

Branding, Solution for Iranian Pistachio's Globalization

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Abstract: Iran pistachio's share maintenance in the markets encounters some challenges considering new competitors presence. One of the collating procedures with incoming challenges is creating a brand (commercial name) for the product to be present in global markets. Good brands have consumer concession. Consumer concession means that the customers are loyal to the brands. A remarkable number of customers will want these brands even if other substitute goods with lower prices are supplied in the markets, and they will not accept the substitute items. The approach of the research in this article is descriptive-analytical method, and to collect the required information, the existent registered statistics in the country have been used. Creating a brand for Iran's pistachio is one of the most important things that has been concluded from analyzing the materials and cases of this article. Also using a proper naming strategy is one other result of this research.

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Introduction

One of the most important decisions in the products' marketing is determining a trade mark or a brand name (1). Trade mark is an important part of the goods from the consumers' point of view (2). Determining a trade mark increases the profit and value of the goods. Choosing and designing a brand name is one of the most important stages in making product image or goods and new services images. Since before explaining the product and stating its advantages and usages, brand name shows off. On the other hand brand name can be in control of the company. Since it is one of the rare cases that cannot be copied or be controlled by the competitors (3). Most of the producers finally become aware that power lever is in control of the companies that have the control of the brand names. For example the companies which possess some clothes brands, appliances and electronic sets and computer brands are easily able to substitute and cheaper sources of Malaysia or every other country for Taiwanese producers. And it seems improbable that Taiwanese producers can do an action. Because the consumers are loyal to the brand names not the goods (2). Good brand names have the concession of the consumer. Consumer concession means that the customers show loyalty to the brands. A remarkable numbers of the customers will apply the same

brand names even if there are other substitute goods with fewer prices and they will not accept the substitute goods. On the other hand, the companies which own some signs and brand names and have an ideal consumer concession, have been practically insured vis-à-vis improving policies of the competitors(2).

Research literature

Pistachio has a special dignity among agricultural products, and it is a strategic product. It forms a major part of nonpetroleum exports so that in recent years it has reached to an unprecedented number with an income more than one billion dollars and it is the first nonpetroleum export. At present, Iran pistachio cultivated fields are more than 440000 hectares. Kerman province has more than 300000 hectares (70 percent of fertile and infertile pistachio gardens in the country) and it is considered as the most important pistachio producing area in Iran and the world. The pistachio cultivated gardens in 2009-2010 equal to 460000 hectares that nearly 385000 hectares (83%) of them are fertile and about 75000 hectares of them are infertile. Also fertile pistachio cultivated area in 2008-2009 is about 359000 hectares and infertile area is about 95000 hectares. Iran has the first degree in the world. Because it has the most cultivated area and the most production amount and it has 70% of the areas and more than 40% of the global production. (Table1).

Table1. Universal production state

Major producers	Weight (one thousand tone)	Year
Iran, America, Syria, Turkey, China	531	2001
Iran, America, Syria, Turkey, China	517	2002
Iran, Turkey, America, Syria, China	542	2003
Iran, America, Syria, China, Turkey	443	2004
Iran, America, Turkey, Syria, China	493	2005
Iran, America, Turkey, China, Syria	524	2006
Iran, America, Syria, China, Turkey	522	2007

The source: Iran trade development organization.

Table2. Export value comparison in major countries (million dollar)

Export in 2008	Export in 2007	Export in 2006	Export in 2005	Exporters
673	680	1018	724	Iran
482	289	247	257	America
117	140	115	108	Germany
99.5	44.5	23	20	Belgium
87	81	68	66	Holland
81	84	67	38	Hong Kong
45	46	0	30	A.U.E
42	50	57	62	Luxembourg
26	12	10	7	Turkey
14	5	5	1	Syria
13	6	5	6	China

The source: Iran trade development organization

As it is observed in table2, however the major share of pistachio global market belongs to Iran and pistachio global market's leadership is for Iran, as it is seen in the following table as pistachio market share of Iran decreases, the share of other competitors such as America is increasing. In spite of the presence of powerful competitors in the market, our country has not been able to persist against this competition wave for supplying Iranian pistachio by creating a global brand.

