BRANDING STRATEGY FOR CUSTOMER VALUE AND EFFECTS ON SUCCESS OF A PRODUCT

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Abstract

Two main strategies companies can survive and win the competition, which is in the form of significant product differentiation advantages compared to similar products product from its competitors. And depth of understanding made by a company on an ongoing competitive conditions in the market (Kotler, 2009). Both of these can be integrated to produce a powerful competitive strategy that is able to produce several products as market leaders. The number of competitors offering similar products may alter consumer behavior in purchasing. Consumers have the opportunity to compare and choose products that match the performance they need. Under these conditions, some companies will compete for the same market. Product innovation is significantly taken to win the competition. According to Hogan (2004), some of the products that failed to survive in the market caused by the failure of a product to create customer value enough in the perception of consumers or because of a pricing strategy that is not consistent with the value offered. Bernstein and Macias (2001) states that there are several factors that support the success of a product, namely: the presence of in-depth information about the needs of consumers, differentiation of products that have been circulating in the market, determining the right price and the presence of an analysis of the level of profitability that can result in some possible market scenarios. One of the industries that are required to constantly innovate as a result of the dynamic market needs is a computer industry. Changes affecting the computing needs change consumer buying behavior has a positive impact on the computer industry to develop the technology and its products are used from home computers (desktop) into a small computer that is easy to move (notebook). Branding strategies undertaken notebook Acer brand is one example of how companies to deliver the customer value in order to pursue the success of a product.

Keyword: Branding Strategy, Customer Value

CUSTOMER VALUE, BRANDING STRATEGY AND COMPETITIVE ADVANTAGE WITH PRODUCT

Customer satisfaction is essential for companies that want to retain customers in the long run, since compliance with the feelings of pleasure and avoid feeling disappointed customers, the business process will continue and the company will continue to grow. And at this moment many companies are focusing on high customer satisfaction, because customers
have a sense of satisfaction that is easy to change your mind when you get a better offer. Moreover, the condition is now more competitive for companies in terms of competition to win the hearts of consumers. Few innovations in product offerings, customers will soon make a consideration to move the product (Yang and Peterson, 2004). The reality is that the buyer will buy products from companies that they believe offer value to customers.

The key to generating customer loyalty is to provide a high customer value. According to Lanning (2004) companies should design a superior value proposition to be able to compete that was aimed at a specific market segment, and backed with a superior value delivery system. Highly satisfied customers will remain loyal to the longer, buy more when the company introduced new products and update existing products, talk about the good things about the company and its products, giving less attention to the brand and the ad competitors and less sensitive to price, offer ideas about services or products to the company, and customers will require service costs less than the cost of a new customer service for routine transactions. So, build satisfaction, value and customer retention efforts is very important because companies today are experiencing persaingan toughest they've ever faced (Best, 2005).

Brand is a name, term, sign, symbol, design or a combination of these things, which is intended to identify the goods or services of one person or group of sellers and to differentiate them from competing products (Jamal and Goode, 2001). So the trademark is very important when offering a product or service. To make a good trademark, there is a methodology that can be used is Brand Strategy (Aaker, 2001).

Brand is a brand management strategy that aims to manage all elements of the brand in relation to the attitudes and behavior of consumers (Meenaghan, 2005). Which belong to the brand strategy include:

a. **Brand positioning** is a way to demonstrate the superiority of a brand and the difference from the other competitors. In the traditional definition, positioning is often referred to as a strategy to win and control the minds of customers through the products offered.

b. **Brand identity** means the company to put itself in the eyes of the target consumer views of the benefits and advantages compared to competing brands.

c. **Brand personality** is a way that aims to increase the attractiveness of the brand by giving the characteristics of the brand before, which can be obtained through communication, as well as the experience of the person who introduced the brand itself.

d. **Brand Communication** is a way to be able to communicate the brand to consumers, companies use internal and external communications, among others, with sales promotion, events, public relations, direct marketing (catalog delivery, mail, phone, fax, or email), which offers corporate sponsorships products / services by working with other companies as sponsors, and advertising are ways to introduce your product / service through all kinds of advertising.

