

Review of the Importance and Relationship of Branding in Marketing for Engineering Products

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Abstract -The market is segmented based on several criteria, and the products are targeted to audiences by the businesses [1]. For instance, some luxury cars have a market amongst high-income individuals, whereas some low-priced cars are marketed to mid-income individuals. Engineering products and services have a specific market segment. The customer defines the value of the product by comparing the worth they gain with all the other alternatives they can choose from [1]. Let us consider a case where a customer intends to buy a cell phone, they will start comparing the features desired with the price paid and even brands. They may also consider the costs associated with retaining their older phone by paying for minor repairs while making the decision to buy a new phone. Thus, every customer is unique when they see the value of the product. But some characteristics can likely be studied with respect to data to understand customer behaviour and use the same to develop a new marketing strategy. The brand value of the product is something that attracts and retains many customers. With a brand name, there is some sort of trust developed, such as reliable products and better quality at the given price paid [2]. For instance, sports drinks worldwide carry a brand value as they are used in sports celebrity accessories, shirts, and so on. The messages conveyed by commercials by Coke and Pepsi have allowed them to retain a large customer base and do things beyond the product itself [3]. This paper focuses on the role of branding in marketing and understand the relationship between the value gained by the consumer in engineering products. This eventually assists the engineering businesses in preparing themselves to improve the value of the product through branding and outweigh their competitors.

Keywords: *marketing, management, branding, business development*

Introduction to Branding

The customers and their behaviour are something very important elements when developing a marketing strategy that would help the firm drive their sales for both short and long term. The purpose of branding is not only to establish a long-term loyalty from the customers but also to create a unique identity of the product and enhance the customer's experience with the feelings involved in buying the product. When the

sense of branding extends beyond the products with their intended utility the customer feels emotionally attached to the brand image of the product. For instance, some people tend to share their thoughts by endorsing brands they prefer to buy on social media [4]. [5, 6, 7] are further bolstering the stand for the product improvements for manufacturing units and processing. Authors presented their unique approach in solving critical problems with energy efficiency in [8, 9] and electric vehicles in [10, 11] and both in [12, 13]. Thus, the market study is required as indicated in [14] in order to target the audience and position the product to them. Most businesses operating for sales of products and services in engineering industry engages dual competencies both with product knowledge and marketing practices.

Thus, the branding term can be defined as something that businesses to create a distinct identity allowing them to target audiences in buying and improving their customer experience. Within this paper, the major focus is on the development of a brand image for the products rather than just focussing on the revenue by driving sales at a large volume. The brand image could serve the purpose of driving the sales rather than marketing team to develop aggressive marketing of the products. This could be useful in reduction of the additional costs that are incurred in marketing the products on rolling basis [4]. Technology patenting used in cases of leading the products from innovation may sometimes are good marketing practices but there is limited gains as presented in [15].

Branding and Marketing Relationship

To understand the relationship between the branding and marketing it is advisable to learn the benefits of branding which assist with the marketing. There are arguments that the branding is something to allow developing a marketing strategy but with the benefits involved with branding for marketing is something allows to develop a relationship between both of these areas [4]. Some authors have recognized the benefits of branding as improvement in customer recognition, loyalty, consistency in purchases, having a sense of creditability, bolsters company values, prepares for competition, improves brand equity, and improves the competencies of the staff.

Top Branding Tools and Techniques

Using personalization of the products is one of the top branding techniques used by many firms such as Coke [16]. Coke started to personalize the product with the capabilities of using the names to show up on the sticker on the bottle of the drink and share an emotional experience with this campaign. The companies develop personalization with either using gender specific or location basis and many other criteria such as push or pull based. In push based they collect vast data and analyse the same to develop personalization based on income, personal habits, their level of education, occupation, and so on [17]. In push based there is an identity developed to provide a personalized offerings to the target audience [17].

