

# Preface

## INTRODUCTION

In our opinion writing a preface for a book will always be a huge challenge. It is a responsible task that has to be attempted with all the seriousness that it entails. The preface should be a sort of a primer or a teaser, if we may say so. At the same time, the preface should not give out the real essence of the book. The book has to be procured and sampled in leisure and then only the preface would serve its purpose. This book is extremely appropriate for brand researchers, academicians in advertising field, marketing and brand consultants and start-ups looking to find solutions in the competitive market scenario. Tried and tested strategies of different variety are presented through rigorous research endeavor of various authors and solutions given for diverse range of industries. It is left to the acumen of business managers to either implement strategies which concern their industry and its problems or adapt some strategies from co-related businesses.

*Holistic Approaches to Brand Culture and Communication Across Industries* is a very apt book for the troubled times that we are facing. Business has never been so rocky and never had we seen so many rocky edifices of management learning and concepts tumbling down into ruins. And so fast. Like they say the only constant in the world is change. Never has the time been more apt to challenge the holy cows of management, management theory and management concepts. Just sample the business happenings all around us.

The Indian film *Baahubali 2: The Conclusion* has taken the world by storm. It has shown how to create a world famous Indian brand intertwined with the cultural ethos. The film has found resonance with different audiences throughout the world. Surprisingly, another Indian film *Dangal* has been received with warmth in China and has according to reports grossed even more at the turnstiles than the Indian magnum opus: *Baahubali 2: The Conclusion*.

Branding has always been a fascinating subject. It at the core is a differentiator. Branding is how one product differentiates itself from another product or a service that is available in the market. Gone are the days when only products and services

were branded. Now-a-day, seven people, ideas and concepts need vigorous branding campaigns. Marketers need to understand the intricacies of branding and create a differentiator from that of the competitor.

Naming of Patanjali is of utmost relevance in the Indian context. Patanjali ranges of food products deploy a very clever branding ploy. The company plays very heavily on its Indianness, Indian culture, ethnicity of its products and formulas. It has a very unique product mix. Patanjali very has cleverly built its brand culture by dovetailing itself to the Indian culture as being superior and imparts this brand culture to its product to battle the MNC giants. Added with unique distribution strategy and very competitive pricing, Patanjali range of products are proving to be popular and gaining significant marketshare from their well-entrenched and formidable Multinational giants.

## **ORGANIZATION OF THE BOOK**

The book that you have in your hand has very thought-provoking set of chapters. There are in total 14 chapters in all and they can broadly be classified as general interest chapters and industry specific chapters.

The chapters: “Branding Culture: A Study of Telugu Film Industry”; “The Space of Culture and Brand in Sequel of Telugu Films: A Qualitative Study”; and “The Impact of Indian Movie Industry on Marketization of India Inc.” highlight the issues regarding brand and brand culture as they exist in the Indian film industry and especially in the Telugu film industry.

It is apt that the Telugu film industry has been taken as the case in point as it produces the most number of movies in India and most of its blockbusters are remade in other languages or are directly dubbed. Most of the dubbed Telugu movies are very popular in the satellite TV channel networks and have in many cases outstripped the popularity of the movie in its original language, Telugu. The success of the Telugu movies when they are dubbed or remade is a testimony of the wider acceptance of culture as depicted.

In a cricket-mad country what can be a better way to brand a product than to associate it with filmi glamour and the heady mixture of the sport that Indians love the most, cricket. Indians may finally have cracked the way to break into new markets. This has been amply proved with the success of Baahubali and Dangal. These movies have proved to be money spinners in many virgin markets including the hereto untapped market megalith – China.

The chapter “The Impact of Brand Variance on Gender in FMCG Sector: With a Special Reference to Toothpaste Category” examines the issues of branding in a FMCG sector. Toothpaste category in India is one of the most challenging

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categories in terms of the number of brands that are present, making the market highly competitive and saturated. It is difficult for any one brand to be on the top of the mind of the consumers. This chapter examines the impact of brand variance on men and women.

The chapter “Evaluation of Celebrity Endorsements on Consumer Perception and Brand Equity in Indian Market” makes a sincere attempt to prove the importance of celebrity endorsements on consumers’ perception and brand equity, especially in the Indian market.

The chapter “Exploring Gratification Factors in Visual Food Communication: With Special Reference to ‘South-Indian Cuisine’” examines the role of visual food communication. Customers relate well to the pictures of food, specifically because in countries like India the relating to a product is very visual in nature and the visual has to excite and promise the expected gratification.

