Retail Brand Auditing: A Case Study on Vivo Smartphones Outlets PAN India

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ABSTRACT

From the beginning in this creative and dynamic corporate world a company image identifies through its brand in the retail and offline business. But now, the world is converted into digitalised world where, a company need to represent it online too with the same brand which they are using in retail market.

Brand consider one of the premium identities of the company which depicts the real image. It not only helps the consumers to easily access their brand along with the company but it also helps the company to differentiate themselves with their competitors. Now in today's era brand considered as an important part in helping and growing the business. Brand Publicity and Brand advertisement helps the company to create an image in the mind of the consumers and make the people aware about their existence.

The paper highlights about the branding taken by Vivo Smartphones in the Indian retail market through the auditing process under the Four pillars of branding. Brand auditing in retail market helps to identify the company that, are their elements displayed as per their guidelines or not in the different categories of outlets. This auditing helps to improve the brand visibility of a company in the market.

Keywords: *Brand, Retail Market, Brand Auditing, Market Observation and Visibility, Four Pillars.*

1. INTRODUCTION

Vivo Smartphones Pvt. Ltd. is a communication technology co., a Chinese company which is owned by the BEK Electronics (make smartphones, software's, smartphones accessories and online services). Shen Wei founded this company in 2009, at Dongguan, China. Currently, it is ranked under the top 5 smartphone's manufacturer in India.

Apart from manufacturing smartphones vivo also has a sponsorship of Indian Premier League, FIFA world cup, Pro Kabaddi tournament, U.S- National Basketball Association. It is listed among the top smartphone's brands in India.

Brand shows the real image of a company with unique features. The paper highlights about the live project of Vivo Flagship (Flagship consider to launch a premium phone by a company with latest features) launched in April 2018, in which the branding department of Vivo analysed the brand visibility in the market as compared to the competitor's brand through the process of auditing.

2. LITERATURE REVIEW

Patrick Hartmann (2005) shows the main motive of brand positioning and brand attitude perceived by the customers. The study analysed the emotional stability effected by the brand of the company, so it must to improve and maintain the identity of the brand. Continuous auditing helps in identifying the performance of brand which lead to the success of framework.

Bhimrao M. Ghodeswar (2008) shows the important elements of brand building in the mobile industry. As, brand building framework helps to make a good brand and its elements must be in orders, which create the positioning in the market, shows the brand performance. Brand building framework helps to easily access the brand auditing in the market.

Philip Kotler (2009) analysed the need of business to maintain the brand not only in the retail market but also from business-to-business, which helps in succeeding the business and its stock performance

Shirley Leitch (2013) shows the brand web conceptual framework which helps in creating the ongoing analysis of brand relationship and brand corporate. This model related to today's corporate world economy which results high and tough competitions. This model deploys through considering the relationship among the different corporate brands, identities, goals, strategies, customers which help to make the relevant brand structure.

Alina Wheeler (2018) said that the competition is too high which differentiated only by an identity i.e. Brand and Brand identity which helps to connect with the customers emotionally and also helps in creating long time relationship. A strong brand visible differently in the crowded area. Business are strong only when if its brand strong in the market. It depicts accessible meaning, fuels recognition, and helps in making big ideas.

3. OBJECTIVES OF THE STUDY

The objectives of the present study include:

- To check the visibility of Vivo brand in the market by comparing the competitors brand
- To work on various aspects of retail branding in Indian mobile industry
- To analyse the market data of Indian mobile industry and checked where Vivo brand needs to improve
- To worked on competitor analysis and help in promotion of the products of Vivo

4. RESEARCH METHODOLOGY

Locale of the Study: The Study had been conducted in the different regions of India (PAN India- North, South, East, West Zones).

Sampling Technique: Random Sampling technique was used to collect data across various regions.

Data Collection: Primary data is collected using structured questionnaires.

Software Used: Microsoft Excel 2016 used to study the data using various types graphs.

