

The Development of an i-Branding Software for Asian Local Products



Zulhamri Abdullah

Abstract: As Asian local research prototypes which are now stepping into a new dimension of globalization, a structural benchmarking standard needs to be produced to show its real capabilities to formulate a unique brand identity, which is reputedly regarded worldwide. Some of the issues faced among scientists are insufficient knowledge about branding, lack of awareness about branding, incompetencies of brand quality, and vague in managing brand structure concerning to commercialize their patterns in the marketplace. The solution of this research project will offer to develop i-branding software as proof of concept by emphasizing brand positioning for local Asian products in the context of Internet branding. This research project will reveal the status and standard of Asian research brands and prototypes as well as how we can project and sustain glocal reputation by improving Asian business in a highly competitive business environment as this software is developed by emphasizing on tangible values such as logo, name dan color and also intangible benefits such as emotion, chic, and moral. It is also considered Asian cultural diversity in understanding Asian market conditions; it can be differentiated from other branding software in the existing market. The focal point of this project is bridging product branding to corporate branding. It is among the first branding software will be developed to cater to the Asian market.

Keywords : Branding, Reputation, Asian Market

I. INTRODUCTION

As Asian local research prototypes which are now stepping into a new dimension of globalization, a structural standard needs to be produced to show its real capabilities to formulate a unique brand identity, which is reputedly benchmarking regarded worldwide. This study reveals the status and standard of Asian research brands and prototypes as well as how we can project and sustain glocal reputation by improving Asian business in a highly competitive business environment. This may encourage entrepreneurship development in Asian country [1] [2].

The notions of corporate identity, corporate branding, corporate reputation, and corporate image have been debated substantially since last decades in the corporate communication and marketing literature [3] [4] [5] [6] [7] [8]

[9] [10]. Meanwhile, the notions of brand identity, brand reputation, and brand image have been significantly argued since a past decade in the branding and marketing literature [11] [12] [13] [14] [15]. This shows the importance of corporate identity and corporate branding to today's organization as well as its association with the essence of product branding. Thus, it is argued that a good corporate identity and corporate reputation depends mainly on the strategy development of the organization [16] [17]. All businesses must be transparent, authentic and visible to all stakeholders to shape the corporate identity of the organization [17] [9]. It is found that plenty of research concentrated on how corporations in Malaysia manage their product and corporate branding profoundly.

Nevertheless, there is still lacking studies on investigating products and their relations to corporate brands concerning international corporate branding, Asia branding [18] [19] [20] in the context of cultural diversity [21]. Therefore, this paper intends to propose how corporations may build strong local brands and promote the brand identity and image of agricultural products and industries by improving any prototypes for brand positioning in the Asian markets. The fact that many investors have created many prototypes but a lack of understanding of branding exercise and commercializing the products is a daunting task. Lacking awareness of brand identity and personality, uncertain the process of brand management architectural values, and imprecise market value of product branding name a few issues of brand management with regards to commercialize their prototypes to the actual marketplace.

A. Objectives of the Prototype Development

This paper is aimed to develop i-branding software as proof of concept by emphasizing brand positioning for local Asian products. This study embarks on the following objectives:

- To design a software prototyping, analysis, and web application development focusing on the tangible values of prototypes such as logo, name, and color for a brand positioning index.
- To fabricate a software prototyping, analysis, and web application development focusing on the intangible values of prototypes such as emotion, chic, and morals for a brand positioning index.
- To test the interfaces of tangible and intangible values for Asian branding software.
- To verify the interfaces of tangible and intangible values suit the characteristics of local brands.

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- To evaluate the value creation potentials are well developed in the process of automation of branding software.

A. First Phase (Prototype development)

In the first phase, in the context of product branding, a literature review is rigorously developed to strengthen and finalize the key indicators of brand identity based on Aaker's brand personality index. This reconfirms the brand identity suggested based on noted findings on the Asian branding index. Upon completion of the first phase, the critical constructs of the branding index lead to prototype development and validation.

B. Second Phase (Market orientation)

Market orientation is vital before the creation of any prototype. We decide to determine the market orientation approach for this software prototype by conducting a customer-based survey on the branding personality index. Indeed, the instrument of this study is the survey questionnaire.

Then, the survey questionnaire is developed based on the brand personality index. We intend to conduct a pre-test with 30 participants to test for the reliability and validity of this research. All items must meet the reliability of at least 0.8. For sampling, 300 customers (commodities) of five local companies respectively from four Asian countries in Malaysia, Indonesia, Singapore and Thailand.

C. Sample and data collection

Data for this study are collected through a survey questionnaire of agribusiness customers in Malaysia, Indonesia, and Thailand. A cluster and systematic random sampling are used to collect approximately 300 participants from a database of five local consumer corporations in three Asian countries such as Malaysia, Indonesia, and Thailand. The total samples are 1500.

