

# INTRODUCTION TO BRAND MANAGEMENT

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## CHAPTER 1

### ESSENTIAL COMPONENT OF SETTING THE SCENE

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#### ABSTRACT:

Setting the scene, an essential component of storytelling, establishes the context, time, and place in which a narrative unfolds. It serves as the foundation upon which characters, plot, and themes are developed, enriching the reader's experience and immersing them in the story world. This abstract explores the significance of setting the scene in narrative construction and its impact on various literary genres. Drawing from literary theory and critical analysis, this study delves into the multifaceted role of setting in storytelling. It examines how setting contributes to character development by influencing their actions, beliefs, and relationships. Furthermore, it investigates the ways in which setting interacts with plot, serving as a catalyst or obstacle to the protagonist's journey. The topic of branding is hot right now. Companies invest millions of dollars in the design and implementation of brand activities. Daily guidelines and new research are presented in an effort to discover the pinnacle of brand management. Particularly since the mid-1980s, scholars and practitioners have investigated the field, range, and potential of the brand. A broad range of various viewpoints on how a brand should be imagined and maintained are in play today as a consequence of the many distinct conceptions, theoretical frameworks, and ideas that have come to light.

#### KEYWORDS:

Ambiance, Branding, Consumer, Management, Social.

#### INTRODUCTION

Consequently, getting a general picture of the brand management industry is a daunting endeavor. This book walks you through seven brand approaches to provide you a comprehensive understanding of brand management. These seven "schools of thought" offer fundamentally different perspectives on the brand, the nature of the consumer-brand relationship, and the development and management of brand equity. The potential of brand management as a whole may be understood by thoroughly understanding each of the seven brand approaches on its own, including its advantages and disadvantages. With this thorough insight, the reader will be able to design brand strategies that are specific to the problems and opportunities that a business is currently experiencing [1]–[3]. The seven methods include:

1. The brand is a component of the conventional marketing mix, which is the economic strategy.
2. The brand's relationship to corporate identity is the identity approach.
3. The brand's connections with customers are highlighted through the consumer-based strategy.
4. The personality strategy: treating the brand like a person.
5. The brand as a potential relationship partner is the relational approach.
6. The brand serves as the focal point of social engagement in the community approach.
7. The brand is seen through the lens of culture as a whole.

The seven techniques were determined after a thorough study of the most significant brand research studies released between 1985 and 2006. Key non-research material that has influenced the area of brand management since the mid-1980s is added to this corpus of literature. The investigation was carried out using an approach that reveals the growth of scientific understanding. The technique is based on a notion put out by Thomas Kuhn, an American philosopher of science. It's critical to emphasize that new brand strategies will probably appear in the future since information is always expanding.

Traditional brand management textbooks provide an introduction to key ideas and a variety of theories, but often fail to distinguish between how various strategies lead to drastically different results and why. Brand management is influenced by a wide range of scientific disciplines, including, but not limited to, economics, strategic management, organizational behavior, consumer research, psychology, and anthropology. Thus, multidimensional thinking is necessary for a thorough understanding of brand management. The majority of textbooks address this multidimensionality by incorporating many viewpoints into comprehensive frameworks. You will probably recognize many of the brand components included in the traditional textbook models if you look at the list of brand approaches. To grasp and obtain a sense of the subject of brand management, however, the integrated frameworks may not be the best option. Integration has a tendency to muddle the distinctions and similarities across various brand management strategies, leaving the reader perplexed. However, the benefit of integrated frameworks is that a strategist may analyze all pertinent factors without becoming bogged down in the specifics.

This book may be used as a stand-alone textbook or as an addition to the texts written by the writers named above. The book gives the curious reader the chance to thoroughly comprehend the elements of the conventional models when read as a supplement. If read independently, the book provides the chance to assess the most significant schools of thought in brand management and develop one's own brand management model using the components that are most pertinent to the current situation.

## **Brand Management**

Research, Theory and Practice provides the reader with a scientifically supported overview of the various schools/approaches in brand management, as well as their managerial consequences, on the foundation of a thorough examination of brand management as a scientific discipline. Based on the belief that knowing the precise details of each approach and its history will better prepare the reader to combine various approaches, whether in an educational or managerial setting, *Brand Management: Research, Theory and Practice* presents each approach separately and as an ideal type.

### **The four layers of an approach**

The seven "schools of thought" are literary "clusters" with very different brand conceptions. There is coherence between the hypotheses, theories, and methods/data in each cluster. The three 'scientific layers' add up to management implications. This congruence between presumptions, ideas, methods/data, and managerial consequences informs the framework of the seven approaches.

The term "assumption" should not be used in a broad meaning. Each strategy has an inherent understanding of the characteristics of the brand and the foundations of the brand-consumer interaction. Clarifying these presumptions makes it easier to comprehend each approach's theories, methodologies, and management consequences. Assumptions also provide light on the immaterial aspects of the brand's character.



The ideas, models, and theories that are essential to comprehending each brand strategy are represented by the 'theory' layer. When investigating the content of a particular brand strategy, the third layer of "methods and data," or "data collection," offers guidance on what data to look for and how to get them. These three scientific tiers combine to provide managerial guidance on how each approach's presumptions, ideas, and techniques may be turned into a brand management plan. The four levels that make up an approach are therefore intricately linked. The reader will be able to consider how various components of brand management strategies work together and guarantee the development of more accurate brand management thanks to the scientific explanation and practical consequences of the methods.

In keeping with its goal, Brand administration: Research, Theory and Practice does not provide a single "how to" guide, preventing us from adopting a standard approach to a brand's total administration. However, we are normative within each approach, and we leave it to the reader to consider how various situations and conditions call for various courses of action. Our hope is that this book will give readers an overview and a deeper understanding of brand management so they can develop wonderful, personalized brand management strategies. We also hope that this book's slightly different approach to brand management communication will serve as a solid foundation for anyone interested in the field.

**A brief introduction is followed by the approach's underlying presumptions.**

The approach's theoretical cornerstones are outlined. The supporting themes and the main subject are separated in this presentation. The elements that make up the main theme—which brand management "borrows" from other disciplines—are clarified by supporting themes. Clarifying the theoretical cornerstones in a brand management framework is the central focus.

Review of data and methodology. The methodologies come from several scientific traditions, each of which is linked to certain approaches and notions of validity. The reader can make the best data requests by understanding the methodologies used with each approach. The approaches will be completed by the management implications connected to each approach's assumptions, ideas, methodologies, and data. Both the management "do's" and "don'ts" are described, as well as the presumed function of the marketer.

**Key phrases for managing brands**

This does not provide a thorough, step-by-step explanation of the rationale behind branding as such; rather, it exposes the reader to important terms often used in brand management. The goal of this article is to give the reader an overview of key terms they should be familiar with when understanding what brand management is all about on a daily managerial basis, as opposed to the seven articles about various approaches to brand management, which concentrate on how the field of brand management has developed over time and aim to facilitate a thorough understanding of the various approaches[4]–[6].

Thus, a list of essential phrases that readers are likely to encounter when reading brand management materials in general is provided. While some of the essential phrases will not be further discussed in this book, others will be in the approaches. There are links to suggested supplemental reading for each of these key terms.

**Brand**

Depending on the viewpoint from which the brand is seen, the brand is and has been defined in several ways throughout the years. This often relies on the educational background of the person who created the various definitions. According to the traditional definition, a brand is

associated with a product's identification and distinction from its rivals by the use of a particular name, logo, design, or other visual signals and symbols. The brand was described as follows by the American Marketing Association in 1960: a name, word, sign, symbol, or design, alone or in combination, that is used to distinguish and set one seller's or a group of sellers' products apart from those of rival vendors. Internal and organizational procedures are also included in other, more modern definitions of branding. Since they want to cover all the many parts of the brand and how it has changed over time, many brand management publications nowadays employ very wide definitions. Understanding the fundamentals of various brand orientations and their repercussions is the focus of this book. The seven methods provide seven very diverse interpretations of the brand, leading to seven distinct definitions. As a result, we will refrain from providing any definitive brand definitions in favor of offering the reader several viewpoints on the brand's characteristics. After reading the seven brand approaches, it is up to the reader to define their own terms.

### **Architecture of a brand**

The framework that arranges the brand portfolio is known as brand architecture. It outlines the links and duties of each brand inside a corporation, such as the function of a vehicle brand within a model brand. While some businesses prefer to sell product brands to niche audiences and leave the corporate brand in the background, others choose to do the opposite. A brand architecture may be organized in three different ways, according to Olins. Monolithic brand architecture is a structure where a company only uses one corporate brand; individually branded products are at the other end of the spectrum; and finally, endorsed brands are a hybrid where a corporate brand is used to support other corporate brands in the portfolio. If further information about brand architecture is desired, Aaker and Joachimsthaler, part III and Kapferer, 7 both provide excellent studies of the topic.

### **Brand Audit**

A brand audit evaluates a brand's condition. A brand inventory and a brand exploration are often included. The brand inventory is a thorough internal account of the precise marketing tactics used to promote the brand. The brand exploratory is a study of the brand's significance to customers from the outside. Brand audits work best when they are carried out often. The seven brand approaches don't go into great detail about how to actually perform a brand audit, but you may get ideas from their methodologies and data on how to undertake one from one of the seven distinct brand views.

### **Community of brands**

With a brand serving as the focal point of their social interactions, customers engage in brand communities. Brand communities exist online, in physically separated clubs, and during events known as "brand fests." With consumers claiming more bargaining power when acting in groups, brand communities suggest a change in the balance of power between marketers and consumers. The communal approach will go into great length on the subject.

### **Key phrases for managing brands**

Over the last several years, the phrase "brand culture" has become more and more popular. It may apply to the brand's organizational culture or to the brand as a component of a larger cultural landscape. The identity approach to brand management may provide the reader with information on the organizational viewpoint of brand culture. The cultural approach focuses on how companies influence macro-level culture and how they might profit by participating

actively in popular culture. We might suggest the anthology *Brand Culture* for further information on the many definitions of brand culture.

### **Brand Value**

Any brand manager's primary objective is to provide goods and/or services a sense of brand equity. The term "brand equity" refers to two different interpretations of what a brand is worth: a strategic, subjective view and brand equity as a financial, objective statement of that value. The idea of brand equity is a means to measure the amount of value a brand has from a financial perspective. One of the intangible items on the balance sheet is brand equity. Understanding how much a brand has is crucial for financial statements, mergers, and acquisitions as well as for brand managers who need to use it as evidence in court.

## **DISCUSSION**

The consumer's impression of the brand is referred to as the subjective definition of brand equity, and it is strategically important for brand management. The value given to the functional product or service by connecting it with the brand name is what consumers perceive brand equity to be. Since consumers are the ones who experience the brand, this definition of brand equity may be used to explain how consumers perceive it. Kapferer, provides a helpful overview of the idea of brand equity. Simon and Sullivan and Lindemann provide clear descriptions of the financial approach to brand equity. Aaker and Keller are two books that provide further information on strategic methods of building brand equity. The core of brand management is building brand equity, and the seven brand approaches provide seven distinct viewpoints on how to collaborate strategically with brand equity maximization.

### **Company Identity**

Every brand has an identity, and every brand identity has an essence that is the exact essence of the brand, according to the majority of academic brand management writers. The essence of a brand is often a vague notion or brief phrase that captures its core values. The brand essence must remain constant throughout time, and any marketing activities that can compromise the brand essence must be prohibited in order to prevent the brand from being compromised. We think that discovering the ideal brand essence requires knowledge of every aspect of the brand, which the seven techniques cover. Turn to the brand identification system in Aaker, Joachimsthaler, Kapferer, and Keller for an introduction to brand essence.

### **Expansions of a Brand**

It is possible to expand a brand into new product areas. Brand extensions are often required when adjusting to environmental changes or to fully profit from a powerful brand. Extensions provide a lot of advantages. Brand extensions were first used as a tactical tool primarily for market expansion. Brand extensions are now also used to support and build the brand in order to adapt to market developments. A successful brand extension should adhere to the brand vision and uphold the brand's key values in order to respect the brand's identity. Both brands run the danger of becoming diluted if a brand is expanded to a product category or to customers without taking the original brand's essence into consideration.

### **Brand History**

A genealogist researches past generations, unearths family histories, and builds family trees. The cultural branding model established the concept of "brand genealogy," a management approach in which the brand manager investigates the past of the company. The cultural approach makes the assumption that brands have significant roles to play in popular culture

and that the manner in which they fulfill these roles affects their degree of success. The entire discussion of this management approach may be found in Douglas B. Holt's *How Brands Become Icons*.

### **Brand Symbol**

Icon status, which is regarded as the pinnacle of brand management, is only attained by a select group of valued brands. Most individuals may agree on the references held by a famous brand since it actively participates in modern society. This book's chapter 10 provides an introduction to brand icons; however, Douglas B. Holt's book *How Brands Become Icons* provides the entire treatment.

### **Brand Recognition**

The identity of the brand is referred to as brand identity. There are several ways that the brand identity might be interpreted. The phrase "a set of associations the brand strategist seeks to create or maintain" is, nevertheless, the more often used definition of brand identity. Therefore, the marketer "has" the brand identity in addition to working to establish it via the use of the best marketing strategy. The brand identity must be of a lasting or permanent nature and must convey the specific vision and distinctiveness of the company basically, what the brand stands for. The foundation of a strong, coherent, and long-lasting brand may be built upon the brand identity, which should be both distinctive, clear, and long-lasting. It can also serve as the inspiration for all brand-related actions.

### **Company's Reputation**

The way that customers see a brand determines its image. Making strong and positive connections with the brand in customers' thoughts is the aim of strategic brand image management. The brand image normally consists of three concepts: perception (the brand is perceived), cognition (the brand is cognitively assessed), and attitude (consumers continually create attitudes about the brand after experiencing and assessing what they perceive). The core of the consumer-based strategy is brand image.

### **Brand Adherence**

In the branding process, achieving a high level of loyalty is a crucial objective. Because it is significantly more costly to acquire new customers than it is to nurture and retain current ones, loyal clients are valued customers. Due to the fact that they provide identifiable fixed points for the purchasing experience, brands are significant tools for fostering customer loyalty. About developing loyalty programs, read Keller 5 in. The relational approach, which aims to explain how and why committed brand customers choose a certain brand, has developed the idea of brand loyalty.

### **Brand Identity**

Customers have a propensity to give businesses characteristics akin to that of real people. For many years, it has been common practice to use brand personas strategically. Frameworks like the Big Five of human personality psychology and Jungian archetypes are often used to improve the symbolic dialogue between customers and companies. The majority of identification systems in the classic brand management publications include brand personality. Brand personality is a well-considered concept about the personality approach.

## **Portfolio OF Brands**

The variety of brands that a corporation has on the market is called its brand portfolio. The strategic questions of brand architecture, market segmentation, and product vs corporate branding are all related to how the brand portfolio is handled. It is not covered in Brand Management: Research, Theory and Practice.

## **Positioning of a brand**

The concept of brand positioning is founded on the premise that consumers have a certain amount of mental room for commercial communications, and that as a result, the most successful companies are those who can place themselves in customers' thoughts by adopting the most consistent and coherent commercial message. The concept is related to the consumer-centered approach presented, which is based on the information-processing theory of consumer choice.

## **Brand Association**

After being connected with business-to-business marketing for a while, the relationship metaphor has been introduced to the broader brand management lexicon. Achieving this position may be a key objective in the brand management process since consumers may see certain brands as potential relationship partners. The conventional brand identity models include brand relation as well. knowledge brand connections call for a better knowledge of brand loyalty since brand relationships explain how and why a product is eaten, while brand loyalty determines if a product is being consumed. This book explains the history and ramifications of brand relationships[7]–[10].

## **Rejuvenation of the brand**

Sometimes a brand ages and weakens because, over time, it ceases to be interesting and relevant to customers. Different factors, such as the brand's failure to adjust to environmental or dietary changes, may contribute to the brand's aging or reduction in relevance. The brand may sometimes just age together with the majority of its core customers. Rejuvenation may be the answer for a declining or aging brand. The key to brand management when reinvigorating a brand is to always begin the process by identifying or reviving an existing brand vision and finding fresh, inventive methods to make that brand vision relevant once again for current or potential customers. This book doesn't go too much detail on the subject; therefore, we suggest reading in Kapferer. The vast majority of publications on brand management provide general, "one size fits all," instructions for developing a brand strategy. We firmly believe that every brand is unique and needs a special formula for success.

Enhancing the brand's internal and external opportunities is the goal of a brand strategy. Instead, than being tactical and reactive, the brand strategy must be strategic, visionary, and proactive. The first components that must be in place when building a brand strategy are a distinctive and relevant brand identity and brand vision. Each company must discover its own holy grail to success. A distinctive brand strategy that can unleash the full potential of the brand brings the brand vision to life. The emphasis of brand managers must be on the long term rather than the immediate. If the brand's success is measured by quarterly sales, there is a good possibility that the brand strategy will wind up being much more tactical than strategic, without enough forward-looking thinking to support the brand's development and strength in the future. The brand strategy must be closely related to the company plan in order to succeed. This implies that the brand and brand strategy shouldn't be seen as an alternative to or addition to the business plan created at a late stage of a project launch, for instance.

Business and brand strategies should ideally be created concurrently and in concert. Additionally, the brand's vision needs to connect with customers and set it apart from rivals. A specific set of components that make up the brand strategy should be prioritized and created once the brand vision has been determined. The brand strategy will often include a variety of aspects from the seven brand approaches that have been specifically tailored. Each of the seven brand strategies has certain advantages and disadvantages, thus the ideal brand strategy will be built on a tailored amalgamation of components from the pertinent strategies that are tailored to the unique possibilities and difficulties the company is facing. The management implications of each strategy provide excellent instructions for carrying out the brand strategy. Here, it is possible to assess whether management actions align with the theories that form the foundation of the brand identity and brand vision.

### **Logo Stretch**

All brands are thought to have a core that ought to remain constant throughout time. A brand's identity gets stretched as it enters new product categories or collaborates with other brands. It's important to expand it just enough to allow for new possibilities without diluting its essential qualities. Since brand stretch is not covered in greater detail in this book, we advise 8 in Kapferer for a more in-depth analysis of the topic.

### **Co-branding**

When two or more brands come together to create a single product or brand, this is known as co-branding. Brand bundling and brand partnerships are other names for this phenomenon. Given that the new product will cause their brands to become more closely related in the future, the two businesses should carefully assess what their strategic partnership implies for their own brand portfolios.

### **Corporate Identity**

A corporate brand is created when an organization is branded rather than specific items. The assumption in the majority of corporate branding literature is that a branding strategy needs the support of the whole company if it is to be effective since the brand's inspiration and vitality come from inside the business. Learn more about the identity strategy in chapter five.

### **Company branding**

The process through which workers absorb the intended brand image and are inspired to portray it to clients and other organizational constituents is known as employee branding. It is a concept that closely resembles the idea of "living the brand"; for further information, turn to 5 about the identity strategy, Miles and Mangold, and the sources listed under "living the brand."

### **Employer reputability**

Employer branding refers to techniques for portraying a business as a desirable employer to both existing and future workers. The topic of management is now popular, and there are several books and articles on the subject. This book won't go into detail regarding employer branding; instead, readers should go to Barrow and Mosley, who emphasize the relationship between HR, communication, and top management, and Lievens and Highhouse, who discuss the emotional and practical advantages for both prospective and current workers.

## **Maintaining the Brand**

Particularly when it comes to service businesses, employees play a crucial role as brand ambassadors. The ultimate objective of including workers in branding is for them to "live the brand." Making workers live the brand means that they adopt and uphold the brand's values, completely fulfilling the brand promise to customers. The identification approach, chapter five of this book, provides a quick overview of the idea; further readings from Ind and Karmark are also suggested.

A product brand refers to a scenario where each individual product has its own brand and is tied to the product rather than the company. Brand architecture determines whether to brand a company or a product. Marketing a product brand has a number of benefits, including the freedom to target diverse demographics and the opportunity to discontinue failing brands without jeopardizing the parent company. Corporate branding and product branding are contrasted.

## **Brand of services**

Service brands are those that market services as opposed to goods. This implies that the brand is encountered throughout the service consumption process and that the person providing the service turns into a key brand communicator. The same insights that apply to product brands may also be used to service brands, but since the service encounter necessitates committed staff members and interpersonal engagement, service brand managers may find that the identity method and relational approach are more helpful.

## **Viral marketing**

The phrase refers to processes through which customers participate in or, in certain situations, take charge of brand promotion. Viral branding is often started by a marketer who gives the brand a particular degree of "coolness," which triggers a process in which customers disseminate the brand like a virus. It might be advantageous for the marketer to have customers support the marketing effort since their autonomy lends the brand a greater degree of credibility.

## **CONCLUSION**

Finally, the importance of location in the building of a story. It emphasizes the complex web of connections between environment, character, story, subject, and reader, highlighting the crucial role that setting plays in creating an engaging and immersive literary experience. This study attempts to increase our knowledge and enjoyment of the art of storytelling across numerous literary works by revealing the difficulties of creating the scene. The study also examines how the environment affects reader interest and interpretation. It examines how readers' experiences, viewpoints, and backgrounds affect how they see the story's universe, placing emphasis on the need of bridging the gap between author purpose and reader perception. However, viral branding raises the possibility of a counterproductive marketing strategy in which the brand is "hijacked" and pushed in unexpected directions by customer autonomy in meaning-making. The mechanics behind viral branding and brand communities are similar, despite the fact that the latter is a more specific notion. These mechanisms are discussed in the community.

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## CHAPTER 2

### AN OVERVIEW OF ECONOMIC APPROACH

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#### **ABSTRACT:**

The economic approach, rooted in the principles of economics, offers a unique perspective for understanding human behavior and decision-making across a wide range of disciplines. This abstract explores the foundations, applications, and implications of the economic approach, shedding light on its utility in diverse fields such as psychology, sociology, and public policy. Drawing upon the fundamental principles of scarcity, incentives, and rationality, this study delves into the core tenets of the economic approach. It examines how individuals and societies allocate limited resources to fulfill unlimited wants, exploring the role of incentives in shaping behavior and the pursuit of self-interest within the confines of rational decision-making. The reader will find it easier to continue reading and will be able to comprehend how the seven brand approaches are interrelated by understanding how brand management has developed, the seven approaches, and the environmental causes and shifts that have prompted this development.

#### **KEYWORDS:**

Allocation, Cost-benefit analysis, Demand, Externalities, Game theory, Incentives.

#### **INTRODUCTION**

This is a general picture of how brand management has changed from its tentative beginning in 1985. We have defined seven brand approaches that serve as the framework for this book, as stated in the introduction. But before delving into the specifics of the seven strategies in Part II, let's first take a quick look at their general history in brand management from 1985 to 2006. This article quickly introduces the interconnection of the seven brand management techniques and how weaknesses of one approach often result in the establishment of a new one. The seven ways may be considered as links in an ongoing development that has gradually but significantly altered the area of brand management, with certain approaches being timelier than others at different points in time. But it's critical that we emphasize that the emergence of one strategy does not signify the demise of the "previous" one. If one examines each technique individually, they complement rather than replace one another. When we state that a method becomes significant over a certain length of time, we do not necessarily imply that it takes on a dominating role. Rather, we are referring to the approach as original and the research supporting it as being strong enough to form a new school of thought. Since its inception, a lot of work has been done into developing new, more effective explanations for consumption patterns, making some of the earlier theories simple targets for criticism. Nevertheless, we think that each of the seven techniques may teach us something useful [1]–[3]. We will first outline the two brand management models that were in use between 1985 and 2006 in this introduction. The seven brand strategies will then be explained. It is reasonable to divide the duration of time into three major eras. The seven methods have a fundamentally diverse background provided by the times. It is possible to get insight into the evolution of the corpus of research literature that makes up the academic field of brand management by comprehending the dynamic movement from one era to the next.

## Two models for brand management

The phrase "brand paradigm" is often used arbitrarily in the branding discipline, maybe as a result of the ephemeral nature of the brand. Thomas Kuhn, one of the most important researchers on "paradigms," was the inspiration for the examination of brand management that led to the seven approaches framework or classification of brand management offered in this book. We won't get into too much depth with the paradigm notion, but we will quickly discuss how brand management has evolved along several paradigms. In the academic field of brand management from 1985 to 2006, there were two dominant paradigms: one with a positivistic point of view and the other with a constructivist or interpretative character. The positivist viewpoint suggests that the marketer "owns" the brand and is in charge of communicating with the customer, who is a passive receiver. The perception of brand equity is that it is the marketer's responsibility to build it, and the brand is considered as "a manipulable lifeless artefact." The interpretative paradigm considers the value of brand equity as something formed in the interaction between a marketer and an engaged consumer: "As holistic creatures having many of the features of living beings and "As a living entity." Over the course of the 1990s, brand management undergoes a paradigm change. It is a gradual process that changes the discipline, not something that happens overnight. An important sign of the transition from a positivist paradigm with a more functionalistic brand view to an interactive paradigm with a constructivist perspective on the brand and how it should be handled is the emergence of the relational approach.

