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## Product and brand information management

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### Abstract

This article examines product and brand information management and identifies its broad contribution to accounting research. Brands and products are one of the most important things to help companies in creating and developing products. Today's technological systems make it

easier for accountants and managers to produce financial and non-financial information. A product will be increasingly known to the public if the management of brand information from the product reaches prospective buyers and makes potential buyers / clients interested in the product.

**Keywords:** Products, Brand Information Management

### 1. Introduction

As the economy develops and technology advances rapidly, the goals and objectives to be achieved by an organization or company that will carry out an activity are also growing. Every company is required to organize and carry out its management properly in order to achieve the goal of making a profit.

The role of information technology systems in an organization / company is needed to support business competitive strategies. One of the strategies in increasing competitiveness is through developing the role of the company's information systems. If previously the role of information systems was only as a supporting process to obtain data on operational cost efficiency, now its role has changed to become a company's strategic tool to increase its competitive ability.

Products that are unable to keep up with the shift in business competition will be left behind. For example, a product that doesn't change or doesn't innovate for a long time will bore buyers or clients. Most likely the buyer or client will move to a competitor's product that has made changes.

In the discussion of brands, many things must be considered in order for these products to be accepted by consumers. The trick is how consumers feel satisfied with a quality product. Competition is getting tougher and competitors are increasingly sharpening the competition space by presenting similar products and even improving existing ones. Competition in the era of free trade made companies competing to create a product that became public consumption on a large scale.

Brand information management is a vital element in determining business development. How a product that comes from one brand can be recognized by many people and find its own market share is one part of brand information management. Brand information management is an important part of any marketing strategy. How to make a brand memorable, known, and sought after by consumers by giving a deep impression that tends to be different from similar products (competitors).

### 2. Theoretical Framework

#### 2.1 Product

A product is something that can be offered to the market for attention, use, possession, or consumption so as to satisfy wants or needs. From this understanding it can be concluded that almost everything that includes production results are real objects that can be seen, touched, and felt. Because products are real things, there are quite a few types.

According to Kotler & Keller (2009: 4) <sup>[1]</sup> a product is anything that can be offered to the market to satisfy a desire or need, including physical goods, services, experiences, events, people, places, property, organizations, information and ideas.

According to Tjiptono (2008, 95) <sup>[3]</sup> a product is anything that a producer can offer to be noticed, requested, searched for, purchased, used, or consumed by the market to fulfill the needs or wants of the relevant market.

According to Kotler & Keller (2009, p.4) <sup>[4]</sup> in planning their market offerings, marketers must look at five product levels, each level adding greater customer value, and the five are part of the customer-value hierarchy divided into five levels, namely:

- 1 At the basic level, the core benefits (core product) are the basic services or benefits that customers actually buy. Marketers must view themselves as providers of benefits.
- 2 At the second level, marketers must change the core benefits into basic products, namely the characteristics of the product, in the form of quality, style, or characteristics, brand and packaging.
- 3 At the third level, marketers prepare the expected product, namely some of the attributes and conditions that buyers usually expect when they buy this product.
- 4 At the fourth level, marketers prepare an augmented product, which describes the completeness or refinement of the core product that exceeds customer expectations.
- 5 At the fifth level, there is a potential product, which includes all possible improvements and changes that the product or offer may experience in the future.

According to Kotler & Keller (2009, p.15) <sup>[4]</sup> the product hierarchy extends from basic needs to certain goods that satisfy these needs. We can identify six levels of the product hierarchy, using life insurance as an example:

1. Need family (need family) core needs that underlie the existence of the product family. Example: security
2. Product families are all product classes that can satisfy core needs with reasonable effectiveness. Example: savings and income.
3. Product class is a group of products within a product family that are known to have a certain coherent function. Example: financial instruments.
4. Product type A group of items within a product line that share one of several possible product forms. Example: Term life insurance.

According to Tjiptono (2008, p.103) <sup>[5]</sup> product attributes are product elements that are considered important by consumers and are used as the basis for purchasing decisions, product attributes include brand, packaging, guarantee (warranty), service.

Product attribute indicators are product elements that are considered important by consumers and are used as the basis for making purchasing decisions. product attributes include brand, packaging, guarantee (warranty), service.

1. Brand is a name, term, sign, symbol / symbol, design, color, motion, or a combination of other product attributes that are expected to provide identity and differentiation to competitor products.
2. Packaging packaging (packaging) is a process related to the design and manufacture of containers (containers) or wrappers (wrapper) for a product.
3. Labeling (labeling): related to packaging. Label is part of a product that conveys information about the product and the seller.
4. Guarantees (guarantees) guarantees are promises which are the obligations of producers for their products to consumers.

