

Strong Brand: A Requisite for the Development of Businesses

Ioanna Dimitrakaki

Department of Management, Faculty of Management and Marketing, Neofit Rilski University, Blagoevgrad, Bulgaria

Abstract: *The globalization has undoubtedly increased the choices of a modern consumer. For this reason, the creation of a strong brand which implies substantial privileges for the consumer team or teams that a business targets is the only choice in the effort of enterprises to distinguish themselves positively from other ones and capture the attention of consumers. A company tries to be connected with the consumers via the brand of the product. The snack brand name Jumbo Chips is mentioned in this project. This aims at the recognition of the product for which the brand name is created and at its distinction among the competitive ones. The goal of the study is to investigate the image of Jumbo Chips brand name -how does it affect the consumers' behavior? How much does it contribute to the development of a preservable strategic advantage? - as well as to suggest possible changes which the company needs to make. The method which was followed in this research has elements of both primary and secondary research. More specifically, there is a qualitative research with in-depth interviews in responsible of mini-markets and consumers. The secondary research draws upon elements from various sources. After the above-mentioned procedure finished, the data were collected, processed, and analyzed, the results of the research were presented. According to those, it seems that the procedures mentioned in the bibliography are followed by the company to a great extent. The result which was drawn was that the brand name has proved to be a powerful strategic tool so that companies can preserve and increase their competitiveness. A basic restriction of the research is that the secondary elements are very few, whereas the number of the executives and consumers of the qualitative research sample was relatively little due to the time restrictions imposed on the researcher.*

Keywords: brand, strategy of creation, image of the brand, brand equity.

JEL Classification: M30, M39

1. INTRODUCTION

The procedure of creation and support of a strong brand should be an inseparable part of the strategy of the company. Even the most intelligent tactical moves will not build the brand equity if they are not aligned with the strategic perspective of the business. On the basis of the perception of the consumer that is found in the heart of the strategic creation of a strong brand, the challenge for the executives of marketing is to spread the brand to possible consumers in away so that it is attractive to as many as possible among them.

Therefore, the strategy of the creation of a brand should determine the cause for which the consumer will prefer it and is a part of the company strategy.

Therefore, the purpose of creating a strong brand regarding marketing is:

- The increase of market share
- The increase of the attractiveness of the brand
- The encouragement of the consumers to try out more expensive products so that they acquire a better experience with the brand (trade-up)
- The defense of the brand from possible imports of new products by competitors

In this article, we will develop the procedure of creating a strong brand but also the relationship between the brand and the consumer.

1.1 Importance of the subject

The subject of the creation of a brand is a particularly modern issue for entrepreneurship in a national and international level, keeping in mind that it is a basic concern of the most successful businesses aiming at acquiring competitive advantage in their competitive products and services. Businesses should be able to constantly search for new markets so that they find new parts of a market, their ultimate aim being to affect consumers as positively as possible so that a strong brand product prevails.

1.2 Aim of the research

The basic goal of the research is to investigate the Jumbo Chips brand image. How much does it affect consumers? How much does it contribute to the development of the company's competitiveness? Other goals are: to analyze the models for creating brands, to conduct bibliographical research regarding the brand, to investigate whether brand creation supports the sustainability and development of the company, and to suggest possible changes which the company has to make so that it improves.

1.3 A brief reference to the research method

The research conducted for the needs of this article basically aimed at the investigation of the present-day problem of modern businesses marketers who try to create a complete profile for the product

they administer and at suggesting the strategy of creating a strong brand to the **Ohonos Snack S. A. Company**, after the analysis of the results, given that **brand** is the point at which the consumers' needs and the qualities of the product can meet. Two researches were conducted for the accomplishment of the goals of this project:

1. **Secondary research** which was based on collecting elements from various sources

2. **Primary research** which was conducted by qualitative research through interviews so that elements regarding a strong brand name are drawn upon.

1.4 Reasons for selecting this subject

The main reason of the author for selecting this subject is the challenge of the research to the company executives who are involved in strong brands and the attempt of the researcher to suggest strategies which will support the development of the brand after the analysis of the results. The ultimate goal of these strategies is to increase the company's profits. The more the researcher's knowledge about the subject of the research is enriched the more effective the research will be for the company.