D. Measures

To accomplish the objectives, the survey questionnaire is analyzed using a basic and advanced statistical analysis as follows:

- This study is to analyze the correlation between the attributes of brand identity prism and brand equity;
- This study is to examine the factors influencing strategic local brand management (SLBM) using multiple regression analysis; and
- This study is to develop a proposed model of strategic local brand management (SLBM) using structural equation modeling.

Upon completion of the second stage, confirmed key attributes of the branding index is finalized. Then, in the context of an input-throughput-output process, inputs are ready to be tested and validated for a prototype design. It will help the improved development of a prototype using a waterfall model in the final stage.

E. Third Phase (Prototype completion)

Primarily, the key phase of this project is aimed to develop a system development model for branding software. The database of PHP programming is applied to design the interfaces of branding software. The Waterfall Model is used

as a process for the creation of software. There is a need to license the database of Oracle for the success of software development. Hiring system development team, buying related software, and rental of the server are important to successfully manage the system development model. With regards to the prototype development and validation, the Waterfall Model [22] will be used by deploying the detail succession plan of the project as follows:

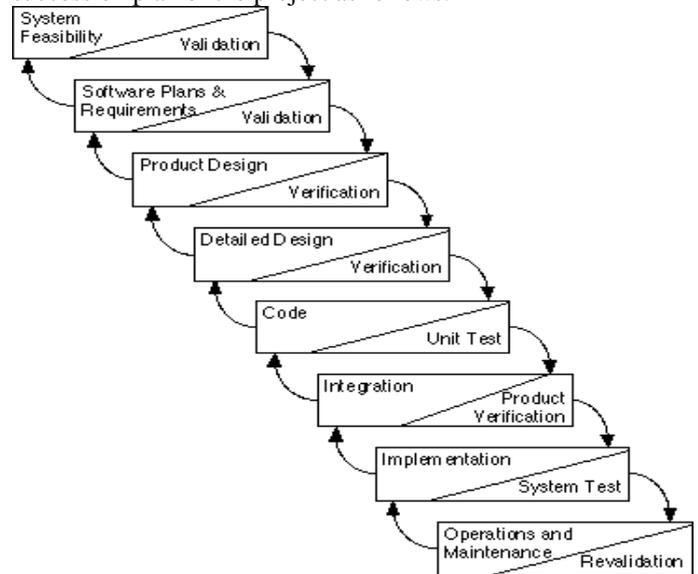


Figure 1: A Waterfall Model

Table 1: Waterfall Model Description

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|-------------------------|--|
| Feasibility: | Characterizing of a favored concept for building the software product, and identifying it's the feasibility and superiority of life-cycle to substitute concepts. |
| Requirements: | Determining a comprehensive and proved requirement of the essential functions, interfaces, and performance to develop the software product. |
| Product Design: | Identifying a comprehensive and proven requirement of the total architectural hardware-software, the control structure, and the data structure for building the software product, along with other alternative mechanisms. This can be used as the user's manuals and test programs. |
| Detailed Design: | Classifying a comprehensive and proven requirement of the control structure, data structure, interface relations, sizing, key algorithms, and expectation of each element of the program. |
| Coding: | Categorizing a comprehensive and proven set of elements of the program. |

| | |
|------------------------|---|
| Integration: | Integrating an appropriate function of software products comprised of the elements of the software. |
| Implementation: | Executing a completely effective operational hardware-software system, consisting of such purpose as program structure and data conversion, installation, and guidance. |
| Maintenance: | Monitoring a completely effective update of the hardware-software system for each update repetitively. |
| Phase-out: | Finally, completing a clean transition of the functions executed by the products to its replacement. |

II. DISCUSSION AND CONCLUSION

The brand positioning index has been developed and being tested in Malaysian and Indonesian local brands. It has been planned to expand the fieldwork in several Asian countries depending on the budget allocated. It has a value creation on its own in creating the originality of the index. The brand personality index will be automated by developing software. The software can be used to identify brand identity for the new invention of tangible patents. Some branding software is developed in Western countries focusing on brand image per se. The software is produced based on tangible values such as logo, style, and name.

Moreover, the brand identity developed in the existing market is based on "one size fits all" such as Putra Brand. This paper contributes substantially to the innovation of local Asian brands, especially Malaysian local brands. With the establishment of this branding software, it helps inventors and scientists to improve the market value of their patent commodities before commercializing their prototypes. It is believed that some organizations are interested in investing in this project as it is in line with government goals to encourage the innovation of local prototypes. Once the branding software is developed, many interested parties such as inventors/scientists and local companies with local brands are keen to use this software to identify their brand identity. It is easier to commercialize this software, especially for a B2C approach. Furthermore, consolidating the group effectiveness [23] among inventors/scientists and entrepreneurs may create dynamic brand innovativeness.

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