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# The Importance and Necessity of the Research Field of Brand Excellence, A Review Article

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## ABSTRACT

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A research stream in the field of branding has grown rapidly in recent years and has developed as a multidisciplinary field involving various components. which leads to diverse and scattered research with different foci. However, this rapid development has created many prospects. Therefore, this multiplicity of views has made it difficult to conduct structured studies. We conducted this review to uncover the findings of researches and guide researchers to a future agenda.

## **1. Introduction**

Until today, a large and significant body of literature has been explained to define the scope and philosophy of marketing, in most of which the brand plays a central role (Salimi et al., 2019). The brand takes a central place in the heart of marketing activities (Ratan Agrawal, 2021). Brands are one of the most valuable assets of a company (Backhaus and Tikoo, 2004). Therefore, brands are considered as assets that must be effectively managed (Ratan Agrawal, 2021).

In the era of globalization, competitiveness is inevitable (Yazdan Panah Shahabadi et al., 2018). Preservation, durability and survival in the market are the most basic issues in today's competitive conditions. In this turbulent environment, a group of companies not only think about their survival but also seek to lead the market. Companies have realized that continuous success in the market is achieved by creating and maintaining a competitive advantage over other competitors. One of the areas where companies and organizations can differentiate their products and services from other competitors is the brand area. In other words, brands can become long-term organizations by attracting new customers and creating loyalty among current customers (Tabatabaei Nesab et al., 2013).

One of the most important and influential factors on consumer behavior is the brand (Sohrabi and Roshni, 2014). Having a positive and distinctive image in the minds of customers has always been a competitive advantage for a brand. This positive image can have a significant impact on the customer's loyalty and purchase intention due to the value it places on the brand's benefits in the customer's mind (Ebrahimi et al., 2013). Branding helps increase the market value of a brand not only from the perspective of companies, but also for buyers. The existing literature on branding shows that companies use branding techniques as a tool to attract and create a sustainable relationship with customers, so they do not accept substitute products and companies later benefit from its economic benefits (Ratan Agrawal, 2021).

Brands are a reality of everyday life and a pervasive reality for consumers. Understanding how consumers react to brands—what they think and feel and how they act toward them—is a critical aspect of consumer research (Len Keller, 2020). A brand acts as a form of identification and a method by which consumers differentiate a product from others. Therefore, the brand plays an important role to place a product in the minds of consumers. This is important because consumer purchase decisions can be based on their relationship with a brand and how they consider their previous experience with the brand (Andita Patri et al., 2018).

From consumers point of view, the brand is considered as an important part of the product, and at the initial stage, it acts as a tool to introduce the company to its target market, which, in addition to making it easy for customers to choose, expects them to benefit from a certain level of It gives quality. And homogenin creates trust and reduces risk for the consumer (Sohrabi and Roshni, 2014). Brands help customers in a hurry, in complex, crowded and intensive markets, by creating profit and value, affect consumer satisfaction and cause their trust and loyalty (Salimi et al., 2019). Brands become an integral part of company value and an important strategic asset. It can even drive the entire marketing planning process. At the tactical level, a brand can become a competitive advantage for companies. Therefore, the company's brand is a tool that establishes the company's competitive advantage in the market, creates distinction and preference for the organization in a competitive environment (Haqiqi et al., 2017).

All these important points tell us that the existence of a comprehensive model for enablers and brand results that can guide business improvement is necessary and mandatory.

## **2. Definition of important concepts**

A science is defined based on the definition of the basic concepts that make up that science, and the definition of a concept is a very difficult and sensitive scientific work (Ezgoli, 2012).

### **2.1. brand:**

The American Marketing Association (one of the most prestigious global associations) defines a brand as: "a name, word, design, symbol or anything else that distinguishes and separates the goods or services of one seller from other sellers".

A brand, according to the definition of Interbrand, is: a set of tangible and intangible elements that have come together in a brand name to create prestige and superiority for the company and bring more value to customers.

Brand is considered one of the most important components in the marketing and success of an organization,

and it is an image that introduces the organization or company in all its dimensions, as well as an image of what you are and what you want to be in the minds of observers (Shahin and Pourhamidi, 2020).

**2.2. Excellence:**

According to Merriam Webster's dictionary, under the word excellence: excellence in the word means the conditions of excellence. Excellence: the field in which a person excels; Transcendental; A quality that is exceptionally good in its kind. are you well; A special aspect or quality that expresses being superior and higher and also means beauty, distinction, elite, perfection, virtue and goodness. This word is derived from the word "excellent" which plays the role of an adjective (Ezgoli, 2012).

