Libyan International Medical University
Faculty of Business Administration

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Branding Decision

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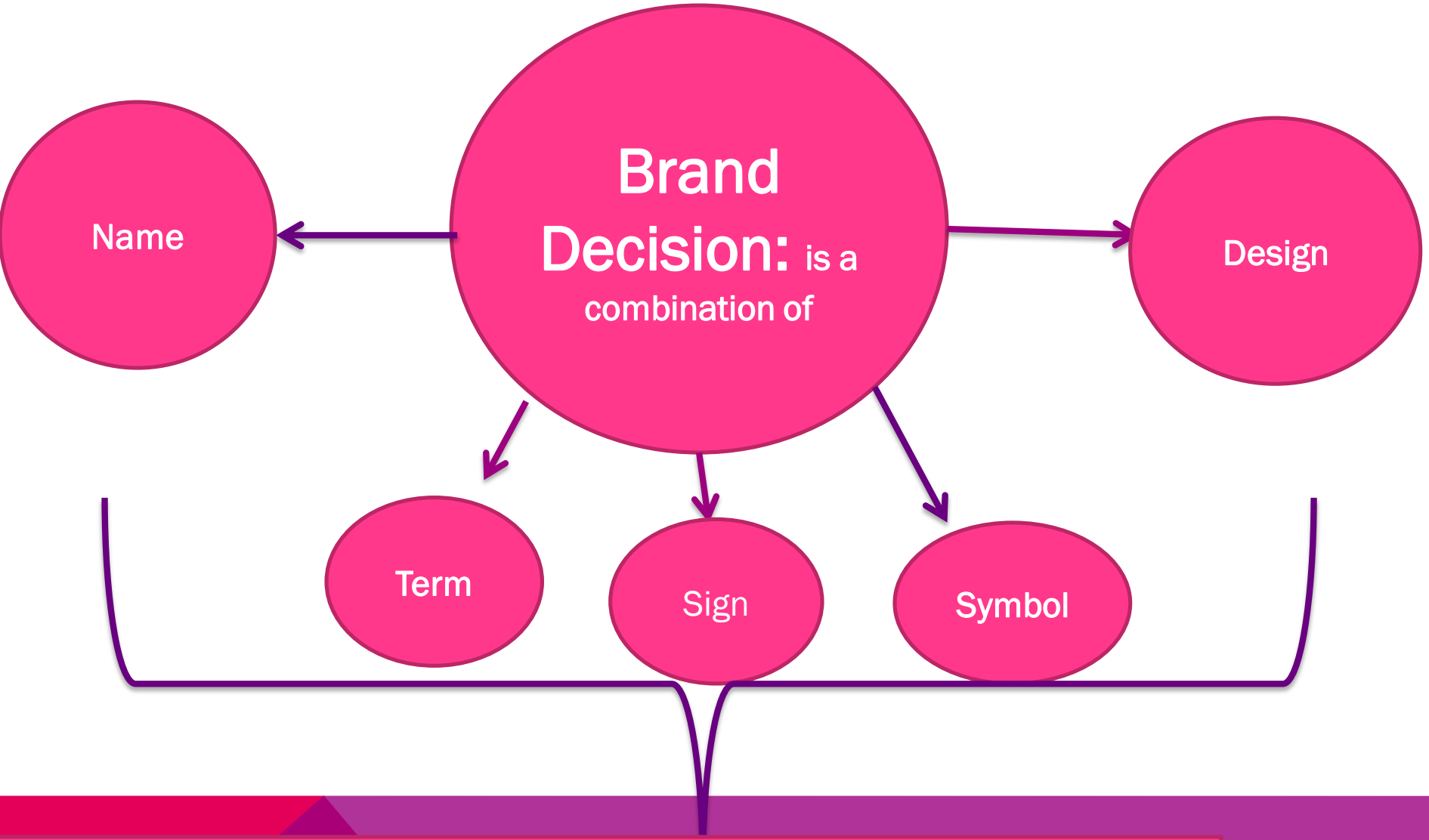
2418