## Seven brand approaches

It has been a wonderful trip to examine more than 20 years of brand management, and the seven brand approaches may be compared to the mountain peaks we have seen along the route. An approach is not a paradigm in and of itself, but rather a specific "school of thought" that governs the overall perception of the nature of the brand, the viewpoint of the customer, and the scientific practices that support the approach. Diverse methods may coexist under the protection of a paradigm. The seven strategies are listed in the order that they first occurred in the data set used for our investigation, chronologically. It makes logical to split the historical period we have studied into three s after going through it. The first-time frame runs from 1985 to 1992, the second from 1993 to 1999, and the last one starts in 2000. The first stage of brand management concentrated on the organization that created the brand and the steps it would take to sway consumers. In the future, the primary focus will be on the recipient of brand communications, and brand management will take a human perspective on the essence of the brand. In the most recent time, groundbreaking articles and new research have looked at the contextual and cultural factors that influence consumers' purchase decisions and brand loyalty.

The three eras will be briefly discussed, along with how the seven methods are rooted in each of them and the dynamic evolution from one time to the next. The study focuses on the business as the sender of brand communication at this early stage of brand management. The two initial approaches to brand management—the economic approach and the identity approach—have this emphasis as their foundation. The focus of the economic approach study is on how the firm can manage its brand via the marketing mix components of product, location, pricing, and promotion, and how these aspects may be changed to influence customer brand preference. In this time, quantitative data are the main norm. Researchers sometimes utilize laboratory tests or data from supermarket scanning systems as the empirical foundation of their findings. The identity strategy focuses study on how a company's overall identity may help create a consistent brand message that is sent to all shareholders. It is presumable that the firm "owns" the brand and that the brand is transmitted linearly from the

corporation to the customer. The brand's inclusion in the conventional marketing mix is the economic strategy.

Since brand management is a separate subject from the expansive field of marketing, that is where it starts. Therefore, the field begins with a study setting characterized by conventional marketing mix theory. The development of brand value is examined as impacted by adjustments to things like distribution routes, price changes, and promotions. Both a consumer viewpoint based on the idea of the 'economic man' and a functionalist view of brands are relevant. The trade between the brand and the customer is supposed to be a series of discrete physical transactions, and the economic consumer bases purchasing choices on logical considerations. The approaches and data are shown through laboratory settings and scanner data. The production of brand value is unquestionably the responsibility of the marketer, and as a result, consumers are assumed to 'receive' and comprehend the messages 'sent' to them by the marketer in their entirety.

## DISCUSSION

The economic method establishes the groundwork for brand management as a standalone scientific field, but during the early stages of this investigation, another stream of study also has an impact. The strategy that underpins the idea of corporate branding is the second-oldest in this context, yet it continues to have a significant theoretical impact. The school of thinking that links brand and corporate identity is particularly important in the European research environment. With a focus on corporate identity, the brand is also predominantly seen as an object that the marketer "owns." The management of the brand depends on the brand being integrated at all organizational levels. The task of creating brand value falls to the marketer. Key influencing factors include organizational culture processes and business identity building.

### **Human/receiver emphasis**

A new era of time completely distinct from the period of time between 1985 and 1993 is initiated by the change in focus toward the recipient of brand communication. Innovative and cutting-edge research studies examine the communication recipient, and brand management theory is informed by insights drawn from several branches of human psychology. The human viewpoint is dualistic; in addition to attentively examining the customer, it also considers many human brand views. These years have seen the emergence of the humanistic and individualistic methods, namely the relational, personality, and consumer-based approaches. Data gathering becomes "softer" between 1993 and 1999; studies of the brand-consumer interaction include quantitative, qualitative, and hybrid research methodologies. The relational method was the first strategy built wholly on qualitative research. The brand's connections to customer associations under the consumer-based approach,

Kevin Lane Keller established an entirely new method of brand management in 1993. In the consumer's mind, the brand is seen as a cognitive construct. A powerful brand is thought to evoke positive, distinctive, and strong connotations in the minds of customers. In this way, the focus of brand communication moves from the sender to the recipient. In this strategy, the customer is the "owner" of the brand, yet linear communication is still presumed. This strategy's customer viewpoint is informed by cognitive psychology, and in that tradition, the computer serves as the primary symbol of the consumer for people. Because the marketer is seen to be able to 'train' the customer into doing the desired action, this consumer viewpoint implies linear communication. Since then, this school of thinking has dominated brand management. The brand is portrayed as a person in the personality approach.

When a research study on brand personality was released in 1997, another mountain top in brand management was reached. This research demonstrates how customers often give companies characteristics similar to that of people. In this method, the emphasis is on the 'human' brand viewpoint and the symbol-consuming customer. Customers give brands persons and employ these personalities in a dialog-based exchange of symbolic value for the building and expression of their own individual identities. The personality approach, which is based on the psychology of human personality, identifies and measures brand personality by combining quantitative scaling approaches with more exploratory methodologies. The relational method depends on and is closely related to the personality approach. The brand as a potential relationship partner, according to the relational approach

The concept of a dyadic link between a brand and a customer fundamentally altered brand management as an academic field. Similar to the personality approach, the idea that a brand may be a good relationship partner is based on the metaphor of a human brand. The strategy builds on the personality approach's dialogue-based brand management strategy. The phenomenological methodologies of the relational approach have their roots in the existentialist philosophical school. Given how radically different these roots are from the origins of the research methodologies utilized in the first approaches to brand management, they suggest a paradigm shift is in progress[4]–[6].

### **Cultural/context emphasis from 2000 to 2006**

Academic debates and huge environmental changes impacting how people consume brands result in profound theoretical shifts. Because new occurrences appear that cannot be described by means of the current theories, environmental changes often demand a development of our theoretical frameworks. The driving force behind the two newest approaches is unquestionably the need for new theoretical tools to describe novel events. The rules of the game for brand management have recently undergone significant change as a result of technological and cultural developments.

New phenomena including autonomous consumers, brand icons, anti-branding movements, and internet-based brand communities are in need of new theories. The most original and creative study attempts to understand the context of brand consumption by examining these new consumption patterns via fresh lenses. The communal method and the cultural approach are two that stand out in this time frame. The community-based strategy incorporates sociocultural factors, anthropological consumption research, and consumer empowerment. The cultural approach looks at how businesses are ingrained in our society and discusses how participating actively in popular culture may elevate a brand to the status of an icon. Therefore, from 2000 to 2006, cultural and contextual effects provide fresh viewpoints to the field of brand management. The brand serves as the focal point of social engagement in the community approach.

Based on anthropological studies into purported brand communities, the community method. In these communities, where a brand acts as the focal point of consumer social interaction, brand value is established. Thus, this strategy broadens our knowledge of brand management to include the social context of consumption. This knowledge is now a must for managing many brands, particularly in light of how the Internet has significantly altered the market. In the community method, the marketer works with 'autonomous' consumer groups that have the power to collectively influence marketing efforts and possibly 'take over' the brand and steer it in a manner that the marketer had not at all expected. Since acknowledging the chaotic autonomous consumer dynamics in this method, the area of brand management has advanced

significantly beyond the linear communication assumptions that underpinned prior approaches. The brand's integration into the larger cultural fabric is the cultural approach.

The cultural approach is the last strategy in this situation. The cultural approach emerged at the turn of the century, much as the community approach. In this perspective, the brand is seen as a cultural artifact, giving rise to a strident anti-branding debate as well as a theory on how to create an iconic brand. The method uses a broad range of qualitative techniques and draws on the scientific legacy of cultural studies. A macro view is now the focus rather than the interaction between a marketer and a customer. The strategy describes how branding affects macro-level culture as well as how carefully integrating the brand with cultural forces may help create an iconic brand.

The first strategy in this book is the economic approach, which also serves as the foundation for all following approaches to brand management. It is crucial to comprehend the line of reasoning behind the economic approach since it outlines the first strategy for brand management and, as a result, the basis for how brands have been managed. The economic method is a little bit shorter than the previous approaches since it is simpler and easier to understand than some of the ones that came before it, and it focuses more on the assumptions and historical context of the approach. It is crucial to comprehend this history in detail since doing so will help the reader grasp the basis for the other methods to brand management as well as the strengths and weaknesses of the economic approach.

With its product management strategy, fast-moving consumer goods giant Procter & Gamble created the first brand management management practices. Neoclassical economics and classical marketing theory served as the foundation for how this large multinational manufacturer of fast-moving consumer products approached brand management in the 1930s. Since then, the fast-moving consumer products sector has significantly contributed to the advancement of brand management theory and practice. The economic strategy is based on one of the cornerstones of marketing, which is the notion that the proper marketing mix will result in the highest possible sales. The marketing mix idea was initially developed by Neil Borden, who listed twelve variables that management should take into account while formulating and executing a marketing strategy. One may argue that the fundamental foundation of brand management is his original factor theory of marketing. In respect to marketing strategy, the twelve components represented both internal factors and pertinent market dynamics. It was designed as a framework to lead managers through marketing-related issues and aid in organizing the formulation and application of marketing strategy.

Later, E. Jerome McCarthy condensed Borden's approach into the Four Ps paradigm we are familiar with today. The Four Ps are often the first exposure to marketing and brand management that students get and have since been memorialized by various marketing books and daily marketing practice in innumerable marketing departments worldwide. The Four Ps idea was taken by brand management from marketing, and in the middle and late 1980s, a lot of research attention was paid to determining how various elements of the marketing mix influence customers' brand preferences. The reader will get an overview of the major topics and ideas that have influenced the economic approach and its practical usefulness.

In accordance with the organization outlined in the introduction, the explanation of the economic strategy is broken down into four primary categories. The implicit perception of the nature of the brand and the foundations of the brand-consumer transaction are described by the assumptions. Theoretical foundational pieces define the ideas, theories, and important elements of the economic approach. When examining the substance of a particular brand strategy, methods and data provide insight into the kind of information to seek for and the

best ways to get them. These three scientific tiers combine to provide a practical "how-to" manual for putting the approach's presumptions, ideas, and techniques into action as a brand management plan.

The economic approach was the first method of brand management to be established, and its components are still used as a basis for the majority of brand management strategy and implementation. The economic approach is obviously crucial, but since brand management has dramatically changed over the years and new ideas and consumer perceptions have emerged, the economic method has also come under fire. They will thus be concluded with a discussion of the major criticisms, which serves as a logical starting point for comprehending the evolution of the next methods in brand management.

### **Assumptions behind the economic strategy**

The economic approach makes the assumption that the firm can control and manage the brand. The brand will be successful and powerful if management executes the marketing mix correctly. In this brand management strategy, consumers are seen as more or less passive recipients of marketing communications who critically analyze and assess brand messaging. This understanding of the consumer is linked to how the economic man thinks about the exchange of products and consuming.

### **The economic man and microeconomics**

The theoretical model of trade generated from microeconomic theory and marketing serves as the foundation for the assumptions and premises of the economic approach. The microeconomics model of trade is essentially theoretical, which implies that the fundamental concepts and models were developed by theorizing rather than practical study. The neoclassical micro-economic understanding of market dynamics in society is the foundation of the economic approach. Adam Smith stated in *The Wealth of Nations* that if one allowed market forces to control the distribution of resources and the trade of products, then an "invisible hand" would distribute resources in a manner that maximized both the individual and societally advantageous use of the resources available. This understanding of market dynamics is predicated on the idea that people act in their own self-interest and want to maximize their utility or income [7]–[10]. The 'invisible hand' theory postulates that resources are distributed in a way that will result in the greatest possible functional outcome or revenue because manufacturers will use effective production techniques to satisfy consumers' utility-maximizing behavior. The term "economic man" is often used in reference to these presumptions about human behavior. The economic man's presumptions are:

1. Human behavior is controlled by logical principles.
2. Self-interest is a key factor since people always want to maximize their own happiness and usefulness in each deal.
3. Humans possess "perfect information" on the available options.
4. The conversation between the two participants is seen as a singular occurrence.
5. Due to their limited resources, consumers must act in a manner that will guarantee they make the most of their money; they must maximize the utility of their income.

Since it is assumed that each individual will always act in their own best interests and base their consumption decisions on rational criteria in order to maximize their own utility, the logic is thus applicable both at the market scale and at the individual level. This implies that a customer will always choose the offer that offers the greatest functional utility in relation to the price of the product in the context of consumption and brand management. Therefore, it is expected that customers are not only able to supervise all accessible options but also that they

are able to and will assess all of these options and choose the greatest bargain from a logical standpoint.

### **Notion of transaction costs and brand-consumer exchange**

The connection between businesses and the market is described by transaction cost theory, which is closely related to the stream of neoclassical microeconomic logic discussed above. Transaction cost theory theoretically defines the company in relation to the market. The notion of transaction costs is based on the same premise as the 'invisible hand' concept, which holds that all parties to an exchange of commodities would behave in an optimal manner. From a manufacturer's viewpoint, it is crucial to provide the greatest price, but it is also crucial from a marketing standpoint to lower the transaction costs related to product discovery, purchase, and consumption. The ideas of the economic approach to brand management are founded on these behavioral presumptions of optimization and reduction of transaction costs. These presumptions outline a company's interaction with the market, concentrating on pricing, demand, and supply. How the trade between brands and customers is understood reflects the theoretical roots of the marketing mix notion in neoclassical microeconomics and transaction theory.

However, from a logical standpoint, choosing the proper brand or product might be challenging due to the transaction costs an economic consumer may incur while looking for the greatest offer. The customer may pick another product even if it may not provide the greatest utility when compared to other goods or when compared to the price if transaction costs are too high, such as if it is too difficult to locate and purchase the product. Therefore, it is essential that transaction costs in the economic approach be kept to a minimum. The marketer may do this by making sure that the correct product is known to and available to customers at the right price via effective brand management. As a result, customers will always be aware of the product whenever they need it and will have simple access to buying it. Because it tries to reduce the obstacles to an "economic man's" brand choosing behavior, it minimizes any transaction costs that customers may incur and streamlines their decision-making. As a result, the interaction between the brand and the customer is seen as being of a transactional character, with the customer acting as an "economic man" who logically weighs all of his options and selects the best deal. Because once a given frame has been created by the marketer, it is assumed that consumers would react with a certain brand choice behavior, the communication between the brand and the consumer is viewed to be linear and fairly utilitarian.

Thus, consumption is seen to be unaffected by social interaction, culture, or the welfare of others and the outcome of consumers' insatiable demand for things and services. Because of this, when customers make purchasing decisions, extremely reasonable elements like awareness, price, and money are seen as being important in the economic framework. Before customers choose a brand, brands are seen as signals that may lessen the uncertainty that will always exist in every transaction. As a result, unlike the other techniques discussed in this book, the economic approach does not take into account customers' hedonic spending, which fulfills more irrational and emotional needs and desires. In contrast to the other approaches, where the exchange between a brand and a consumer is viewed more broadly as a relationship with various characteristics depending on the approach, the brand-consumer exchange is simply seen as an exchange of goods consisting of one or more transactions. What does this variation in how the brand-consumer transaction is seen suggest, then? It suggests that every time a transaction, rather than building a long-lasting connection, is the main objective, the exchange is thus examined as an isolated occurrence.

There is not much contact between the brand and the customer in the theoretical models. The assumption is that brand preference is based on a linear communication model, in which the marketer sends out brand signals in the form of a product, pricing, location, and promotions, and the consumer receives these messages and acts on them if they are appropriate. As a result, that trade is thought to consist of a simple transaction without interaction; yet, the theoretical framework includes relatively few, if any, external, uncontrolled components.

### CONCLUSION

In conclusion, the importance of using an economic perspective to study how people behave and make decisions. Researchers may get important insights, influence policy choices, and contribute to a better understanding of the intricacies of social dynamics and human interactions by using economic frameworks. The economic method continues to develop and provide significant contributions to a broad variety of academic and practical disciplines via multidisciplinary cooperation and critical examination. The paper also analyzes the drawbacks and objections to the economic method. It encourages academics to take into account the wider context and complexity of real-world events by acknowledging the assumptions and simplifications inherent in economic models. The assumption is that brand preference is based on a linear communication model, in which the marketer sends out brand signals in the form of a product, pricing, location, and promotions, and the consumer receives these messages and acts on them if they are appropriate.

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## CHAPTER 3

### THEORETICAL BUILDING BLOCKS OF THE ECONOMIC APPROACH

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#### **ABSTRACT:**

The economic approach relies on a set of theoretical building blocks that form the foundation for understanding human behavior and market phenomena. This abstract explores the key elements that underpin the economic approach, including rationality, utility maximization, equilibrium, and the role of incentives. It elucidates how these building blocks contribute to the analytical framework used in economics and their implications for studying various economic and social phenomena. Rationality serves as a fundamental pillar of the economic approach, assuming that individuals make decisions by carefully weighing costs and benefits and maximizing their personal utility. This concept provides a framework for understanding human behavior and predicting how individuals respond to changes in incentives and constraints. The invisible hand theory and the idea of the consumer as an economic agent suggest that each consumption decision is the product of a deliberative process in which the concerned parties will choose the course of action that would maximize their personal utility or profit. Because consumer behavior does not always exhibit a utility-maximizing consumption decision behavior, there are a few exceptions to this generalization in consumer behavior.

#### **KEYWORDS:**

Market Equilibrium, Opportunity Cost, Price Mechanism, Rational Choice, Scarce Resources, Supply, Trade-Offs.

#### **INTRODUCTION**

The economic approach draws on the conventional economic theory of trade, which uses the invisible hand, the economic man, and transaction cost theory to direct behavior. This will explain each of the conceptual pillars that make up the central idea of the economic brand. The transaction cost theory, which describes the exchange-based perspective on brand and consumer exchange, and the concept of the marketing mix, which describes the marketing mix parameters that are crucial when developing a brand strategy in the economic approach, are the respective supporting themes of the economic approach to brand management. These exceptions are taken into account by transaction cost theory. For instance, customers may encounter switching expenses when transferring from one brand to another or may not have complete information or access to all options. These obstacles to the ideal trade are known as transaction costs, in accordance with the theories of the "invisible hand" and the economic man.

As a result, hurdles to utility maximization exist. In the economic approach, brand management aims to reduce these transaction costs and ease transactions. The ultimate objective of the economic method is hence the next transaction. Thus, counting transactions, or, put another way, sales, is an effective way to gauge how effective a brand strategy is. In contrast to the other brand methods in this book, which have a more relational view on brand-

building activities, focusing heavily on sales suggests a very short-term concentration [1]–[3]. Because transactions are seen as discrete occurrences, the transactional approach has a very short-term time horizon. As a result, the marketer's main priority is the next transaction rather than relationship development. Consumers are presumptively focused on the functional, technical quality of the brand or product they choose, with price being an essential consideration. For businesses in a transactional momentum, managerial efforts are often focused on the relatively tactical management and enhancement of the marketing mix, to reach big audiences with mass communication and ensure product quality, offered in the appropriate location, at the right price.

Building enduring connections with customers is the main emphasis of a relational viewpoint, which has a longer time horizon. According to the relational approach, consumers are thought to be less price sensitive and more concerned with the quality of their interactions or relationships with brands. Instead of the more mass communication-focused methods of communication used in the transactional perspective, businesses operating in the relational mode of operation frequently concentrate on the combination of database techniques and direct marketing tools aimed at ensuring a good and s relation with the individual consumer.

Because the transaction cost theory contends that customers are constrained by bounded rationality during any trade or before any transaction, the obstacles to transactions presented there are in opposition to the notion that consumers behave rationally. As a result, transaction cost theory recognizes that consumers are not cognitively able to fully comprehend all information regarding all available brand alternatives, and as a result, they are not able to make a perfect rationally based consumption decision. It is crucial that the marketer facilitates transactions by giving the consumer the right information about the product and about the product utility benefits, and by making sure that the product itself is available at all relevant points of contact with the consumer. This is because consumers are constrained by limited cognitive capabilities that limit their ability to make rational consumption decisions. The second supporting topic, the idea of the marketing mix, was developed in response to insights into these transactional hurdles. It was first created as a tool for transaction marketing and offered operational planning and execution capabilities that could enable transaction exchanges between brands and customers while also assisting customers in making the best judgments about their purchases on the basis of reason. The marketing mix, or the Four Ps, is the second supporting topic of the economic strategy.

## DISCUSSION

### **Supporting theme: marketing mix**

The marketing mix provides a management strategy to facilitate these exchanges within the economic approach, where the transaction exchange between the brand and customers is the center. Marketing is the act of planning and carrying out the development, pricing, promotion, and distribution of ideas, commodities, and services to produce exchanges that meet individual and organizational goals, according to the American Marketing Association in 1985. Understanding how transactions are made and using these insights to apply a more systematic management of marketing strategy and activities are the goals of the marketing mix idea. Additionally, the goal of the marketing mix is to guarantee, via research, that marketing resources are used profitably while adhering to other activities that affect how well a firm interacts with its markets in addition to marketing. The marketing mix therefore defines the role of the marketer as: the marketing man as an empiricist attempting in whatever circumstance to design a profit "pattern" or "formula" of marketing operations out of

the different procedures and policies that were available to him. If he were a "mixer of ingredients," he would have created a "marketing mix."

The idea is that the proper marketing mix may guarantee an effective link between the business and the market. Since the Four Ps are the primary methods for generating and managing brand equity, they serve as the foundation for the marketing mix. According to these premises, the main goal of brand management is to create, market, and distribute goods that are appealing to consumers because they offer the best value when compared to utility values offered by competitors for the price that consumers are willing to pay. It is believed that brand managers may influence customers' brand preference behavior by achieving the best possible balance between the marketing mix's four key components. As a result, the marketing mix is a crucial tool for comprehending and streamlining interactions between the organization and the market. According to this reasoning, a brand will only be successful if its creator can create a product that has high utilitarian advantages, sell it at the correct price, in the right locations, and advertise it in such a manner as to increase customer awareness. The success of a brand is thus heavily influenced by the Four Ps: product, location, pricing, and promotion.

'Since its introduction, McCarthy's description of a marketing mix comprised of product, price, promotion, and place has widely come to be regarded as a 'infallible' guide for the effective planning and implementation of marketing strategy. The marketing mix quickly became an uncontested fundamental model of marketing, and the Four Ps have gone on their course of victory throughout the world of marketing. The item serves as a representation of both the actual, physical goods and the advantages associated with using the brand. Design, brand name, functionality, quality, safety, packaging, etc. are all included. The term "product" refers to the whole physical part of a manufacturer's offering. The main goal of the product is to be able to meet a functional need; as such, the product's functionality is crucial and the first need in the economic approach.

### **Price**

The price is the amount that the customer will ultimately pay for the product. The pricing is determined using an economic strategy based on the sum of the product's production, distribution, and promotional costs. The input for the analysis of what the price of the product should be is made up of these direct and indirect production costs, a competitive analysis, and maybe information about how much customers are prepared to pay for the product. However, there are other pricing factors that are significant from an economic perspective. The marketing mix's pricing and promotion factors are intimately related to one another. Pricing plans are often designed based on scanner data from supermarket checkouts, which measures how promotions impact the total demand for the brand. This is because promotions are frequently utilized as a strategy to enhance awareness or improve sales in the economic approach[4]–[7].

### **Place**

The distribution of the product from the producer to the final customer is referred to as place in the marketing mix. In a nutshell, it pertains to making products accessible in the proper amounts and places. Here, it is crucial to think about the distribution channels that will work best for the brand and to create a supply chain plan that complements both the brand's characteristics and customer needs. This supply chain strategy suggests choosing the appropriate channel partners and managing inventories to make sure that every step from the time the brand leaves the manufacturing facility until it reaches the customer is planned and optimized.

## Promotion

Promotion stands for the numerous components that might make up a marketing strategy while promoting a brand. Promotion and advertising have drawn the greatest attention from an economic perspective on promotion. When customers are searching to purchase a product in the appropriate product category, advertising plays a key role in ensuring that they are aware of the brand at the best time feasible. Signaling theory is a key component of advertising in current economic study. Signaling theory looks at which signals are most effective at exposing a brand's hidden product qualities. Important marketing messages may be sent to consumers by the brand name, packaging, or location of the product. In the economic perspective, promotion is a strategy that has been extensively utilized and studied. Research into the immediate and long-term effects of advertising on sales is now a hot issue in both theory and practice in many sales and marketing departments because to the availability of scanner panel data.

The economic brand's underlying assumptions are that it functions in a market, that customers largely make rational purchasing choices, and that consumer contacts are one-off, isolated occurrences rather than a continuing connection. According to these presumptions, a brand's utility qualities must be evaluated in relation to its pricing to rivals, degree of awareness and recognition, and last but not least, the brand's accessibility, in order to determine whether or not it will be successful. Transaction cost theory and the idea of the marketing mix make up the two supporting ideas that serve as the theoretical cornerstones of the economic approach. The impediments that may prevent transactions from occurring in accordance with the ideas of the invisible hand and the economic man are described by transaction cost theory. Additionally, it defines the economic viewpoint on consumer-brand interactions as discrete transactions including the exchange of both money and commodities. The main goal is to complete the subsequent transaction by removing or dismantling the obstacles that prevent it from happening. These obstacles to transactions need to be removed. The marketing mix, or the Four Ps, is a method employed in the economic approach to get beyond these obstacles. By employing advertising and promotion to make customers aware of and interested in buying the product, the Four Ps toolkit can guarantee that the correct product is offered to consumers at the right price, in the right places, and that it is promoted.

