

FROM COMMODITIES TO BRANDS: A PROCESS PERSPECTIVE

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ABSTRACT

Structural definitions of brands are commonplace in marketing literature and are markedly reflected in the views expressed by Sri Lankan marketing experts. In this context, a brand's constituents (i.e. structure) define its character, as reflected in conventional marketing research methodologies which attempt to measure, that which denotes and connotes a brand. This paper posits a case for a holistic brand definition, incorporating both the structural (i.e. "What" a brand is) and process (i.e. "how" it is experienced) dimensions. It is argued that a structural definition, by itself fails to set a brand apart from a commodity.