Co-branding is another technique used where in more than one company, product lines are collaborated to come up with an integrated brand identity [18]. One of examples of co-branding includes Amazon and the Amex credit card. Both Amazon and Amex shared a common goal in promoting businesses in the US especially the small firms and with the collaboration in branding their message helped them co-brand and market themselves. Similarly, Warby Parkers and Arbys is another example of co-branding between glasses company and a fast food restaurant business. They produced some Warby's logos on the food boxes and wraps to execute this campaign [18]. Identification branding is something that allows the customers to take the ownership of developing the brand image by using a customer referral [18, 19]. There is no better way to promote the product than a word of mouth as it provides the customers with an assurance that the product will be of great value. Moreover, there are always better ways to utilize the technology to build a strategy for developing a brand image. There are several things associated with the color or type of the brand logo as known from literature. Many people perceive the product and its quality from the quality or color of the logo. Lets just hypothetically say a person with their penchant for red color would tend to buy products from a brand that bear their favourite color in their logo. But then this discussion digresses to the customers perception developed from their own beliefs which can be part of the customer value associated with the branding in the next section.

Customer Value with Branding

Customer value is something that allows them to draw the benefits from the product with the given price paid or efforts made in purchasing the product [20]. Some customers would like to gain physical experience before making a purchasing decision whereas some might prefer to just have it delivered at door step and go from there. So, business must be prepared to address the customer's need which they start branding the product. For instance, Door Dash by the name of brand itself, lets the customers identify that it is purposed to deliver at the

doorstep. Similarly, a tick mark sign of Nike allows some people to perceive it as right choice of sportswear [19]. At gasoline stations customized amenities are prominently displayed to attract and retain customers [21, 22, 23, 24]. It is evident that the customer would prefer to buy products that bear a certain brand just to get assurance that the quality of the product would meet the expectations [4, 25]. With slight variations in the product price due to economic conditions of the market wouldn't let them walk away as easily as they would for products that have no brand name associated with the same. The problem statement for the improvement of customer value with branding is something that this paper delves into further. When basic aspects are explored for the type of technology and its valuable addition from solving core practical challenges with real world problems such as power issues [26, 27], the need for technology innovations [15] comes into picture to improve the products and gain market leadership.

Problem Statement for Poor Customer Value

The major problem associated with branding is the difficulty in receiving complex customer behaviour characteristics and employing the best expertise in drawing conclusions on how this data be used to brand the product. Some strategies could be built by using the personalization of the product whereas rest could be done with co-branding or identification branding. But these all techniques rely heavily on customer data on their demographics, income, occupations, beliefs, and so on. This paper would showcase the challenges in branding and improving the same to gain the best customer value.

The problem statement is to see how branding could be a possible way for improving the product customer loyalty and improve the marketing. There could be long term relationships that can be built with branding that could reduce increased costs on promotions and advertisements to cater audiences. The Coke and Pepsi have a very well established customer base through their branding and the products are beyond their original beverage servings. In engineering products especially for solving power resiliency problems, electric vehicles, renewable energy, and smart energy solutions, the technology patenting and using them for marketing product, gaining competitive advantages, and market monopoly . The core purpose of the study presented is to determine customers' perception of the products of Coke and Pepsi with respect to the awareness of the brand and the loyalty gained. This study begins with analysing the preferences of various types of customers, effect of the advertisements seen by the customers for either brand with major reasons for their choice of drink, and a data driven comparison of both brands to substantiate that there is some relevance to advertisement on the customers buying preference of the brand of soda drinks. The brand

development has been focussed with a research on how the perception, loyalty, and awareness assist with improving customer buying behaviour of a particular brand. There are some relationship between the bonding of the customers with the brand image of the product. The major problem studied here is why people buy Coke or Pepsi based on their preference through brand or loyalty [28].