The importance of brand creation

The value of mark creation means that a certain mark enjoys customer loyalty, quality and awareness of the mark. The moral value of the mark has a competitive advantage for a company. Because it gives a power to the mark to get greater share of the market and sell the products with more profit. What makes a mark successful? Given color (4), the marketing professor in Dart Mouth college has mentioned a list including ten characteristics of pure global marks:

1. Mark has priority in benefits delivery that the customers really want it.
2. Mark stays suitable.
3. Pricing strategies are valuable on the base of consumers imagination.
4. Mark has been positioned properly.
5. Mark is stable and continuous.

6. Mark is hierarchical and it gives and importance and parity.
7. Mark managers know that what marks mean for the consumers.
8. Mark enjoys a proper support and it is a long term support.
9. The company investigates valuation sources of the mark (5).

Brand name and trade mark

Brand is derived from the term Brander which means burning (to burn). Since a long time ago, to distinguish the goods, brand name was used. Brand was a tool that the owner of the cattle's used to name their animals and properties. As time passed, the people used the brands to name their other personal properties more over their cattle's and properties. For example the potters marked their hand made pitchers and vases by putting their finger prints, a star, across or a circle on them. These signs indicated that the product was original and transformed important information about its producer. Although branding existed since long years ago, but its major progress has happened in the recent century. Industrial revolution appearance and transportation systems' expansion and services and goods exchange in international arena was the major motive for brand creation development (6). Rapid development of brand creation and ownership right development in brand name caused a deep development in the rules which were related to trade mark. Since a long time ago, the people were aware of the

importance of protecting their trademarks and the danger of being forged. During the centuries, the legal systems of the society appeared to protect trade mark forgery. At present trade mark rules exist nearly in most of the countries in the world (6). After stating a brief history about brand name and the rules related to trade mark, we consider the definition and importance of brand name and trade mark. Trade mark of the product includes every word, design, sound, shape, color or a combination of them which are used to distinguish the products and services of a producer or seller from the products and services of their competitors like the trade marks “Barf” and “Parsi Cola” which have consisted of the words or the marks like “two lions” for Bella shoes and elephant for Melli shoes which are a kind of design (1). Brand name includes legal and

commercial name that the company works under its name (1). on the other hand, brand name is a part of a trade mark which can be mentioned, it means that you can say it, names such as Sheverlet, Taid, Disney land and American Express (2). The value of brand name in marketing depends mostly on getting a license or permission. License or permission is a contract that according to it the company permits an other person to use its brand name. Providing the products are made according to the determined characteristics. Iran Khodro Company had gotten its license and permission for producing Peykan car from England Talbot Company. Pars Khodro Company’s permission is from Japan. By means of this method, every company can enter the new markets without conflict with new product’s development process (1).

Creating value for the customers through increasement.

- 1) Comment data processing
- 2) Assurance of purchase decision
- 3) Satisfaction with using the product

Creating value for the company through incresement

- 1) Effectiveness and efficiency of marketing programs.
- 2) Loyalty to the mark
- 3) Price/ profit list.
- 4) Mark development.

Source: Paul Stobar, Brand Power, Macmillan Press Ltd, London, 1994, P1.