Mean while, according to Cagan and Vogel (2002), the condition of the competition that occurred in the current period requires a company to create a product that is valued in accordance with the fantasy or dream of the target consumer. Based on the evaluation of the influence of the value of the product that has been created, the product has a high success rate with high quality attributes significantly different to the products of competitors.

According to Monroe (2003), the evaluation of the position of the value of the competitive advantage of a product can be made with customers' value map as shown in Figure
3.3. If a competitor is on the right in the line of equivalence values, the competitors are providing a greater benefit to higher prices. Competitors offer benefits smaller with lower prices if competitors are located on the left side in the value equivalence line. While competitors are located horizontally aligned on the right, your competitor has a value advantage when compared to other competitors in the left position. Huang et al. (2003) stated that the success of a product can be measured through financial performance, customer acceptance wiki, and objective measurement of the level of product market acceptance. Comparison of the financial performance of each notebook is difficult because there are no publications on the various costs associated with the development and production of any product. Wiki customer acceptance of each notebook is hard to measure because there is only customer satisfaction index publication by brand and brand performance index for consumers. Absence of publications about the development process of each product is technically makes the process of benchmarking measure product level difficult. Objective market acceptance can be measured through the sale of any product that is able to demonstrate the ability of the product to dominate the market as an indicator of success. According to Clifton and Simmons et al. (2004), a successful brand in the market has five characteristics, namely:

a. Having consistency in fulfilling campaign promises.
b. It has a superior product and process.
c. Positioning the brand with a distinct positioning of kompetitornya.
d. Integrating internal and external commitment to the brand is built.
e. Having the ability to remain relevant to the condition of the target consumer.

Aaker (2001) states that the strength of a brand is a picture of the level of customer confidence in the brand. This can affect the success of the product from the brand relevant.

The power of the brand can be measured via the parameter value brand with 9 variables used in the calculation of brand value, namely:

a. Top of mind advertising (TOM Ad) merupakan brand most memorable ads.
b. Top of Mind (TOM brand) is the most powerful brand in the minds of consumers, which is one level of brand awareness (brand awareness) developed by Aaker (2001). Brand awareness is the ability of a buyer to recognize or recall that a brand is a part of a particular product category.
c. Perceived quality (Pquality) is the perceived quality of a brand.
d. Brand used most Often (BUMO) is a brand that is often used.
e. Often most used brand before (BUMO before) is a brand that is often used before switching to brands that are often used today.
f. Last used a brand that is currently used.
g. Future brand is a brand that may be used in future periods.
h. Satisfaction is the level of satisfaction with the brand. According to Kotler, a customer satisfaction level of customers feeling after comparing the perceived performance or results to expectations. A customer satisfaction after the interaction of a product or service is determined by the match between the performance (perception) of the product or service in the hope (expectation) of the customer interaction process. If the performance of the product or service
is higher than the expectations of the customer's customer satisfaction has been achieved.
i. Loyalty is a degree of loyalty towards the brand.

CASE

Acer is a Taiwanese company which was established in 1976 under the name Multitech, and later renamed to Acer in 1987. The company has its headquarters in the city of Hsichih, Taipei, Taiwan. In 2005, Acer ranks No. 4 sequence for branded PC vendors. Acer offers a wide range of products like desktop and mobile PCs, servers and storage, LCD monitors and high-definition TVs, projectors, and navigation devices / handhelds. In 2000, Acer directing business to focus on the development of computing technologies and user-friendly. And decided to support the sale of products through specific marketing activities that utilize distribution channels. Revenues increased from U.S. $ 4.9 trillion in 2003 to U.S. $ 7 billion in 2004. In 2005, Acer employs 7800 people around the world to support sales and service network throughout the world. And in 2006, its revenues reached U.S. $ 11.32 billion.