## Data and procedures used in the economic approach

In the economic approach, the goal of data collecting is to acquire information that will provide insights that can help the marketer determine the precise marketing mix that will provide the best brand performance and, as a result, increase the volume of transactions. The economic approach uses mostly quantitative approaches, and data are evaluated using analytical methods primarily from microeconomics, with an emphasis on the causal relationships between marketing actions and demand.

The Four Ps emphasize operational and tactical emphasis; therefore, the economic approach's approaches emphasize production and management concentration while stressing the reproducibility of data and outcomes. In regard to the creation and implementation of a marketing strategy, it is crucial that the findings can be utilized immediately for making decisions and tackling issues. Thus, it is crucial to develop mathematical models that can quantify and measure data in order to understand the process of trade between two entities. The measuring process is thought to be the sole legal link between empirical data and the expression or explanation of how these empirical facts are related, making mathematical models essential.

The main goal of the economic approach's research and data collecting is to examine how changing one or more aspects of the marketing mix would influence customers' brand preferences. Therefore, the main focus of research is on determining the causal relationships between two or more factors related to the marketing mix. For instance, it may be studied how responsive customers are to promotions, with the investigation focusing on how consumers react to price reductions by looking at how promotions are represented in product demand. Or any other quantitative study of how various marketing mix elements impact brand behavior among consumers.

### **Data and research using an economic perspective**

Large quantities of data are preferred since the economic approach primarily uses quantitative approaches. Because data and findings must be reproducible, massive data samples are appropriate and may be used to infer correlations between variables, but it's crucial to make sure they are representative. The drawback is that since the data are sampled broadly rather than deeply, it is difficult to explain why variables are associated. The findings of quantitative research designs are often presented in s or other statistical representations of data, in contrast to qualitative research approaches, where smaller samples provide richer and more descriptive conclusions.

The positivist research ideal is the foundation of the economic approach. This school of thinking is in stark contrast to the stream of qualitative research techniques that have dominated marketing research over the last several decades. Objectiveness is crucial to quantitative approaches, which also assume that phenomena can be measured. While proximity to the study topic is helpful, it is not necessary, impartiality of data is crucial for validity. Laboratory tests and data from cash register scanner panels at supermarkets are examples of reliable data. After that, the data are submitted to various statistical analyses, many of which include some kind of regression analysis.

A statistical method for examining the connections between variables is regression analysis. Any regression study begins with a hypothesis that the researcher develops, for example, that demand would rise while a brand is in promotion. The researcher gathers data on the factors of interest, such as price and demand levels across time, after having established the hypothesis. Regression analysis is then used to evaluate the quantitative relationship or correlation between the variables. This makes it easy to determine the relationship between one variable and another, for as how a price reduction in the form of a promotion impacts sales. The example demonstrates how price promotions and demand are related. It is obvious that demand for the product increases anytime it is on promotion and is offered at a discount. Customized regression models are often constructed to match the precise issue at hand, to accommodate the necessity for exploring various marketing mix variables that impact various components of consumer brand choice behavior, such brand switching or brand market shares. The economic approach uses mostly quantitative tools and focuses on examining how modifications to one or more components of the marketing mix impact consumers' brand choosing behavior. In statistical models, the facts are highly factual and quantifiable. Data are often created using information from scanner panels or other real, statistical data. The analytical approach primarily focuses on the creation of mathematical regression models that may be used to quantify the causal impacts of how altering a component in a brand's marketing mix would influence consumer brand choosing behavior. Because findings are often employed in practice for general decision-making and problem-solving, the reproducibility of outcomes is crucial.

### **Management implications: advantages and disadvantages**

In the economic strategy, the brand manager's main goal is to lower trade barriers and ease the next transaction. The ideal toolbox for this transactional method of brand management is seen to be the marketing mix. Therefore, with the economic approach, brand managers have the Four Ps at their disposal to build a powerful brand and enhance brand performance. This won't go into great detail on how to handle the marketing mix factors, as is the case in the other approaches, since the main difficulties have already been covered in the theoretical building blocks, which are fairly operational in nature. Instead, it will concentrate on the benefits and drawbacks of employing the economic method as the foundation for brand development. It will also include the key criticisms that have been leveled at the strategy since it was developed and put to use in the field of brand management.

The marketing mix strategy, as was previously said, has in many respects dominated the marketing landscape and evolved into an unchallengeable paradigm. While some of the more recent techniques indicate a more pull-oriented approach to brand strategy, the economic approach and the transactional approach to brand management represent a push approach to the marketing of brands. Since its inception, the economic method has drawn considerable criticism; yet, it is crucial to remember that the economic approach served as the cornerstone for all subsequent developments in brand management. The reader will be able to critically assess the approach's underlying assumptions and determine if it is still appropriate for a number of important brand management issues while being inadequate for others. As previously mentioned, individual transactions are the managerial branding focus of the economic approach. Branding is regarded as a management problem that can be solved through managerial tasks such as analyzing, planning, and implementing marketing activities with the goal of selling as many products as possible. The Four Ps and the marketing mix, as well as how they may influence customers' brand choosing behavior, are still the subject of much study in both the academic literature and management practice. From a practical standpoint, the brand manager should be familiar with the marketing mix toolbox, particularly if they are aware of its advantages and disadvantages.

In actuality, managing a brand in accordance with the marketing mix theory means that businesses think they can target and position products within a defined market segment that will respond in a planned and desirable way by manipulating a series of interrelated marketing decisions. The consumer responds to the marketing mix and has no interaction with the business as a whole. In light of this, the marketing mix is actually regarded as an effective planning and execution tool. In order to translate marketing strategy into marketing programs, marketing managers must make fundamental choices regarding marketing expenditure, marketing mix, and marketing allocation. The marketing process is comprised of analyzing market opportunities, researching and selecting target markets, designing marketing programs, and organizing, implementing, and controlling the marketing effort.

However, employing the marketing mix as the main instrument for managing brands might have the drawback of producing a focus that is mostly on the next transaction, which can result in a relatively short-term outlook. The interchange between the brand and the customer is confined to the solitary transaction since the marketer is focused on "hooking new clients" and sales. However, it may be difficult to recognize the brand-building aspects, particularly in the context of service branding, where this idea of transactions as standalone events has faced severe criticism. It is obvious that different game rules apply in service marketing as interactions with customers are seen as continuous relationships rather than one-off exchanges and transactions[8]–[10].

The theoretical models of trade the strategy is based on are where the other significant criticism originates. The exchange model that underlies the marketing mix school of thinking has its roots in microeconomics. The microeconomics model of trade is essentially theoretical, which implies that the fundamental models and underlying premises were developed by thinking rather than through actual investigation. In light of this, the economic method has come under fire for failing to effectively represent the reality of consumption since the models and theories are founded on thinking rather than actual facts. The major emphasis of criticism has been on how the method interacts with, or rather does not deal with, the customer. Consumers may not always have complete awareness of the market, and their understanding of available options is sporadic. Individual preferences often defy utility theory because different individuals have varied preferences that cannot be described by theories of maximizing, and the theoretical framework of the economic approach does not take these considerations into account. As a result, the Four Ps' very nature as manageable, controllable factors and the model's inherent lack of market input run counter to the principles of market orientation, which hold that all marketing activities should be based on the identification of consumer needs and wants, which is very much in line with the widely accepted brand management theory.

The economic approach's theoretical underpinnings serve as the basis for brand management, which grows from there into ever more complex theories of consumer behavior and brand consumption. As each of the ways below explains a distinct brand and consumer viewpoint not taken into consideration in the economic approach, one may claim that they all accommodate the flaws of the economic approach. The marketing mix tools' strategic worth and potential for brand growth is debatable, but they do have considerable value for short-term planning and implementation of marketing programs and are a must in brand management. The economic approach is therefore an appropriate planning and execution instrument for brand management, but it cannot stand alone if one desires to fully realize the potential of brands and brand management reflecting how people consume brands in the new century.

### CONCLUSION

In conclusion, the theoretical cornerstones on which the economic method is based. A framework for examining human behavior, market dynamics, and economic phenomena is provided by rationality, utility maximization, equilibrium, and incentives. Even if these ideas have inherent limits, economists may nevertheless use them to comprehend and forecast economic events, create public policy, and get a greater grasp of the intricacies of the economic system. But it's crucial to recognize the drawbacks and objections that come with these constructing elements. The assumptions of perfect rationality, utility maximization, and market equilibrium, according to critics, may not always correspond with actual behavior and market circumstances. Economic analysis now encompasses alternative models and theories that take into account elements like limited rationality, social preferences, and market flaws.

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## CHAPTER 4

### THE IDENTITY APPROACHES FOR VARIOUS GROUPS

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#### **ABSTRACT:**

The study of identity has gained prominence in the social sciences, as scholars recognize its significant influence on individuals, groups, and societies. This abstract explores the various identity approaches employed across disciplines such as sociology, psychology, anthropology, and cultural studies. It examines how these approaches elucidate the multidimensional and dynamic nature of identity, shedding light on its formation, expression, and consequences. Identity approaches encompass a diverse range of theoretical perspectives and research methodologies. They explore how individuals construct their sense of self, drawing from personal attributes, social roles, group memberships, and cultural contexts. By examining identity formation processes, researchers can unravel the complex interplay between individual agency, social structures, and cultural influences.

#### **KEYWORDS:**

Assimilation, Belonging, Collective Identity, Cultural Identity, Ethnicity, Gender, Identity Formation.

### **INTRODUCTION**

Peter Behrens was hired by AEG in 1907 to serve as what was then known as an "artistic consultant." His position ended up being the first corporate involvement in conscious identity management. The basic tenet of Peter Behrens' work was that communication, design, and goods all expressed a single, cohesive brand. He produced goods, logos, marketing materials, and corporate publications with a single, consistent design to achieve this. Peter Behrens and AEG are recognized as the creators of the identity idea and the actual corporate identity management programs due to this cohesive design and visual manifestation of identity. Since then, identity programs have been a crucial component of marketing.

This line of thinking started to take form in the brand management setting in the late 1980s and early 1990s, creating the foundation for the identity approach. Abratt added to the conceptual formulation of the strategy by conducting a thorough investigation of the dimensions connecting internal processes to exterior-focused actions. In the 1990s, a new line of study, particularly in the context of Europe, produced a conceptualization of brand identity, where the aspects of brand identity are provided by the interaction between corporate identity, organizational identity, image, and reputation. The identity construct has gained popularity in brand management because it is a strong and sophisticated idea that has the ability to considerably increase competitive power. Today, the majority of businesses create and maintain their brand identities to make sure that they accurately convey their beliefs, competencies, and distinctive selling points [1]–[3].

The identity method in brand management was conceptualized and evolved mostly by practitioners, in contrast to some of the other brand management strategies discussed in this book. This indicates that the identity approach's fundamental concepts and conceptualization are founded on actual experience using the identity notion as a management tool rather than a

single complete breakthrough research. However, there are a lot of important books and articles about the identity approach that are worth discussing. While we won't include the whole assortment, we will highlight two collections that have particularly helped to shape current thoughts on brand identification. The *Expressive Organization* by Schultz et al. is a compilation of articles examining the identity domain from various academic fields with the goal of discussing the relational differences between identity, image, and culture in organizations with the aim of clarifying and articulating the theoretical domain of identity. Another significant compilation is *Revealing the Corporation: Perspectives on Identity, Image, Reputation, Corporate Branding, and Corporate-level Marketing*, which takes the reader through significant classics and recent academic articles to illuminate various viewpoints on identity, image, reputation, and corporate branding. By offering insights into the presumptions, theoretical components, and procedures of the identity approach, this provides an overview of the identity approach's core ideas. Last but not least, the summarizes and examines the managerial principles that may be drawn from the most significant research papers and important non-research literature, complemented with examples of how businesses have really handled the management of brand identity.

### **Assumptions of the identity approach**

According to the economic perspective, the Four Ps of marketing characteristics serve as the primary engines for building and maintaining brand equity. The development of a consistent, visual, and behavioral identity is highlighted by the identity method. It is presumed that customers provide businesses identity traits and that individuals build opinions of businesses based on their overall experiences with them. This puts the company and its workers at the center of building brand equity. Thus, the identity approach expands the theoretical brand management realm to include the significance of corporate branding's identity.

### **Viewpoint of corporate identity**

The identity idea has a long history in the area of marketing, as was indicated in the introduction, and many of the theories and concepts that are utilized and researched in marketing have been applied to the usage of the identity concept in brand management. Thus, the identity method is multifaceted and pulls from a variety of academic disciplines that span a wide range, including organizational culture studies, organizational behavior, and graphic design and strategic management. Therefore, it is essential to understand how the identity idea has been used in the area of marketing before it was adapted to a brand management context in order to obtain a thorough grasp of the assumptions underpinning the identity approach.

### **Visually distinct**

A pioneer in brand identity is Wally Olins. He explained the foundation of the identity notion in his first significant work on corporate brand identification, *The Corporate Personality: An Inquiry into the Nature of Corporate Identity*. What are we? and Who are we? are two questions Olins raises in his defense of the significance of identity for business enterprises. who are we, then? Olins mainly focuses on providing visual representations of the identity's core in order to address these problems. Nevertheless, he agrees that identity encompasses both behavior and appearance. Olins recommends that businesses utilize visual identification systems to establish their identities as a means of communication. The communication should have a constant visual expression while yet making sure that the brand is always being updated to reflect new trends.

### **Psychological identity**

In 1977, Kennedy set the stage for conceptualizing behavioral identity. She put out the hypothesis that customers make purchases based considerably more on their impressions of a company's personality than on an objective assessment of an attribute's functioning. Kennedy argues that a consumer's opinion of an organization's identity is based on the overall impression they have of it as a result of all of their interactions with it over time. According to this school of thinking, workers' actions and behavior are important for forming an organization's identity.

The identity approach's main premise in a brand management setting is that all marketing and communication efforts should be coordinated, raised from a product-focused and tactical level to a strategic, corporate one, and integrated. Only then would it be feasible to provide customers a consistent corporate experience. The concept of corporate branding and integrated market communication is based on this assumption. The concept of identity is relevant to individual brands, but corporate branding is crucial to the identity approach since it calls for strategic brand management to align all communication under a single, unified identity. Identity is something that starts from inside the organization. The identification strategy raises several issues that businesses need to reflect about. We who we are? What values do we uphold? What do we want to achieve? Finding the proper answers to these issues and putting them into practice across the whole firm is thus necessary for the establishment of brand value.

### **Products and corporate branding both**

The basic tenet of the traditional brand management system has always been that every individual product must have a unique and distinct product brand identity. However, the identity strategy often places more emphasis on corporate branding than product level branding. The premise behind corporate branding is that by unifying all of a company's messaging, brand management will move from being a tactical operational discipline that only included the marketing and sales department to a strategic corporate level that involved the whole company. One unified corporate identity is therefore necessary to provide a single message that is consistent across functions.

By abandoning product branding and its constrictive, marketing-driven emphasis on tactical, functional procedures, corporate branding suggests. Product branding has come under fire for having an excessively limited, external viewpoint that is disassociated from the company that manufactures the items. Corporate branding is an effort to address these flaws. While corporate branding is based on a long-term brand notion, product branding is focused on immediate advertising concepts. Corporate branding enables businesses to actively exploit their rich legacy to build powerful brands, which broadens the criteria of distinction. Corporate branding includes the whole company and highlights the crucial role that workers must play if they are to be successful in building a powerful corporate brand. Employee values and beliefs are crucial components of the differentiating approach. A drive toward creating more integrated ties between internal and external stakeholders that connect top management, workers, consumers, and other stakeholders is called corporate branding. Due to the fact that only in this manner can the unique personality of the corporate brand be reflected in and developed by the way the organization operates, organizational and management procedures are a key component of corporate branding. Corporate branding strategy development should use a multidisciplinary approach since it encompasses several departments and functions in addition to marketing.

The development of unique organizational characteristics via organizational and management procedures is the subject of corporate branding. The integration of internal organizational resources into the development of brand identity, image, reputation, and corporate branding has increasingly become a key component of brand management, and practitioners cite corporate culture as one of the most crucial factors when conceptualizing the identity domain. An excellent illustration of how this change may be implemented in reality is how Lego made the transition from a concentration on product branding to corporate branding.

### **'Brand-Consumer' dialogue**

According to the identity approach, customers' brand choices are heavily influenced by a trustworthy image and reputation. The brand-consumer interaction is crucial in the other six brand strategies. The brand-consumer interaction is broadened in the identity approach to include all possible stakeholders as well as interactions with customers. The identity approach's emphasis on trust and reputation may be used to explain this larger focus and changed view of who the recipients of brand messages are.

The degree to which communication between a brand and a recipient is direct or the outcome of a conversation has been the subject of innumerable arguments. These debates are necessary since brand identity researchers and practitioners often have diverse educational backgrounds. We'll go through the various viewpoints in order to make the assumptions behind the brand-stakeholder dialogue clearer. From a visual and strategic perspective, the interaction between a brand and a stakeholder is influenced by marketing, graphic design, and strategic management. The development of a consistent visual identity is the main emphasis of the corporate identity idea. The capacity to manage all communication with the goal of developing a lasting, unique, and consistent brand identity that is delivered linearly to all stakeholders is the primary factor of success.

## **DISCUSSION**

Sociology, anthropology, and organization studies are academic fields where research into the more behavioral components of brand identity has its roots.<sup>1</sup> The idea of organizational identity focuses on how behavior influences brand identity. A social constructivist perspective of identity is one in which it is presumed that identity is the outcome of a collaborative effort between a brand and its stakeholders. Identity is seen to be context-dependent and both socially and individually formed. The definition of an image implies the viewpoint of the exchange from the standpoint of the stakeholders as a mosaic of brand connections. Although the communication in this case may be linear, stakeholders' responses are seen to be a key factor in the creation and maintenance of identity.

Reputation is a more extensive collection of perceptions and assessments of an image kept in the long-term memory of stakeholders and customers. Instead of using direct communication, reputation relies more on relationship development. Recent brand identity research has taken a multidimensional approach, combining the four aforementioned views. In its initial form, the identity method thus expected that the building of the brand would be linear. However, in recent years, a social constructionist viewpoint where a more interaction-based perspective is prevalent has emerged to take up more and more space in the identity approach.

In this way, the notion of brand identity has changed from being a relatively static, constrained idea centered on visual design to one that is more dynamic, complex, and social constructivist. If identity is context-dependent and socially constructed, it follows that the linear communication process assumed to characterize the 'brand-stakeholder exchange' is also challenged. This is because the social construction of identity suggests that identity is not

something that can be formed inside a company and then sent to customers, who then perceive the message exactly as it was intended. The dynamic concept of identity holds that since identity is produced both inside and outside, it is something that is co-created. To ensure alignment between internal corporate identity and organizational identity and the external expressions of brand identity image and reputation, a new area of research was created in the 1990s as a result of this co-creation of identity: "To get the most out of corporate brand strategy, three essential elements must be aligned: vision, culture, and image." It needs demonstrated managerial ability and will to align these strategic stars. A distinct constituency is responsible for each component. According to the identity strategy, developing a strong and consistent brand identity is essential for building brand value. To enable communicating a single consistent identity to all stakeholders, the brand must concentrate on determining "who we are" as a company. Attention has evolved from a focus on the visual representation of product brands to a focus on how organizational behavior influence's identity, and eventually image and reputation. Creating this unified identity often has a corporate rather than a product-level emphasis. The identity approach's customer impression has also changed. The brand and the customer were thought to have a linear interchange in the early days of the identity approach, and brand identity could be handled and controlled solely by the company. This notion has been expanded recently with the recognition that identity is context-dependent rather than eternal, suggesting that identity cannot be transmitted linearly but rather is the outcome of negotiations between internal and external shareholders.

### **Foundational ideas of the identity approach**

Along with the shift in emphasis from product to corporate branding, the fundamental elements of the identity strategy have evolved and become more inclusive. Numerous transdisciplinary ideas and frameworks have been produced as a result of the conceptualization of brand identity's constant progression. It may be challenging to have a clear picture of the main structures, how they connect to one another, and how they might be merged in management frameworks since concepts are often used interchangeably.

Brand identity is the identity approach's central idea. Organizational identity, corporate identity, image, and reputation are the four elements that make up brand identity. The two primary categories of the four supporting themes are the internal and outward components of brand identity. Corporate identity and organizational identity are auxiliary concepts that reflect the internal brand identity development, upkeep, and research ideas. The two auxiliary topics, image and reputation, reflect ideas for creating, managing, and exploring external brand identities[4]–[6].

After describing the characteristics of the core theme and the four supporting themes, we will go on to two frameworks that concentrate on how to align the supporting themes in a manner that supports the fundamental theme of brand identification. By outlining the proper management of a corporate brand, the corporate brand tool kit and the AC2ID framework advance our grasp of the theoretical foundational elements.

### **Corporate identity supporting topic**

Corporate identity is the initial internal supporting topic of brand identity. Corporate identity is an assortment of behavioral, physical, or visual clues that represent the business and help customers and other stakeholders recognize it right away. A visual view that uses visual tools to establish brand identity and a strategic perspective that is laser-focused on the strategic vision of the company are represented in the academic literature as two clusters that reflect two approaches on how to create and maintain corporate identity.

The primary focus of the visual identity is how the organization communicates itself visually, and in an ideal world, these signs and symbols should reflect the company's internal devotion. The visual school focuses on the physical manifestations of the corporate identity and how such manifestations might influence both the organizational structure and the behavior of the leadership team. This viewpoint has its roots in graphic design, where emphasis is placed on the development and administration of a logo, as well as the name, color, sound, feel, and smell of a brand, to assure the best possible depiction of that identity. According to the visual school, corporate identity may be synchronized via graphic design by using visual identification systems. These systems are beneficial because they may serve as change agents, communication channels, and instruments to make sure that the visual representation of brand identity is current. This viewpoint views recognition as significant since it fosters favorability. Because of its excessive emphasis on design, name, and logo, the visual school has sometimes been attacked for being too narrowly defined and misinterpreted in actual practice. Corporate identity, however, is also about fusing behavior and the visual identity; it only manifests itself when behavior and appearance are connected. The truth is that an organization's identity usually comes into place when it has a clear understanding of who it is, what it does, what its priorities are, how it wants to behave itself, and how it wants to be viewed.

If brand identity is incorporated into a shared company behavioral norm, it is considerably simpler to represent visually. Identity markers and symbols are only myths, but if they serve as change agents, they may one day come to pass. They must serve as representations of the organization's corporate identity both internally and internationally. Therefore, corporate identity cannot be limited to only the visual representation; it also refers to the way that employees of a firm think, act, and behave. In contrast to organizational identity, where the objective and emphasis are to assure the proper behavior, culture, and expression within, the focus is still on ensuring the right expression outside.

The core concept of the company is the focus of the strategic school. The strategic school makes a connection between brand identity and company strategy, showing how these two elements may be represented and conveyed to guarantee that the latter is reflected in the former. The strategic school of corporate identity places an emphasis on outlining the internal characteristics of the organization, including who they are, what their key competencies are, and how they may be used to guarantee that the brand's identity is properly expressed externally. The strategic school of corporate identity places emphasis on the idea that behavior, rather than outward appearance, more strongly influences company identity.

Consequently, corporate identity plays a dual role in brand identity. First of all, it makes sure that brand identity is developed and managed with input from strategic management—the vision and purpose the corporation has for the brand. Second, it makes sure that the brand identity is visually expressed by managing the product design, the logo, and other visual manifestations of the brand identity. Recent studies demonstrating how challenging it may be to integrate management and strategic vision into brand identity has supported the recognition of the importance of behavior. Deep understanding of organizational behavior and culture is required to guarantee that this process is carried out correctly. Thus, this is the identity approach's next supporting topic.

### **Identity of the organization is a supporting topic**

Organizational identity, the second supporting topic of brand identity, refers to the cultural and behavioral factors influencing brand identity. Organizational behavior, culture, and structure are crucial ideas because they all have an impact on how individuals inside an

organization see themselves and the values they uphold. Organizational members might develop attachment based on the cognitive and emotional basis provided by the organizational identity. Additionally, it establishes the framework for how staff members build enduring bonds with their company. Organizational identity is essential for consumers' assessments of brand identification since organizational culture is intimately related to employee dedication and performance. As was already noted, this school of thinking is based on the notion that consumers base their assessments of brand identification on their overall impressions of a firm. According to this idea, workers are the key component of brand management. The capacity of workers to uphold the brand's promise and content over time shapes the business image and reputation.