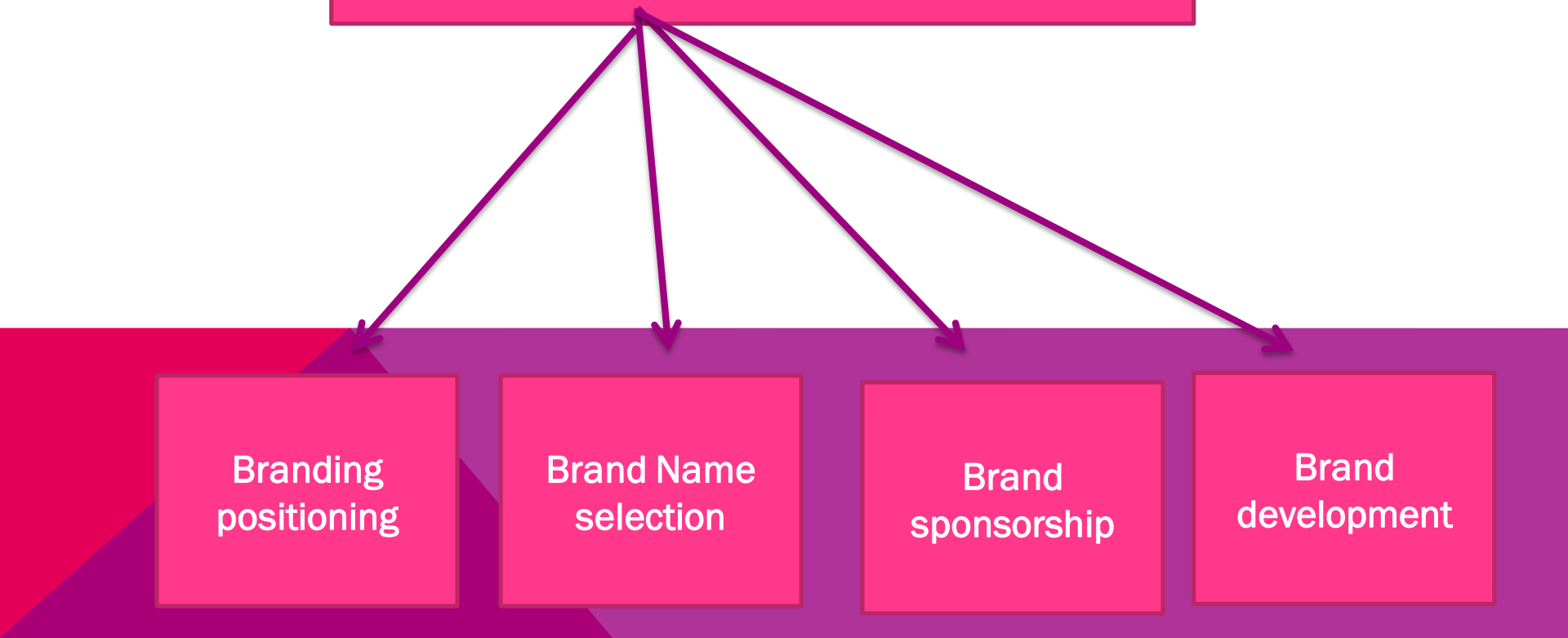
CONTENT

- Define branding decision
- What are branding decisions?
- Identifying each term
- What is branding used for in marketing?
- Example
- How Does Branding Impact Consumer Purchase Decisions??
- Tips for opening a successful brand