1.5 Structure of the article

The structure of this article consists of four chapters in which the following are included: In the **first chapter**, there is the introduction. In the **second chapter**, the theoretical framework with the most basic theoretical approaches, the procedures of developing strong brands, the brand equity as for the company and the consumer, and the relation between a brand and a consumer is examined. In the **third chapter**, the research method and the steps followed for its being conducted are presented. Finally, in the **fourth chapter**, the conclusions drawn from the data analysis are developed and corresponding suggestions are made.

1.6 The image of the brand

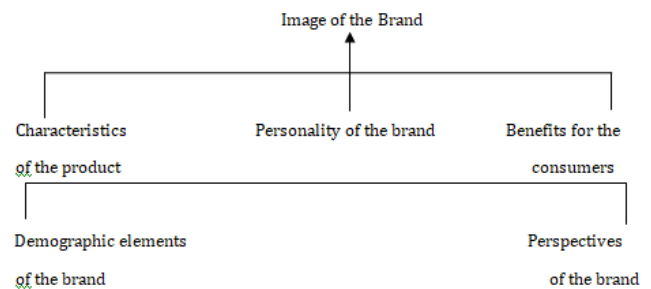
The image of a product is the impression it has made to the consumers' minds. In other words, the image of a brand is how consumers see a brand and the company which creates it.

The image of a product plays an important role in the consumers' final choice. Consumers often select a product because its characteristics show a specific way of life or an image of an individual and their social status. That is why companies frequently lay greater emphasis on the symbolic image of a brand, which is considered a basic factor of success.

1.7 Thakov's model about the image of the brand

The image of the brand depends on some factors which are presented in the Figure below:

The creation of the image of the brand



According to the above-mentioned Figure, it seems that the creation of the image of a brand is the combination of many particular elements which create the above-mentioned model.

At the first level, there are the demographic characteristics and the perspectives the brand creates. On the other hand, there are the perspectives a brand creates. Some of them have been given by Aaker's model. Perspectives and demographic characteristics are the personality of the brand. The three elements which create the image of the brand are its personality, the characteristics of the product, and the consumers' benefits.

2. LITERATURE REVIEW

2.1 Introduction in the meaning and definition of "brand"

A definition of what "brand" means was given by the American Marketing Association which defines "brand" as a name, definition, trademark, symbol or design or a combination of all these so that products and services of a company are recognized and be distinguished from the corresponding competitive ones.

According to Neal, the name of a brand is defined as a part of the brand which can be transmitted orally. It can contain letters, words, and numbers.

2.2 Procedure of creation of a strong brand

The **brand** consists of a total of factors, tangible and intangible that aim at attracting the consumer and distinguish the products of a producer from those of others with clarity. The purpose of brand management is to spread to the consumer values, images, and benefits that result from the use of the brand so that those are converted to perceptions and attitudes that will encourage a positive buyer behavior.

According to Franzen and Holzhauser (1989, 109) the tangible and intangible elements that form a brand are the following: the tangible elements of the brand are the **product** about which the consumer forms a mental image that is saved in their mind, the **planning of the product** which can be impressive for the brands, the **color of the brand**, the **brand-name**, and the **trademark**. The intangible elements of the

brand are the occasional old information which the consumer has saved in their mind and the spread of the brand that can create a series of correlations about the product.

As regards the dimensions of the brand different views are formulated by the academic community: According to Ambler (Ambler and Styles, 1996, 120), the epicenter in strategy that is formed is the brand itself which encapsulates the product but it is something more than that. In this case, the brand appears as the total of all the elements that form the marketing mix of the product and even more. Thus, according to this approach, the "product" is only one of the elements of the mix. Ambler also mentions that the first identification of the meaning of the brand defines that the identification of a "brand" is "additive" to the product (known as product plus) and plays a more attributive role for the product so it is one of the last decisions that should be made about it.

