

BRAND REPUTATION AND COSTUMER TRUST

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Abstract

In the current complex and competitive marketing, gaining reputation is very difficult. The brand is the company's intangible asset that is source of the highest values. The role of brand is clear in influence and retention in consumption markets for producers of goods and services. Brand reputation is actually main asset of a company or business. The general management concept of this research is that the need to create and maintain a strong brand is based on emotional relationship with users that beyond the functional benefits of quality, product features and technical performance. Brand is important for any company and creates and maintains its position in the minds of consumers is one of the most important goals of marketing. Consumers buy brand not a product.

Keywords: Brand Reputation, Costumer, Trust, Marketing

1. Introduction

In the current complex and competitive marketing, gaining reputation is very difficult and the loss of it is easy. Some companies towards rapid changes in the market, competitors, distribution system, the mass media and new technologies, interests and preferences of customers and their expectations of products do not gain necessary insight and knowledge and don't use from current developments in order to achieve their goals. On the other hand, there are companies that are seeking to ensure customer satisfaction. Understanding needs and demands of clients and providing solutions to produce products tailored to the needs and demands is the real mission of their marketing. These companies are not only looking to sell, but looking at the long-term customer satisfaction by providing superior quality products with long-term goals and their regular life. Today, brand identity creates value such as capital for the organization and its products and therefore, promoting the brand in many cases becomes to the organizational strategy. The brand is the company's intangible asset that is source of the highest values. Any brand is the design, sound, color, or a combination of these that is used to make a distinction between products and services of the manufacturer or seller and goods and services of competitors. A strong brand has high equity. Brand equity consists of a set of assets and liabilities that over time can be added or subtracted to value offered by the goods or services of company. This brand equity is effect of distinct and positive brand recognition on the consumer towards product or service. Managers should recognize growing

strategic importance of feelings when the brand and emotional value arises to a different situation. Stone King said that brand is something that the customer buys it and goods are produced in the factory. Goods is imitated by competitors But brand is unique (Rahimi Holri, 2005: 12).

2. Consumer Relationships with Brands

Brand marketing theory argues that brands provided emotional benefits to consumers (Pawle & Cooper, 2006). Feelings subject of consumers specifically bonded to specific brand in form of brand relationships. Existence of a relationship between the consumer and the brand shows two aspects. One aspect is emotional connection and other is communication (Veloutsou, 2007). According to the theory of social psychology, communication forms other dimension relationship link (Falk & Wagner, 1985; Hinde, 1997). Consumers who have a deep relationship with the brand names tend to be actively two-way communication that includes providing and receiving information (Veloutsou, 2007). Emotions to a brand are interpreted to a positive evaluation from quality, satisfaction and loyalty (Aaker & Keller, 1990; Brown & Dacin, 1997; Dacin & Smith, 1994). Successful business relationships emerge from positive experiences with the brand. Relationship of brand is long-term link between brand and consumer that can be distinguished clearly from other concepts, such as attitude of the brand, satisfaction and contributions. Relationships begin when customers and brand interact and in time increasing frequency and duration of interaction, relationship be stronger and more stable.

3. Brand Role in Business Success

The role of brand is clear in influence and retention in consumption markets for producers of goods and services. Experts of economic and social believe that when merchandise with its specific brand in consumption markets leads to attract trust of buyers, actually is caused to loyalty of consumers to purchase those goods. So trust to a brand means loyalty to produced goods and is a useful tool for continuing demand for the purchase. From other hand when particular commodity consumers rely on the quality and type of supply and remain loyal to the brand of products, ensure sales income and wealth caused by manufacturing goods for producer industries. So brands are creation of trust that creates wealth for their manufacturing industries. Researchers believe that brands welcomed by consumers are caused to commitment to manufacturing industries and convince them that be loyal to the consumer want to maintain and enhance the quality of goods intended(Gilaninia,2015). In other words, manufacturing industries of products with famous brand are forced to keep interest rates of consumers in addition to the stability of the status quo attempt to achieve better quality and responsiveness to customer requirements. It shows that the traditional look for production of goods and services based on to increase production and attract buyers is rejected and is replaced to the views of the customer orientation in a new economy. So manufacturing firms for the presence and stability in consumption markets forced to follow from customer's request and for providing them have committed and otherwise, to speed will be out of business competition and will be replaced by other manufacturers. Economic research shows that companies with investment on brand popularity gradually have gained trust and international popularity and reputation for quality and interest of the consumers of the product them is beyond from borders of the internal market and rapidly expanding international markets. Thus public brand welcomed by consumer is considered type of hidden wealth for manufacturing industries.

4. Brand Reputation

Brand is same reputation and trust of company's business that imagine in the minds of consumers. Brand reputation is actually main asset of a company or business. On the other hand brand is logo that is able to distinct producing goods or services provided by a firm from the goods or services of other firms and actually are means for detection of commercial reputation or brands. Every word, letter or letters, digits, drawing pictures, shapes, colors, images to identify goods or services used, is considered the logo or a brand. In some countries, advertising slogans are considered brand (World Intellectual Property Organization, 2013).

5. Requirements for Creating Brand Reputation and Appropriate Brand

Before beginning the widespread activity for the development and management of brand reputation is needed that is created brand intended. Necessary points for choosing brand are as follows (World Intellectual Property Organization, 2013):

Companies must ensure that trademark chosen should observe all legal requirements for registration. This legal requirements, including failure to use common words (like the word chair), failure to use descriptive words (ie, words sweet chocolate), failure to use misleading symptoms, failure to use detrimental symptoms of public order and good behavior and failure to use the flags, the official state signs and national and international organizations. A company must do necessary search in order to ensure that misleading brand is not available (gilaninia,2014). Companies must ensure that reading, writing, spelling and memorizing brand be easy and suitable for all advertising media. Also make sure that desired symbols in the language of his country or in any foreign language belongs to the company's future export markets don't have bad meaning. The right choice of brand is one of the most important steps for creating and expanding brand reputation.

