



# SRINIVAS UNIVERSITY

Mangalore-575001, Karnataka (India)

## Srinivas Centre for Research on Branding

---



### **Prof. Anumesh Kariappa**

Branding is the process by which companies distinguish their offerings from competitors. It helps in creating the unique positioning in the minds of consumers. Brand is both abstract and real. A distinctive name design, packaging helps in creating the right brand. It aids in purchase decision to the consumers by reducing the risk. Branding is an indispensable activity of an organization. Brand promises quality assurance and also in-built luxury elements in it. Brand management is a crucial and strategic decision in any organization, and hence the continuous marketing research in this area is essential with advent in technology and competition. The companies need to keep their brands always lively among all the segments of the customer's. Every once in a while a marketer has to keep re-inventing, re-energizing and re-positioning the brands to appeal to the customers. Unless and until the customer is constantly reminded of the brands he will shift elsewhere to what is his immediate recall brand. This research centre attempts to look at how brand value is created. Marketers can use this brand value to extend product portfolio over the years and capture customer attention, loyalty and market share. The sole purpose of Branding is to create the product differentiation. It also gives set of values and attributes, helps in promoting the company's products. Therefore branding is an intangible asset for an organization. The brand establishes premium positioning in the competitive market. The overall objective is to build brand loyalty and increase relationship marketing than transactional marketing.

#### **Publication :**

1. Keerthan Raj, "Branding and brand Extensions – Reasons for success – An Empirical Study", presented at a National conference on IT & Management: Innovations and Inventions - Global Perspective at Anekant Institute of Management Studies, Baramati, Pune - ISBN- 978-81-925944-2-2.
2. Keerthan Raj, "Street Food -An Emergent Model of Branding" in National conference "Manegma – 2014" at Srinivas Institute of Management Studies, Pandeshwar, Mangalore. ISBN No: 978 –81 –929306–0-2.

3. Keerthan Raj, “Competitive Selling - The Banking Industry –An Empirical Study” in National conference “Manegma – 2014” at Srinivas Institute of Management Studies, Pandeshwar, Mangalore. ISBN No: 978 –81 –929306–0-2
4. Keerthan Raj, “Effective Leadership and Change management” - An Empirical Study inleading MNC Bank, presented at Manegma 2013, National Level conference at Srinivas Institute of Management Studies.
5. Anumesh Kariappa, “A Study on Luxury Cars In India: A Theoretical Frame Work” Proceedings of National Conference “Recent Advances in IT, Management and Social Sciences”, Manegma - 2015, Mangalore on 23rd April, 2015, ISBN No. 978-81-929306-6-4.
6. Anumesh Kariappa, “A Study on customer preference and brand awareness of max fashion” Proceedings of National Conference “Innovative Practices in IT, Management, Education and Social Sciences” October 17th, 2015, ISBN No. 978-81-929306-8-8.
7. Anumesh Kariappa A Study on Customer Preference and Brand Awareness of “Max Fashion” International Journal of Management, Volume 6 Issue 1, PP 464-474( January 2016) ISSN: 2249-0558 I.F.6.269.
8. Anumesh Kariappa Marketing Management – Active Learning by students through Research Orientation, International Journal of Scientific Research and Modern Education ISSN-2455-5630,pp.344-348(June 2016).

Members: Prof Keerthan Raj  
 Prof Sagar Srinivas

**Working Papers:**

1. A study on Branding of luxury cars in India
2. A Study on Opportunities and Challenges Faced by Hybrid Cars in Indian automobile market.
3. A study on recent trends in branding with special reference to Retail segment.
4. Consumer perception towards mobile service provider with special reference to Reliance Jio