**2.3. Brand excellence:**

Brand excellence is a group of words consisting of two words, excellence and brand, which we previously examined for both words from the point of view of existing literature. Obviously, the definition of "brand excellence" is a combination of the two previously presented definitions. When we talk about brand excellence, we are actually looking for a framework to raise the brand's position with customers. In other words, brand excellence means a model that actually helps us to bring the original idea and plan of the brand to the excellent level of the brand and actually create a valuable space for the brand in the mind of the customer.

**3. Method**

This article is a review research that tries to highlight the importance of research on brand excellence by studying the literature. The purpose of this article is to develop the existing concept. Therefore, the researcher has investigated and studied the history of the brand and its importance for different organizations.

*Table 1: Research background review*

| No | Author(s)             | Year | Title   | Results   |
|----|-----------------------|------|---|---|
| 1  | Rajagopal             | 2006 | Brand excellence: measuring the impact of advertising and brand personality on buying decisions   | There are many psychological variables such as emotions associated with brand image that form a brand's personality. A persuasive advertisement may influence consumer preferences. Understanding the increasingly complex variety of factors underlying and influencing interbrand linkages and customer relationships will be crucial for future researchers and practitioners.   |
| 2  | Shahin and Pourhamidi | 2020 | Brand excellence: a holistic model for brands evaluation and ranking – the case of Isfahan brands | The result of this study is to propose a holistic model for brand excellence and to provide an implementation guideline with the aim of filling the gap between theory and practice of systemic thinking in brand management. This model provides a structured approach on how to exploit brand strengths and how to categorize or prioritize areas for improvement. A case study is presented to demonstrate the capability of the proposed model. |
| 3  | Kumar et.al.          | 2023 | Unlocking Brand Excellence: Harnessing AI Tools for Enhanced Customer Engagement and Innovation   | The research findings highlight Chat GPT's transformative potential, showcasing successful integration into marketing strategies that enhance customer experiences, streamline interactions, and introduce innovative campaigns. the article provides practical recommendations for brand managers, emphasizing ethical considerations and adapting to the  |

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|   |  |      |  | evolving AI landscape. The research underscores the importance of responsible AI usage, transparency, and continuous adaptation to changing consumer behaviors for maintaining trust and ethical standards.  |
| 4 | Nejat et.al.                               | 2023 | Dimensions of Brand Excellence with Thematic Analysis Approach                                       | The findings of the research show that the dimensions of brand excellence in the fast-moving consumer goods (FMCG) industry include six overarching themes of "brand ecosystem", "brand intelligence", "brand leadership", "dynamic marketing mix", "brand equity excellence (brand strength)" and "brand purposefulness". |
| 5 | Nina Overton-de Klerk and Marilet Sienaert | 2016 | From research excellence to brand relevance: A model for higher education reputation building        | Good research clearly remains an important ingredient of a university's brand value. However, a case can be made for brand relevance.  |
| 6 | Shweta Tewari                              | 2023 | Achieve branding excellence in the digital world by capitalizing on search engine optimization (SEO) | Website rankings are one of the highly talked about benefits of SEO, But SEO is a deeper concept and most of its benefits are related to internet traffic and online brand building for excellence.  |

Source: Search in Google Scholar

#### **4. Discussion**

##### **4.1. The necessity and importance of studying in the field of brand excellence**

By searching for the keyword "brand" in scientific databases, one can easily find out the vast amount of research conducted in this field. In the Science Direct database, which is one of the most reliable scientific databases in various fields, I found 312,898 results by searching this keyword! This means the importance of this field for researchers. In internal databases such as the Scientific Information Center of Academic Jihad at SID.ir, I also found 541 results by searching for the keyword brand, which shows the importance of the issue of brand for Iranian researchers.

The constant and continuous increase in the intensity of competition among commercial organizations has led them to always look for ways to enter, survive and lead the market. Brand domain is considered as one of the most important tools for gaining competitive advantage for commercial organizations (Tabatabai Nesab et al., 2013). On the other hand, paying attention to marketing activities as a practical tool to be present and stay in the minds of customers and create an intellectual property called a brand is considered a new perspective in marketing science, identifying factors affecting brand performance is an important issue in strategic marketing decisions. It is considered (Rasouli and Esfandiarpour, 2017). Therefore, the theoretical importance of brand excellence model design is clear.

Regarding the practical necessity of research, it can also be mentioned that dozens of brand and branding training courses are currently being offered in the country by various educational institutions, which means the necessity of this field for business owners.

Business markets around the world are evolving and transforming due to economic and global market changes. Competitive pressure has increased and companies are facing challenges from domestic and international companies alike. Technological advances, high-capacity information exchange and new models of supply chain management are all fueling the changing competitive landscape. In addition, business-to-business product differentiation is fading as companies compete solely on pricing and personal relationships, reducing profits as a result. Various cost-cutting measures adopted by companies, such as low-cost manufacturing and technology, exacerbate the problem and create public markets with little difference (Syed Alwi et al., 2015).