Product line to Acer Laptop is Acer TravelMate, Acer Aspire and Acer Ferrari at the forefront of technology. Acer Ferrari laptops have high quality and managed to get its own special place in the hearts of fans. Acer Ferrari already popular in Asia and Europe, and now is trying to get attention in the U.S. market. In 2006, Acer ranks first in 13 countries: Italy, Spain, Austria, Netherlands, Switzerland, Czech Republic, Russia, Portugal, Belgium, Denmark, Poland, Hungary and the Slovak Republic. Acer provides a range of notebooks with advanced features such as flexibility, strength and speed. Acer laptop price is cheaper than its competitors. Currently marketed Acer laptop, Acer Aspire desktop computer, notebook, netbook screen, Acer Altos servers, up to the projector. Acer product prices are also quite competitive compared to similar products from competitors. Here are some Acer Laptop Models:

Acer Ferrari: Ferrari Acer mobile technology is a combination of the latest 64-bit, sleek design and cutting-edge innovation, a notebook with character "no compromise". Acer Ferrari laptop is ideal for professionals, who want to convey ideas and images with the ability to draw. This laptop has a 15.4-inch high-resolution screen with outstanding performance, versatile flash card slot, trayless double-layer optical drive and 1GB of RAM. Acer Ferrari laptops have the best features that can be expected from a portable notebook. Acer Travelmate: Laptop Acer Travelmate is an ultra portable notebook that has high performance. Standard feature is a lightweight and excellent connectivity. It is an ideal product for mobile professionals from small, to large corporations and self-employed professionals. Acer Travelmate Notebook is the best choice for those who need the power, mobility and performance of a laptop.

Acer Aspire: Acer Aspire notebooks at affordable prices that have added value in the form of power, mobility and performance. Notebook Acer Aspire provides high performance and all you can expect from a complete mobile office and entertainment solutions widescreen that can be used both for business and personal purposes.
DISCUSSION

The majority of Indonesian society is a society that embraces the principles of economics, which means to get a notebook that features the maximum with minimum expenditure. This is one of the advantages possessed by Acer as a famous brand, with enough features complete with good quality, the price offered by Acer is quite more friendly compared to other laptop brands. This is the main attraction that makes Acer notebook sales to be one of the best among other brands.

Furthermore, the technology used Acer also been very good, which is now Acer has been using an Intel processor and a processor with the best technology has developed very quickly. Excess other Acer is after sales service has been pretty much in Indonesia. This adds to the comfort and convenience of individuals who use or will use one of the products offered by Acer. Features a maximum with a friendly price and good after sales service and good enough, that a force Acer to better compete with other brands of laptop.

However, nothing is perfect in this world, it also happens on Acer notebook also has a definite weakness. In terms of performance the Acer notebook, this notebook is pretty good although there are a few things that are often dipermasahkan by notebook users, the durability of the Acer which is often said to be durable. In addition, the model and design of the notebook Acer still seem less attractive and frail, thus making prospective buyers are still reluctant to buy. In addition, many customers who still lack the confidence to use this Acer notebook, because the brand is still less trustworthy and considered one eye. Therefore, there are several ways to change the way people view the Acer notebook. One way is to hold events that are carried out in order to introduce the brand Acer Acer more. With the events that carry the name of Acer, the Acer will be better known to the general public and will increase public interest in the Acer notebook. In addition, Acer is also co-sponsored many activities held at this time, either Install Fest, as well as events that could make the Acer is better known.

Acer also can take advantage of moments that occur on a daily basis, by issuing specific products either in design or other course-restricted units in the moment that there are moments like Christmas, New Year and other moments.

The biggest threat faced by Acer is the ability to other vendors to read the market and see the level of laptop buyers are getting better. This threat may be the emergence of new notebooks from other vendors with maximum features and cheaper prices. In addition, Acer should also continue to develop the technology used in notebooks to continue to compete with other notebooks.

To address these threats, Acer should continue to read the conditions of the market and read the needs of the individual to the needs of individuals with Acer products that can be made effective. In addition, Acer should think of the technologies that has not been developed even possible that no other vendor in order to become the latest innovation for Acer. To be able to make the Acer be top of mind, we need a branding strategy that can help Acer achieve. Therefore we need a strategy that mature and organized, and can be visualized. Here's a strategy team that Acer is top of mind in the eyes of the consumer in the purchase of a laptop.