5.1. Brand Reputation Management

5.1.1. Strategy of Brand Reputation

If you want brand reputation be value creation to an organization or company; must be beyond the consumer's image and positioning your product in the market. In other words, brand reputation shall be same power throughout the organization and show the path of move and purpose of the business. Strategy of brand reputation is beyond the marketing. In the world of business as usual, the name and logo will be considered as a means to achieve marketing objectives such as development of the market share and increase repeat purchase of consumers. Therefore brand reputation management more than anything be seen as a process of systematic marketing. For example, brand reputation can grow market share by increasing concentration and consumer awareness to a product and become the underlying repeat purchase by creating a sense of belonging and close in consumers. Although brand reputation could have these roles, but the strategy of brand reputation is more widespread from discussion of marketing (Baghban & Mousavi, 2012). It is possible that are conducted appropriate marketing activities for a brand, but as long as the company efforts is not integrated to support it, inevitably will fail. Believing strategy of brand reputation is beyond the communication. Communication means sharing information and ideas with others. In simple terms, it means delivering messages to others. Art in the world of business and communication is to convince the audience. The most basic principle of brand management is creating an image that can effectively stimulate consumers and intensify their need to product and eager their minds to purchase the product. However, the strategy of brand reputation is more extensive and more of work program or the instructions for creating a mental image of

business reputation (Brand). Creating excellent brand reputation demands beyond the communication (Amirshahi, 2005).

5.1.2. Value of Brand Reputation for Companies

Commercial reputation creates value for its shareholders in the following ways:

1. It guides selecting consumer: in a very difficult market environment, brands creates a short way in consumer decision-making process. Faced with products that are equal in all respects, consumers often choose brands that they know, respect and confirm. Although this issue is true in long period in customer's products industry, now it guides the choice of consumers in various industries such as financial services, transportation and electronic commerce.
2. It increases customer loyalty: Since more customers choose names that are known, it is evident that customer loyalty to companies with brand reputation confirmed is more. In result it creates a clear financial benefit for these companies; because cost of attracting new customers, on average 10 to 20 times is greater than the cost of retaining existing customers.
3. It makes possible enter to a new market: Companies with strong business reputation is likely more successful in entering new markets. Mercedes is strong enough in the field of quality engineering when enter the market of sports cars and speed, Class M car able to dominate with a good price in the market, despite Mercedes-Benz did not produce any sport vehicle.
4. It enables the increase in the price of the product: Companies with strong business reputation can request often higher prices for their goods. Toyota sells their cars more than the price of Geo cars. Conversely, it offers weak brand reputation to compete to lower prices.
5. It increases to employ workers: Companies with strong brand can better attract elites.

5.1.3. Law and Regulations Necessary to Protect Brand Reputation

As stated earlier, assets of natural and legal persons is divided into two main assets include tangible assets, such as land, buildings, goods, equipment and intangible assets that intangible assets is known as intellectual property. Intellectual property include any non-physical assets such as brand, patents, and technical information, business database, ideas, industrial projects, etc. since It is possible that for individual intellectual property (including brand and patents) take abuse of others, thus is created rights with title of intellectual property rights. Intellectual property rights, including rights resulting from intellectual creation and innovation in the fields of science, technology, literature and art. These rights are divided into two domains:

A) literary and artistic property: literary and artistic property consists of two parts (Pournoori,2009):

- 1) Rights of main creators of literary and artistic effects.
- 2) Additional rights or the rights of performers and producers works of sound and radio and television organizations and publishers of literary works.

B) Industrial owners: Among various examples of industrial property, including patents, brand, trade secrets and other, patents in terms of its role in human life and human development has particular importance.

Intellectual property rights are a complete circle in innovation cycle. After creating idea with creating intellectual property rights, it may be easy commercialization. Therefore intellectual property is issues that should be protected in term of its importance. As the police are governed security in the city, intellectual property must be protected; because product of human intelligence, as compared to other goods and products has three characteristics:

1. It is direct result of human intellectual work.
2. It does not disappear with consumer.
3. It easily supplied and has reproducibility.

6. Discussion and Conclusion

The role of brand in penetration and retention in consumer markets for producers of goods and services, it is clear. Experts of economic and social believe that when merchandise with its specific brand in consumption markets leads to attract trust of buyers, actually is caused to loyalty of consumers to purchase those goods. So trust to a brand means loyalty to produced goods and is a useful tool for continuing demand for the purchase. From other hand when particular commodity consumers rely on the quality and type of supply and remain loyal to the brand of products, ensure sales income and wealth caused by manufacturing goods for producer industries. So brands are creation of trust that creates wealth for their manufacturing industries. Strategy of brand reputation is beyond the marketing. In the world of business as usual, the name and logo will be considered as a means to achieve marketing objectives such as development of the market share and increase repeat purchase of consumers. Therefore brand reputation management more than anything be seen as a process of systematic marketing. The general management concept of this research is that the need to create and maintain a strong brand is based on emotional communication with users that beyond the functional benefits of quality, product features and technical performance. Brand is important for any company and creates and maintains its position in the minds of consumers is one of the most important goals of marketing. Consumers buy brand not a product.

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