The chapter “Studying Celebrity Engagement on Social Media: An Indian Experience” explores how leveraging a celebrity for instant recognition, visibility and in building significant brand credibility and driving sales has been a long-established recipe for success over the years. This chapter aims to explore and analyse the engagement of celebrities in different social media platforms like Facebook, Instagram, Twitter etc. with special reference to Hindi film Industry. It delves into understanding the engagement patterns; aspects of celebrity evoked, brand impact, media celebrity brand fit, and intended target audience and whether celebrity engagement leads to action or Influences only perceptions. In the era of ruthless and often vicious viral social media engagement, the emotional connect with the product/service is very important to tide over the bad times. The case of Maggi noodles is a case in point. In spite of the bad press that Maggi noodles received, their subsequent reentry into the Indian market was welcomed as the company had a very strong emotional connect with its customers.

The chapter “Evolution of Brand Culture: A Post-Industrial Revolution Story” throws up very intriguing questions. What is that single attribute of a business entity that encapsulates most of its brand essence? In other words, when a business gets established, what are the factors that impact its unique brand identity and brand culture?

The chapter “Impact of Digital Communication on Consumer Behaviour Processes in Luxury Branding Segment: A Study of Apparel Industry” throws light on branding of apparels. With a boom in digital marketing and the luxury sector in India, research in both have become crucial for mining insights that guide consumer buying behavior. This chapter helps the reader in understanding how different vehicles of digital communication impact consumer behaviour processes in the luxury brand apparel segment.

The chapter “Understanding Urban Millennial Consumer Gratification for Branded Indian Web Series” examines the habits of the Indian millennial generation which is increasingly demanding and consuming online video content which forms a considerable percentage of digital content. Youtube.com, Amazon Prime, Netflix and recently even Sun TV NXT have jumped on to the bandwagon of giving out video content on demand. The market potential in huge and players moving into this market could benefit as there is an enormous market for personalized content delivery on mobile phones.

The chapter “The Impact of Digital Word-of-Mouth Communication on Consumer Decision-Making Processes: With Special Reference to Fashion Apparel Industry” tries to throw light on the impact of digital word-of-mouth communication on consumer decision making process. The chapter elaborates the growing popularity of social networking sites among users and the necessity for a brand to connect to its existing as well as prospective customers via fashion bloggers and not just through brand owned pages and posts or online advertisements.

The chapter “Observational Research in Advertising, Marketing, and Branding: An Academic and Theoretical Review From an Industry Perspective” elucidates the concept of observational research and its importance in brand building. Both practitioners and academicians need to focus on the concept of observation as a tool to secure knowledge about the customers and in building brands. Observation as a method of collecting data and information from the customers has become a double-edged weapon. In the modern world, most of the transactions are digital in nature and live observations are almost impossible. But at the same time, the quantum of data and magnitude of traceability and demographic targeting on digital media can both act as a bonus and might be a deterrent too. There is so much of data available that it is difficult to separate the chaff from the grain.

The chapter “Branding and Communication Strategies in Healthcare Organizations: An Indian Study” is of critical importance as India is emerging as a healthcare hub of the world. All organizations benefit from great branding, but it is more important in healthcare than any other industry. Health care is of critical importance as it imparts the well-being of the customers and it is a life or death issue. So, branding and brand culture is a sensitive issue and marketers need to be cautious in branding of health care services.

The chapter “Emotional Communication for Brand Appeal and Acceptance: An Indian Approach” is a chapter that explores the emotional connect that a brand has with its audience/customers. Emotional communication is used by FMCG Marketers and other product categories where the products have close substitutes of each other and where brand switching costs are low. Marketers use emotional communication to enhance their product stickiness. Emotional appeals would enhance the brand appeal and acceptance and make customers stay brand loyal.

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All-in all, *Holistic Approaches to Brand Culture and Communication Across Industries* is a well thought out book that will add valuable inputs to the development of management literature in general and to branding and marketing pool of knowledge in specific. Every reader of this book will find some value addition to the knowledge simply taking into account the array of industries that this book captures. As researchers rigorously look for finding robust solutions for problems in hand, they endeavor to narrow the corporate academic gap and find the most effective solutions for problems across industries. Thus, this book will be an invaluable asset to corporate solution finders as corporate titans clash their strategic sword in invading the cluttered marketplace of the 21<sup>st</sup> century and finding optimal market share and mind space for their brands.

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