5. DATA ANALYSIS AND INTERPRETATION

Brand Visibility of Vivo and Other Competitors in The North Zone

Table 1: Brand Visibility of Vivo and Other Competitors in The North Zone

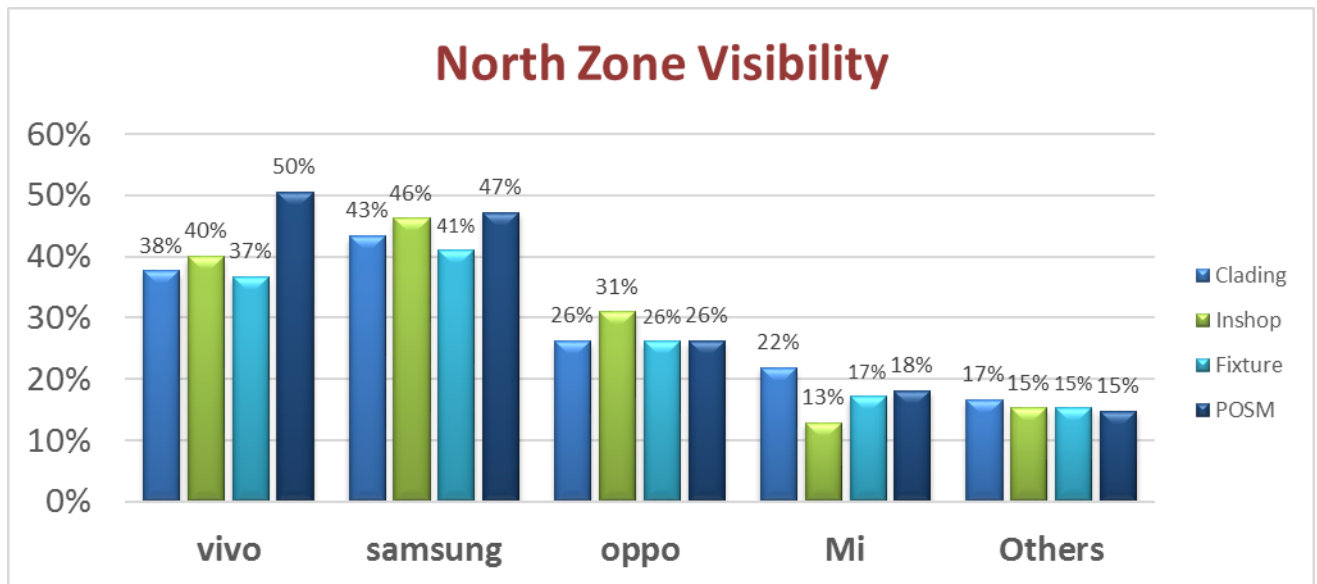| Brands Name	Availability of Cladding/ACP/Door Head	Availability of In shop Branding	Availability of Fixtures/Cabinets	Availability of POSM
Vivo	38	40	37	50
Samsung	43	46	41	47
Oppo	26	31	26	26
Mi	22	13	17	18
Others	17	15	15	15

Figure 1: Brand Visibility of Vivo and Other Competitors in The North Zone

Source: Field Survey, PAN India, April - June 2018

Data generated by Microsoft Excel 2016

From the above analysis, we understand the overall market visibility of mobile industry, India in the context of branding. As, it depicts that in North Zone Samsung has the good visibility in Fixture zone, Cladding | ACP |Door Head & In shop in the market. Vivo has the good visibility in POSM, and comparing to the competitors. Vivo visibility is at the Second (2nd) position in the Market. Oppo has the less visibility of its branding and Xiomi (Mi) visibility is very less in the market as this brand concentrate more online channel.

