependent and independent variables. It also helps in putting forth the enchanting results that come up due to the use of combinations made by using the variables and sub variables. This paper suggests the use of collaboration for the variables and sub variables for exclusive results after the implication of this concept. The author of the articles presents his contribution towards the sub concept of strategic management in the colossal concept of Brand Management. The author presents new insights on the concept of brand management by the results obtained theoretically as well as practically.[88]. The author of this article considers the concept of brand management to be controlled by the conditions relating to the organizations. It also helps to assess the effectiveness regarding the promotional strategies along with helping to get an approximate projections relating to the sales and marketing of the products. The author also provides his insights on the concept of consumer research giving out agreeable facts and results. The research and development going on this field is prodigious which is yielding implausible results for the same. [89]. The author refers to the subject of brand competition. It elucidates itself as the competition carried out by the organizations who have same products in the markets by developing different marketing strategies for the betterment of their product. The author presents a data analysis based on the macro and micro scanner. The results of this data analysis prove out to be very beneficial. The author finds the concept of brand management to be very elephantine comprising of thousands of sub concepts in it. The insights provided by the author are very crucial and knowledgeable towards the concept of brand management.[90]. The author of this articles contributes to the information for going on research about brand management. His article reviews the historic concepts of brand management in the early 1900's. The concept became familiar to the organizations due to the use of consumer goods. The author claims about the first approach towards the concept of brand management to be introduced in the late 1900's. The e concept of brand management was called as smart marketing back then in the 1900's. the organizations were not only involved in producing quality goods for their consumers but also were planning various strategies to advertise their products so that the consumers could be familiar to it. This concept later designated itself as the concept of brand management. The insights provided by the author towards the subject of brand management are agreeable and informative.[91]. The author of the articles reviews the concept of brand management. He gives his insights on the regional classification of brand management. He gives a knowledgeable information about the cultural differences in the implication pf the concept of brand management. He says that the implication of the concept is different and varies for every region and nation. His contribution towards the field of brand management are extremely informative.[92].

VII. CONCLUSION

The study of independent variables along with their dependent and sub variables with respect to their

implication process is of paramount importance specified by the paper. This paper helps to give the useful structured guidelines when the collaboration of the variables takes place with their sub variables. It helps the viewers to develop a significant perceptive regarding the concept of brand management. It proves the preeminence towards the concept of brand management and its implication process. It strives to define the statistics of the concept so that the organizations can adopt a superlative strategy by reviewing this paper towards the concept of brand management. The underpinning of the concept of brand management relies on the collaboration of the variables and sub variables for the implication process and achieving triumphant results for the same. This paper ventures to distill the implication process regarding the concept of brand management in order to get affluent results for the same.

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