Different research shows that the real value is not in the goods or services, but this value exists in the minds of real and potential customers and it is the brand that creates the real value in the minds of customers. For this reason, companies pay special attention to brand and brand management. In recent years, many companies have come to believe that one of their most valuable assets is their product and service brands. In today's complex and challenging world, all people, both as an individual and as a business manager, are faced

with ever-increasing options and efforts to reduce decision-making and choice time. Based on this, the ability of brands to simplify customers' decisions, reduce risk and define their expectations is very valuable. Today, brand is a strategic requirement for organizations that helps them to create more value for customers and create sustainable competitive advantages (Rasouli and Esfandiarpour, 2017).

The success of a business is undoubtedly due to the performance of that business's brand. In the competitive and complex business environment, the success of economic enterprises depends on the process of continuous improvement, this is done through setting goals, planning and implementing programs, and evaluating performance. Performance evaluation is done in order to know the extent of achieving predetermined goals, the efficiency of each department of the organization and to help improve internal processes. In performance evaluation based on traditional or new methods, the state of the company is compared to the past, the state of competitors and predetermined goals are examined, and the results are used to identify strengths and weaknesses, formulate a plan, and award performance rewards to managers. and employees are used In recent decades, the role and importance of intangible assets has increased simultaneously with the increase in the level of competition between companies. One of the most important means of differentiating a company is creating a brand. Since the performance of the brand has a direct relationship with the performance of an organization, its continuous measurement and monitoring can help managers to achieve the general and strategic goals of organizations as a powerful management tool (Ghafourian et al., 2016).

#### **4.2. The importance of brand in the real world of business**

Business around the world are evolving and transforming due to economic and global market changes. Competitive pressure has increased and companies are facing challenges from domestic and international companies alike. Technological advances, high-capacity information exchange and new models of supply chain management are all fueling the changing competitive landscape. In addition, business-to-business product differentiation is fading as companies compete solely on pricing and personal relationships, reducing profits as a result. Various cost reduction strategies adopted by companies, such as low-cost manufacturing and technology, exacerbate the problem and create public markets with little difference (Syed Alwi et al., 2015). The increasing complexity of the business environment due to the change of markets, the dispersion of distribution and media channels, and the increasing importance of networks, and the emphasis on creating shared value between the organization and its customers, puts more emphasis on the value and management of intangible goods. Resources Intangible resources play an increasing role in differentiating organizations and creating competitive advantage and include capabilities, competencies, skills and organizational knowledge as well as brands. There is a growing understanding that brands, companies and products are important intangible assets of organizations. Evidence of the importance of brands in reported financial value (M. Zungu et al., 2010)

In the era of knowledge-based economy, the value-creating activities of companies and organizations are not only dependent on tangible assets, but their abilities to use intangible assets constitute their main value-creating power. (Shahin and Pourhamidi, 2020) More than half of a company's value is made up of intangible assets (Ngo and O'Cass, 2011). Building a strong brand is important to strengthen and maintain the company's competitiveness (Lee et al., 2016). A successful brand becomes a critical asset and a key source of sustainable competitive advantage for companies (Zhang and He, 2013). Building a strong brand and increasing its performance is one of the most important criteria in creating a core competence and maintaining a company's long-term survival (Lee et al., 2008). It is widely accepted in the marketing literature that strong brands can help customers improve their information gathering and processing efficiency and reduce their perceived purchase risks (Zhang & He, 2013).

Competition has become more international as brand owners cross more and more geographic boundaries. International competition is between competitors with comparable products and qualities (Anselmson and Bendson, 2013). Today, brands no longer belong to a nation or a country. Rather, it belongs to all people, that is, the entire global community of consumers. Brands are also considered as the transmitter of culture and knowledge of a nation and are called as cultural ambassadors. Therefore, the role of the brand to immerse and stay in the consumer markets is quite obvious and clear for manufacturers and service providers (Shahin and Pourhamidi, 2020).

#### **5. Conclusion and Suggestion for future research**

we believe our contribution is original and heuristic, and could stimulate further much-needed research and debate.

As we found out during the research, brand excellence is very important in attracting customers, building

trust and increasing sales. In today's competitive world, brands that have achieved more differentiation and added value can face the growing competition and take over the market. As a result, investing in brand excellence and brand improvement is one of the most important factors for business success and continuity. In point of view of current and academic knowledge, researches play a very vital role in this field, because they are an important facilitator for a deeper understanding of customer needs and preferences, identifying market trends and changes, and improving marketing and brand management strategies. Qualitative and quantitative researches in this field help to obtain useful and reliable data for strategic decisions and ultimately increase the competitive ability and sustainability of brands. Therefore, we suggest researchers to research in the field of various dimensions of brand excellence and examine and test these dimensions in different industries as a case study.

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