Therefore, it can be considered that the brand is the promise which a client buys via a "combination" of characteristics but also the result of satisfaction that is originated from those characteristics. The characteristics that compose a brand can be actual or not, logical or emotional, tangible or not. Thus, it can be considered that the brand is something more than the total of characteristics especially if we take into account the intensely competitive environment in which the brands move today. Considering those, it is certain that the meaning and structure of the brand for the consumer is multidimensional.

On the part of the enterprises, it appears that the enterprises deal with the brand in a lot of different approaches. The opinion that the "brand" is not only some characteristics of a product or at least their combination but it is characterized by all those elements that are attributed to people has been recently formulated. Therefore, a "human dimension" is given to brands and they enter the life of consumers using that. In this way, both the relationships that are created with the brands and the connections acquire a stronger and durable dimension (Decker, 2006, 110).

According to this perspective, the influences by the "relative marketing" that it has been developing over the years are obvious through the attribution of "personality" to the brand. Therefore, due to the different way in which the companies handle the brands a different emphasis is given in the way in which they handle them. A lot of companies consider that the brands are one more means of differentiation of their product resulting in restricting themselves only to give emphasis to the choice of a "suitable" name for them. Other companies consider that the brands are mainly an operative means and "tool" and the strategies of marketing that are applied are harmonized with this perspective. Other companies

understand the brands as the basis of the formulation of their company strategy.

Therefore, the management approach that it is possible to be applied as regards the "brand" can be from simple to absolutely "strategic". Regarding the various attributive elements of the brand the following apply:

- The **name** is an attributive and communicative means with possibilities of oral and written communication. Moreover, via its suggestive and semantic dimension, it is considered as the most efficient means of attributing elements of identity and differentiation about the object that represents.

- The **logotype** is the graphic rendering of the attributive identity elements of the brand and it is possible to be either the complete rendering of the name or a part of it or lastly to be expressed via other signals more or less abstract. In part, it has the verbal/oral of possibility communication only via the name which contains but it is distinguishable mainly due to the oral differentiation and "attractive" form of imaging that offers.

It has been formulated that a basic target of the logotype is to accelerate the recognition of the brand (Fill, 2002, 127). This mission of the logotype is basic because the images can be perceived more rapidly than the words. So, in a strong competitive environment with the considerably increased communication pressure to the consumer, it is particularly important to achieve one as quick as possible identity recognition.

In every respect, the view that the role and contribution of the name among the attributive means of brand regarding their basic operation that is the communication, i.e. the transfer of messages about the brand seem to be of greater significance, maybe due to its characteristics that are related to its semantic dimension, has been strengthened.

The creation of a new brand is a procedure of high cost, but also of high risk and failure. The researches that were conducted regarding the percentage of risk and failure showed that this percentage is rather high. Moreover, it can be ascertained by the studies of bibliographic references that have been formulated regarding the procedure of the creation of new brands that great importance is attached to the schematic and determination of stages of product development and not to the development of the brand. The reason for which that happens, according to Styles and Ambler (1996, 122) is that the "brand" is often determined as an added element of the product.

The brand is created by developing **brand associations**. Every such correlation is everything that

is connected with the brand in the memory of consumer and they are conscious choices of people of marketing who finding a chance in a market that is represented by a vacancy in the positioning map create a new brand and spend a lot of money to maintain it. The connotations and connections that accompany the brand follow the people for a lot of years, being enhanced by the communicative efforts of the brand. The brand is created only if the people of marketing build and maintain with success the same mental image in the mind of a big number of consumers that share the same needs more or less. So, the creation of a mental image is converted to the positioning of the brand in the mind of the consumer.

The purpose of the procedure of creating a brand isto cover a position in the market that represents a *sustainable strategic advantage*. However, the positioning of the brand should not be confused with the company actions which along with other powers, such as the corresponding actions of competitors and the opinions of acquaintances, friends, etc. determine how the brand will finally be perceived by the consumer. In other words, what expects the company is different from the result that it can finally achieve. The company can influence the image of a trademark via marketing mix but what counts is the final image that is formed in the mind of the consumer.