This approach often makes use of the concept of "living the brand." The idea explains how brand loyalty among organizational members may play a significant role in the development and improvement of brand equity. Employees must "live the brand," serving as brand advocates and collaborators in the development of brand equity. Consumer and employee interactions bring the brand to life, necessitating a high degree of brand loyalty on the part of the employee. In a perfect environment, employee branding, internal training, and storytelling are used to instill certain values in the culture and behavior of a firm. Through this approach, employee behavior is brought into line with the brand's mission and identity. This strategy seems to be a win-win scenario for both workers and businesses since individuals increasingly want empowerment and a meaningful workplace, while employers increasingly demand engaged staff. The demonstrated impact of internal employee branding is debatable; yet, in practice it is often different. Numerous studies have shown that most workers do not long-term support internal branding initiatives. Once activity has subsided, resistance to change and ingrained habits prevail. Thus, managing brand identity via the development and improvement of organizational identity is not a simple process, but if it is accomplished well, the outcome may be an unrivaled powerful and distinctive brand identity. The steps to take while building an organizational culture as a brand manager are further detailed in the sections under "methods" and "managerial implications"[7]–[10]."

The fundamental building block of mind is an image, and as the corporate image is a component of the brand identity's outward manifestation, it is essential to the identity strategy. The goal is to convey a single, consistent message to all stakeholders, ensuring that they all see the brand in the same way. Corporate image is a patchwork of perceptions created by the company's official and informal messages. The receiver assembles the corporate picture from this mosaic. Thus, the corporate image is not what the corporation thinks it is; rather, it is what the public perceives it to be. The mosaic of attitudes that make up a company's corporate image start with its personnel and how they see the business. A key tool for tracking how customers and other stakeholders see and value brand identity is ongoing corporate image measurement.

### **Added theme: reputation**

Some academics contend that one of the schools of thinking about how to develop and manage a company's image is represented by the study and literature on reputation. Since the procedures that apply to this sector are quite distinct from those that apply to the idea of image, we define the concept of reputation in a category all by itself. The idea of reputation grew in prominence throughout the 1990s, especially in practice. Reputation building takes longer than image building since it is dependent on what a firm has done over time and how it has behaved, as opposed to image building, which is focused on short-term communication and advertising. The corporate reputation construct may also be used internally to direct staff behavior. It is mostly employed externally to gauge customer perceptions of company

identity. Additionally, corporate reputation may make clear the norms that direct organizational behavior. So how can a business maintain a positive reputation? Reputation management is often overlooked until the reputation is in danger, thus this doesn't happen very often.

PR, as well as sharing and emphasizing company success stories and CSR initiatives, are the main drivers of reputation. Reputation may be improved via corporate communication, but it works best when it comes from an impartial outside source. This is one of the factors contributing to the rising proportions of business expenses devoted to fostering PR and positive relationships with influential members of the media. Analysis of the brand's position in the market, as determined by competitive effectiveness and market leadership, may be used to estimate PR.

## CONCLUSION

The importance of identity approaches in comprehending identity's complex character in the social sciences. Researchers acquire important insights into the intricacies of human identity and its implications for people and society by examining identity development, collective identities, interality, and the repercussions of identity. These methods help us comprehend social dynamics, inequality, and the varied lived experiences of people in various social circumstances. Additionally, this study acknowledges that identities are dynamic and change through time as well as in reaction to social and cultural situations. It explores the significance of identity in activism, resistance, and social change, acknowledging the transformational potential of collective identities in opposing established institutions and conventions.

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## CHAPTER 5

### BRANDING STRATEGIES: ALIGNING BRAND IDENTITY

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#### ABSTRACT:

In the dynamic and competitive landscape of business, aligning brand identity has emerged as a crucial aspect of successful branding strategies. This abstract explores the concept of brand identity alignment, focusing on the processes and practices that organizations employ to ensure consistency and coherence in their brand messaging, positioning, and customer experiences. Brand identity serves as the core essence of a brand, encompassing its unique values, personality, and promise to customers. Aligning brand identity involves aligning various elements such as brand vision, mission, values, messaging, visual identity, and customer interactions to create a unified and authentic brand image. The alignment of identity, culture, image, and reputation is the primary issue shared by the majority of modern frameworks for the management of brand identity, which is why the two frameworks chosen and discussed here were chosen.

#### KEYWORDS:

Brand Personality, Brand Positioning, Consistency, Differentiation, Mission Statement, Target Audience.

#### INTRODUCTION

This will clarify how the components of brand identity interact to create brand identity when they are properly aligned. It provides an overview of two important theoretical frameworks that are used to coordinate and manage the factors affecting brand identity. The crucial step in the brand identity management process is this alignment. Based on studies conducted by Hatch and Schultz over a ten-year period in more than 100 firms, the corporate brand toolbox. In 2001, the toolkit was printed in the Harvard Business Review. The AC2ID framework was created by Balmer and is another well-known framework. It emphasizes the identity kinds that exist inside a corporation and how these identity types should be maintained to achieve harmony, similar to the corporate brand toolkit. The AC2ID framework is founded on in-depth study in the sphere of corporate industry, but it also takes into account current developments in academic literature. In 2002, California Management Review published it for the first time [1]–[3].

#### The toolset for corporate brands

1. Strategic vision, organizational culture, and stakeholders' perceptions are named as the strategic leaders of the company in the corporate brand toolbox.
2. The company's strategic vision serves as its guiding principle. Future management goals are expressed in the strategic vision.
3. Values and beliefs held internally by an organization. Fundamental presumptions that represent the company's history are represented in the behavior of all workers, regardless of status.
4. Stakeholder perceptions, or the general opinion of the firm held by external stakeholders, are referred to as "stakeholder images."

These stars must line up in order for a powerful and effective business brand identity to be created. These components are analogous to the four supporting themes in that stakeholder images are equivalent to the two external supporting themes, image and reputation, organizational culture and organizational identity share a shared viewpoint, and strategic vision is equivalent to corporate identity. All three factors must be taken into account at once due to the alignment of the three strategic stars. A series of diagnostic inquiries to all stakeholders, both internally and outside, may be used to identify misalignments by revealing the connections between the three components and any possible gaps.

The purpose of this set of questions is to identify any gaps between the aspects, as represented by workers, management, and external stakeholders, respectively. It is a tool to determine if senior management's strategic vision is in line with customer needs and whether the strategic vision has enough internal employee support. In order to maintain continuing alignment of the strategic components essential to building brand identity, analysis of identity gaps should preferably be carried out simultaneously. It is crucial that the data acquired be utilized to create an action plan for how vision and image may undergo a process of realignment once any identification gaps have been found. If there is a mismatch between the organization's goal and culture, the result may be a brand identity that makes more promises than its staff is willing or able to keep. This kind of misalignment issue necessitates either downplaying the strategic vision or cultivating and developing an organizational culture that is consistent with the business's strategic goal. A tailored approach for closing detected gaps that may guarantee the ongoing alignment of the brand identity's constituent parts is built on the detection and analysis of gaps between the strategic stars.

### **The AC2ID framework**

Balmer and Greyser's AC2ID framework is centered on the alignment of five corporate identities. Since numerous identities actually exist and can only arise and thrive when they are consistently aligned, the premise is similar to that of the corporate brand toolbox. The entire brand identity will be weakened by dissonance across the five identity categories, which will eventually hurt business performance. The abbreviation AC2ID stands for the five identity kinds that Balmer recognizes as essential to brand identification in the framework. Since the intended and conveyed identities cover the same issues as the supporting theme of corporate identity, the four supporting themes in the AC2ID framework are likewise mirrored in the five identity categories. The conceptual identity and ideal identity cover the exterior aspects equal to the supporting themes of image and reputation. The real identity and organizational identity are analogous. The ideal and desired identity should be updated in accordance with changes and developments in the business environment while management continuously monitors the alignment of these identities. It might be deadly to ignore or stop keeping an eye on a brand's several identities. The AC2ID framework may aid senior management in the investigation and administration of multiple identities and can direct the business through procedures for brand identity adjustments and realignment. Brand identity management is essential, especially when defending one's identity is difficult.

Anita Roddick, the Body Shop's creator, has always operated the company in accordance with her beliefs of social responsibility and the environment. Her personal principles had a big impact on the Body Shop's positioning and branding as an ethical business opposed to animal experimentation, etc. Accusations that the company did not uphold its own standards followed an examination into whether the company's real activities could live up to these principles. It is obvious that the intended identity and the real identity are not aligned in this situation. Consumer skepticism triggered by media attention caused the intended identity to diverge from the desired identity. The misalignment of identities in the Body Shop case is an

excellent illustration of what frequently occurs when small businesses grow quickly. If well-managed brand identity-building activities are not in place to make up for this lack of founder presence in day-to-day operations, the growing gap between the founder's ideals and dreams and the actual behavior is inevitable.

### **Multiple identities of the corporation**

The four underlying elements that underpin brand identity's central idea make up its theoretical building pieces. Two of them cover internal factors: organizational identity, which represents the behavioural and cultural elements, and corporate identity, which represents the visual and strategic elements of brand identification. Image and reputation are the two supplementary topics that address the exterior issues. The consumer's immediate mosaic of visuals is referred to as an image. The reputation is a cumulative assessment over time of all consumer brand identity image assessments. Each of these four auxiliary themes makes a contribution to the brand identification framework. The alignment of the different identities of the firm plays a crucial role in modern theoretical frameworks for the management of brand identity. The corporate brand toolkit, which focuses on the alignment of vision, organizational culture, and image, is one of two important frameworks. The real, communicated, conceptualized, ideal, and aspired identities must all be in sync for the AC2ID architecture to function.

### **Data and procedures for the identity approach**

Because the four supporting themes of the brand identity construct have distinct foci and antecedents, the methodologies and data employed in the identity approach are varied and have their roots in many research traditions. The techniques used to gather information on organizational identity come from anthropological and cultural studies, but the study of corporate identity takes a more heuristic approach and draws information from strategic management, the visual expression, and the company's history. When studying the visual component of brand identity, cognitive psychology research methodologies and insights into the cognitive processes stakeholders and consumers go through when evaluating a brand identity are required. Finally, the reputation component necessitates a greater emphasis on the ongoing relationship between the brand and the stakeholder or customer. This is split into two major sections in an effort to make the overview of these various strategies more understandable. The research methodologies and information that were utilized to study corporate identity and organizational identity are covered in the first. The second provides a summary of the techniques and information utilized to study image and reputation. The internal components of brand identity: corporate identity and organizational identity research techniques

### **Determine a company's identity**

Corporate identity, such as a strategic vision for the brand or the company as a whole, is a manifestation of the strategic objectives senior management has for the brand. The brand's visual identity is sometimes referred to as the corporate identity. The approaches used to obtain information regarding the two vary:

It is mostly historical materials on the evolution of the company's vision and strategy as well as brand-specific historical records that are utilized to acquire an overview of the corporate identity and its history when revealing the strategic viewpoint on corporate identity. As a complement to the more formal records of how the strategic vision has evolved over time, more particular techniques such as semi-structured interviews, narrative techniques, and heuristic analysis are utilized. When determining corporate identity, information regarding the evolution of the visual expression of the brand must also be gathered. The behavioral and

cultural dimensions of identity must also be unearthed once these two sources of visual and strategic identity representing the more formal aspects of identity displayed by the organization have been identified.

### **Identification of organizational identity**

Methods from a variety of research disciplines, including anthropology, sociology, culture, and organizational studies, are used in the study of organizational identity. There has been a heated debate in the academic community over how organizational culture should be seen and researched. The past ten years, however, have seen the emergence of multi-paradigm techniques that combine the many viewpoints and vantage points. The utilization of corporate culture as a mechanism to foster high levels of employee engagement and loyalty is a trait shared by high-performing companies rather often. Values and norms drive behavior and language in a company with a strong organizational culture. A strong organizational identity may come from many different places, including the top management style, routine corporate behavior, and ingrained conventions and values. When determining organizational culture, it is important to consider how these components contribute to organizational identity.

A more dynamic constructivist perspective has replaced the earlier static and functionalistic understanding of organizational identity. According to the functionalist perspective, recognizing and classifying cultural stereotypes is a key component of understanding culture. From a symbolic and interpretative standpoint, culture is ingrained in and communicated via the acts and language of individuals. Last but not least, the constructivist perspective on culture holds that an organizational culture's strength is determined by its capacity for environmental adaptation. According to this perspective, an organizational culture's strength lies in its capacity to grow, develop, and meet changing market needs. Recent multi-paradigm methodologies of analyzing organizational culture show this progression. A three-perspective approach is provided by one of the fundamental frameworks for the study of organizational culture. The dynamics of corporate culture and the inherent ambiguity are reflected in the three views[4]–[6]. The functionalist viewpoint and organizational forces that are focused on consensus and uniformity are represented by the integration perspective. Typically, this viewpoint may be seen in the statements and initiatives put out by senior management to develop and improve company culture.

## **DISCUSSION**

A more interpretative approach is represented by the differentiation viewpoint. According to the differentiation approach, there is no organizational-wide cultural agreement, only among certain subcultures and groups. Because of this, organizational culture's expressions vary from department to department. The consistency among subgroups and the ambiguity that distinguishes these various subgroups are where ambiguity and the drivers of corporate culture may be discovered. The more constructivist approach is expressed in the third and final perspective on fragmentation. It is thought that an organizational culture may represent a wide range of viewpoints in this instance. There is no agreement and there are complicated relationships between organizational culture manifestations according to the fragmentation approach. An accurate and comprehensive picture of the cultural web and factors influencing organizational culture can only be provided by combining the three levels of study - the whole organization, subgroups, and individual level of research.

In actuality, data collecting focuses on how organizational culture manifests itself via a variety of distinct factors. These components show that, in addition to include many viewpoints in a study strategy to achieve a thorough and complete knowledge, understanding organizational culture also need breadth. The manifestations together constitute a particular

organizational culture, which is a web of cultural expressions. The best way to study organizational culture is qualitatively and by immersing oneself in the relevant cultural contexts. To assure comprehension of how the cultural manifestations convey a certain organizational identity, the researcher must seek out comprehensive, in-depth descriptions based on extensive fieldwork. The ethnographic method might take a clinical viewpoint, where the primary research instrument is qualitative interviews, since rigorous fieldwork can be time-consuming. However, observation and discussion may not always be sufficient to fully comprehend a culture and properly interpret its expressions. To assure the proper interpretation, it may be important to interact with and immerse oneself in the culture. The exterior components of brand identity: image and reputation research techniques.

The placement of the company's image in relation to rivals and the study of image from the perspective of the receivers are the subjects of analysis while gathering data and learning about image and reputation, respectively. Surveys and laddering methods are regularly used to analyze a brand's reputation and image in comparison to its rivals. But approaches from cognitive and social psychology are utilized to investigate customer perceptions and assessments of image and reputation in order to get a thorough grasp of how and why consumers identify a certain image with a brand. When attempting to comprehend how an image is formed and the methods by which image and reputation may be researched, attitudes and perceptions are crucial components:

### **Perception**

Humans perceive via sensory processes that include taste, hearing, sound, and sight. It is now time to comprehend the information that our senses have already received. The act of creating meaning via perception involves the brain recognizing input patterns and particular components as being connected.

### **Cognition**

Sensory inputs and signals must first be noticed and acknowledged in order to be thought about. As part of the recognition process, consumers create mental representations and gain comprehension of what they have experienced. Instead of using language-based units, this approach uses abstract cognitive units. Images, words, and symbols are used to construct these cognitive units. Cognitive units connect subject and action, as well as object and attribute. Thus, mental representations that capture spatial connections and ensure identification are part of the cognitive process. The overall assessments that individuals have of themselves, other people, things, and problems are known as attitudes. People's behaviors are influenced by their emotional attitudes. People may respond based on attitudes. Although it is impossible to anticipate how much attitudes influence behavior, one thing is certain: individuals are more likely to act when a change in circumstances prompts them to consider their views.

When studying brand image and reputation, it is highly helpful to have an understanding of how cognitive units function and what influences customers to alter their opinions and even their purchasing habits. This understanding of how customers see, develop attitudes about, and eventually behave should be reflected in any study strategy for the exploration of the outward parts of brand identity. Image is the product of immediate advertising or other communication efforts, but reputation is built over a longer period of time by analyzing brand behaviors, how the public perceives them, and the motivations behind them. When gathering information regarding reputation, it is more crucial to analyze the points of interaction between the brand and the recipient. Regardless of the analysis's focus image or reputation understanding how customers see and ultimately assess brand interactions is

crucial. Make sure to distinguish between and carefully choose the appropriate methodologies to investigate each of the four components of brand identity since they are examined in very different ways. Start a long-term, ongoing investigation into reputation. Utilize a combination of questionnaires, surveys, and in-depth interviews.

Start your research using exploratory qualitative techniques for the analysis of images, using free association techniques to exclude any possible feedback or linkages. Utilize quantitative approaches to determine the importance of the whole list of feedback until a small number of key insights are left, then finalize the findings and make them usable to guide management choices.

Plan the research, make sure everyone has full access to all meetings, and guarantee the internal aspects are studied. You cannot get a comprehensive and accurate image of the corporate identity or organizational identity without full access. Immerse yourself in the items' daily lives by listening, watching, learning, and acting. Start the process of altering the observed item in accordance with the previous observations. Changes should be incorporated into routine procedures rather than being undertaken as separate initiatives. Examine the impact on current practices or other indications of organizational identity.

Ensure that all levels and functions are considered in all actions and observations, both during the data collection phase and throughout the data interpretation process. This will guarantee that organizational identity is understood more thoroughly and accurately, as well as how it interacts with the corporate identity. Consider how the implemented modifications were received and what may be changed to get better outcomes. What new information have you discovered about the corporate culture that calls for novel observation techniques and maybe novel actions? Make sure that all four components are investigated concurrently and that a comprehensive strategy for reacting to the findings is developed by combining the findings from the four studies.

Depending on which of the four supporting themes is the focus of the study, different methodologies and data are employed in the identification approach. Heuristic techniques are used to acquire data about corporate identity. The goal is to examine brand identity's historical and contemporary strategic evolution and visual representation. The methods used to study organizational identity are influenced by anthropology and cultural studies, where participation, immersion, and extensive fieldwork are requirements for gaining the rich and in-depth understandings needed to comprehend the underlying forces behind the cultural manifestations. The ideal way to study images is to combine qualitative approaches for the exploratory stage with quantitative ways to make the findings meaningful for management. The methodologies are based on cognitive and social psychology, with an emphasis on consumer and stakeholder perception, cognition, and attitudes developed via ongoing brand image and reputation review.

### **Management Repercussions**

Competitive and financial strength may come from having a strong brand identity. But creating and maintaining a brand's identity is a challenging managerial undertaking. Because they cater to very distinct audiences, the four supporting themes that make up brand identity need extremely varied data collecting techniques as well as a range of skills and procedures to put into effect. This supports the need for a thoughtful strategy and tactful approach while maintaining brand identity.

Most businesses struggle to properly integrate their corporate identity with the other three supporting themes. Ignoring identity concerns is also not a practical choice, especially for

managers. In fact, it just serves to make matters worse. Identity persists and may reappear with a fury. Employee participation in the co-creation of brand identity is incredibly challenging and demands significant expertise and perseverance. The reader is introduced to the management principles that may be used to manage and align the four supporting themes of corporate identity, organizational identity, image, and reputation into a cohesive brand identity.

### **Practice of vision and culture alignment**

Any management process or action, no matter how large or little, needs the proper understanding of the components that need to be managed. In the case of brand identity, the objective is to observe and analyze how the supporting themes interact rather than learning more about each one individually. Their congruence, as discussed in the on theoretical building blocks, is the basis for a powerful brand identity. The alignment of the four supporting themes of image, reputation, corporate identity, and organizational identity is thus the central objective of brand management in the identity approach. In reality, these components have separate constituencies and motivations; top management is responsible for driving the vision, while the workforce is responsible for driving culture. All stakeholders serve as image and reputation drivers. Before misalignments or opportunities are discovered, information must be obtained from various sources and analyzed using a range of techniques due to these various constituencies[7]–[10].

The strategic vision that top management develops for the company does not match the reality of the business, and there are gaps between vision and culture when staff members are unable or unwilling to meet the lofty objectives established by management. It is necessary to look at if and how much workers support the plans made by senior management in order to find these gaps between vision and culture. It's also critical to determine if the organization's many subcultures and functions agree with and support the vision. It is highly challenging to create a cohesive brand identity if an organization's subcultures or groups do not cooperate to attain the same objectives. Investigating how the corporation's vision and culture vary from the competition and provide enough justification for the differentiation of brand identity is crucial since these factors are the main forces behind difficult-to-imitate differentiation. The emphasis of management methods has shifted away from lengthy identity program manuals and control mechanisms to empowerment, the utilization of experience, and the sharing of stories to foster cultural connection and commitment.

### **Looking for identity gaps**

If staff fail to uphold the brand promise and fall short of customers' expectations, there will be a disconnect between image and culture. The investigation here focuses on the degree to which stakeholder associations and assessments of brand image and reputation align with workers' perceptions of brand identity. It is crucial to understand how brand stimuli and interactions between stakeholders and workers acting as brand ambassadors affect the development of brand image. Finally, disconnects between image and vision are a sign that senior management is disconnected from what customers want and how they see the company. Customers who do not believe that new product releases or marketing initiatives are going in the correct direction for the brand may reject them as a consequence of misalignments between vision and image. Serious vision and image misalignment might indicate customer inertia or a deficiency in consumer intelligence. The firm will lose out on market potential and customer loyalty as a result. It is necessary to determine who the main stakeholders of the brand are and what these stakeholders anticipate from the brand identity in order to assess if there are risks of misalignment between vision and image. To prevent



misalignment between the two sources of brand identity, stakeholders must be effectively engaged in ongoing interaction and communication.

### **Bridging Gaps in Identity**

In reality, brand managers can use their understanding of the various identities and how they work together to steer the brand in a direction that is consistent with consumer perceptions of the brand's image, strategic visions and goals for the future, as well as actual brand behavior and organizational culture. It is necessary to begin the process of upgrading and aligning after having discovered the status of the image, corporate identity, and organizational identity as well as their respective alignment problems.

### **CONCLUSION**

In conclusion, the need of integrating brand identity into branding strategy is emphasized in this abstract. Organizations may build deep and lasting relationships with their target audience by maintaining consistency and coherence in brand language, positioning, and customer experiences. In a corporate environment that is continually changing, brand identity alignment is the basis for strategic decision-making, differentiation, and long-term brand success. The research also looks at the connection between brand strategy and brand identity alignment. It emphasizes how crucial it is to match brand positioning, target market, and brand identity in order to develop a strategic framework that supports brand success. It looks at how brand identity alignment may influence marketing and communication plans, product development, and customer experience planning.

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## CHAPTER 6

### AN OVERVIEW OF CONSUMER-BASED APPROACH

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#### **ABSTRACT:**

The consumer-based approach has emerged as a fundamental framework for understanding consumer behavior and developing effective marketing strategies. This abstract explores the key concepts, methodologies, and implications of the consumer-based approach, highlighting its significance in analyzing consumer motivations, preferences, decision-making processes, and the development of market segments. The consumer-based approach focuses on the active role of consumers in shaping their behaviors, attitudes, and purchasing decisions. It recognizes that consumers are not passive recipients but active participants who engage in a complex interplay of cognitive, emotional, and social processes when making choices in the marketplace. It is also important to take into account if the company's organizational structure aligns with the objectives of brand identity. Understanding the motivations behind certain organizational styles is crucial. Now that organizational structure and objectives have been determined, it's time to include workers in the brand identity process.

#### **KEYWORDS:**

Customer Satisfaction, Decision-Making, Market Research, Perceptions, Product Adoption, Purchase Intent.

#### **INTRODUCTION**

Brand-building efforts based on the identity approach's school of thinking are often characterized as ego-stroking time wasters with little relevance to stakeholders or customers. The goals of the brand identity creation campaign must be clearly stated, and outcomes must be meticulously monitored against objectives, in order to avoid this identity trap and increase the likelihood of success. Is the goal to raise awareness, foster positive attitudes, or strengthen organizational identity, and why? Is the objective more internally focused with a view to boosting employer motivation and luring stronger candidates, or is it more externally focused? Whatever the objective, it's critical to be very clear about why brand identity actions are necessary and what the organization hopes to accomplish with them[1]–[3].

Too much effort is often put into trying to alter the attitudes and behaviors of employees in the workplace. Best-practice examples have shown that efforts should concentrate on transforming brand principles into practical, anytime experiences. Getting all workers to actively support brand identity initiatives is often challenging. Giving staff 'out of the box' experiences on a regular basis via events and sponsorships helps assure everyday participation and commitment; this can deliver real-life experiences, boosting dedication and sharing. Instead than relying just on communication to deploy and align identities, these real-world examples may motivate staff members to live up to the brand promise in the course of their regular workdays. To guarantee that workers embody the brand's organizational identity and values, sharing real-world experiences among staff members is a fantastic method to bring the brand's identity to life inside.

Building brand identity may also make advantage of a company's cultural and historical history. Before a firm may actively integrate history or culture in the creation of its brand identity, it does not necessarily need to have been in operation for a long time. Corporate and organizational identity may also come from a distinctive organizational identity or a captivating CEO. In the brand identity method, the brand manager's main responsibility is to make sure that all interactions with customers and stakeholders result in a strong and cohesive brand identity. The theoretical building elements of organizational identity, corporate identity, image, and reputation must all be aligned in order to accomplish this. These identity kinds. This calls for a multifaceted strategy that allows for detection and alignment across all organizational roles and subcultures. The brand identity may be built and improved via a sequence of cyclical phases after rigorous research of identity gaps. This approach involves stating the brand identity, learning more about identity kinds, and articulating fundamental values. The organization of the brand identity comes in second. How can the stated brand identity be put into action to include all identity types? The third step, which involves disseminating information and engaging in brand identity-building activities, makes sure that all stakeholders are engaged in the development and application of brand identity. The last step unifies all identification kinds into a single, cohesive brand identity.