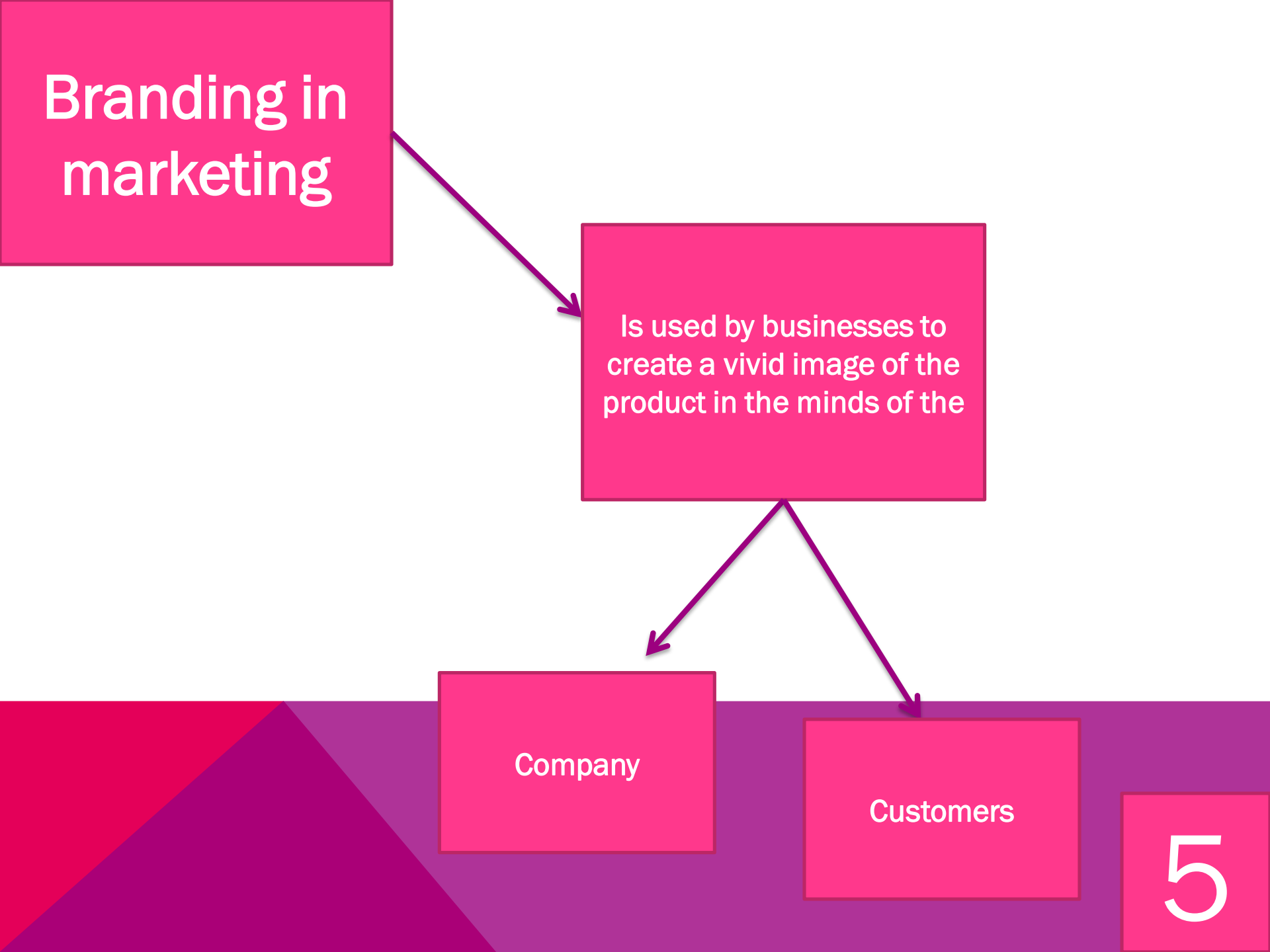


Intend to identify the goods, services of the seller(company) which differentiate them from competitors and make them unique.