Acer's strategy to achieve top of mind in the eyes of consumers using the brand communication strategy. Before the process of production, Acer should conduct a survey of people's interest in Indonesia. By doing a questionnaire to the general community and to the students and the workers in particular, took data on the needs of the community at large. With
the help of professional manpower in the field of statistics, is expected to predict the level of public demand for a notebook with a review of advances in technology continue to run. The purpose of holding the questionnaire to the community is to produce a device that is appropriate for the community so that all products can be beneficial to the community. With the brand communication strategy, Acer is expected to contribute in the development of open source. Lately the development of open source is very fast especially on the operating system. This can be done by including Acer diacara-event that is open source. An example is the install fest held various linux distros with Acer laptop, it will introduce the Acer laptop ready to be used for the operating system that is open source and is not problematic hardware side. This will make the consumers do not hesitate in choosing Acer laptop as an option. Plus more and more offices are starting to migrate from the operating system that is paid to the open source operating system. The development of an open source OS that is very quick to make the OS more user friendly and easy to use for the layman. Because there are no vendors who participated in the field of open source, Acer will have advantages for starting early. Besides migration towards open source OS for agencies and government offices will break the power of sale Acer.

Besides holding install fest like the example above, another way to do Acer to achieve top of mind in the eyes of consumers is by sponsoring a variety of activities that can demonstrate the ability to support Acer's range of activities, such as sponsoring national games competitions, sponsoring range of training and seminars on technology and other general field. Acer also can make a breakthrough by working with one of the telecom vendors to support Acer's notebook sales is to create a package deals where the buyer can obtain a laptop and internet modem from a telecommunications vendor in one package so that the buyer can directly use internet connection with the laptop.

Offline sales can be done in many ways, such as by sending catalogs every week or month to provide the latest products from Acer. Also, it can also be done by opening sales service via telephone or fax, so prospective buyers enough order from home or office and the items purchased will be delivered to the buyer. Acer also can provide telephone service center where prospective buyers can consult on a notebook that he wanted to buy or issues contained in the notebooks. In addition, to increase the attractiveness of the prospective buyers to come into the dealership Acer, required employees are neat and clean, and courteous in his speech he said that prospective buyers comfortable discussing with the employee, will be even better if the employee is a woman with a beautiful face so the appeal of buyers will increase.

Selling online can be done in various ways. Acer can make a website with attractive appearance and easy navigation that offers online purchasing services in a way, where the buyer does not have to come to the point of sale Acer dealer. Purchasing online has to be enriched with features that facilitate the buyer in the purchase process, such as between the service and the service is very fast and Cash on Delivery. This website must is always updated and providing a catalog containing the latest products from Acer so that prospective buyers can see the development of products from Acer itself. In addition, in online sales, the feature should be provided a forum for users to share their experiences in Acer Acer wear, as well as a place for users to ask questions on issues that may arise in the use Acer notebook. This of course makes it easy for users to solve their problems, as well as the main attraction for prospective buyers because it believes will Acer after sales service is good. Acer also can provide service
center via e-mail or chat where prospective buyers can consult on a notebook that he wanted to
buy or issues contained in the notebooks.

To further increase the level of online sales, the next step is Acer began to enter the
sales through the forums now has a lot there in the internet world. Special products through
various forums will feels more real because a lot of customers or prospective customers who
are more often open forums to find an update. One example that has been done is to open an
account Acer Acer notebook on the Facebook site. A brilliant move to attract the youth market
or the young at heart, a market with huge potential.

CONCLUSION

The role of the brand is no longer just a name or as a differentiator with competitor's
products, but has become a deciding factor to be a "trend setter" in particular for notebook
products. Many notebook brands succeed because it has the reputation of the brand, so it can
attract targeted customers through brand strengths they have. A brand that has achieved a high equity is a valuable
asset for the company. To that end, maintain and enhance brand equity not an easy task, because the face is the customer
value suati value on customer expectations. Consumers will feel "familiar" with the name of the
brand's first entry into the market, even brands that comes out to perform better. This will lead
to a greater loyalty to the brand and the manufacturer first. Loyalty's customers the key to
success not only in the short term but sustainable competitive advantage. When then the number of known notebook brands more and more consumers, the role of the
brand can be expanded so as to provide a certain association in consumers' minds. A brand is
often associated with a specific function and image. Value based brand was often based on
specific associations related to it. Brand associations (brand association) sought by the slogan,
or the desired position, or the brand identity strategy, creating value perceived importance as a
consumer.

Especially for notebook products, brands need to be perceived as high quality
products, so that consumers can understand a product only through the existence, function,
and image quality. Quality is in the eyes of consumers subyektif, depending on how consumer
perceptions of the product.

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