

**BRAND DELIGHT MANAGEMENT:  
A COMPETITIVE EDGE FOR CREATING STRONG BRANDS**

**T. KARTHIKEYAN**  
Annamalai University  
**C. MADHAVI**  
Annamalai University

**Organizations like car manufacturers, insurance companies, banks, museums, universities, restaurants and even individuals build up their brands.. This research paper proposes to bring forth brand delight, an important dimension in branding literature. Brand delight is the mental elation arising out of perceived benefits passed on to an individual due to augmented values. This conceptual framework is based on both sustainable process of strengthening the values of the brand and deriving benefits by brand equity created through an unexpected satisfactory phenomenon. The brand delight for capitalizing the impulse creator by unexpected acquisitions of benefits in other words may create competitive edge for a specific brand.**

**INTRODUCTION**

The chief aim of a Brand is to provide important benefit to both a consumer and a firm. Whenever a marketer creates a new logo or symbol for a new product, he/she has created a brand. A brand is something that resides in the minds of consumers. The key to branding is that consumers perceive differences among brands. Although brands may be important as ever to consumers, brand management may be more critical than ever.

Brands are the source of identification for a marketer of a fast moving consumer goods and fast moving consumer services (FMCG/FMCS) and allow consumers to assign responsibilities to a channel partner. Consumers on the other hand because of past experiences and marketing program of several years, they learn much about brands. As a result brands become a shorthand device that act as a simplified tool in consumer's decision making. Strong brands always enjoy high brand equity, higher prices, greater market share, more responsive to advertising and promotions, market penetration, and more efficient product line extensions. Today the critical issue among brand managers and brand executives is the question of retaining existing customer so that brand resonance strategies might work very well.

In this internet era 'BRAND MARRIAGES' are done with suitable brand strategies so that the perfect match between the customer expectations (needs and wants)

and marketers (brand promise) work very well. Brand marriages that work well involve adding meaning full depth to the bond that initially connects a customer to the brand.

### Customer Delight Vs. Brand Delight

One of the significant concepts that exceed customer satisfaction is known as customer delight, it goes beyond filling up feedback forms. It starts from a company and moves towards a customer. Apart from such a delight, the authors wish to define and explain a novel concept “BRAND DELIGHT”, a new approach in the field of brand management, it takes the general assumption customer delight a step further to brand delight.

### Brand Delight: Definition

Brand delight is an individual’s mental elation that surpasses the perceived expectations and unexpected acquisition of benefits through either experiencing or acquired knowledge about the brand or both (Kathikeyan & Madhavi, 2009).

Customer delight originates from a company and moves towards a consumer, where as Brand delight originates from a customer towards the brand. Customer delight is experienced by a consumer or a customer who buys or uses a product, but brand delight is experienced by a Existing customer, experienced consumer, un experienced customer, and even sometimes by a expected customer in future. Customer delight always ends up with a positive sign, where as brand delight strategies are not followed correctly they can even end with negative results. Unlike Customer delight surpasses the customer expectations; brand delight surpasses even unexpected and perceived expectations of a customer.

How ever in view of the previous discussion, it is contended that adaptations may be made, resulting in the model BRAND DELIGHT CHAIN portrayed in figure no 1. This model conceptualizes the brand delight in terms of its benefits derived mutually both for the customer and the company (brand).The rationale for this delighted model of brand delight is next addressed.

