

BRANDING OF FINANCIAL SERVICES: LEADS TO LONGER ASSOCIATION OF INVESTOR

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Abstract

Business and competition has been a battle from times untold. To win this game, a number of strategies have been used, one of them being branding. Branding gives a name to the generic product and thereby differentiates it from other such products. Companies selling consumer products have been reaping the benefit of this tool. However, the financial service sector earlier felt no such necessity, as the products had a high degree of differentiation as well as lesser number of competitors i.e. as for insurance the only name struck in the mind was LIC but now the scenario has changed. Endless players in the market with homogeneous services therefore the importance of marketing, promotion, advertising, brand building is rising to a greater pace. Financial Branding is one of the crucial and up growing subject in today's marketing scenario and how successful it has been in attracting more and more customers or rather investors towards the service providers. Therefore it is one such area for exploring fresh findings.

Keywords: Financial Branding, Generic Product, Homogeneous Services, Marketing, Stakeholders.

Introduction

The landscape in which companies operate has changed rapidly over the past few years. Brand behavior- towards investors, towards employees, towards investors - is under more scrutiny than ever before. Brands are no longer simply assessed on the basis of performance, whether financial, functional or emotional. The changes to the corporate landscape outlined above have meant that stakeholders, (such as consumers, employees and legislators,) have become increasingly interested in the company behind the brand-what it stands for, and how it translates its values into behavior. A strong reputation will influence the behavior of stakeholders towards an organization: customer loyalty, employee commitment, investor confidence, legislator sympathy, media receptiveness, and non-governmental organization acceptance. Each of these has a material impact on an organization's ability to do business successfully and profitably. Précising the subject, the focus of this study has been on the relevance of branding in the eye of an investor. The research problem is therefore moving out finding an answer to that Does Branding leads to long term association of a customer or investor with that brand. The study is confined to selected financial brands of banking and insurance sector. Before working on this subject an extensive study has been done on reviewing the literature already present on this subject.

Review of the Literature

Researches Related to the Dimension of Brand Loyalty

The researches in this dimension are generally focusing on the method to measure brand loyalty using either actual behavior measurements or by using loyalty construct like switching costs, satisfaction, liking and commitment. In fact many of the consumer behavior studies with the orientation of behavior school of marketing thought are contributing to this dimension.

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