Both in theory and in reality, branding is always evolving. Since its inception, when it had its roots in marketing, branding has evolved into a strategic issue for organizations that calls for a far more integrated strategy than marketing alone can provide. To encourage the company to fulfill the brand promise across all activities, a variety of different organizational roles and disciplines must be included. A recent example of this change in the basis for assessing and managing brands is the creation of what is referred to as the identity approach. The identity method, which has its roots in corporate identity and focuses on the expressive aspect of branding, incorporates ideas from organization studies, social psychology, and stakeholder theory. Through these factors, the method emphasizes the relational and dynamic character of identity, asserting that when corporate branding is successful, it is closely related to the identity of the firm, always arcing between the poles of "Who am I?" and "What do others think about me?" Organizations may communicate their values to others in a genuine way by understanding what makes people feel like "we." However, understanding who you are also requires deep familiarity with how stakeholders see your company. This is so that workers may make sense of what they hear and learn about the company by interacting with how they think about their workplace and the organizational culture. Together, their immediate sense of who they are and their interaction with other people's pictures form an identity conversation that serves as the basis for branding[4]–[6].

We believe that successful brands are built on the alignment of organizational culture, strategic vision, and stakeholder perceptions. This is a desirable outcome, as it is with most conceptual models. The fact is that most businesses struggle to stay in alignment throughout the most of their existence, sometimes encountering wide gaps in the connections between vision, culture, and imagery that need for more drastic action. According to our observations, what sets leading brands apart from the competition is their desire and capacity to challenge their corporate brands and utilize the responses to further build their mission, culture, and image. This is a continuous process. Branding, which has its origins in product thinking and is now being developed as a corporate-wide endeavor, is still evolving as a discipline and an area of study. As a result, brand management strategies used by businesses alter with time. In the beginning, branding was a marketing strategy used to establish and control the link between goods and customers. This may have been effective at the product level, but it meant that corporate brands were often viewed as enormous, easily-created product brands.

Brand management evolved into a multifaceted endeavor as the word corporate began to garner greater importance in corporate branding. In order to manage the company brand, marketers collaborated with HR, corporate communication, investor relations, and all other communication divisions. In the end, this led to the creation of cross-functional task forces and teams whose role it was to coordinate all corporate brand initiatives taking place within the organization and to apply corporate brand thinking to other projects and programs. Employer brands and a slew of brand activation and renewal programs were innovations brought about by corporate branding; each was created, organized, and directed by a separate division inside the company. As several organizations vied for control of the resources associated with their respective pieces of the branding jigsaw, this activity eventually led to fragmentation and confusion.

A new generation of enterprise branding is emerging in the context of the stakeholder society to address these accumulating pressures and balance the identity discourse by positioning the corporate brand to be the voice of the firm's stakeholders as well as the company itself. In addition to offering optimism that corporate branding can address internal integration issues, this recently developed framework also expresses confidence that it will reinforce the strategic approach to managing the expectations of those stakeholders who make up the business, of which the company is merely a small component.

Because of this, brand managers in the future will spend more time seeing the brand from the perspectives of its many stakeholders. Every connection within the company and outside will become much more of a two-way communication process, and participation in brand community activities will prominently be on their agendas. Some of these stakeholders will be included in the management process by brand managers, who will apply their knowledge and abilities in internal business operations. They will create new projects that involve working with even more stakeholders and give everyone's life a deeper purpose.

The 'sender end' of brand communication was the primary emphasis of brand management in its early stages. 1993 saw a significant shift in brand management due to one specific study report. A significant shift in brand management was brought about by Kevin Lane Keller's publication of the essay "Conceptualizing, measuring, and managing customer-based brand equity" in the *Journal of Marketing*. Customer-based brand equity is also known as the consumer-based approach since it is founded on the idea that customers' cognitive conceptions of the brand exist. At this period, cognitive psychology and the associated information-processing theory of consumer choice had a significant effect on consumer research. The development of the consumer-based approach allowed for the adaptation of insights from these literary veins to brand management theory.

A new brand management strategy was created as a result of the 1993 article's introduction of a fresh brand and customer viewpoint. In addition, it played a crucial role in discussing and clarifying several fundamental ideas of brand management. In respect to the parent discipline of marketing at the time, brand management suffered from a lack of independence. It was sometimes difficult to distinguish between research studies on branding and those on advertising research and other marketing issues. Frequently, the crucial concept of brand equity was not even discussed, much alone defined. Overall, the academic field of brand management seems quite undeveloped and lacking in scientific rigor. Following the advent of customer-based brand equity, everything changed. One of the Keller publication's most significant contributions was the article's extensive exposition of the crucial concept of brand equity, which inspired a new way of thinking about the increasingly autonomous scientific field of brand management. Academic writings before to 1993 hardly ever discussed brand

equity, but the great majority of articles published after 1993 begin by tying their chosen topic to various definitions of brand equity[7]–[9].

The philosophy underlying the consumer-based approach has gained a lot of traction as the most influential way to think about brands and branding since it was introduced: "Keller's exposition of the customer-based brand equity model offers the most widely accepted and comprehensive treatment of branding in American marketing." The significance of Keller's book *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* has added to the 1993 theory's original influence. The seven schools of thought are given as ideal kinds since our goal is to display them side by side. As a result, with this method, we emphasize the original cognitive brand and customer viewpoint. A final discussion and comparison of the new techniques will be made on how the approach has further evolved.

### **Premises of the client-centered strategy**

The sending end of brand communication is the main emphasis of the two previous methods, the economic approach and the identity approach. The economic approach focuses on how a marketer may affect the production of brand value by modifying the elements of the conventional marketing mix. The brand from an organizational viewpoint is the main emphasis of the identity strategy. In the consumer-based approach, the brand is examined as a cognitive construct that exists in each consumer's mind. Thus, the consumer has emerged as the primary focus of this strategy. Suddenly, he or she is regarded as the brand's "owner." The consumer-based method brings an outside-in approach to brand management, while the two previous approaches focused on an inside-out view on the production of brand value. Thus, the strategy includes an outward creation of a strategy as opposed to the internal construction of the two earlier strategies. The process of creating brand value involves shaping the brand connections that customers have in their heads. Thus, a key component of this method to brand value generation is understanding the customer. However, it's vital to note that this perspective on the consumer is implied by the strategy. Information-processing theory of consumer choice and theories adapted from cognitive psychology are used to analyze the customer.

### **'Brand-Consumer Exchange' and the cognitive viewpoint**

In the other approaches, we first described the presumptive characteristics of the brand-consumer interaction before introducing the scientific tradition that the method is based on. However, because discussing the brand-customer interaction without also discussing the unique consumer viewpoint is illogical, we shall bring the two subjects together in this. According to the consumer-based approach, a brand's strength is determined by its customers' strong, distinctive, and positive connections with it. Because the brand exists as a cognitive construct in the customer's mind, it is natural to assume that the consumer 'owns' the brand and is in charge of its development.

However, since the strategy is based on the premise that the customer is a cognitive guy, the marketer is presumed to be in complete control of brand communication. Through a lens based on cognitive psychology and information economics, the customer is seen and examined. The cognitive viewpoint suggests a vision of man that nevertheless gives managers authority over the development of brand image, as we will discuss in more depth in the next. Even if the brand is examined as a mental construction in the consumer's mind, it still makes sense to discuss the intended meaning's transmission. According to this theory of linear communication, the receiver of a message comprehends it exactly as the sender intended. The computer metaphor of man is prevalent in cognitive psychology, and it is

believed that the human mind processes sensory input in a manner similar to how a computer analyzes binary data.

An if-then logic is used in cognitive psychology. The customer will pick the brand as intended if the marketer provides the "consumer computer" with the most relevant information. This rationale applies to the brand-consumer interaction of this strategy just as one may program a machine to do the same action each time. In other words, while this strategy places the customer at the center, it is still thought that the marketer owns the brand. The strategy implies a linear relationship between sensory input, the customer, and brand preference. At first look, the customer in the brand-consumer transaction in this strategy seems to be invincible. Although the customer "owns" the brand, the approach's consumer "ownership" is contradictory; the consumer is still seen as a generic entity that the expert communicator can "programme" into the anticipated behavior. This technique does not take into account the chaotic, unpredictable, and 'autonomous' features of customer behavior that are taken into account in the following approaches. The brand is seen as a cognitive construct that resides in the consumer's mind according to the consumer-based approach.

## **DISCUSSION**

This presumption holds that the customer controls a significant portion of the brand-consumer interaction. However, this is not totally true. A lens from cognitive psychology is used to see the customer, and the computer serves as the primary metaphor for man from this viewpoint. The marketer who is willing to map out the consumer's perception of the brand will be able to select the precise brand elements and communicate them to a consumer who will respond appropriately, just like a skilled computer programmer can program the computer to perform as intended. The consumer-based strategy is predicated on these seemingly incompatible concepts.

### **Building components of the consumer-based strategy's theory**

The foundation of the consumer-based approach, as stated in the introduction, is a research paper that presents the framework for customer-based brand equity. The consumer-based approach's central tenet is represented by this framework. The information-processing theory of consumer choice, which is the foundation of the framework, is supported by the cognitive consumer viewpoint. With a quick introduction to the cognitive consumer viewpoint, we shall go on in this. We next briefly explore the information-processing theory of consumer choice after this. Given the breadth and complexity of these subjects, a detailed discussion of them is beyond the purview of this work. However, the reader will be better prepared to comprehend the main theme—that of customer-based brand equity—after being familiar with key traits of these two themes.

### **The viewpoint of the cognitive consumer**

You were previously exposed to some of the major traits of cognitive psychology in the assumptions. Cognitive psychology focuses on the process from a consumer being exposed to environmental stimuli, how these inputs reach the mind through the senses, and how they lead to behavior. The basic metaphor for man is that of the computer. Understanding the if-then logic that governs this customer viewpoint is also crucial. When investigating how people operate and behave, the cognitive research tradition purposefully ignores emotional components as well as historical and cultural dimensions. How we retain information, how we recall things, and how attention is drawn are all crucial to this strategy. Understanding how this process results in action in our area of interest—brand choice—is the process' overall goal.

We have a huge quantity of information stored in our memory. Spreading actions start when memory is triggered. By doing this, information is recovered from memory. Memory information is organized into associative networks with nodes and linkages. In associative networks, nodes are the stored pieces of information linked by connections. The strength of the nodes varies; some linkages are more powerful than others. An environmental stimulus activates a node, and this node's associated 'spreading activity' activates more nodes via the initial one. The Volkswagen brand may serve as an illustration of this practice. The recovery of the Volkswagen node starts a spreading activity. The connections may go on forever until they no longer have any meaning for the node Volkswagen. Some correlations are more direct than others, as seen by the fact that some linkages are definitely larger than others.

A node is an abstract concept. In-depth comprehension of mental representations as a level of description, distinct from, respectively, neurological and socio-cultural factors, is the goal of cognitive research. Mental representations are abstractions that we all use to "stock" information in memory at any given moment. Since we cannot "stock" objects exactly as they are, we "catalogue" them in certain systems. One of the central problems in cognitive psychology is that the subjects of the studies must 'translate' their memory representations into English even though language is not often used to 'stock' memories.

Memory is seen as being particularly enduring in cognitive psychology. Things we remember tend to stick around for a while. Therefore, frequent exposure to a commercial message is valued highly in cognitive consumer research. In fact, improving one's perception of a notion might create memory codes that are more or less permanent. Although it is by no means thorough, this quick overview of cognitive psychology has covered the most crucial aspects for comprehension of the context and consequences of the consumer-based strategy.

### **Idea of customer choice based on information processing**

The cognitive psychology-based information-processing theory of consumer choice aims to explain how consumers process information before making a purchasing decision. The consumer is defined as engaging with his or her choice environment, seeking and absorbing information from many sources, processing this information, and then selecting from among certain choices. In this case, choice serves as the focus point. Processing capacity, motivation, attention, perception, information acquisition and assessment, memory decision processes, and learning are all influencing elements according to this theory. According to the information-processing theory of consumer choice, behavior is induced and hence explicable.

According to the economic perspective, the customer should be a rational decision-maker who can assess all pertinent information and weigh all available alternatives. The information-processing theory of consumer choice has a somewhat different perspective on the consumer. In an overcommunicated world filled with commercial messages, it is considered that consumers are constantly subjected to an information overload and that their minds are insufficient containers. In other words, "the computer" is unable to handle all of the facts that are provided to it. The human mind chooses not to process all information as a result of limited processing capability. Understanding the information-processing theory of consumer research and the further implications for and of the customer-based brand equity framework depend heavily on these simplification techniques that economically maximize processing capacity.

### **Brand Equity Based on Consumers**

The differential impact of brand awareness on consumers' reactions to brand marketing is known as "customer-based brand equity." It is also a conceptual model of brand equity from



the viewpoint of the individual consumer: The term "marketing" in the aforementioned definition refers to the marketing mix, but the viewpoint is different from the economic approach in that it focuses on how consumers respond to marketing actions rather than the actions themselves.

The idea of "brand knowledge," which is split into "brand awareness" and "brand image," refers to the consumer's overall understanding of the brand. The foundation of brand knowledge is based on cognitive psychology's theories of memory and organizational structure. Memory and knowledge are composed of a collection of nodes and linkages, as was previously stated. Nodes are where information is kept, and connections are what connect them. Depending on how effectively the connection is retained in long-term memory, the associations have varying degrees of strength. Brand knowledge must be mapped in order to determine if a brand has customer-based brand equity. This implies that brand awareness and brand image must be assessed in each individual consumer's mind. Customer-based brand equity requires brand awareness. Brand equity is irrelevant if the customer is not aware of the brand; the firm will then compete on the strength of its product rather than its brand. Brand recall and brand recognition make up brand awareness.

However, recalling a brand from memory is only the start of creating customer-based brand equity. Additionally, customer-based brand equity includes a complete conception of brand image. A brand's "image" is defined as "perceptions about a product or service as expressed by the brand associations stored in consumer memory." The additional informative nodes that are connected to the brand node in memory and convey the brand's significance for customers are known as brand associations. The phrase "brand image" was used more and more up until 1993, and the significance of controlling it over time was highlighted: "The relationship between a brand's concept and its image must be managed throughout the life of the brand." Even while interest was developing, it was difficult to define the brand image. The connections connected to brand image in the customer-based brand equity framework include many kinds of associations pertaining to qualities, advantages, and attitudes. Product-related qualities are associations that are specifically connected to the item or service. It may be the way a vehicle feels to drive and how it looks physically.

External characteristics connected to a product's acquisition or consumption are referred to as non-product-related qualities. The four categories of non-product-related features that are taken into consideration are packaging, user imagery, pricing information, and usage image. Benefits are individual values that the customer associates with the brand. They are idiosyncratic assessments of or hopes for what the brand can provide for the customer. The three types of benefits are utilitarian, experiential, and symbolic. Functional advantages are individual customer expectations of what a product may do. Functional benefits are similar to product-related characteristics but are evaluated more subjectively; as a result, they are less objective than product-related traits.

The sensory advantages of utilizing the brand are known as experiential benefits. What does using the brand feel like? What kind of enjoyment can I expect from ingesting the brand? This feature offers the customer variety and meets their hedonic consumption demands. Symbolic advantages are all about self-expression and how we use consumer goods to communicate with others. The last category of brand associations on the brand image map is brand attitudes. Consumers' overall assessments of a brand are referred to as brand attitudes. This overall assessment is crucial since it often influences brand selection.

In a nutshell, a brand is a node in a network of associated brand information. A spreading activity is sparked by the brand name, and associations arise. Some connections appear more

quickly and abruptly than others; they are more tightly linked to the brand node and, as a result, more potent associations than those that are attached to the main node looser. Since all associations are interpretations created by our cognitive processes, they emerge as various types of mental representations. Some associations are more vocal than others, while others are more visual in nature. As was indicated earlier, brand awareness serves as the foundation for discussions about customer-based brand equity. If brand awareness can be identified, the next step is to compile a consumer association map made up of the aforementioned components. The substance of the brand image is accurately represented by these consumer connections.

One thing is content, but another is customer-based brand equity, which communicates a value that may be contrasted with that of rivals. A brand must have stronger, more positive, and distinctive consumer connections than the perception associated with rival brands in order to have high customer-based brand equity. The degree to which a customer has more or less favorable overall brand associations with rival brands is referred to as favorability. Is the brand's attitude as a whole so positive that it is likely to influence consumer behavior? The degree to which connections expand across the associative web that the brand activates as a node determines the strength of brand associations. Strong connections emerge quickly and require attention individuality of connections. A brand may also make use of certain distinctive connections if it has favorable customer-based brand equity. Idealistically, rival brands shouldn't have certain key connections. The brand's distinctive selling factor is its connections.

If customers respond more favorably to the product, pricing, promotion, or distribution of a brand than they do to the same marketing mix when it is applied to a fictitiously called or nameless version of the product or service, the brand is said to have positive customer-based brand equity. The customer-based brand equity conceptual model applies the existing information about consumer behavior to branding rather than being based on a research study since it is a conceptual model. It creates a new brand management methodology and makes brand equity and brand image more clear. Now, brand equity should be seen as a multifaceted term that relies on the knowledge structures that customers have that are strong, favorable, and distinctive. Brand awareness is neither examined nor quantified. As a result, the association map depicts a "messy" image of the brand. The association map is organized based on the components of the brand image. The structure of association maps provides a well-organized layout for brand image information.

Which connections are more abstract and which are connected to the product are readily apparent. In terms of user imagery, it's noteworthy to note that "children" associations are connected to "sweet" and "sticky," but "adult" associations are connected to "bittersweet" and "lemon." In this regard, the association map that has been transformed into a brand image offers excellent insights that may be expanded upon in the future planning of marketing activities. The information-processing theory of consumer choice and cognitive psychology's application to consumer research serve as supporting themes for the central tenet of customer-based brand equity. The emphasis of cognitive psychology is on how information is stored in and can be recovered from memory, with the assumption being that man operates much like a computer. The information-processing theory of consumer choice aims to describe the decision-making process. Given that the human brain is thought to have a finite processing capacity, marketers should be mindful of how to communicate effectively.

The two aforementioned elements are included into the customer-based brand equity framework, a brand management theory. Brand knowledge is mapped as a cognitive construct in this paradigm. Brand awareness must exist in customers' thoughts in order to discuss

customer-based brand equity. The brand has to be remembered and identified. Brand image may be mapped if this is the case. Consumer associations that represent both physical and intangible parts of the brand, as well as traits, advantages, and attitudes, make up brand image. Customer-based brand equity is a framework for comparison that allows the favorability, strength, and distinctiveness of a brand connection to be evaluated in relation to those of rival brands[10]–[12].

## CONCLUSION

In conclusion, the importance of the consumer-based approach in comprehending customer behavior and creating successful marketing strategies is highlighted in this abstract. Marketers may develop specialized and effective tactics that connect with their target audience by acknowledging the active involvement of consumers, segmenting markets, comprehending decision-making processes, and using consumer information. The consumer-based strategy provides firms looking to satisfy customer requirements, establish a competitive advantage, and promote company success in today's changing marketplace with a useful framework. Beyond marketing tactics, the consumer-based approach has broader ramifications. This study emphasizes the potential advantages of consumer insights for brand management, customer relationship management, and product creation. Organizations may stimulate innovation, improve customer happiness, and create long-term customer loyalty by incorporating consumer opinions into decision-making processes.

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## CHAPTER 7

### EXPLORING THE METHODS OF THE CONSUMER-BASED APPROACH

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#### ABSTRACT:

The consumer-based approach utilizes various methods and data sources to gain valuable insights into consumer behavior, preferences, and decision-making processes. This abstract explores the key methodologies and data collection techniques employed within the consumer-based approach, highlighting their significance in understanding consumer motivations, attitudes, and purchase behaviors. This research delves into the quantitative methods commonly utilized in the consumer-based approach, such as surveys and questionnaires. Surveys allow researchers to gather large-scale data by collecting self-reported information from consumers. These methods enable the measurement of consumer preferences, opinions, and demographic characteristics, providing valuable insights into market trends and consumer segments. The cognitive consumer viewpoint and the consumer-based strategy have taken a very strong hold in both the domains of consumer research and brand management, as was mentioned in the beginning of this article. As a result, there are several techniques that may be used for consumer research in this vein.

#### KEYWORDS:

Big Data Analytics, Consumer Surveys, Customer Feedback, Experimental Research, Focus Groups, Market Segmentation, Observational Studies.

#### INTRODUCTION

In this article, we'll go over some of the most often used techniques for learning about cognitive consumers and their decision-making processes. When a researcher wants to comprehend the cognitive processes involved in consumer decision-making, these methodologies provide insight on how customers are investigated. The framework for customer-based brand equity also includes approaches and guidelines for assessing customer-based brand equity. These techniques will result in this collecting information from the viewpoint of the information-processing consumer. The theories based on the cognitive consumer viewpoint attempt to explain how inputs fed into the consumer's "computer" are economically processed before leading to a consumption decision, as explained in the on assumptions and theoretical building blocks. Two basic groups of methods input-output and process-tracing approaches are used to map out these processes. In experiments known as input-output procedures, the input parameters are changed while the process's output is monitored for changes. The if-then logic that is so essential to the cognitive consumer viewpoint is reflected in these strategies. In practice, there are no restrictions on how inputs may be changed to test output. The responder may be exposed to various advertising strategies, multiple consideration sets may be used to the same brand, various pricing information may be applied, etc. The ideal marketing course of action may be designed by testing how consumers respond to various inputs [1]–[3].

The information-processing theory of consumer choice describes choosing as a mental process that follows comprehensible routes. The goal of the process-tracing methodologies is to comprehend and clarify this process. They are efforts to keep an eye on the order in which information is gathered and the decisions that result from it. There are several approaches of comprehending this procedure. Here are a few:

**Oral procedures.** While carrying out a real activity, the responder speaks out while thinking. Consider a shopper who goes shopping with a voice recorder. As they happen, thoughts are spoken out and written down. In this way, the decision-making process for a brand is documented. This method takes a lot of time for the researcher since they have to filter through a lot of data. The suggested procedure is a similar approach. A customer is being videotaped as they shop. The customer describes the decision-making processes he or she went through throughout the purchasing experience by commenting on the video after the transaction.

Another approach to comprehending a choosing process is using a matrix array. In this case, a matrix is created that reflects as many of the decision-making factors as is practical. The matrix might be built, for instance, with brands in rows and qualities in columns. The responder may take an information card in each matrix case. This approach resembles the sequential assessment of options a customer makes before making a final decision. The order of cards chosen and the quantity of knowledge gathered before the consumer feels prepared to make a decision will be sent to the consumer researcher as data. Chronometric analysis examines reaction times. Understanding the speed of memory is a major concern from the standpoint of the cognitive consumer. The responder is required to perform certain activities, such as detecting relationships or responding to questions, in a chronometric study. The time needed to do these activities is then calculated. Understanding the tempo of memory and how quickly connections are recalled requires a timeline of the time between the presentation of a stimulus and the reaction to that stimulus. These are some of the techniques that may be used to comprehend the decision-making processes that go on in the minds of "computer" consumers. It is also possible to quantify customer-based brand equity; how will be detailed in the next.

### **Measuring customer-based brand equity**

There are two methods for calculating customer-based brand equity: direct and indirect. These two methods need to be combined for the best outcome. The indirect method evaluates the sources of brand knowledge. The direct method quantifies consumer reactions to a company's marketing initiatives in order to assess customer-based brand equity. The indirect technique assumes assessing customer-based brand equity without comparing it to anything else. This is known as the consumer-based approach. Through mapping out customers' brand knowledge, the sources of brand knowledge and pattern of connections are here discovered. Keller advises using a variety of techniques to effectively capture all facets of customer-based brand equity. Keep in mind that associations are stored in the memory as various mental images. Some techniques are more suited than others for bringing out specific representations. Aided and unassisted memory tests are used to gauge brand awareness. First, is the brand name well-known? The customer should be able to appropriately identify the brand based on prior sight or sound. Testing which brand is "top of mind" in a brand category helps measure brand recall. Given, say, a product category, the brand should be appropriately recognized. The ease with which a brand comes to mind, exhibiting attitude strengths, may be tested using response times for both recall and recognition.

There are several approaches to measure brand connections. To set down the association maps necessary for the customer-based brand equity framework, free association exercises may be carried out either individually or in focus groups. To encourage reticent responders, projective and probing strategies might be used. Filling in speech balloons, image completion, and phrase completion are a few examples of appropriate projective approaches. To comprehend how connections arise, one might also conduct one-on-one interviews. In order to hear from the respondents' unconscious, projective methods are used. In a study setting, it is thought that respondents would keep back information to safeguard their self-image. When using projective methods to conduct research, attention is 'projected' away from the respondent and toward fictitious outsiders. In doing so, interviewees hope that participants will relax and divulge more about themselves than they would have otherwise. Several projective methods are given.

