

UDK 37

ISSN 2545 – 4439

ISSN 1857 - 923X

INTERNATIONAL JOURNAL

Institute of Knowledge Management

KNOWLEDGE



Scientific Papers

Vol. 28. 1.

SOCIAL SCIENCES

KNOWLEDGE IN PRACTICE



KIJ

Vol. 28

No. 1

pp. 1 - 388

Skopje, 2018

Global Impact & Quality Factor

1.322 (2016)

<http://globalimpactfactor.com/knowledge-international-journal/>

KNOWLEDGE



INTERNATIONAL JOURNAL

SCIENTIFIC PAPERS

VOL. 28.1.

December, 2018

KNOWLEDGE – International Journal

Vol. 28.1

December, 2018

INSTITUTE OF KNOWLEDGE MANAGEMENT

SKOPJE, MACEDONIA



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Print: GRAFOPROM – Bitola

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KNOWLEDGE - International Journal Scientific Papers Vol. 28.1.

ISSN 1857- 923X (for e-version)

ISSN 2545 – 4439 (for printed version)

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BRAND AND BRANDING AS IMPORTANT MANAGEMENT PRIORITIES**Snezana Ristevska – Jovanovska**Faculty of Economics, Skopje, Ss. Cyril and Methodius University, Skopje
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Abstract: The marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products. Your marketing and branding clearly influence that perception but your brand exists whether you actively market your business or not. If you're out there and people are interacting with your business, you have a brand. Brand is a known identity of a company in terms of what products and services they offer but also the essence of what the company stands for in terms of service and other emotional, non tangible consumer concerns. To brand something is when a company or person makes descriptive and evocative communications, subtle and overt statements that describe what the company stands for. Relationship that brands have with people basically changed the process of digitization of the media. Influence marketers use the mobile phone in the marketing communication process. In this regard, implementing a successful marketing campaign is critical acceptance of the mobile device by consumers as a new way of thinking. For marketers fail to increase the engagement of users, to add value and ultimately increase their return on investment in marketing, it is essential that they understand the attitudes and intentions of customers to mobile marketing. For the purpose of this paper was conducted quantitative, descriptive research. The purpose of this research is by analyzing the habits of using mobile devices to determine the attitudes of users of smartphones for mobile marketing in the country. The survey was conducted using the on line questionnaire, made and distributed only to those users who use smartphones in the period June-October 2018. The survey was conducted by the method of testing undisguised structured questionnaire on 260 respondents. The questionnaire consisted of ten questions and most of the questions are structured closed. In the initial part of the survey focus was on basic demographic data (sex and age). The next questions are related to activities that most respondents use the smartphone as well as preferences for activities for which users often use smart phones.

Keywords: brand, branding, social media, m-marketing, marketing, advertising

INTRODUCTION

An effective brand strategy gives you a major edge in increasingly competitive markets. But what exactly does "branding" mean? A brand isn't a logo. Or a brand name or product name. In fact, it isn't any one thing. Your brand is everything. It's the perception of your company, products and services in people's minds. It's how people think and feel about who you are as an organisation and what you do. From marketers and visionary leaders in literature exist a lot of branding definitions to help us understand what branding entails:

✓ A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term for brand is trademark. A brand may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is trade name. (American Marketing Association)

✓ Branding is the art of aligning what you want people to think about your company with what people actually do think about your company. And vice-versa. (Jay Baer)

✓ A brand is the essence of one's own unique story. This is as true for personal branding as it is for business branding. The key, though, is reaching down and pulling out the authentic, unique "you". Otherwise, your brand will just be a facade. (Paul Biedermann)

✓ A brand is a reason to choose. (Cheryl Burgess)

✓ A brand symbol as "anything that leaves a mental picture of the brand's identity. (Leo Burnett)

✓ Branding is more than a name and symbol. A brand is created and influenced by people, visuals, culture, style, perception, words, messages, PR, opinions, news media and especially social media. (Lisa Buyer) Branding is the encapsulation of a company's mission statement, objectives, and corporate soul as expressed through the corporate voice and aesthetic. (Margie Clayman)

✓ Brands are shorthand marketing messages that create emotional bonds with consumers. Brands are composed of intangible elements related to its specific promise, personality, and positioning and tangible components having

According to the survey responses to advertising messages they receive, most of the respondents 52% occasionally read advertisements that are posted on their smartphones, 35% do not read these messages, but only 13% of respondents read the messages immediately after receiving. Mobile marketing offers wide opportunities and ways of targeting consumers, especially when talking about targeted advertising, Republic of Macedonia 'because already there are companies that provide this service. This is one more reason for Macedonian companies who are not yet optimized websites for mobile devices to do so in 2018. The skepticism among companies about this innovative approach must be overcome through education and information about the benefits of this kind of advertising.

CONCLUSION

Given the results of the research in this paper, we can draw the following conclusions:

1. According to the survey, respondents their smartphones most often used to make calls 53%, then to check the social networks 39%, the third ranked search the Internet with 7% and ranked fourth among other activities 1% of respondents (eg., downloading mobile applications photography, listening to music, etc.).

2. The survey results show that very few of the respondents their smart phones use them to buy 44% (mostly buy tickets for trips, sports equipment, bookings in hotels, etc.), against a 56% percentage of respondents do not purchase through their smartphones.

3. According to the survey, most respondents 43% are neutral on that web pages they visit are optimized for mobile devices. However, many of them 32% agree with this statement, while the percentage of those who disagree with this statement is 20%. A small percentage of those who strongly agree 3% strongly disagree 2% of respondents.

4. Most of the respondents included in the survey (65%) receive and would like to receive Push notifications for their favorite brands in future. 17% of respondents receive push notifications about brands, but would not like to receive and 18% of respondents did not receive push notifications about brands, and would not like to receive them in future;

5. Research has shown that 18% of the respondents not received and would not like to receive notifications on their smart phones. Much of the respondents 17% received but would not like to receive notifications on their smart phones and most of respondents 65% receive and would like to receive notifications on their smart phones.

6. According to the survey responses to advertising messages they receive, most of the respondents 52% occasionally read advertisements that are posted on their smartphones, 35% do not read these messages, but only 13% of respondents read the messages immediately after receiving.

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