Effective brand name

Before choosing a brand name we can test its effectiveness by means of asking five essential questions and present some procedures for designing and choosing a better brand name as much as possible. The first question: If that name breaks a rule or a stereotype or a custom? If the answer is negative, choose a new name. if you want not to be a loser you need a different attitude, a different shape and a different message presentation for your brand name which is unexpected but related to your customers. The second question: If those competitors' names make you sad? Since a recorded brand name is from rare cases that your competitors cannot make them far from you, the name must be a name that they withdraw whenever see it. If you think they act apathetically against your brand name or make a better name, bring that name out of your list. The third question: If that name gives promise or it has a story inside? If it is not right, do not ratify it. Big names are like small and short poems. Each letter, every word and sound can be used accompanied with each other and must have concordance with each other to present strategic messages. Most of the names are selected due to presenting a meaning at once, however, they present a different message. Which one do you prefer to have? Antiglare or Ray Bans? The simple solution is tempting. If you think about it we remind you that a correct and suitable brand name selection can be your most difficult marketing challenge that cannot be solved easily. But what can be more important? A correct brand name can be the relation key between the customer and the product. That is the most powerful tool for your marketing and that is a thing that your competitors are really eager to steal it. The fourth question: If that name presents or describes a benefit or a special characteristic? If that is right, make sure that the brand name presents the most emergency benefit which is unique and the consumers will deal with it during more than 10 years in the future. This problem can make a brand name or destroy it. The fifth question: If you are relaxed with the name? if you are relaxed, you may have a good name, but you do not benefit a great name. Scar wild says "An idea which is not dangerous, rarely has the value to be called an idea." It is true about the name. A great name stimulates and makes angry and it has luck. This attitude and consideration absorbs the customers and the market towards your brand name. let the others to conform themselves with it(3).

Brand name creation strategies

Naming strategies try to influence the conception of people about the brand name in such a way that cause they behave in a special manner, that is, buy an article that is presented with that name. Moreover, most of naming strategies try to state that the people are

comparing our goods with the others to prefer the goods. There are four naming strategies that can be used.

1) Brand name area:

The experts of brand name area have specialty in one or several aspects of brand name area (products, services, media, distribution and solutions). An expert of brand name area tries to create a personal area for himself and expand the brand name. it requires having knowledge in creating brand name area technology and also a knowledge about behavior and the needs of the customer. The motive power of these experts is creativity and innovation in using the sources. The expert of brand name area is like a cheetah which is hunting gazelle in ... deserts. Cheetah is a skillful hunter which has a high speed and also sharp claws and teeth for hunting the animals. Moreover cheetah has complete familiarity with the behavior of its hunt and it helps the cheetah to find a way to get closer to its hunt, trap it and hunt it. Cheetah is one of the most complete hunters among the wild cats.

2) Brand name popularity:

The experts of brand name popularity try to benefit more validity or trust capability compared to their competitors by means of using or expanding some outstanding characteristics of their own brand name. Brand name popularity expert requires a kind of history, inheritance or myth. He or she must be able to state it in a persuasive way and connect it with the created popularity. These experts must have a good perception about the history in order to be able to persuade their consumers that their brand name is better than their competitors' in some aspects. The expert of brand names is like a full-blooded horse. The horse may be a full-blooded one and have some characteristics like beauty, dignity and high speed which refers to its genuineness. Like a full-blooded horse, the expert of brand names can have progress with due attention to the history and inheritance of the company.

3) Brand name dependence:

The experts of brand name dependence have their relationship with the customer through two or some aspects of dependence. These experts try to show a better performance by making a relationship in competition, that is, brand name expert needs to have a distinguishing attraction for the consumers, have an effective relation with them and make an experience for them to reinforce dependence process. Brand name dependence expert is like a pet dog. Generally a dog is known as the best friend of human due to its love, obedience, loyalty and protection. The dogs show their love in different ways.

4) Brand name recognition:

The experts of brand name recognition introduce themselves among their consumers and distinguish