Brand Visibility of Vivo and Other Competitors in The South Zone

Table 2: Brand Visibility of Vivo and Other Competitors in The South Zone

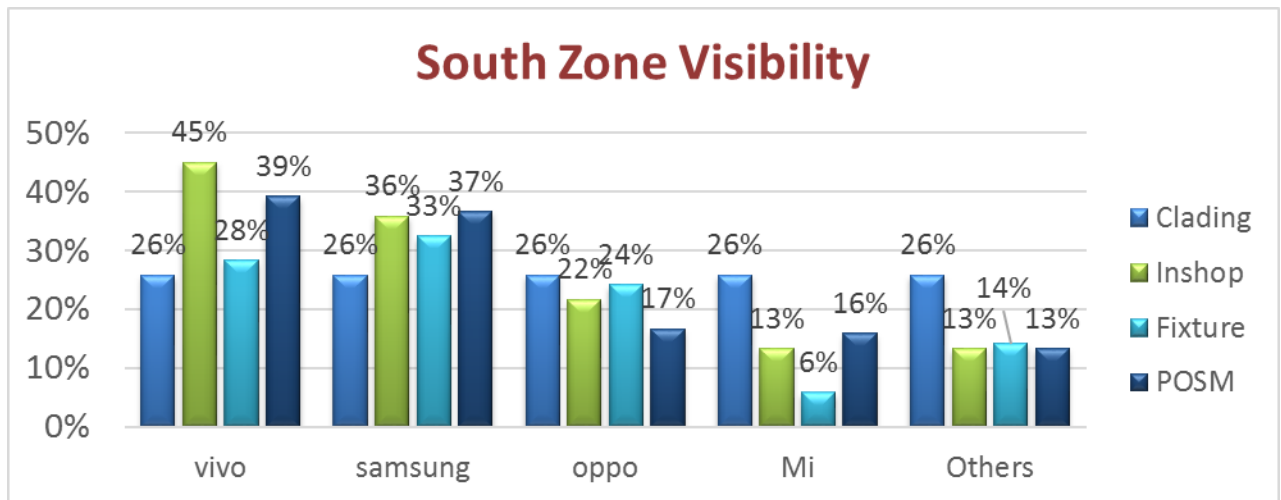| Brands Name	Availability of Cladding/ACP/Door Head	Availability of In shop Branding	Availability of Fixtures/Cabinets	Availability of POSM
Vivo	26	45	28	39
Samsung	26	36	33	37
Oppo	26	22	24	17
Mi	26	13	06	16
Others	26	13	14	13

Figure2: Brand Visibility of Vivo and Other Competitors in The South Zone

Source: Field Survey, PAN India, April - June 2018

Data generated by Microsoft Excel 2016

In South Zone Vivo needs to give more focus on the Outdoor branding. But it has the good visibility in the in-shop Branding, as most of the chain stores in south are customized. Oppo visibility is very less compare to Vivo & Samsung in the Market.

Brand Visibility of Vivo and Other Competitors in The East Zone

Table 3: Brand Visibility of Vivo and Other Competitors in The East Zone

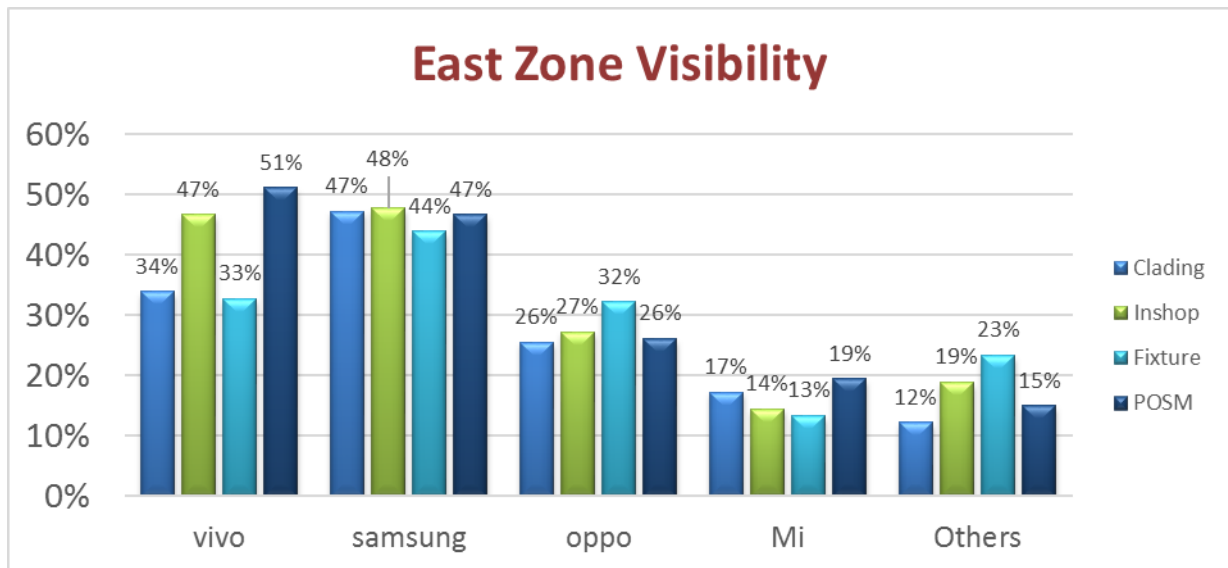| Brands Name	Availability of Cladding/ACP/Door Head	Availability of In shop Branding	Availability of Fixtures/Cabinets	Availability of POSM
Vivo	34	47	33	51
Samsung	47	48	44	47
Oppo	26	27	32	26
Mi	17	14	13	19
Others	12	19	23	15