Product attributes have a major influence on buyers' perceptions of the product. In addition to differentiating a product from other products, product attributes must also be able to attract consumers. This is because the physical attributes of the product provide various benefits that the buyer needs and wants.

According to Kotler and Armstrong (2009: 214) <sup>[1]</sup> some of the attributes that accompany and complement the product

(characteristics of product attributes) are:

### 1. Brand (Branding)

Brand is the name, term, sign, symbol, or design, or a combination of these which are intended to identify the product or service of one or a group of sellers and distinguish it from competitors' products. Branding is a key issue in product strategy. A good brand name can add huge success to a product.

### 2. Packing (Packing)

Packaging is an activity to design and manufacture a container or packaging of a product.

### 3. Product Quality

Product Quality is the ability of a product to carry out its function which includes durability, reliability, accuracy, ease of operation and repair, and other valuable attributes. To improve the quality of the product, the company can implement a "Total Quality Management (TQM)" program. The definition of Total Quality Management itself is a management system that is oriented towards customer satisfaction with activities that are strived for the right (right first time), through continuous improvement and motivating employees. Apart from reducing product defects, the main objective of total quality is to increase consumer value.

### 3. Brand Information Management

Brand information management is an ongoing process to create a brand with positive values that are in line with company goals. Thus, the equity and commercial value of the brand increases, not only in a certain time but in the long term. In general, brand management consists of intangible components and tangible components.

*Intangible components* is an intangible component that measures the success of the brand. Some of these components are Brand Awareness, Brand Equity, Brand Loyalty, Brand Recognition, and Brand reputation. All of these components have to do with how consumers perceive your product and how well they know your product.

Meanwhile, tangible components are visible components such as brand names, logos and coloring, typography, various kinds of online marketing, and product packaging. It is about something that can be seen to attract customers.

The intangible components are the principles that measure the success of a brand. These principles include:

#### 1. Brand Awareness

Brand awareness is about how familiar people are to your business brand. People will not buy products they are not or are not familiar with.

#### 2. Brand Equity

Brand equity is about how much consumers value your product based on experiences, perceptions and associations. Example: when consumers are satisfied with the quality of your product, they will judge your product accordingly. When you apply a certain price, consumers will accept it because according to them the price you charge is in accordance with the quality of the product they already feel.

#### 3. Brand Loyalty

When consumers are satisfied with the quality of your product, they will come back to buy your product

continuously and become loyal customers.

#### 4. Brand Recognition

Brand recognition is about how well consumers recognize your product brand through specific characteristics, regardless of the brand name of your product. Example: consumers can guess your product just by hearing the ad tagline, product packaging, logo, and so on.

#### 5. Brand Reputation

Brand reputation refers to the general public view of your business brand. Brand reputation is influenced by product quality, customer service, attractive marketing, customer reviews, and so on.

Broadly speaking, tangible components include the visible things of your brand, which customers can see and remember.

##### 1. Brand Name

Make sure the brand you choose is appropriate and describes your product. If you haven't registered a trademark yet, consider finding the brand name that best represents your product.

##### 2. Logo and Coloring

The logo and color selection represent the products you sell. If you are able to choose and design the right one, the right logo and color can attract many new customers. You can hire a professional logo designer and consult them.

##### 3. Typography

Typography includes everything related to fonts and text in your product brand. For now, the selection of typography is directly related to online marketing such as social media, marketplaces and websites.

##### 4. Online Marketing Channels

Pagesocial media, marketplaces, websites and paid advertising are the main components in today's digital era. Online marketing is a necessity that you must do in the brand management process.

##### 5. Product Packaging

If you sell products in physical form, packaging is a very vital component in increasing the value of your brand and product. A food product, for example, will have a different perception of value, if it is packaged as is, compared to when it is packaged attractively. Product packaging will be the first component that potential customers will see, and will make their first impression of the product you are selling.

#### 4. Conclusion

Business competition is increasing along with the times, causing many companies to be able to solve the problems they face quickly. Companies are required to always improve their business performance by making maximum use of information technology and available resources in order to excel in business competition. To be able to deal with the development of information that is increasingly fast and dynamic, it requires information technology, because through information technology will get information that is accurate, timely and useful for the company. Nowadays companies tend to use computer-based information processing systems in addition to providing convenience for users as well as to

get information quickly, relevant, timely, complete, understandable and tested.

Product quality is very influential on purchasing decisions. This means that the higher the quality of the product, the more it will increase the purchasing decision for the product.

The attributes of a product which consist of Brand, Product Quality Design greatly influence the purchase decision of a product because basically consumer behavior in making a decision to consume a certain product is highly influenced by the nutrients attached to the product, because it is impossible for a consumer to buy a product without knowing attributes or advantages of the product.

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