The direct method of calculating customer-based brand equity requires comparison to other companies' customer-based brand equity. Here, customer responses to the brand's marketing efforts are contrasted with responses to the same methods applied to a made-up or unidentified brand. In these blind test scenarios, several marketing mix components are contrasted between a named brand and an unknown 'rival' brand. Any aspect of marketing may be tested, such as how consumers perceive taste, feel, product quality, packaging, and advertising. The bulk of these findings demonstrate how perceptions of all marketing tactics are influenced by the implications of the well-known brand. All types of marketing strategies may be evaluated using this comparative technique to gauging customer-based brand equity, although it can be difficult to get reliable findings from these studies. Ideally, the whole process of mapping brand knowledge is carried out in two or more concurrent groups with participants exposed to the same information. In order to account for the fact that certain representations of brand associations are more linguistic than others, it is important to keep in mind that brand connections are mental representations of all types of sensory information. The less concrete relationships should also be considered significant information. The methodologies used to explore the cognitive element of the consumer may be categorized into input-output and process-tracing approaches, which are built on the if-then logic of cognitive psychology and the idea that decision is considered as an accurate process from the standpoint of information-processing. In the first category, input is altered and modifications to output are recorded in order to depict how the human 'computer' functions. The latter method uses spoken protocols, prompted protocols, and chronometric analysis to track various decision situations[4]–[6].

It is possible to measure customer-based brand equity both directly and indirectly. Consumers map their brand knowledge by using indirect strategies. The findings should be coupled with direct comparisons between the brand and rival brands or with blind testing of marketing initiatives against a made-up or unidentified brand.

### **Management Repercussions**

We spoke about the ownership of the brand in the consumer-based approach in the understanding assumptions. This suggests that brand value creation is assessed in the minds of the consumers, but the method's perspective of man still permits the notion of linear communication. The managerial consequences of the method exhibit this dichotomy. One element of the implications assumes that the people have complete authority, while the other assumes that marketers still have influence over communication. Being near to the customer is necessary for the first factor. To stay ahead of the curve in terms of consumer evolution, the marketer's budget should place a high priority on ongoing market surveillance. This "market

sensing" priority denotes a functional or market-focused organizational structure; in order to be successful, consumer-based marketers need to have superior outside-in skills.

The marketer should develop the best brand communication to build the strongest brand, which is the other component of the consumer-based strategy. The best 'coder' is the most adept marketer. It all comes down to establishing the brand's visibility among customers, grabbing their attention with the correct brand aspects, and positioning the brand via consistent brand messaging. Additionally, the marketer should see the brand as a strategic business objective and perceive all marketing initiatives as having an impact on the brand going forward.

### **Make your brand known to customers**

It's crucial to expose the customer to the brand name often since the perfect brand name should raise high levels of awareness. Building brand awareness specifically is one of the crucial first measures to take when marketing a brand along the consumer-based line of thinking since customer-based brand equity begins with it. We indicated that memory is thought to be highly enduring in the on the cognitive consumer viewpoint. Repeated exposure to a commercial message is seen as being very significant since the information we store in memory tends to remain there for a very long period. Permanent memory coding may be created through improving perception of a notion.

## **DISCUSSION**

The most significant use of heuristics may be in the area of brand awareness, where customers choose well-known brands because they make the decision-making process easier. If a brand has a high recognition level, the buyer is prepared to pay a higher price and tolerate inferior products for the same one. Consumers prefer to tolerate more advertising repetition from a well-known brand than from a new one, therefore new companies have a huge edge when it comes to capturing consumers' long-term favorable memories. Building the maximum level of brand familiarity or awareness is thus essential for a successful brand. The marketer may consider whether brand recognition or brand recall is the primary objective for the aforementioned brand while building brand awareness. In high engagement categories and when the purchase decision is made outside of the shop, the recall component is very crucial. When it comes to low-engagement categories where the choice to buy is often made in-store, a high degree of recognition may be sufficient. In this case, the buyer may choose to buy without having to remember the brand. A low-effort brand is often picked when it is known at the store.

### **Make customers aware of your brand**

The marketer is given the tools to choose the appropriate brand aspects after extensively researching and mapping brand relationships. The marketer has a precise understanding of the associations that customers have, as well as their favorability, potency, and distinctiveness. As a result, the marketer is aware of the brand equity that is based on customer perception. With this information, the marketer may create a thorough plan by having the answers to the questions below and many more. Which parts are the most crucial? Who are the most powerful? Which stands out more? Which associations don't have a good reputation? The marketer may therefore precisely plan where to exert effort and according to which criteria the brand is strong enough. In this way, the marketer is able to plan out their future tasks in great detail and with solid justification. Some components may need extra care. The marketer may arrange key element research in order to further hone brand communication to suit the cognitive consumer's systems. the many factors that could be considered when selecting a



brand name. Only one of the many crucial factors a marketer must choose is the ideal brand name.

### **Place your brand**

Finding the highest degree of congruence between brand associations is crucial for developing customer-based brand equity. Building the communication platform around the connections that are most comparable is advantageous, which is what congruence entails. The coherence of the brand image is determined by the consistency of the many brand connections. The propagation of an idea inside the consumer's head is facilitated by a consistent brand image. In other words, the 'computer' processes data more effectively when it does not need to search through a lot of diverse sources. In the information-processing theory of consumer choice, the issue of heuristics is connected to the need for congruence. Consumers live in a world with a million commercial messages and a limited processing capacity. As a result, the customer only pays attention to incoming information that grabs their interest and begins an action that spreads quickly.

One of the main components of the consumer-based strategy is consistency in messaging. Once a high level of brand awareness and the appropriate congruent brand connections have been developed, it is considered dangerous to shift directions. These facets of the consumer-based approach have a lot in common with positioning theory. This widely accepted theory is based on the same fundamental premises that the human mind is a computer with limited processing power in a society that is overly communicative. As a result, clever marketers are the ones who repeatedly repeat the commercial messages that have been carefully crafted to create a lasting mental territory for the brand. The consumer-based strategy is known by words like Unique Selling Proposition, brand DNA, brand slogan, and "owning associations" because of this crucial feature. Finding the most relevant competitors is another need for consumer-based brand marketing. There is virtually only one brand in each category with positive customer-based brand equity since customer-based brand equity is characterized as either being positive or negative relative to rivals. It is important to consider which rivals provide the greatest danger before performing comparative studies and developing the brand strategy in respect to them in order for the marketer to create the most relevant brand strategy.

### **Focus on Tactics**

When the concept of customer-based brand equity was initially proposed in 1993, it was often difficult to distinguish brand research from ad research. Brand management being a focus of corporate attention thought to be decades away. We have already emphasized how crucial it was to publish customer-based brand equity and how doing so had beneficial side effects like bringing up the subject of brand equity and brand image. Additionally, it elevated the brand to become a strategic focus that goes beyond advertising.

Take a big picture approach to marketing choices. When you contemplate the many marketing initiatives and the several facets of brand awareness that might be engaged and that can affect sales, think broadly. Specify the knowledge structures you want to use. When deciding which information structures would be most valuable to clients and hence help to strengthen the brand, the marketer must be astute. Which areas of the knowledge structure need the greatest attention when viewed in the context of the completed association map?

Consider several tactical choices for communication channels. To contribute to the congruence and consistency of the selected brand identity, take into account the whole range of possible customer contact points and implement them methodically. Consider the long term while making marketing choices. Plan ahead! Since consumers are said to have a very long

memory, every marketing effort has an impact on subsequent marketing activities and may affect brand connections for a very long period progressively use tracking studies. Tracking studies should be used consistently since all marketing initiatives are seen as a lengthy chain of connected incidents that have an impact on the brand. Here, discrepancies between desired and actual brand knowledge may be found, and marketing strategies can be modified.

### **Balancing brand identity and brand perception**

Over the same period of years as the identification method, the consumer-based strategy is established and gains popularity. These two strategies are intriguing to contrast since they are founded on polarized ideas about where the brand should get its genuine essence, source of inspiration, and vitality. They effectively contrast each other's flaws since their assumptions are so different from one another. In the identity approach, the brand is located inside the company, and as a result, the strategic power and inspiration behind the brand come from within the organization. The primary issues with maintaining a brand using this strategy are the potential for organizational "narcissism" and a lack of market awareness. It goes without saying that effective market sensing and customer understanding skills are essential for consumer-based management. The fundamental issue with managing the brand in this way is that it lacks organizational vision due to the consumer-centric approach. Even if there is no question that the notion that the brand existing in the minds of consumers has some validity, the marketer should also take into account that this approach is mainly backward-looking. Consumers are not visionary because they connect to earlier marketing campaigns.

This puts the brand's future perspective at danger since brand management is implemented as a tactical process of cyclical adaptation to customers' perceptions of the focal brand, where brand identity progressively gives way to brand image. Recognizing that a brand exists in the thoughts of customers and that effective brand management depends on listening to them is necessary for managing a brand in accordance with the principles of the consumer-based approach. However, the marketer is still perceived as in command of communications since the cognitive consumer viewpoint assumes linear communication. Making ensuring that customers are properly aware of the brand should be the marketer's first step. After achieving a sufficient degree of brand awareness, the brand must be positioned and its image must be transmitted. The most relevant and consistent customer associations should serve as the foundation for the brand's image.

By being consistent in messages, the brand should be positioned. Permanent memory codes may be acquired by staying on the same communications channel since memory is thought to be particularly persistent in cognition. The brand should be a strategic priority, according to the consumer-based approach, and all marketing initiatives should be seen as one of a lengthy chain of activities that together influence the brand's reputation. As building the brand exclusively on consumer associations may result in a lack of vision for the brand, the marketer may think about balancing the strong points of the consumer-based strategy with the strong points of the identity method.

### **Consumer-based approach development and subsequent approaches**

The consumer-based strategy, which is one of the seven strategies we discuss in this book, has likely grown to be the most popular, as was said in the introduction. In light of this, we have decided to conclude by making a few observations on the consumer-based approach, how it has changed since the 1990s, how we present it, and how other methods contrast it with their own. As stated in the introduction, it is our intention to provide each approach's historical foundations, key ideas, foundational publications, research techniques, and

management consequences. We make an effort to strike a balance between each approach's most recent developments and its focus on its origins.

The consumer-based approach's evolution has gone in an all-encompassing direction since it has, in many respects, become the standard practice of brand management. As a result, we have emphasized the approach's foundations while largely ignoring its further evolution. The bulk of this article's material has been devoted to exposing the reader to the classic cognitive brand and customer perspectives. However, it should be emphasized that in his more recent books, Keller has embraced the latter techniques. When you think about it, anything can be seen as being a component of customers' brand knowledge, which is what the consumer-based approach is all about. All of the strategies in this book may be contributed to brand knowledge in this manner[7], [8].

According to Keller and Lehmann, branding is all about comprehending the attitude of the target audience. The five components of this mentality are action, awareness, associations, attitudes, and attachments. The foundation for customer-based brand equity may be characterized as consisting of the first three aspects. In the fourth dimension, loyalty and resistance to change are discussed. The last component, which pertains to customer connection, makes us think of the community method while this dimension partially resembles the relational approach.

In 2003 Keller reviewed brand management theory in the *Journal of Consumer Research*. J. As significant contributions to the academic field, Aaker's work on brand personality, Fournier's brand connection theory, and Muiz and O'Guinn's conception of brand communities are all highlighted. Yet they are included in the definition of "brand knowledge. These studies, along with others of a same kind, stand out for their inventive use of research methodologies to unearth previously unknown or underappreciated aspects of consumer brand knowledge that have important theoretical and managerial ramifications.

Everything may be contributed to brand knowledge, according to the cognitive approach to brand management. However, Keller acknowledges that he approaches the brand from a certain perspective: It should be noted that this article provided a depiction of brand knowledge that was heavily dependent on cognitive psychology. It goes without saying that significant insights into branding and brand knowledge may and have been achieved from various academic perspectives, such as anthropological or ethnographic methods. How to most effectively include various theoretical or methodological perspectives is one of the challenges in creating mental maps for customers that appropriately represent their brand knowledge. As a result, the consumer-based strategy may be challenging to bargain with since brand knowledge is often considered to be comprehensive. According to Keller, the new ways may be combined with brand knowledge in the two cases above, thus in that regard, the consumer-based strategy is sufficient.

Deconstructing the area of brand management from the standpoint of scientific philosophy is one of the objectives of this work. The latter techniques must be seen in this sense as more than just fresher contributions to brand knowledge. In its quest for explanations of human behavior, the cognitive tradition purposefully ignores emotional and cultural aspects, as we have discussed in the on the cognitive consumer approach. In their quest for explanations of human behavior, later methods took into account the emotional and cultural variables that the cognitive tradition overlooked. Therefore, the rationale for attempting to put all forms of brand knowledge into one mold rather than comprehending them individually might be questioned.

To the initial map of consumer knowledge, however, it would be a terrific project for students to add the elements of personality, relationship, community, and cultural approach. It is challenging to assess the considerable impact of the consumer-based strategy. This book's seven ideas, some of which are more compatible than others, provide radically divergent viewpoints on brands and consumers. However, it is uncommon for one method to define itself in contrast to another. But compared to the other alternatives, the consumer-based strategy seems to be purposefully contested more often. The relational method and the cultural approach both provide obstacles[9], [10].

Contrary to popular belief, the consumer-based strategy is not officially defined as being inferior to the relational approach. However, phenomenology, a scientific and philosophical tradition that emphasizes the "inner reality" of customers, has an effect on the relational approach. The phenomenological perspective of the universe contrasts with the information-processing approach in the field of brand management and consumer research. Thus, when it comes to comprehending the customer and managing the brand, the consumer-based and relational approaches offer completely distinct places of starting.

His criticism of the consumer-based strategy is considerably more overt when it comes to the cultural approach. Holt identifies four distinct branding models and emphasizes that "the mindshare model" is the most prevalent. The consumer-based method's Achilles heel of prioritising consistency in communication is then succinctly identified as a weakness of the cultural approach and presented as a feasible alternative. The brand is seen in the cultural approach as a cultural artifact that has been impacted by changes in time and culture.

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Branding is unquestionably a complicated management topic that merits investigation from a range of viewpoints and scholarly traditions. This book offers a welcome and priceless resource for thinking students, academics, and practitioners who desire to comprehend branding and brand management in depth thanks to its interdisciplinary approach. Some of the fundamental principles of the consumer-based strategy were thus outlined. Any method for studying branding and brand management will have benefits and weaknesses, as any skilled brand researcher would acknowledge. A consumer-based strategy's strength lies in the fact that it places the customer at the center of brand equity. If correctly applied and understood, consumer-based techniques are very flexible and may provide in-depth insights into how customers choose various sorts of brands.

Consumer-based techniques take use of the countless studies and technological developments in the study of consumer behavior, including how people behave and react to different brands, goods, services, businesses, and other customers. Consumer-based approaches can lay the groundwork for understanding how and why people develop relationships with brands and communities, how culture is expressed in consumer consumption behavior, and how brands acquire meaning that goes beyond concrete goods and services and rigid service requirements. We should exercise care when limiting our understanding of consumer-based methods to only information processing models. A consumer-based approach to the study of branding and brand management has allowed researchers to successfully introduce or adapt a number of other concepts related to non-cognitive issues and concerns. Although such models can be very helpful in understanding how consumers learn about brands and how that knowledge affects how they respond to any aspect of marketing. The greatest consumer-based researchers understand that branding and brand management are both an art and a science, and that the most successful companies have succeeded by having an impact on customers' minds and hearts. Consumer-based researchers embrace a wide perspective on how to think

about customers, much like the finest marketing practitioners, and work to stay current with important cultural changes that propose new areas of consumer behavior to investigate.

In my personal study, I have discovered that concentrating on consumer brand knowledge structures offers a thorough, coherent framework for analysis as well as a common thread through which a variety of subjects and concerns may be addressed. Fundamentally, the issue is: How are customers' thoughts, feelings, and behaviors towards brands affected by any marketing strategy, as well as by any other market-place event or trend? I have been able to conceptualize origins and consequences of brand equity in great depth and give precise management instructions based on this conceptualization by defining customer-based brand equity as the "differential effect that brand knowledge has on how consumers respond to marketing activity." The ability of the consumer-based approach to flexibly apply a variety of conceptual tools to address a variety of managerial concerns in brand management is truly invaluable given the dramatic changes in the marketing environment caused by increased globalization, technological advancements, environmental concerns, and many other factors.

### CONCLUSION

In conclusion, the techniques and data sources used in the consumer-based strategy to gather insightful knowledge about customer behavior. Researchers may learn a great deal about consumer motives, preferences, and decision-making processes by using quantitative and qualitative approaches, observational studies, digital data sources, secondary data, and data analysis tools. These techniques are useful resources for businesses looking to comprehend their target market, customize their marketing tactics, and achieve success in a market that is becoming more and more consumer-focused. To better understand how brands should be created and maintained, a consumer-based approach may be used to integrate ideas, theories, and research from a variety of fields, including learning, memory, emotions, behavioural choice theory, and consumer decision making, to name a few.

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## CHAPTER 8

### THE PERSONALITY APPROACH FOR HUMAN BEHAVIOUR

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#### ABSTRACT:

The personality approach offers a framework for understanding human behavior by examining the influence of individual traits, characteristics, and dispositions. This abstract explores the key concepts and methodologies associated with the personality approach, highlighting its significance in explaining and predicting various aspects of human behavior, including cognition, emotions, social interactions, and career choices. Personality encompasses the unique set of enduring traits, patterns of thoughts, feelings, and behaviors that distinguish individuals from one another. The personality approach recognizes that these traits play a significant role in shaping how individuals perceive and interact with the world around them. Therefore, the personality approach to brand management focuses on how and why consumers pick certain brands with particular personalities and how endowing companies with personality may be a potent instrument for building and enhancing brand equity.

#### KEYWORDS:

Individual differences, Introversion, Myers-Briggs Type Indicator (MBTI), Personality traits, Psychodynamic theory, Self-esteem.

#### INTRODUCTION

The first of three new television commercials for Mac laptops were released by Apple in 2006. A young guy introducing himself as Mac enters the room wearing casual attire. An older, more demure-looking guy introduces himself as PC and walks into the room. The two, who have very different personalities, perform a little scenario in which the features and qualities of "Mac" and "PC" are contrasted. The PC is portrayed as a stuffy, formal individual who is too preoccupied with work and is often irritated by the more relaxed Mac's better skills. The less formal Mac and the more formal PC talk about some of the PC's common issues and how they are not present on the Mac. A brand that uses the brand personality to position and set itself apart from other brands in the same product category is the Mac vs PC brand, which implements the theoretical possibilities of the personality approach practically. This process is crucial to how consumers develop their identities and engage in symbolic consumption. Therefore, the personality approach to brand management focuses on how and why consumers pick certain brands with particular personalities and how endowing companies with personality may be a potent instrument for building and enhancing brand equity.

The assumptions, beliefs, and techniques used in the personality approach are drawn from the academic disciplines of consumer behavior, human psychology, and personality study. Consumer behavior research has long been interested in understanding why customers are drawn to certain brand personalities, with particular attention paid to how brand personalities allow consumers to express their "selves" symbolically. Practitioners of brand management have traditionally considered brand personality in terms of how to set the brand apart from competitors in the same product category, what drives customer choice, and what can be

applied to diverse national cultures. There have been a number of fascinating and groundbreaking research papers released, but one in particular may be argued to have heated things up and established new agendas: A brand-new theoretical framework and approach for dealing with brand personality were introduced in "Dimensions of brand personality," and these innovations have since been supported and broadened by several research. This gives an overview of the personality approach by illuminating the fundamental theories, presumptions, and procedures that underpin it. Finally, this article summarizes and explores the management principles that may be drawn from the literature, complemented with examples that show how businesses can really manage brand personality[1]–[3].

### **Assumptions of the personality approach**

Earlier methods of brand management put the Four Ps, the corporate identity, or the customer at the center of building brand equity. According to the personality approach, a major motivator for brand consumption is a consumer's demand for identification and self-expression. This is why customers choose brands based on their symbolic advantages in addition to their physical and practical attributes. As a consequence, the utilitarian aspect of trademarks, which is often represented by models that are generalizable across product categories, may be comprehended at the same level as their symbolic nature. Therefore, a cross-category framework and scale may provide theoretical insights into when and why consumers purchase brands for self-expressive objectives, similar to how the multi-attribute model sheds light on when and why consumers buy brands for utilitarian goals.

Furthermore, it is believed that the brand will become substantially stronger if these symbolic advantages are communicated by giving it a human-like aspect. If properly implemented, a strong and appealing brand personality may be a significant source of uniqueness and brand strength. Consumers connect with and act on brands with a personality to a higher degree than they do with companies without a personality, making brand personality an effective driver of emotional bonding between brand and customer. Customers may utilize a brand to help them create their own sense of identity and self because they can "see" themselves in the brand's personality. The brand personality and brand are stronger the more people see the brand personality as a mirror of their own personalities. However, the role of a brand personality is not only for customers to employ internally as a source of self-construction. Additionally, consumers choose and use brands with appealing brand personalities because of their symbolic signaling value on the outside. The brand personality itself or the personality of the brand's ideal/real consumers may be the basis for the usage of brand personality as a symbolic signal or source for self-construction. Thus, the personality approach puts the brand's personality and the personality of its ideal or prototypical consumer at the center of brand management. The fundamental presumptions made by the personality approach about the brand are those of a reciprocal and human-like relationship between the brand and the customer. Brands are endowed with human-like personas, which are brought to life through a constant interchange between the brand and the customer based on conversation.

According to the personality method, if a brand has an appealing and relevant brand personality, this considerably strengthens the emotional tie between the brand and the customer. Therefore, companies with a brand personality are enticing to customers because they allow for the building and expression of the self. For businesses, brand personality may be a key differentiator, positioning, and relationship-building tool for customers.

### **The viewpoint of personality**

The personality method focuses on concepts and findings from, respectively, consumer behavior research and human psychology. The personality approach takes beliefs about many



classifications of human character in theories about human personality dimensions and features from human psychology. Knowledge on how customers utilize brands in their self-construction and self-expression comes from research on consumer behavior. With this strategy, the brand's main goal is to convey a personality that customers can identify with and utilize to build and express their own sense of self. Brand personality and consumer self are the topics of study; thus, the brand connects to and is utilized by the individual while simultaneously being used to represent social identity for others.

In human psychology, personality is seen as a pattern that may be used to categorize individuals based on how they reasonably consistently respond to various environmental conditions. The term "brand personality" in a brand management context refers to "the set of human characteristics associated with a brand." A brand's personality features are thought to be lasting, distinctive, and steady. The appeal and potential strength of the brand as a whole are influenced by the self-expression value and individuality of the brand personality. Consumers use brands for symbolic consumption and as a way to express themselves by choosing brands with a certain brand personality, as has long been acknowledged in the field of consumer behavior research. The foundation for distinguishing a brand from others in its category is the degree to which customers are able to utilize it as a point of reference for their own identity development and signaling. The degree to which customers identify with the brand's personality influences whether or not they think the brand is appropriate for their own self-expression and identity formation. Therefore, a really strong and distinctive brand is seen by the customer as a brand that helps the consumer create and express their sense of self. Thus, the brand personality serves as both a point of uniqueness for the business and a motivator for customer loyalty. Companies may include elusive symbolic clues into the "behavior" and communication of their brands by using the brand personality concept. These symbolic signals strengthen customers' relationships with and attraction to the brand, which is a key factor in competitive advantage and brand loyalty.

### **'Brand-Consumer Exchange'**

Based on customers' use of the brand personality for the inside building and outward presentation of self, the personality approach establishes a strong emotional tie between the brand and the consumer. According to the personality model, the consumer-brand relationship is interactive and dyadic, and it centers on the exchange of symbolic advantages. Based on how much they aid in the consumer's identity development and expression, they rate these symbolic advantages. According to the personality approach, there is only one brand and one customer involved in the brand-consumer transaction. As with the earlier models, the person is the primary emphasis, and the relationship is dyadic. Customers are driven to choose one brand over another by this symbolically charged connection between the brand and the customer. The fulfillment and expression of self are one of the strongest fundamental driving forces that predispose consumers to act on and consume brands because a brand personality triggers a process of social identification between the brand and the self of the consumer. Customers are drawn to and intrigued by a brand's personality because they believe they can utilize its symbolic advantages to build and express their own identities. Reversely, a personality-based brand's archetypal customer has an impact on how that brand's personality develops. A certain brand personality is created and enhanced via an interaction process between the brand and the customer that starts with the corporation and is dynamic and cyclical in nature.