Figure 3: Brand Visibility of Vivo and Other Competitors in The East Zone

Source: Field Survey, PAN India, April - June 2018

Data generated by Microsoft Excel 2016

The above visualisation represents that in East Zone Samsung has the good visibility, which shows it leading at the First (1st) position in the market according to the referred data. Vivo have the good visibility in POSM, but it needs to give More focus on the deployment of out shop branding. OPPO visibility is less as compare to the Samsung & Vivo.

Brand Visibility of Vivo and Other Competitors in The West Zone

Table 4: Brand Visibility of Vivo and Other Competitors in The West Zone

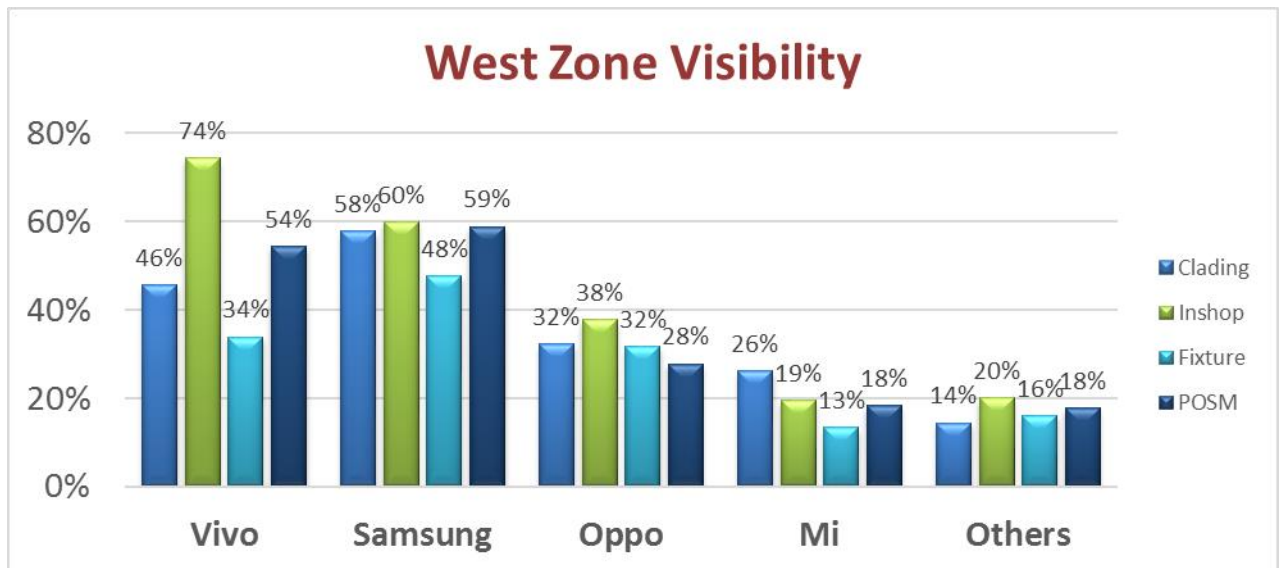| Brands Name	Availability of Cladding/ACP/Door Head	Availability of In shop Branding	Availability of Fixtures/Cabinets	Availability of POSM
Vivo	46	74	34	54
Samsung	58	60	48	59
Oppo	32	38	32	28
Mi	26	19	13	18
Others	14	20	16	18