Branding in engineering is not just an aesthetic or creative exercise—it is a strategic tool that influences purchasing decisions, builds trust, and creates a competitive edge. Marketing amplifies that brand message, reaching potential clients and reinforcing the company's identity. Together, branding and marketing form a powerful partnership that ensures engineering products are not only known for their technical excellence but also recognized and valued for the trust, reliability, and innovation they represent.

The authors dive into determining the perception and its meaning with respect to several resources. A more in-depth customer perception implies its impression on them, creating an awareness or consciousness together with perception's target and the situation they are exposed to. More of how the customers have felt about their choice of product in soda drinks and this emphasizes on why the firms have focussed on creating a customer loyalty through a strong efforts spent on branding. Further, this drives the brand equity when the customers are aware and loyal. The relationship that the brand awareness have on the earnings is direct proportionality [28]. The research supports that the image of the products makes a positive impact on the customer satisfaction. For instance, a customer would have a sense of satisfaction on purchasing a branded shoe rather than a non-branded one for several reasons. Moreover, there is another element to the physical feature that makes the customer satisfied which is nothing but good customer service through the working staff. Quality at a price paid is always a good bench mark for brands to establish a positive impact on the customer to make them loyal.

Research Design

The research design was primarily based on collecting the data that shows the customers of both Coke and Pepsi but some other researches that show statistics of the either soda drink with reviews of each of the brands in official reporting. There were specific question developed to collect the information on how their buying choices varied. For instance, the question were framed on what makes the customer buy certain product when any specific element is considered, any favoritism shown, how does awareness on each of the brand products made the selection alter, ease/ accessibility of products, and so on [28]. For engineering companies, branding goes beyond having a polished logo or professional

design. It communicates a set of values—such as innovation, reliability, and technical excellence—that cannot be conveyed by product specifications alone. A strong brand can differentiate similar products, reduce perceived risk for customers, and encourage repeat business based on reputation rather than price competition [29, 30].

Research Findings

The comparison of the Coke and Pepsi were performed by the authors and it appeared that the majority of customers were female compared to males. When occupation was considered it turned out that the Service and Student together contributed to about 75% of the audience. These figures were close to individual that are within age group 21-35 with 78%. There were survey questions on which one they would prefer the most and the results turned out to be in favour of Cole with 58%. When the question was posed on what made them buy these products with respect to brand name and taste [28, 31]. It turned out that the taste mattered most but the brand name mattered the second on this list. Moreover, people tend to remembered the advertisement of the Coke more rather than Pepsi which gives a clue that the brand image can be developed using advertisement which appeals to the audiences most. The creativity of the advertisement was admired the most by most participants in the survey results. There were some reasoning based on the access to the shops that provided their choice of drink which made Coke again the lead [28]. The technology products grew in comparatively to their competitors with differentiated products and innovations periodically.

Conclusion/ Recommendations

In the competitive world of engineering products, where technical specifications, precision, and performance often dominate conversations, branding plays a critical role in shaping how these products and the companies behind them are perceived. While engineering decisions are often based on facts, data, and performance metrics, the choice between similar products can hinge on the strength of a brand. A strong branding strategy not only influences purchasing decisions but also builds long-term trust, loyalty, and recognition in the market. The major research conclusion of this paper is that the brand loyalty was seen based on the customer preferences with quality of the services received and their attachment with the brand. Possible ways to accomplish this started with understanding the customers need, advertisements, reason for purchases, and awareness of the brand with respect to promotions. Coke appeared to be a more preferred brand than Pepsi. Coke appeared to have provided a greater awareness of the brand with the advertisement that is appealing to the customers and improving their brand perception is positive

manner. The customer appeared to have returned back to same brand for repurchases. The customers have an associated loyalty seen with the brand that are easily known for years and have clear visibility. The research substantiated that the customer value could be improved by increasing the brand awareness. Moreover, the loyalty can also be improved with the same. This paper is therefore summarized the areas of improvement for marketing engineering products: use patenting, promote innovations for product development, market based on differentiation, segment and position products to the targeted audiences.

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