2.3 The brand equity

As **brand equity**, we can define a part of its tangible assets that are based on the value that offers to the consumer, client, and company that possesses it. The asset value of a brand that is based on the client can be also defined as the differential impact of knowing the brand on the reaction of the consumer to the marketing of this brand (Aaker, 1991, 151). A brand is said to have a positive asset value based on the client when the consumers react more favorably to a product and to the way in which it is promoted when the brand is recognized instead of not being recognized. A brand name hasanegative asset value based on the client when the consumers react less favorably to activities of marketing of the brand under the same conditions. The asset pools of the brand include:

- The fidelity of the brand
- Its recognition
- Itsquality asit is perceived by the consumer
- Its correlations and power.

These asset pools are different in every category but there are interactions between them. They are the property of the brand and, being connected with each other, they produce the value regarding the consumer and the enterprise that controls it.

➤ **Value regarding the consumer:** The brand helps the consumers to translate, elaborate and save the enormous quantity of information regarding the products. It also influences their self-confidence during the procedure of purchase and the intimacy with the brand and its characteristics. The strongest value added of the brand has to do with the increase of satisfaction per user. The knowledge that a product is originated from a recognized brand can influence the experience of the consumer.

➤ **Value regarding the company:** The brand creates future cash flows via the efficiency of

energies marketing and the desire of consumers to pay a higher price. Finally, the brand is a field of an effective commercialization of innovation, an extension to new categories of products but also of a strategic advantage.

A brand with a positive asset value or a negative one regarding the consumer includes three basic elements. First, the asset value of the brand results from the differences in the reactions of consumers. If there are no differences the product with a specific brand can be categorized as a common good or as a product while the competition will perhaps be based on the price. Second, these differences in the correspondence arethe result of the knowledge of the consumer about the brand and third the different correspondence of consumers that forms the asset value of the brand is reflected in perceptions, preferences, and behaviors that are related to all the strands of brand marketing.

Therefore, the challenge for the executives of marketing during the creation of a strong brand is to ensure that the clients have the suitable experience from the products and from the marketing programs so that the desirable structures of knowledge about the brand are created. The marketing executives build the asset value of a brand creating the correct structures of knowledge of the brand with suitable consumers. This procedure depends on all the contacts that have a relationship with the brand independent of the fact that the people of marketing have started them (Jean-Noel, 2012, 39).

2.4Brand – consumer relationship

The brand-consumer relationship is a series of complex mental procedures of behavior. So, the executives of marketing should study not only the attitudes and the behavior of a consumer regarding the brand but also the attitudes and the behavior of the brand towards the consumer. Moreover, as all the marketing mix is used in the communication with the consumer all the elements (product, price, promotion, and distribution) should aim at the creation of a good

relationship with the consumer and not simply a good image of the brand. The shifting of the center of gravity from the creation of the image of the brand to creating an actual brand-consumer relationship is one of the changes in modern marketing.

In the era of excessive information when the consumers become more and more apathetic, insecure, and lonely the brands should find a way to be “**incredibly relevant**” to their interests. For this reason, firstly the means of communication that fascinate them should be selected and afterward, the message should be adapted to the means. What has a meaning is not the targeting of the consumers but the understanding of the way that they consume the communication means of the relationship with them. The relationship of the brand with the consumer acquires a lot of aspects and needs a strategic completion of all the efforts of the communication of the brand with him.

With the increase of the education level of consumers and the understanding of some basic marketing practices by a wider population mass the faithful consumers of a brand on whom its development is based form a rather exact opinion about it. They know its values and realize it immediately if some marketing action does not fit with its philosophy. Today, armed with communication tools such as the internet can influence positively or negatively other consumers regarding the possibility that the communication of the brand is consistent with the experiences that they themselves had with it (Mc Goldrick, 2002, 346).

The people of marketing should know what the consumers believe about the brand. Without that, it is very difficult for the brand to differentiate what it offers to the consumer. At the same time, it should think how the consumers want to see their brand. The problems in the brand-consumer relationship start with the positioning of the brand in the market when different brands of competitors are perceived as same in the mind of the consumer. It is a detail that the people of marketing should always take into consideration.