Figure 4: Brand Visibility of Vivo and Other Competitors in The West Zone

Source: Field Survey, PAN India, April - June 2018

Data generated by Microsoft Excel 2016

In West Zone Vivo has the good visibility in In shop branding near about 74% as per the data. Samsung visibility is good in the Market. Oppo visibility is less in the Market. Mi & other brands not have clear visibility in the Market.

Brand Visibility of Vivo and Other Competitors PAN India Market Under the Four Pillars of Branding

Table 5: Brand Visibility of Vivo and Other Competitors PAN India Market Under the Four Pillars of Branding

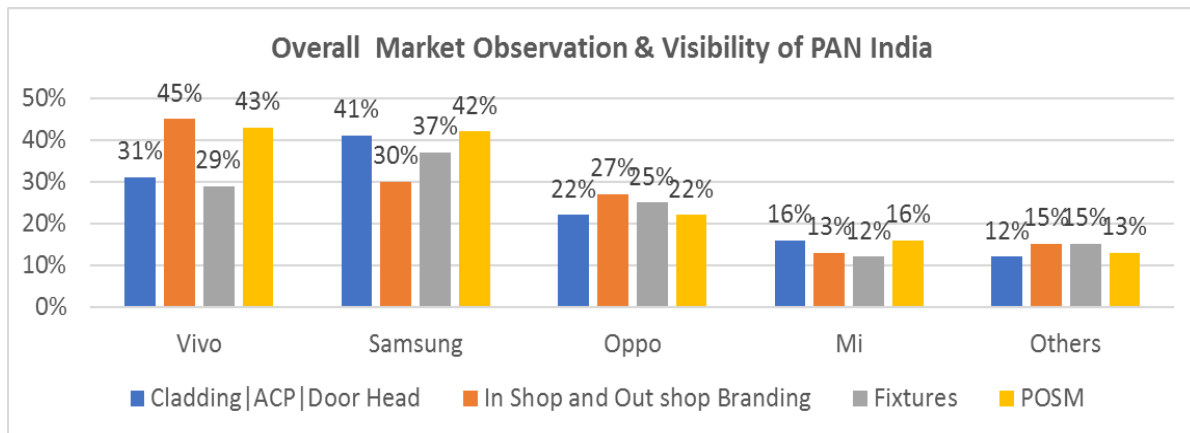| Brands Name	Availability of Cladding/ACP/Door Head	Availability of In shop Branding	Availability of Fixtures/Cabinets	Availability of POSM
Vivo	31	45	29	43
Samsung	41	30	37	42
Oppo	22	27	25	22
Mi	16	13	12	16
Others	12	15	15	13

Figure 5: Brand Visibility of Vivo and Other Competitors PAN India Market Under the Four Pillars of Branding

Source: Field Survey, PAN India, April - June 2018

Data generated by Microsoft Excel 2016

From the above analysis, we understand the overall market visibility of mobile industry, India in the context of branding. As, it depicts that Samsung have the good brand visibility as it maintains its branding every corner in Indian Market. Vivo, also performing good in the market visibility. Oppo have less visibility and Xiomi (Mi) not performing too good in the retail branding, as it gives more focus on its online market.

6. CONCLUSION

Branding became the crucial part for a company, which need to seems clearly visible in the market than it can be of any business. Here, the mobile industry, India- put more focus on visibility of retail branding. Brand visibility helps in selling the product and the growth of business.

Vivo, India has the good market brand visibility and they are trying to improve more, but Samsung leading in it. As, it analysed that Samsung maintain it's branding in every outlet of India. Oppo, India has not clear visibility in the market, and Xiomi (Mi) too. But studies show that Xiomi, put more focus on it Online channel as compared to the retail branding.

7. REFERENCES

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