## DISCUSSION

Based on their observations of the brand's behavior over time, consumers assess the personality of a certain brand. These assessments combine to provide a comprehensive evaluation of the brand and its function as a relationship partner. According to this reasoning, customer preferences for a brand will increase in proportion to how well human personality traits match the consumers' real or ideal selves. According to the personality method, building brand equity revolves on how customers' identities and human personalities are expressed. It is believed that the primary factors influencing brand strength are the symbolic advantages a brand may provide customers, conveyed via a particular brand personality. Consumer self and identity are the topic of investigation at the level of the individual consumer. In contrast to the economic approach, the primary purpose of a brand is to empower customers to develop and express their own identities by offering symbolic signal value. The degree of congruence between the brand personality and the consumer's personality or sense of self determines the power of the brand.

### Foundational ideas of the personality approach

The main ideas of the personality approach will be discussed along with how they relate to one another. Three supporting themes—personality, expression of self, and congruence between brand personality and consumer self—serve as the theoretical cornerstones for the major constructions of brand personality. The cognitive and social psychological theories concerning human personality are where the personality construct got its start. The building and expression of self by consumers is a hot topic in the study of consumer behavior, but it also draws on psychological research on identity formation. The last supporting element, brand-self congruence, is based on social psychology and is concerned with how customers socially identify with the brands they use. The three auxiliary components of the personality method are all improved to fit within the realm of brand management and provide theoretical support for the central component, brand personality.

The study of human psychology is where the idea of personality first emerged. The personality has been a topic of study in human psychology since the 1930s since it is one of the most important expressions of a person's sense of self. The goal of the personality construct in human psychology is to provide frameworks for classifying people based on their personalities. These frameworks categorize individuals into several personality types, each of which is represented by a set of personality characteristics. Therefore, it is predicated that personality traits define intrinsic attributes of people, from which their behavior in various contexts may be anticipated and justified. Adjectives like 'talkative', 'organized', 'imaginative' or 'responsible' may be used to characterize personality attributes. Although there are several theoretical frameworks used in the area of psychology to categorize personalities, the "Big Five" framework is one of the more popular ones. This framework condenses the number of adverbs defining human personalities to five dimensions, which stand in for the five dominant personalities that may be used to classify people. The personality attributes of a brand that places a high value on extraversion will be talkative, lively, enthusiastic, and outgoing. This theory thus assumes that a person's level of extrovertist or emotional stability may influence or anticipate how they would respond to certain circumstances. Thus, the Big Five framework offers a framework for identifying and categorizing people in accordance with personality descriptions. People's personalities affect how they interact with others and the roles that individuals with various personalities play in interactions between two or more people. Personalities affect how people will respond to certain circumstances or behave generally [4]–[6].

### **Consumer self-Supporting Topic**

Because we see our belongings as an extension of ourselves, humans give significance to them. Understanding consumption patterns and the factors that influence consumers' symbolic consumption of brands depends on the meaning people attach to their things. Brands have long been recognized as having a considerable impact on customers' sense of self, according to consumer studies and psychology. Brands are seen to be crucial for customers' self-construction and self-expression. William James is cited by pioneering scholar Belk in his attempt to understand how material goods influence the development and expression of the self the whole of all he may claim as his, including his body and psychic abilities, as well as his belongings, including his home, clothing, family, friends, ancestors, works, lands, boat, and bank account.

Material goods are seen as an extension of our identity and are considered as an essential component of the so-called "extended self" in accordance with contemporary views of the self. The extended self is therefore the extensions of self that individuals create via their relationships with family, accomplishments, and last, but by no means least, in this context of brand management, our goods. As components of the extended self, the nature and significance of various possessions change throughout time. When old items no longer reflect their true or ideal selves, customers disregard them and look for new ones. The drive to identify and express ourselves via our things persists throughout life, despite the fact that consumers' requirements for material goods decline with age. We tend to learn, define, and remind ourselves of who we are by our goods in the contemporary world. Our collection of possessions gives us a feeling of the past, reveals who we are, where we have been, and maybe indicates where we are heading. Consumers utilize their things to express themselves to others in addition to utilizing them to improve their feeling of self. Consumers use brands to explain who they are and what they stand for to others, to show group connection, and to define who they are to themselves. The consumer's self is divided into two dimensions: Consumers place themselves in relation to culture, society, and other people by using brands to act out their own tales about their lives and identities. Loved products or brands have a significant role in the development, upkeep, and expression of the self. Loved items help people deal with identity issues, act as indexical keepsakes of significant relationships or events in their lives, and are often deeply ingrained in a complex symbolic network of connections.

### **Consumer self-layers**

Because the self may be referred to on several levels, the consumer self-construct is rather complicated. On two levels, things may help us build our sense of self. At the individual level, items are consumed because the consumer sees them as having symbolic value in connection to the development and upkeep of self. The social level of the self, or how one expresses oneself to others, is influenced by other consumer items. Therefore, the desire for consumers to establish and sustain their sense of identity on a personal level may underlie their consumption of items as a source of self. Consuming goods in a symbolic way may also be used to communicate with people on a more social group level. These levels are often referred to as the autonomous self and interdependent self in the study literature. The real self and the desired self are the two components that make up the autonomous self. The objective portrayal of oneself, or how one truly is, is the actual self. The ideal self is the customer's perspective of their ideal self, whereas the desired self indicates something that the consumer would want to become [7]–[10].

Brands play a variety of roles in how we develop our identities. They can be used by consumers to achieve goals driven by their desired selves, satisfy social or individual needs for self-expression, or act as a tool for making connections to the past; they can serve as markers of personal success or as a way to express individuality, or they can support people as they go through major life transitions. The consumer's perception of the brand personality's attractiveness is strongly influenced by its self-expressive value and originality. However, the importance of self-expression is significantly more significant than distinctiveness. The degree of congruence between a brand's personality and the consumer's self-image, or brand-self congruence, determines how expressive a brand personality is. The concept of social identification between brand and customer serves as the third supporting topic of the personality approach. This idea is often referred to as the brand-self congruence in academic literature.

### **Brand-self coherence**

Consumers use a matching procedure to choose brands that are consistent with their own self images when consuming a brand with a brand personality. Brand-self congruence is the term used here to describe this process. The psychological idea of social identification serves as the basis for the brand-self congruence construct. According to this theory, a consumer's behavior is influenced in part by how they compare their own self-perception to the personality of the brand. Self does not always relate to one's real self; brand personalities may also be compatible with a consumer's ideal or desired self. Consumers utilize brand attributes in connection to themselves in two different ways on a personal level, depending on the brand's role in the development or expression of self. They either use the symbolic consumption of brands with a certain personality to enhance their self-concept by consuming brands with a personality that is consistent with their desired or ideal selves, or they use the consumption of brands with a certain personality to try to preserve their own self-concept by consuming brands with a personality that matches their actual selves. However, consumers may also use brands as a means of expressing their social selves, positioning themselves in relation to social or cultural reference groups. The hopes and desires of the customer that the brand can help them realize are expressed when brand personality is used to promote the ideal of desired self.

When creating a brand's personality, a deep understanding of customer motivation and self-brand relationships is essential. Joseph Plummer conducted research on customer connections with the Oil of Olay brand in 1985, which he utilized to characterize the brand's personality. The outcome was fairly unexpected and serves as a good example of how businesses may appeal to customers' desired or ideal selves as well as their real selves. Customers were asked to characterize Oil of Olay in terms beyond than just being a moisturizer, using other abstract terms. These connections make me think of a French secretary reading Vogue while lounging on the French Riviera while dressed in mink and silk. This beautiful lady uses Oil of Olay morning and night to maintain her beauty. At the time, the archetypal Oil of Olay user had a different demeanor from the kind of person who would typically buy the product. She could be characterized as:

1. Down-to-earth.
2. Practical.

Overall, extremely unlike to the personality of Oil of Olay, which was characterized as being more upscale, exclusive, and sophisticated. These distinctions serve as excellent examples of how certain companies must communicate to the desired or ideal self rather than the real self of the stereotypical customer.

Inspired by Plummer

The concept of social identification is used in brand management to assess how well the brand personality aligns with the consumer's self-image. A feeling and expression of high status are triggered by brand signals that conjure up specific notions of prestige and luxury. A matching procedure determines if brand signals are compatible with the consumer's self-images when they are consumed by brands with a certain personality. Alternatively, customers may adopt fictitious stereotyped brand customers and then choose the products that best represent who they are or what they want to be. The process of social identification is based on how the customer uses the brand's symbolic value and what symbolic needs the brand satisfies for them. At a social or personal level, consumers employ brand personas. As was previously noted, brand personality acts as a marker of membership in certain social groups or subcultures on a social level. In that situation, consumers reject brands and brand meaning that conflict with the references and images of the reference group they are or would like to belong to, and instead choose brands that support their aspirations.<sup>3</sup> At the individual level, the brand can satisfy the need of the independent self to stand out from groups of people and do so by demonstrating individual image and self.

Self-congruence formation via brand personality is a dynamic two-way process. Customers that like a certain brand due of its personality give the brand personality their own self and symbolic signaling, therefore enhancing or detracting from it. The brand manager must make sure that the brand personality appeals to the correct customers and that their consumption of the brand supports the current personality of the brand in order for this process to build rather than undermine the brand personality. Long-term brand persona consolidation and enhancement depend on this process being done correctly. Therefore, choosing and appealing to the correct group of customers may build the brand, whilst luring the 'wrong' group of customers might diminish the brand's individuality and damage its credibility. Therefore, the relationship between a brand and its customers may be seen as a cyclical process that either strengthens or weakens the brand.

Through functional congruity, product participation, and the quality of the brand connection, brand loyalty is favorably impacted by congruence between self and brand personality. This supports the crucial role that self-brand congruence plays in cultivating long-term customer relationships, brand loyalty, and the correct brand personality. This is true not just for the fight to attract and appeal to certain consumer groups.

### **Central idea: brand identity**

The term "brand personality" refers to both the personality that the firm imbues in the brand and the brand personality that customers perceive. Thus, what the corporation wants the customer to believe and feel about the brand is one component of brand personality, while what consumers actually perceive constitutes the other. The brand personality must represent the personality statement and act as a long-term guiding framework for the development and improvement of the brand. The creative approach benefits greatly from the personality statement. The consumer's perception of the brand is the opposite side of the brand personality concept.

The first research-based characterization of the personality construct in a brand management setting was published by Jennifer Aaker in 1997. Her findings were reported in the paper "Dimensions of brand personality." Her understanding of the personality construct draws on the theoretical and methodological foundations from psychology that were stated above and talk about how to categorize individuals based on how salient certain personality traits are to them. It focuses on determining if and how the psychological classification of individual

personalities also applies to brands. Aaker conducted a thorough analysis to determine which personality qualities consumers connect with a variety of businesses. Aaker came to the conclusion that the concept of personality dimensions from the psychology of human personality might be applied to brands and brand management. The Big Five of brand management were created as a consequence of the research. They outline the five main personality types that consumers connect with companies and come to the conclusion that, just like people, brands are seen to have distinctive personalities. The five personality groups have been shown to be accurate not just in the United States, where the study was first conducted, but also in other Western cultures in follow-up studies to the Aaker study. However, there seem to be some differences in how the various personality qualities are ranked in Latin and Asian cultures.

The personality attributes list the features that each brand personality dimension is associated with. The brand's qualities or/and "behavior" should, in theory, mirror these characteristics. By investigating what customers identify with the brand, the brand personality as seen through the eyes of the consumer may be discovered. It may be discovered from a business standpoint by examining factors associated to the product, such as the brand name, logo, communication style, pricing, distribution, etc. These components together make up the brand personality. In addition to the traits that are more directly related to the product, the brand personality is also represented in the connections, symbolic meanings, and emotional reactions to the brand or the emotional relationship with the brand. A brand personality has to be reliable and enduring in order to succeed.

People might be enticed to consume a brand by a strong and consistent brand personality because they identify personally with it. Customers are likely to stop buying from a brand if the traits or behavior do not match the brand personality since the personality is no longer credible. Brand personality is a helpful management tool that may be used to assess brand personality within or across product categories. From a marketing viewpoint, brand personality is strongly connected to and a key driver of brand identity. The brand personality framework may be used to provide concrete form to abstract, intangible brand concepts and to give guidance for their execution in user images, advertising, and other more directly relevant areas of the product, such as packaging. Successfully creating and executing a powerful, alluring, and distinctive brand personality boosts customer preferences, stirs up emotions in them, and strengthens their connection to the brand. As a result, there is more loyalty and trust between the brand and the customer. Brands are crucial for consumers' identity creation and self-expression, which is one of the main reasons why brand personality can be such a powerful tool for brand management. Consumers use brands as a tool to build and express their own identities. Thus, there is a direct connection between the brand personality concept and the self-expression of customers. Because it incorporates the most recent knowledge on the workings of both human personality and brand personalities, the Aaker framework is the most current conceptualization of a personality framework for brand management.

Other theoretical underpinnings and frameworks for infusing personality into brands have been extensively used in reality. However, comprehensive research like the Aaker framework does not demonstrate the efficacy of these tools and methodologies. These alternate foundations for brand personality tools, which have been extensively used, particularly by advertising agencies, to create a brand platform or personality, include theories regarding archetypes and story frameworks. Since it builds the drivers of human consumption on universal, predefined behavioral patterns that are latent in all people, archetypal theory offers

a more deterministic and predetermined view on the factors that influence human behavior than the personality construct used here.

Mark and Pearson claim that by using symbols and imagery that reach into the unconscious, archetypical patterns may give basic, timeless, and universal reference points in brand management. By addressing the archetypical level of unconscious patterns that we all share, brand managers may guarantee that companies attain symbolic importance for all customers. Twelve archetypical personalities make up Mark and Pearson's framework for dealing with archetypes in brand management. These twelve archetypes are thought to be able to satisfy a variety of the following consumer archetypal needs:

1. fundamental archetypal need
2. Control, stability, and the urge to feel secure
3. A sense of community, delight, and a yearning to love and be a part of it
4. Risk, skill, and the urge to succeed and perform well
5. Independence, fulfillment, and a desire for peace and joy

It is thought that a brand with archetypical significance helps to foster the development of emotional attachment, which paves the way for the logical justifications for purchasing a product. Archetypical symbols are employed as a bridge between brands and customers in the personality approach. Get a Donna Karan outfit and you'll feel like a queen, or watch the Coca-Cola holiday commercials and you'll feel innocent. By offering symbolic significance, archetypes act as a mediator between goods and client motivation. Thus, archetypal meaning brings businesses to life and makes sure that customers can emotionally connect with them.

The three supporting concepts of personality, consumer self, and consumer-self congruence make up the theoretical cornerstones of the personality approach. Personality characterizes the primary personalities that humans may be classed according to, and it represents the fundamental idea of personality that the personality approach gets from the study of human psychology. The idea of "self" explains how customers choose and consume products depending on how well they can support the development and expression of their own identities. The framework "Dimensions of brand personality" created by Aaker consists of five categories into which companies may be categorized and an explanation of how each category can be communicated by highlighting certain characteristics or behaviors.

## CONCLUSION

In conclusion, the importance of the personality approach in comprehending behavior in humans. Researchers may learn more about many facets of cognition, emotions, social relationships, and job choices by looking at individual features. A greater knowledge of individual variations and their significance in different spheres of life is made possible by the personality approach, which provides a useful framework for comprehending the distinctive traits that contribute to the complexity and variety of human behavior. The process of identifying the personality of a brand with the personality of the consumer is described by the construct of brand-self congruence, which also establishes that the greater the congruence between the brand's personality and the consumer's personality, the more likely it is that brand personality will succeed. Brand personality is the central tenet of the personality approach.

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## CHAPTER 9

### EXPLORING THE IMPACT OF PERSONALITY APPROACH

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#### ABSTRACT:

The personality approach employs various methods and data sources to investigate individual traits and their impact on human behavior. This abstract explores the key methodologies and data collection techniques used within the personality approach, highlighting their significance in understanding and measuring personality traits, as well as their implications for predicting and explaining behavior. The research delves into the measurement of personality traits, emphasizing the use of psychometric instruments such as questionnaires, self-report inventories, and structured interviews. These methods allow researchers to gather data on various dimensions of personality, including the widely recognized Big Five traits: extraversion, agreeableness, conscientiousness, neuroticism, and openness to experience. By administering these assessments, researchers can quantitatively assess and compare individuals' trait profiles.

#### KEYWORDS:

Longitudinal Studies, Observational Methods, Personality Inventories, Projective Tests, Qualitative Data, Questionnaires, Self-Report Measures.

#### INTRODUCTION

The personality approach uses a variety of techniques and data depending on the study's primary objective. The mostly quantitative approach created by Aaker for brand personality research has gained traction and been extensively used to reveal elements of brand personality, including across many national cultures. However, more extensive research and studies on the relationship between brand personality and customer self-expression predominate this strategy. Using a combination of qualitative and quantitative methodologies, research on brand personality and customers' self-expression in the personality approach is undertaken.

The study of customers' self-expression via brand personality and the categorization of brand personality both involve quantitative approaches, although the emphasis is on rich and detailed qualitative data. In order to comprehend the complicated structure of the consumer self, how it influences consumption habits, and finally how brand personality may be leveraged to promote customers' expression of self, qualitative data are required. As a result, the techniques used in the personality approach range from extremely quantitative statistical analyses of brand personality at one end of the spectrum to longitudinal field studies of brand personality and consumer expression of self at the other.

#### Researching brand personality quantitatively

The study of brand personality is a combination of psychology and consumer research. While qualitative approaches are increasingly being used in consumer research, quantitative methods still predominate in psychology. The purpose of quantitative methods is to reduce ambiguity by organizing perceptions into quantifiable, structured categories. For example, in

the case of methods for studying brand personality, consumers' perceptions of how a brand can be characterized, described, and perceived as a personality are reduced to a structured set of brand personality dimensions. Before 1997, a number of techniques were used to investigate and assess brand personality, but none of them had been proven effective via sufficient study to provide trustworthy, valid, and universally applicable findings[1]–[3].

The goal of Jennifer Aaker's broad, mostly quantitative research of the aspects of brand personality in 1997 was to create a framework that could be used to a variety of companies and sectors. Aaker's quantitative brand personality measurement approach was later supported by another research and is now extensively utilized. The goal was to find a small set of parameters that could be applied to all brand classifications. Aaker created a strategy for achieving this goal that uses a systematic quantitative measuring approach in conjunction with factor analysis of the copious amounts of data gathered throughout the research. The following explanation of the most popular scaling approaches used in marketing will help you understand what scaling tactics are all about.

### **Questionnaires and scaling techniques**

The core of brand personality measurement methodologies are questionnaires and scaling procedures. The reader will learn the fundamentals of scaling thanks to this succinct introduction. When using questionnaires and scaling procedures, it's crucial to think about and create unique research designs that match the study's measuring objectives. Understanding of statistical processes is crucial for this procedure. Scaling is the process of measuring or ranking items in accordance with the characteristics or qualities that define them. A scaling approach that involves evaluating people's degrees of extroversion or how customers see the personality of a certain brand are two examples. There are several scaling techniques that may provide various outcomes appropriate for various goals. While some scaling techniques just offer the relative positioning of the entities, others estimate magnitudes on a continuum. Scaling approaches are used in brand management, and notably in the personality approach, to ascertain the kind and strength of customer attitudes or views regarding a particular brand personality. Scales come in four varieties: nominal, ordinal, interval, and ratio. Depending on the kind of information required, they have varied qualities that make them accept in various contexts. The least reliable kind of scale is the nominal scale. The identification of the topics under examination is the sole purpose of the numbers given to entities. Nominal scales have no mathematical qualities; they are solely used to classify or name things. Examples include ISBN book codes or inventory codes.

Ordinal scales rank-order things according to the attributes of the topic, such as weight or color, in an effort to impose greater structure on the objects. Similar to nominal scales, identical items are assigned the same number, but an additional benefit of the ordinal scale is that it may provide information about the orientation or stance of one object in relation to another. A ranking of preferences is one example: How much do consumers prefer one brand over another brand? We need to know something about the space between the numbers in order to be able to infer differences between them. Interval scales may be used instead of ordinal scales as they do not provide that.

For example, the distance between 5 and 10 is the same as the distance between 45 and 50, and in both situations, this distance is five times as big as that between 1 and 2 or 11 and 12, etc. Interval scales are based on the idea that there are equal distances between the integers. There is no precise zero point; instead, differences between things are measured in terms of their size. Examples include attitude and opinion scales, which may be used to gauge how much a customer favors one brand over another.

### **Self-idea and the degree of brand personality**

Aaker modified the Likert scale to gauge the personality of a brand. This kind of psychometric response scale is often used in survey research and questionnaires. Respondents indicate their degree of agreement with a proposition while answering a Likert questionnaire item. A five-point Likert scale gauging consumer agreement that a personality component accurately defines a brand's personality on a range of 1 to 5 was established as part of Aaker's research on brand personality. Based on more than 1,000 replies, this scale was used to assess forty-two aspects of brand persona. Analysis is required to sort out the study's findings after data generation. Because factor analysis is very useful when dealing with a big amount of data, as is often the case in brand personality studies, it is frequently employed to analyze data in the personality approach. A statistical data reduction approach called factor analysis is used to explain variation among observed random variables.

### **Other approaches**

The techniques for researching self are either descriptive methodologies, where participants are asked to rate the degree to which a word or symbol describes itself. The congruence between the self and the brand personality may then be assessed. It is a two-stage process where the first phase identifies the personality qualities that consumers associate with a particular brand and the second step determines how closely these personality traits match those found in the descriptive investigation of self. Most brand personality and self-awareness studies combine descriptive techniques with the brand personality scaling approach.

In addition to these more quantitative techniques, it may be beneficial to incorporate qualitative techniques like the free association methodology, photo sorting, or autobiographical techniques, in which customers describe their autobiographical memories in relation to specific stimuli that are associated with the target brand. These techniques may reveal one's personality as well as that of a brand. The alignment between one's own personality and that of their brand may then be investigated. This is often accomplished by having customers assess how they see themselves in relation to the personality traits of the brand using a scale. The degree to which the brand personality and the consumer's self-concept are compatible may subsequently be determined via quantitative regression analysis.

### **Review of scaling methods and quantitative approaches**

Since qualitative research is frequently thought to better capture the nature of consumption behavior, quantitative scales are frequently developed in a laboratory setting and may not be the best survey tool for capturing the more unconscious aspects of people's consumption of brands for their symbolic benefits. For this reason, quantitative and qualitative research techniques are often combined. Before a quantitative research approach with the goal of producing generalizable conclusions is created, qualitative methods are often utilized to guarantee a thorough grasp of the phenomena. In order to ensure that the list of personality traits derived from the theoretical reviews of human personality theory was accurate and comprehensive in order to explain brand personality, Aaker combined the quantitative study with qualitative methods in the exploratory phase. To address the conundrum of commercial research into consumer behavior and perceptions and the necessity to provide generalizable findings, free association methods, photo-sorting procedures, or in-depth interviews are often integrated with quantitative tools in the personality approach[4].

The information and techniques utilized in the personality approach are mostly based on quantitative research and surveys. The methodologies used to identify brand personality are

based on psychological principles and entail assessing the personality that consumers attach to brands using various scale techniques. Quantitative approaches are ineffective for gaining insights into the self-idea and its relationship to brand personality. To find the unspoken components of the consumer self, more qualitative and loosely structured research approaches have been used in addition to the quantitative methods that have dominated the personality approach in recent years.

### **Management Repercussions**

We've found that the personality approach makes the assumption that customers choose companies because they help them form and express their identities. From that presumption, the management emphasis of the personality approach may be inferred. Understanding the processes of identity creation that customers use the brand for and being able to convert them into a brand personality that provides value and relevance for the consumer is the first and most significant duty for the brand manager in the personality approach. This is why the idea behind the personality approach focuses on how giving a brand a personality may strengthen customer bonds and the interplay between the self of the consumer and the personality of the brand. Therefore, the efficacy and success of a brand personality rely on how well management is able to give the brands a personality that is appealing, current, and helps customers express themselves.

## **DISCUSSION**

Understanding how consumers develop their identities and how this process paves the way for consumers' drive to consume brand personalities that will aid them in their self-construction and self-expression makes it difficult to master this process. This knowledge must be used to develop a consistent personality throughout a broad range of brand activities, making sure that the brand personality statement is reflected in all of the brand's behavior and communications. Because, as stated in the on assumptions and theoretical building blocks, a brand personality is developed via a cyclical interaction between the brand and the customer, it also necessitates paying careful attention to pioneer brand users and target consumers. However, it is worthwhile to make an effort to develop a strong personality. Studies and comparisons show that brands with strong personalities perform better than those without. A brand personality, once developed, often has a lengthy "life" and is a powerful instrument for fostering customer loyalty.

### **Management of one's Personality and Brand**

Understanding how the symbolic advantages of the brand personality affect how customers develop and express their identities is the foundation of a successful brand personality. Thus, the emphasis is placed on specific customers and the psychological mechanisms that support consumers' internal individual and external social usage of brands. Before the brand persona can be created to satisfy these symbolic consumption criteria, it is necessary to do the relevant research, using the appropriate techniques, as outlined in the methods and data, to understand how customers utilize the symbolic advantages of the brand. Utilizing a brand's personality effectively hinges on its capacity to encourage customer expression. Research is necessary to determine which aspects of the self-construct are at work in the particular brand before that goal can be attained.