3. RESEARCH METHOD-RESULTS

The method which was applied was a face-to-face, semi-structured, and in-depth interview, with the use of a recorder, at the mini-markets whose owners were used as a **sample** of the qualitative research. Moreover, consumers were also interviewed outside the mini-markets.

The sample was the ten owners of the mini-markets and twenty-five consumers. The semi-structured interview is based on a strict total of predefined questions which are asked to all the respondents in the same way.

The region where the research was conducted from 12 to 18 June 2019 was the Regional Unit of Serres, Greece. The time of every interview was approximately 20 minutes.

The reason which led to selecting the interview was that individuals know perfectly the environment and can express their opinions.

3.1 Qualitative research- Mini-markets

The first question was introductory: “What do you know about the Jumbo products?” The aim of the question was to provide information about what the owners knew regarding the Jumbo Chips series.

What arose from the questions was that the mini-markets owners knew quite a lot about the products and that the company is strict regarding the placement of the products on special stands of its, as well as the products technical characteristics.

The next question was how long they have been collaborating with the company. The goal of the researcher was to see how many years they have been collaborating with the company so that we know how faithful they remain to the company with those products. The majority of the respondents have been collaborating with the company for over ten years regarding this brand –only certain improvements were made with respect to the products characteristics over time.

The third question was: “What is that which makes Jumbo Chips differ from the corresponding products of the competitors?” Two respondents answered that they cannot see any difference from other brands of the competitors, yet most of them answered that there is a difference in taste. What we can remark here, is that they are aware of what made this brand widely known.

Thus, we can say that a first conclusion about the image of the brand the mini-markets owners have in their mind is that Jumbo Snacks have the image of the brand with special taste.

The next question was the way of the promotion of the products by the mini-markets owners. Consumers often see owners as their personal adviser. This results in asking their advice with regards to the degree of the preference of the brand. Most owners seem to promote the cost-efficient products.

Of course, the consumers’ opinion always matters. Some owners mentioned that they try to be objective and let clients to choose on their own the product they want to purchase.

What we can understand from the answers is that the company should promote more the Jumbo Chips series so that it gives more than a snack to the consumers, builds a specific and powerful image, and consumers are not affected by the mini-markets

owners. For instance, an owner might promote more the Jumbo Chips series, gaining a larger proportion of offer. In the next question, they were asked to mention some adjective that characterize the Jumbo Chips series. The goal of the question was to find some adjectives so that they are later used in Aaker’s model about the personality of the brand. Some of the answers were the following:

1. Tasty
2. Excellent packaging
3. Crispy
4. Unique
5. Good quality
6. Good price
7. Always available on the stands

Most of them hold the same view regarding values such as taste, good quality, and permanent availability on the stands, which is positive. Apart from the positive comments, there were also some negative ones, such as the insistence of the company to place the products on its own special stands, a fact which causes space problems in some mini-markets.

Therefore, we can draw the conclusion that although there were some problematic comments, generally, the image was satisfying for the owners and this is favorably communicated to the consumers.

The next question was about the feelings they are caused to them when they see a Jumbo Chips advert. It seems from their answers that the feelings caused are positive and this is good for the business and its promotion activities. It also means that the more adverts there are in the mass media the more positively the Jumbo Chips image will be affected and both the super-markets owners and the consumers will recognize it. Another question was that when they watch the advert they check the product is available on the shelf so that they are ready to meet the consumers’ needs who will have certainly watched the advert and they will hasten to purchase or be informed about the product.

Thus, the conclusion drawn is that any reference to the name of Jumbo Chips, especially by the media, creates a positive climate and has a positive impact on sales.

The next question was if the price of the product is equivalent to its value and to the feelings it may cause to the consumers. It is positive that the owners believe that consumers first calculate the value and then the price of the products. This means that the company maintains the competitive edge in comparison with the other competitive products, at least with reference to the reliability of the product.

The next question was about the consumers’ profile. In this question, there were some different opinions but the ideal profile seems to be that of the 12-18 years old age group. Someone can conclude from the question that Jumbo Chips products seem to be aimed at purchasers who have a special preference for taste.