Branding strategies



Branding in marketing



Example1

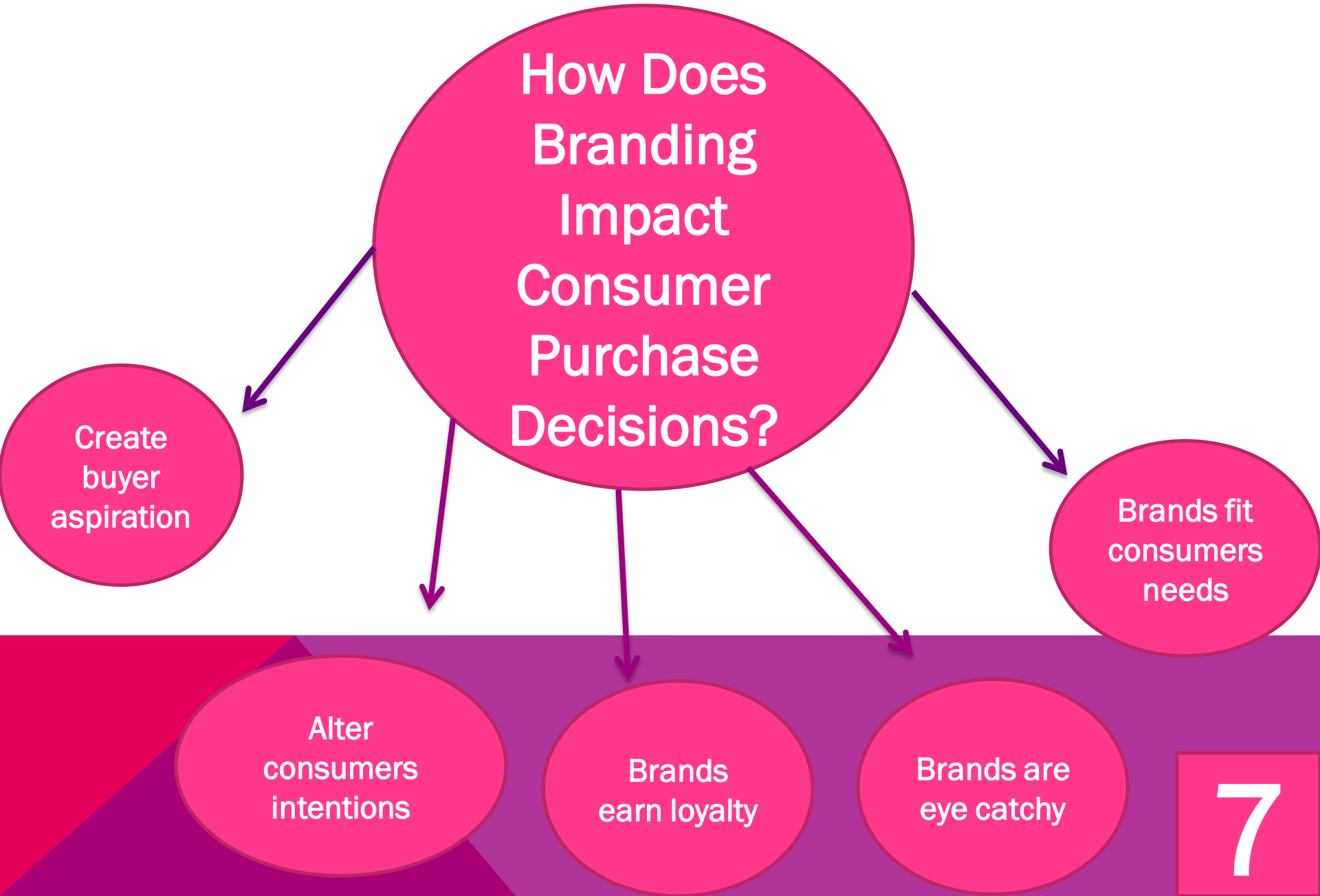
Brand name

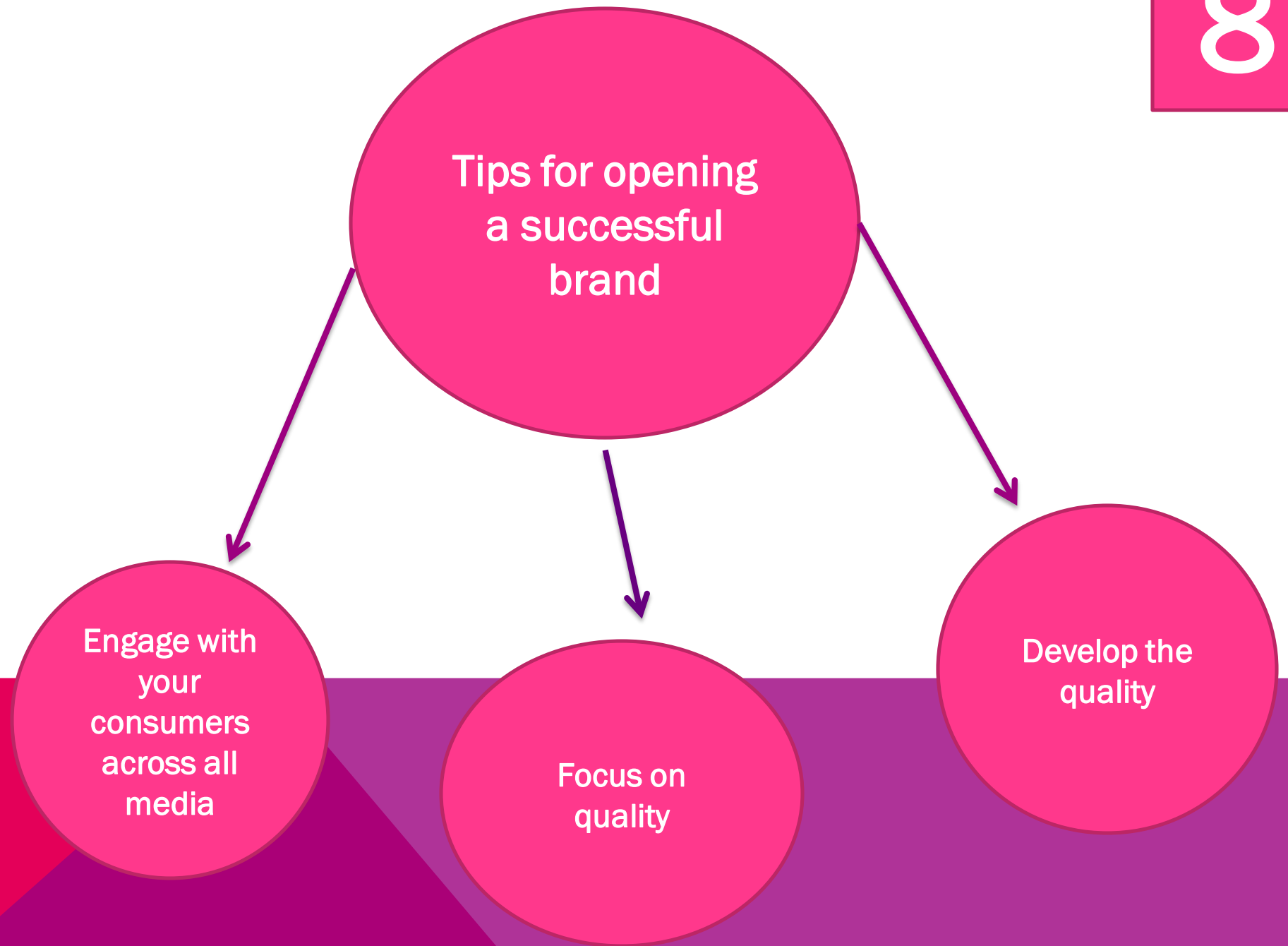
Gucci

Logo

Slogan

"Quality is remembered
long after the price is forgotten"


How Does Branding Impact Consumer Purchase Decisions?
Create buyer aspiration
Alter consumers intentions
Brands earn loyalty
Brands are eye catchy
Brands fit consumers needs


Tips for opening a successful brand
Engage with your consumers across all media
Focus on quality
Develop the quality

When opening a new brand, you should try to consider

- Suitable for all ages
- Prices are researchable for people
- Try to be a good competitor

Conclusion

Always add new features to your product and make it unique

Bribe peoples' attention by choosing different colors

Choose a catchy slogan

You should always open your brands according to peoples needs

Put reasonable prices

Communicate with your customers through social media

REFERENCES

- (n.d.). Retrieved December 3, 2019, from http://www.bing.com/images/search?q=Gucci+Logo&FORM=RESTAB.
- Sharma, E. (2015, September 21). How Does Branding Impact Consumer Purchase Decisions? Retrieved December 3, 2019, from http://www.brandanew.co/how-does-branding-impact-consumer-purchase-decisions/.

Thank you so much for your patience and now if you have any questions you may ask.