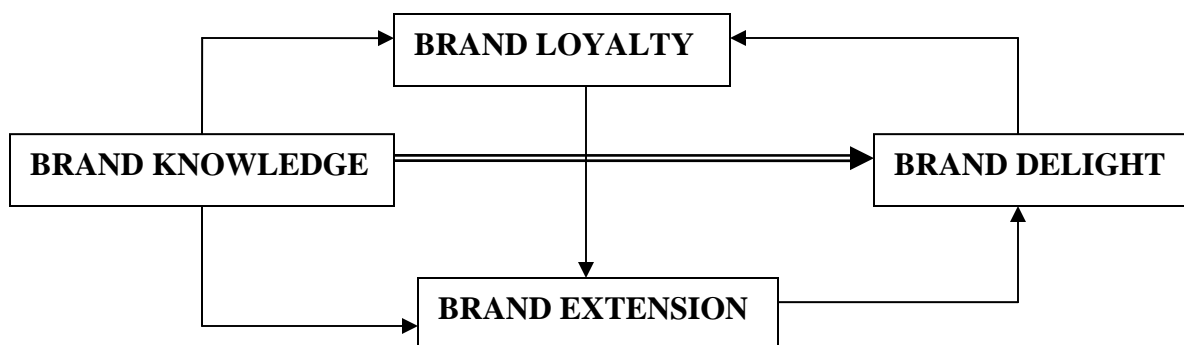


Figure 1. Brand delight chain

Consumers develop knowledge about the brands they buy through several sources. The brand knowledge structure in the customer mind set creates awareness and an image about a brand. Extensive brand knowledge leads a customer repeatedly to buy a brand in turn he becomes a loyal customer. This loyal customer base is used by the Brand Managers and Executives to extend that Brand in both related and unrelated category. For example, customer who develops knowledge about the Brand Reliance may prefer to buy mobile connection under Reliance Telecommunications and also prefers to buy green vegetables and fruits from the same Brand name of Reliance Fresh. The possibilities of reaching the stage of Brand Delight are:

- Brand loyal customers and customers preferring brand extension products may be directly delighted by their indigenous experience (Regular User).
- If a customer, who is not a regular user of a brand comes to know that unique characteristics of a brand is available in the market then he will be delighted (Ex-User).
- Sometimes when the Brand perception of the customer turns out into reality that is, perception and expectation of the customer which originated few years ago (Non-User).

## **CASES**

A customer availing BSNL (Bharat Sanchar Nigam Limited) prepaid mobile connection receives a Short Message Service (SMS) in an unexpected situation stating that an amount of Rs. 20/- is credited towards his account for the wrong deduction made on an earlier date. The customer is delighted towards the service of BSNL since mobile users do not worry or notice about balance verification.

A customer who travels from Chennai to Chidambaram in the Rathimeena travels at 6:00 am is served with two pieces of bread with jam, water bottle and English and Tamil newspapers apart from the movie entertainment and comfort journey.

A railway passenger who booked a ticket 3 months in advance for a trip to Delhi from Chennai in ordinary second class sleeper who was allotted Three-Tier AC due to availability of unreserved quotas. As a preference customer he will be delighted by the Indian Railways customer centric approach.

Panikar travels at Delhi extend its service to individuals irrespective of their customers for a free trip to any of the famous temple on every week Thursday at 5:00 p.m.

A customer who prefers to take egg as part of his eating habit perceived a new thought that why not egg available in the form of powder. After two years he noticed that a brand carries the same product egg in the form of powder now gets delighted.

When a hospital extends its services to its customers even at parking area by cleaning and wiping the customers car may delight the customer but if the same service is not extended in future the customer gets negatively delighted with the brand name of the hospital.

A customer who is not satisfied with a particular tea product purchased get it replaced with a new one at a retail outlet as per the guidelines by the sales man later, the

same sales man knocking the doors of the once un satisfied customer with free samples . to his surprise the customer finds the samples reflect his perception and match the flavor which he anticipated much earlier from the same brand . This doubly delights the customer.

### **CONCLUSION**

Brand delight is a competitive weapon used to satisfy the varieties of customers like Regular User, Ex-User and Non users. It is concluded that in this commoditized world Brand Delight is experienced by a customer either by using the brand or acquiring knowledge about the brand. Brand Delight can create both negative and positive effects. Sometimes a customer first attains the stage of Brand Delight and then he or she decides whether to be loyal to that brand.

### **REFERENCES**

Brandspa. (2009). Brand marketing. Retrieved April 6, 2009 from <http://www.brandspa.net>