Conclusions from the qualitative research regarding the mini-markets owners

CHARACTERIZATION OF JUMBO CHIPS PRODUCTS	<ol style="list-style-type: none"> 1. Tasty 2. Excellent packaging 3. Crispy 4. Unique 5. Good quality 6. Good price 7. Always available on the stands
DIFFERENCE FROM OTHER PRODUCTS	<ol style="list-style-type: none"> 1. Easily recognizable in comparison with other ones 2. Excellent packaging
WAY OF PROMOTION BY THE MINI-MARKETS OWNERS	<ol style="list-style-type: none"> 1. Some try to be objective. 2. Some promote them according to the proportion of offer.
FEELINGS CAUSED WHEN THEY WATCH A JUMBO CHIPS ADVERT	<ol style="list-style-type: none"> 1. Positive because the company collaborates excellently with them. 2. Positive, due to the possible increase of sales
ANALOGY BETWEEN THE VALUE AND THE PRICE OF THE PRODUCT	Good price in comparison with the market value of the product
PROFILE OF THE COMPANY’S CONSUMERS	<ol style="list-style-type: none"> 1. 12-18 years old 2. A special preference for taste

3.2 Qualitative research-Consumers

The sample of the consumers who took part in the interview was 25 people, out of who the 10 were women and the 15 were men. According to the answers to the question: “How old are you?” it can be observed that 60% was 12-18 and 40% was 18-30 years old.

The answer to the question if they know the Jumbo Chips Snacks series was that all the respondents do so.

The next question was if they have tasted Jumbo Chips. 70% answered that they have done so many times, 25% answered that they have done so a few times, whereas the rest of them answered that they have never tasted them.

After that, they were asked if they have watched any Jumbo Chips advert. All the answers were positive (even of those who have not tasted the Jumbo Chips products). After watching the advert, an impulsion to buy the products immediately was created in most of them. This shows that advertising plays a really important role in the products promotion.

Regarding the Jumbo Chips products availability on the points of sale stands, 90% answered that they always find them, whereas 10% answered that they sometimes do not.

The next question was if the price plays an important role regarding the purchase of the products. 60% of the respondents answered that the price does not concern them because they are satisfied with the quality of the Jumbo Chips products, whereas 40% answered that the price plays a role regarding the purchase.

The last question was: "Mention three adjectives which characterize the Jumbo Chips products". The respondents mentioned the following adjectives:

1. Quality products
2. Tasty
3. Economical
4. Crispy

It seems from these adjectives that consumers have been satisfied with the products and they will hardly prefer another brand.

Conclusions of the qualitative research regarding the consumers

CONSUMERS' AGE	1. 60% (12 -18) 2. 40% (18 -30)
CHARACTERIZATION OF JUMBO CHIPS PRODUCTS	1. Special taste 2. Crispy 3. Quality products 4. Reliable
IMPORTANCE OF PRICE	1. Price does not concern most of them because they prefer quality. 2. A big percentage buys them according to the price.
IMPORTANCE OF MINI-MARKETS OWNERS' OPINION ABOUT PURCHASING JUMBO CHIPS PRODUCTS	They are not interested in the mini-markets owners' opinion about purchasing the products or not.
AVAILABILITY OF JUMBO CHIPS PRODUCTS IN SERRES	They always find the products on the shelves of the mini-markets stands.
IMPACT OF ADVERTS ON CONSUMER BEHAVIOR	Everyone has watched a jumbo Chips products advert. An impulsion to buy the products was created in most of them.

3.3 The personality and image of Jumbo Chips

According to the research both at the mini-markets and the consumers, the researcher was led to some adjectives which characterize the product.

The personality of Jumbo Chips can be characterized as follows:

1. Reliable
2. Quality products
3. Unique

These values meet the first aspect of personality, which is honesty.

The next characterizations of Jumbo Chips were the following:

1. Modern

2. Positive
3. Blooming

These characterizations belong to the aspect of enthusiasm. Consumers are satisfied a lot when they consume the Jumbo Chips products.

Finally, Jumbo Chips were characterized as follows:

1. Tasty
2. Crispy

These characterizations correspond to the aspect of awareness and they make consumers feel superior.