themselves from their competitors. These experts try to persuade their consumers that distinction creation is somehow different from competition, or take the lead among their competitors in competition arena with getting fame among their consumers (not through competition). When brand name has qualitative distinct features, using this method is very important. Brand name recognition expert is like a male peacock. Although we all have little information about the birds, we can easily recognize a peacock from a far distance. However, we may not have exact information about the features of a peacock, if we want to choose one bird among the birds, we will have more inclination to choose a peacock due to its beauty and attractive appearance. If we want to consider the comparison of the animals which have unique features, we will encounter special problems. Special skills and unique features of these animals cannot be taken into account as an advantage for them for a long time, and they possible require presenting new features and skills and improving them. A cheetah may survive and live better and more comfortable in other parts of the world which have wide meadows. But if a cheetah is moved from the meadow to the jungle, it will need to change the way it hunts (for example it must climb a tree to hunt), it must change the kind of its hunt (for example it must hunt monkey and compete with new hunters (like snakes). Although most people look at horse as a noble animal, the people in society have different attitudes towards that. In some societies, horse is considered as a transportation tool that competes with cars and truck. In other societies, horse is as a tool for gambling that competes with gambling houses and dog racing matches. But horse is still a sign of independence and gentleness in some societies. Horse requires having different features in order to do each of these functions. Similarly, dog is not a lovely animal in many societies. In different countries dog is used due the thing that it does (sledge dog), as a pet dog or tool for entertainment (hunting dog). Therefore, a dog must make completely different relationship depending on its new owner, Peacock is a quite familiar animal in the world, but it is a symbol of different things in different cultures. In Bengal it is a symbol of happiness, in ... it is a symbol of knowledge and in china it is a sign of beauty and dignity. In brand name designing in the company, like the king of the jungle, there has been a person to compare and combine different strategies according to their advantages and finally obtain a comprehensive strategy (8).

Marking methods

The companies can use different strategies for marking: these strategies include producer's marking, wholesaler and retailers marking, mixed marking methods and generic marking (1).

1- Producer's marking: In this method, the producer can use two marking methods. The first method is unit marking for several products. This method is usually called family marking strategy like producing Mahram, Yek & Yek and Vitana.

The other method is choosing marks and different names for different products. In this method for each product, a distinct name is chosen. This strategy can be useful that every mark of the product is supplied in a part of market like Behshahr industrial group that has chosen marks like Nasim and Pooneh for tooth brush and different names for washing powders, Shampoos and other items (1).

The advantages of unit marking strategy:

Creating a unit for a set of products of a company is a nearly new approach in today business world.

It is like an umbrella that it rains glue on all the products of the company and unifies all of them. Of course there are big companies that are famous with the names of their products more than the names of their company. But every day more companies understand the value of unit marking strategy.

- 1) Unit marking decreases the costs.
- 2) Unit marking gives a correlation feeling to the consumers.
- 3) Unit marking acts as a confirmation seal for the products.
- 4) Unit marking, creates a global comprehensive concept (9).

2- Private marking: In this method, the companies supply the produced products with the marks that are requested by wholesalers or retailers. As an example in Go' ads markets, city and village cooperative societies and Sepah markets most of the items are provided and supplied which are considered by them. These items are shoes, clothes and even watches. The producers use this method of marking when retailers have many branches and are popular. The advantage of using this method for production is transformation of sale explanation costs to retailing or wholesaling.

3- Mixed marking: Mixed marking strategy is a method between the two already mentioned methods. Some producers, mark their products with the mark of their own company or retailing or wholesaling, because the buyers who are satisfied with the producer company are different from the buyers who buy their products from retailers or wholesalers. Genotic marking (without mark): In this method, the products are supplied to the market without a special mark and just with stating the features like mushroom, pea and beans. That is, the content description is written on the package of the products and the product is without a mark or sign. The

major advantage of this method is supplying the prices with a remarkable discount. In previous years in Iran this method of marking has been used for supplying the drugs. Some companies use this kind of marking for selling their stored or undesirable products (1).

Conclusion

We should notice that determining a mark or a brand name for the product is one of the most important decisions in the products marketing. Trade mark is an important part of the goods from the customer's point of view. Determining a trade mark increases the benefit and value of the goods. Brand name selection and design is one of the most important stages of making product image of the new goods or services. Because brand name shows off before an explanation is given about the product and its advantages and ... are mentioned. On the other hand, a brand name can be in the company's control as a powerful tool because it is one of the rare cases that the others and the competitors cannot take its possession or make a copy. With due attention to the competition increase and new competitors presence in pistachio market it seems that creating a brand to improve and stabilize Iran pistachio dignity in global markets is a necessity. However adopting proper procedures in different areas related to the product is necessary too. Using correct naming strategy for Iranian pistachio supply in global markets, its advantages can be used in the best way.

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