According to the above-mentioned, it appears that Jumbo Chips products satisfy the consumers who they target. In this way, they can distinguish them among the rest competitive ones.

According to the theory of Thakov's model, the image of the brand is affected by three elements, which are the personality of the brand, the consumers' benefits, and the characteristics of the product (Thakov, 1996, 27-42).

As it was mentioned above, the personality of Jumbo Chips creates an image of a high quality product which has a sense of superiority.

Certainly, apart from the personality, the characteristics of the product play a significant role in the formation of the image. In the research, the characteristics of the brand appeared to be recognized and the image that Jumbo Chips products are the brand which interests consumers regarding their satisfaction appears to have been formed.

The consumers' benefits also play a major role. It seems that Jumbo Chips have some benefits for the consumers, irrespective of the existence of some negative elements, such as the price.

In conclusion, the consumers' impression regarding Jumbo Chips is that they are a high quality and price snack brand and they are always placed on special stands of the company at the points of sale.

4. CONCLUSIONS

In this article, the creation and value of the Jumbo Chips brand creation and value.

The Ohonos Snack S. A. Company has managed to develop strong brands in the market, such as that of the Jumbo Chips series.

In the theoretical analysis, it was observed that it is very important for businesses to develop strong brands. Various policies and strategies are applied so that this can be achieved.

The brand personality is related to how a brand reflects the consumers' desires, i.e., it symbolizes some elements and values which a consumer desires to have.

On the other hand, the image of the brand is the perception consumers have formed about it. The formation of the image is a complicated process because it is basically the result of the synthesis of both the product personality and characteristics and the consumers' positive or negative impact on the brand.

As for the research, it seems that there is a positive image of the Jumbo Chips brand. There is positive attitude towards the products, according to the interviews, although there were some slight concerns.

Thus, the conclusions which can be drawn from the qualitative research are the following:

1. Jumbo Chips have created a personality which corresponds to the one consumers aim at to a great extent.

2. Jumbo Chips brand has the characteristics of a reliable brand which inspires preference.

3. It has the image of a brand which is interested in the consumers' needs and satisfaction.

4. There are some negative elements in the Jumbo Chips image, such as the price, as well as the proportion of offer to mini-markets. This results in the formation of a negative impression about Jumbo Chips to some people/mini-market owners and its transference to the consumers.

4.1 Suggestions

Continuing this article and having finished the analysis of the research results regarding the Jumbo Chips brand of the Ohonos Snack S. A. Company, we can suggest specific actions so that the company continues to lay emphasis on the brand image so that it is always competitive in the hard economic conditions that prevail:

1. The company should always be vigilant so that it deeply understands the consumers' needs because consumer behavior is formed according to every consumer's purchasing power and emoluments due to the financial crisis.

2. The company should observe the changes in the behavior, as well as what should be done so that the brand remains stable regarding the consumers' needs.

3. The company has to conduct a detailed analysis of the market so that it is always aware of a brand's position in comparison with competitive products.

4. The company should emphasize the production of the products and mainly the consumers' preferences in respect of taste, crispness, dietary value, and acceptance of packaging, at least according to the consumers' answers.

5. Although the sample of the research was very small, the company should examine the possibility of

improving the proportion of offer which is small for some people/mini-market owners.

6. As for the placement of the brand in the mini-markets, the company should always make sure it is placed only on its own stands and no competitive products are placed on the same stand.

5. CONCLUSION

It seems that the important strategic decisions regarding the creation of the brand are made by the executives based on the consumers because it seems that those are extruded by their desires, preferences, and views. Perhaps, the strong communicative role that the executives of marketing recognize in a brand name incites to a focus on the receivers i.e. the clients although it has been proved that other important decisions regarding the creation of a brand depend a lot on the environment of the business either that is expressed via the clients or via the competition. Such a strategic approach of the brand includes an analysis of forces and factors that will influence its long-term development and profit, elements that determine the position of the brand based on those characteristics that distinguish it from competitive ones. The purpose of the marketing executives is the activation of the available power of the brand in its entirety so that the pursued competitive advantage is acquired.

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