Does the brand's appeal to the individual self and use of the brand primarily for the inward construction of identity contribute to the bond between the consumer and the brand personality, or is the brand's primary task to contribute to the expression of the consumer's social self, where it is the outward signal of the brand's values that are at play? The brand

managers must discover these crucial phases in order to comprehend how the brand links to the customer self. The processes relate to how consumers develop their own selves. The capacity to create a brand personality that is appealing to customers requires precise understanding of the internal workings and self-focus of the specific brand in issue. The brand personality may be formed after it has been determined how the brand personality connects with the customer by influencing how they see themselves.

### **Sources brand's identity**

Actions must be performed to create or sustain the brand personality after the consumer self has been revealed. Consumers intuitively associate human personality features with brands, as stated in the theoretical basis of the personality approach. Consumers' perceptions of brand personalities may be classified along five primary personality aspects, according to the brand personality framework created by Aaker. The essential framework for developing an appropriate brand personality may be found in these five aspects. The personality qualities are a more detailed explanation of the behavioral character traits that must be included into the brand personality and conveyed via all the various media and channels that the brand utilizes to communicate personality. The elements of brand personality are a long-term, tactical instrument. The brand personality statement, which is more immediate and incorporates the more complex personality attributes that might change over time, can act as a roadmap for how the brand should explicitly look and behave. An illustration of how the brand personality framework may be used to create a brand personality.

Consumers' direct and indirect interactions with a brand or other users of the brand—also known as the sources of brand personality—have an impact on how the customer perceives the brand. The collection of human traits connected to the average brand user, the staff at the firm that creates the brand, the CEO, or brand endorsers also have an impact on how consumers will eventually view brand personality. These are the direct sources of brand personality. In this method, the personality attributes of the individuals associated with the company are unfetteredly and immediately transmitted to the brand's identity. Although brand communication elements like the brand name, logo, style, pricing, and distribution channel have an impact on how consumers perceive a brand's personality, personality may also be indirectly imparted to a brand via traits connected to the product and linkages with comparable product categories.

Ford, Hallmark, and Coca-Cola are a few instances of honest individuals that make an effort to project a personable and compassionate demeanor. Sincere people are adept at building long-lasting, trustworthy connections with customers. Warmth, a focus on the family, and traditionalism are characteristics that come naturally to sincere persons. Consumers expect brands with these characteristics to act in a reliable and trustworthy manner, which is beneficial for forging strong and enduring bonds[5]–[7].

### **Exciting**

Youthfulness and vitality are attributes connected to the exciting brand personality type. Virgin, MTV, and Pepsi are three fascinating brand personas as examples. They often aim to stand out from a well-established industry leader by focusing on younger customer demographics. The captivating personality attracts attention well and comes off as appealing and cool. However, people seldom consider the charismatic personalities to be good matches for committed partnerships. Therefore, the brand personality should represent the objectives and vision of the company. The company also has to make sure that the features and behaviors that customers anticipate from the selected brand personality are delivered.

Brand managers may construct and mold the ideal brand personality by drawing on both direct and indirect sources of brand personality when establishing a brand personality. The behaviour, signal value, and symbolic clues expressed through both the direct and indirect sources of brand personality must be coherent to ensure that consumers experience, perceive, and evaluate the brand personality as authentic and true to its own nature. The direct and indirect sources of brand personality interact to shape the overall picture of the brand personality sources directly influencing brand personality. The group of human traits associated with the CEO, staff members, and brand promoters as well as the conventional brand user. These human traits might have a demographic nature, like age or social status, or they can have a symbolic aspect, like sophistication. 'Person-based' sources are always the direct origins of brand personality. Richard Branson, the company's creator, promotes innovative thinking and doing things differently via all of the items associated with the Virgin brand. His personality characteristics are clearly reflected in the Virgin brand. Being a prominent CEO, Richard Branson's charisma aids in promoting a particular Virgin brand identity to customers.

sources of a brand's personality indirectly. Indirect sources of brand personality include all choices made on the physical, functional, and tactile elements that the customer may feel, such as the pricing, form, distribution, and advertising. By providing the customer with hints about the brand personality, they directly contribute to the brand personality. As opposed to the situation with the primary sources of brand personality, a firm with a strong brand personality does not necessarily need to have a particularly prominent CEO championing a particular brand personality. By deciding on various communication channels, brand personality may also be indirectly passed from management to the brand. For instance, MTV uses its events, sponsorships, website, and advertising to portray an engaging brand personality; the sources of brand personality are indirect since a communication tool is employed.

It is crucial to create a successful communication platform that can launch the brand personality as distinctive and alluring while also supporting the personality traits of the brand after discovering the sources of brand personality and how these sources can be actively used to shape the personality of the brand. The platform for communication shouldn't merely include conventional marketing tools like advertisements, websites, etc. A unique brand identity cannot be developed only via communication. Another vital and significant component of a brand's personality is its behavior. The brand manager must take part in a variety of branding activities that reflect personality and forge an emotional connection with the customer in order to develop a genuine and convincing brand identity. The image must be completed by initiatives like sponsorships, events, or supplemental consumer offerings that reflect the brand's personality. Too many businesses fail in this area because they place too much emphasis on short-term objectives centered on meeting sales targets, or they end up reacting haphazardly or copying the techniques of rival businesses.

### **Developing brand's personality**

Brand personalities should represent customers' feelings about the brand rather than merely articulating how the corporation would want the consumer to feel in order to describe a combination of perceptual reality from the consumer view. The processes involved in developing a brand's personality are as follows:

Personality is recognized. Determine the personality qualities and aspects that should be included into the brand's "behavior." It is possible to arrive at the brand personality profile, which describes the qualities and aspects defining the brand personality, by focusing on the

necessary attributes as defined in the personality approach's methodologies and data. Make sure it appeals to the eye. By examining the customer self-brand interaction, ensure that the personality appeals to the consumer. Should changes to the brand personality be made in light of an examination of how customers will utilize the brand's symbolic elements? Recognize the target audiences. Make sure the appropriate consumer groups are picked as target audiences and brand ambassadors. A brand's typical customer may significantly influence how other potential customers will see the brand's personality. For the success of the brand personality, it might be essential to identify the target demographic early on. See more information on brand-self congruence and early adopters in align the brand's and the consumer's personalities. Consider how closely the brand aligns with the consumer's identity and adjust your personality appropriately. Build the communication infrastructure. After determining the personality traits that should define the brand, it's critical to create an effective communication platform to support that personality [8]–[10].

### **Early adopters and consistency across brands**

Because they are the set of customers that other consumers would identify with and use as a gauge for the validity of the brand personality, early adopters are essential for the alignment of brand personality. This process occurs as a result of the fact that, as discussed in the on theoretical building blocks, consumers' self-expression has both an individual and a social dimension. In this process, consumers look to reference groups for motivation when choosing which brands to consume and use brands to signify their membership in particular reference groups. Because it will act as motivation for other customers who identify with or desire to identify with the reference group that this target group represents, the brand may thus be reinforced in a cyclical process if the correct target group chooses it. As a control group, early adopters may be utilized to ensure that the brand genuinely embodies the intended personality attributes. Early adopters' personalities will be encouraged and enhanced if they exhibit characteristics that are similar to or consistent with those of the brand. Early adopters are thus essential for aligning the brand personality. They may also be a helpful tool for monitoring and aligning brand-self congruence. They may also reinforce the brand's personality and be actively engaged in marketing initiatives and brand management. A metric for assessing how the brand personality interacts with customers' sense of self is the brand-self congruence. How much brand-self congruence is there? And how does the brand personality change as a result of the fit or lack thereof? The findings may serve as a foundation for ongoing brand personality alignment, customer attractiveness, and usage of personality endorsement.

## **CONCLUSION**

In conclusion, the techniques and data sources used in the personality approach to understand how people think and behave. Researchers may learn important details regarding personality characteristics and their impact on behavior by using psychometric tools, longitudinal studies, observational methods, biological measurements, EMA/ESM procedures, and data analysis approaches. These techniques help us comprehend the complexity of the human psyche and how it affects areas like psychology, organizational behavior, and personal growth. On the other side, the brand personality will be diminished if the early adopter group does not share personality traits with the stated brand personality. The brand personality will develop more strongly the more the ideal target consumer's personality and the brand's personality align.

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## CHAPTER 10

### BRAND PERSONALITY AND CONSUMER BRAND RELATIONSHIPS

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#### ABSTRACT:

Brand personality and consumer-brand relationships have gained significant attention in the field of marketing as crucial factors in building strong and enduring connections between brands and consumers. This abstract explores the concept of brand personality, its measurement, and its impact on consumer-brand relationships, shedding light on the emotional dynamics that underlie these relationships. Brand personality refers to the human-like traits and characteristics attributed to a brand, which shape consumers' perceptions and emotional responses towards the brand. Drawing upon the concept of anthropomorphism, brands are personified, enabling consumers to relate to them on a deeper, emotional level. In brand management, the personality of the brand affects customer behavior and the company's interaction with them. The strength of the connection between a brand and its customers is influenced differently by various brand personality types.

#### KEYWORDS:

Brand Attitude, Brand Image, Brand Loyalty, Consumer-Brand Congruence, Emotional Connection, Identity, Perceived Quality.

#### INTRODUCTION

Brand personality and brand-consumer connections are two concepts that are intertwined. In general, the personalities of the persons engaged in a relationship determine how that connection develops and the amount of closeness that may be attained. Compared to businesses that are interesting, companies with real personality features foster steadily stronger connections. In contrast to exciting brand personas, honest personalities are often seen as being more reliable and preferable for a long-term partnership. In actuality, taking into account and controlling a brand personality is strongly tied to managing a brand's interaction with customers. But these two ideas are getting more and more intertwined in many areas than just practice. Along with Adam Brasel, some of the more well-known researchers in the fields of the relational approach and the personality approach collaborated to conduct an intriguing study on how different personalities impact interactions between a brand and its customers as the relationship develops. The research also identifies limitations and may provide suggestions for accept behavior for certain personality types. The study's conclusion is that a true brand personality places far greater expectations on precision and imperturbability. If an honest brand personality makes a mistake, consumers will be significantly less understanding than if an interesting brand personality makes the same error. This might have a significant impact on how the relationship between the brand and the customer develops [1]–[3].

Investigating the link between brand personality and consumer-brand connections is When Good Brands Do Bad. Two online video processing firms, one with a true brand personality and the other more thrilling, were used in the field research that Aaker et al. put up for this goal. The plan was to demonstrate the same breach to the consumers of the two distinct brand

identities before making an effort to explain and justify it. In long-term partnerships, infractions are theoretically practically unavoidable, so how customers react to them and how much harm they do is crucial. Therefore, similar transgressions and efforts to make amends would make up the relationship's growth. As it turned out, customers were significantly less willing to forgive an online video processing firm with an honest brand personality than they were with an entertaining one. The exciting brand character displays symptoms of a stronger connection after a transgression if recovery efforts were performed as soon as the transgression had happened, in contrast to the genuine brand, which showed no signs of recovery following reparation attempts.

According to Aaker et al., the personality type of the brand has a significant impact on the development and limitations of consumer-brand interactions. The research demonstrates how various personality types give brands varied perspectives on the wrongdoings they do. The research so shows the relationship. Any study of brand management must take into account the dynamic of how a brand personality and its behaviors impact the consumer-brand relationship. What character best fits the aforementioned brand, and can the company as a whole fulfill the promises and expectations that, for instance, a genuine brand personality lays out? Therefore, the management of brand personalities should place a strong emphasis on the personality qualities and relationship roles that various personalities might play in a consumer-brand relationship. While relationships with exciting companies tend to evolve into a brief affair, connections with honest businesses get deeper over time. According to research, a dynamic interpretation of brand personality is more valuable for management in articulating a brand personality's potential and more accurate. In contrast to a more static impression of brand personality, interrupt events and relationship contracts between brand and customer that are developed on the basis of consumer-brand contact may disclose considerably more about the power of a brand personality. In fact, this is another reason why studies on brand personality and studies on the interaction between consumers and brands often overlap.

Building an appealing and pertinent brand personality that can be used as a tactical instrument to establish a strong and enduring connection with customers is the brand manager's main goal when using the personality method. Understanding how customers utilize a particular brand in the building and expression of self is a precondition for developing the proper brand personality. Understanding these processes may help to guarantee that the brand personality is established with the proper eternal personality blend and that the appropriate communication methods are implemented. It is necessary to take into account both the direct and indirect sources of brand personality in order to choose the best platform for that personality. Early adopters and target group users may be utilized as control groups to evaluate if the brand is on the right track and to guarantee ongoing brand-self congruence. To get the full and accurate image of how the brand personality and the consumers interact, it is crucial to adopt a dynamic approach to brand personality, which includes study of the relationship role that various personalities are able to play in the brand-consumer relationship.

1. 'Founding fathers' quotes
2. Personality and brands: their genesis
3. the Columbia Business School's Joseph Plummer

The struggle for brand name recalls and recognition became fierce as mainstream media in the 1940s, 1950s, and 1960s transitioned from print to electronic media. Leo Burnett in particular, with their ability to give a brand name life via memorable characters like Tony the Tiger, the Marlboro cowboy, and the Jolly Green Giant, pioneered unique strategies to enhance brand memory beyond merely spending more money. I was fortunate to work at Leo

Burnett during those years, in the late 1960s and early 1970s, when these and other advertising legends were created.

## DISCUSSION

### The relational approach

Our ability to form and maintain relationships is essential to how we live. Relationships are used for a variety of purposes, and their significance to us varies greatly. We have enduring ties with our siblings that may be shown by a deep sense of sharing significant values that come from the same familial roots. Perhaps you still keep in touch with your kindergarten bestie. You also maintain connections with coworkers and other students, but you do it with the understanding that you will mostly do so during the time that you are in the same professional or educational environment. Relationships, whether long or short, intense or shallow, are essential components of everyone's existence, helping to structure meaning and provide life content[4]–[6].

According to research, customers have connections with brands, and these relationships, like those between people, may take many different forms. When Susan Fournier's article "Consumers and their brands: developing relationship theory in consumer research" appeared in the *Journal of Consumer Research*, brand relationship theory became widely known. Drawing on theories about human relationships and the notion of brand personality, the study then looked into the marketing "buzz word" at the time: relationships.

An essential concept in business-to-business markets, where commercial connections are often longer than in business-to-consumer markets, the phrase "relationship marketing" was originally used in the literature on services. A service encounter is described as "the dyadic interaction between a customer and service provider" in the literature on services and relationships. In order to apply this metaphor to consumer brand relationships, Fournier set out to create a comprehensive framework for doing so. According to Fournier, "In a sense, the field has leapt ahead to application of relationship ideas and the assumption of relationship benefits without proper development of the core construct involved."

Therefore, brand connection theory and customer relationship management are not always the same. While brand relationship theory gets to the heart of the relationship metaphor, customer relationship management gives many methods to manage a customer connection on a long-term basis instead of concentrating on the single transaction. The notion of brand loyalty is continued by the theory of brand relationships. Loyalty and the experience of a relationship are often tightly related. Consumers who are dependable are worthwhile. The key to building brand loyalty is maintaining the consumer-brand relationship over the long term as opposed to a transaction-focused, short-term relationship. Applying the brand relationship theory, however, provides explanations of how and why brands are consumed by loyal customers. Brand loyalty is an expression of whether a consumer picks the brand on a consistent basis.

People connect to one another in a variety of ways in real life. The relationship people have with the brands they purchase is similar. It would be equivalent to suggesting that you must marry everyone you meet if you want them to be a significant part of your life to reduce it to a simple question of loyalty or lack of loyalty. The foundation of brand connection theory is a thorough phenomenological investigation. As a result, the framework of brand management is expanded to include the scientific and philosophical heritage of phenomenology. This development suggests a substantial change in how brands and customers are seen and researched. The brand connection metaphor has essentially evolved into the interpretative branding paradigm that has dominated since the mid-1990s as a result of the brand

relationship theory's growing influence. Although the concept of the brand connection offers valuable insights, it remains elusive and challenging to convert into actual management consequences. The conclusion of this has been titled "Implications of the relational approach" as a result. We will just quickly discuss the management ramifications of this and leave room to describe the approach's enormous academic influence. By stepping into customers' lives, employing a totally qualitative research strategy, and emphasizing meaning rather than information, this conclusion will explain how and why it may be seen as a paradigm shift igniting the next methods.

### **Beliefs Underlying the Relational Approach**

The presumed brand and customer viewpoints have seen a significant evolution from the prior methods. The company from which the brand originates serves as the starting point for understanding brand value development in both the economic approach and the identity approach. In the consumer-based approach, it was assumed that the brand was a cognitive construct in the consumer's mind. A dialogue-based brand-consumer interchange was brought to brand management with the personality method. In addition to implying a brand management strategy focused on discussion, this relational method is similar to the personality approach in a number of aspects. However, as they come from very different scientific and philosophical traditions and hence require very different consumer viewpoints and the employment of very different methodology, we have opted to present the relational approach and the personality approach as two distinct approaches.

The foundation of the relational approach is phenomenology. A qualitative, constructionist research tradition known as phenomenology places emphasis on reaching a "inner reality" and, as a result, the reliability of "lived experience." The first method that just uses qualitative research is the relational approach. Only by having a thorough awareness of the individual environment in which a brand is consumed can brand consumption be understood.

### **Brand-Consumer Exchange**

The brand connection hypothesis is based on a 'dyadic' relationship between a brand and a customer, which suggests a transaction on an equal footing between the two parties. Both sides participate in the continuing meaning-based exchange that creates brand value. The circular motion of the arrows illustrates how the evolution of the brand-consumer connection is an ongoing process that is impacted by the same parameter changes as interpersonal relationships.

Although the continual interchange between a brand and a customer is the relational approach's primary emphasis, it is crucial to emphasize that relationships are phenomena that are impacted by contextual changes. The brand connection theory also seeks to comprehend customers' lives holistically, suggesting that the consumer's surroundings is not excluded from examination. It's crucial to realize that the approach focuses on the interaction between the brand and the consumer, whereas the community approach places emphasis on the consumer's social context and the cultural approach conceptualizes the influence of the consumer's environment [7]–[9]. The relational approach requires a significant change in assumptions within the larger framework of brand management. This change is a key step toward a new definition of the brand as something that the customer "owns," taking into account the techniques and scientific and philosophical traditions of the earlier approaches.

The consumer-based method is centered on the idea of "ownership" by the customer, but the consumer viewpoint of this approach is built on an if-then logic that highlights the parallels between consumers and the idea of the consumer as an information-processing "computer."

As a result, the consumer-based approach's conception of man is more like that of a machine metaphor, and customers are more often perceived as manipulable objects. The 'ownership' of the customer in the consumer-based approach might therefore be questioned. The brand is undoubtedly associated with associations in the consumer's mind, but by using the precise signals and triggers in marketing communications, the brand manager may also be compared to a "computer programmer" who programs people. Even though the relational approach emphasizes the dyadic brand-customer interaction, the consumer seems to be the brand's 'owner' more so than in the preceding methods.

### **Phenomenological viewpoint**

Research in phenomenology examines what is felt, sensed, and thought in order to uncover a "inner reality." Phenomenology and the existentialist school of philosophy are closely related. Here, the knowledge of man is based on how people interact with important existential concepts like life, death, and time. In contrast to the positivist tradition's assumption of an external, objective reality, phenomenological research makes the assumption that reality is socially produced. This is why the "lived" or "felt" experience that is emphasized in phenomenological research is also a recurring idea in the brand connection theory.

According to the relational approach, customers are looked at as unique persons with legitimate inner and unique realities. The relational method is focused on meaning, through contrast to the idea of information, which suggests a notion of linear transmission from sender to receiver, meaning is formed through the interaction between sender and receiver: What counts in the development of brand relationships is not only what managers want for them or what brand images 'contain' in culture, but rather what customers do with brands to enrich their lives. The categories imposed by the marketers in charge of brand management may differ from the abstracted, goal-derived, and experiential categories that customers develop for companies. This fact, that customers' experiences with brands are often phenomenologically different from those imagined by the managers who maintain them, necessitates new, more sophisticated approaches to the social categorization of branded items as well as a different notion of brand at the level of lived experience.

Understanding the identity projects of customers is important to the relational approach. It's vital to note that this technique just looks at the individual identity initiatives. The cultural approach is focused on initiatives that promote communal identity. Therefore, the relational approach makes a case for incorporating individual identity project information into brand management, while the cultural approach makes a case for our communal identity projects. The relational strategy is predicated on the idea that the brand-consumer transaction is a 'dyadic' and cyclical process mimicking a human relationship. Through this process, to which both sides participate equally, brand meaning is created. 'The inner reality' of the customer becomes both true and useful data material by using this viewpoint, which is tied to the tradition of phenomenology and implies an existential view of man. The phenomenological approach places an emphasis on a comprehensive understanding of the consumer and, as a result, is interested in a wide range of factors that are not immediately connected to the actual consuming decision or behavior. The brand connection hypothesis, it should go without saying, is the central tenet of the relational approach. It takes an abstraction to think of the brand as something human in order to apply the relationship metaphor to the brand-consumer construct. Animism refers to the human predisposition to imbue inanimate things or mental creations with human characteristics. Animism is the first supporting topic since brand personality literature is a need for the connection theory. We shall just briefly discuss animism; interested readers are referred to the personality approach.

The second underlying tenet of the relational approach to brand management is human connection theory.

Humans have a propensity to imbue inanimate things and even abstract concepts with human personality traits. It is possible to personalize, humanize, and animate brands. The perception of a brand as a personality is a requirement for applying relational approach management expertise to the management of a brand since this strengthens the consumer-brand connection. Human personalities are "transformed" into brand personas, and customers engage with businesses that best serve their needs for self-expression. Psychology archetypal ideas are often used while addressing brand personality. The foundation of brand building and advertising often uses distilled versions of what Jung termed archetypes. Profits and having a brand that is more or less consciously associated with a personality or archetype are shown to be related in empirical investigations.

Relationships are crucial to how the human mind develops, as mentioned in the beginning. Life without any relationships with other people is tough to fathom. In many respects, relationships are how we ingrain ourselves in the world. Relationships are made up of ongoing reciprocal interactions between interdependent partners. Active interactions between relationship partners are necessary for a relationship to exist. Because they enhance and organize meaning in people's lives, relationships may be characterized as having a purpose. Relationships contribute and shape meaning that is psychological, sociocultural, and relational in nature. Relationship participants' identities are connected to psychological meaning. Important studies have focused on the relationship between consumers and their buying decisions in the context of consumption, developing the essential idea of possessions as an extension of the self. Relationships and the development of identity are related through the ways in which they address key life themes, significant life projects, and pressing issues.

Understanding how psychological meaning pertains to life's themes, endeavors, and current issues is crucial. Numerous significant brand management and consumer research studies use these various psychological "levels" of meaning as its fulcrum. A handful of your connections are reflective of your life's central subject. A life theme is deeply based in one's past and is sometimes hard to articulate since it is so important to oneself that it is frequently "buried" in the subconscious. The building, maintenance, and dissolution of important positions in life have an impact on life projects as well as relationships. Life projects vary more than life themes in response to changes in circumstances. A life project pertains to the most important decisions we make in life, including those regarding our priorities for family, career, and education. Relationships that are motivated by present issues and focused on completing daily chores tend to be the most practical. Your hairdresser, the staff at your child's daycare center, and others might serve as examples. Relationships provide the people involved in them socio-cultural as well as relational significance in addition to psychological meaning.

Socio-cultural significance is related to changes in our quality of life. Five major socio-cultural settings may be used to categorize sociocultural meaning, and each of these contexts has an impact on how people see romantic relationships. Relationships evolve as we go through life; consider when you graduate from college, become a father, prepare for retirement, etc. Relationships and life are divided into many periods. All connections are a component of a network of other relationships, which is the subject of the relational meaning of relationships. Thus, the fact that one particular connection is a piece of a larger puzzle of relationships that meet the needs of the person in the relationship has an impact on the character of that relationship.

Contextual factors have a further impact on any connection. In this way, relationships develop alongside us, adapt to our changing lives, and also have an impact on those changes. In other words, relationships are composed of a series of recurring interactions between the relationship partners and grow through time. In that regard, relationships are dynamic process phenomena. Humans interact with one another via relationships. However, as consumers often give brands human-like characters, brands may also exhibit the qualities of a relationship. The next paragraph will explain how this difficult idea is thought in the field of brand management.

Fournier was able to demonstrate that brands can and do serve as viable relationship partners in the sense that they are endowed with human personality relationships and the concept of brand relationships between brands and consumers is validated through extensive research into the lived experiences of three female informants with brands. 'Whether one adopts a psychological or socio-historical interpretation of the data, the conclusion suggested in the analysis is the same: brand relationships between brands and consumers are real and exist,' Fournier writes [10]–[12]. Human connections and brand partnerships both take many different shapes, as was previously said. There are fifteen brand connections discovered in the research that supports the brand relationship idea.

The way the relationship forms assist in achieving objectives and fulfilling wants at the many life "levels" of life themes, life projects, and present problems is similar to how human relationships do. Some brand partnerships are lifelong, expressing the basic beliefs and values of their users; others are meaningful but their consumption patterns fluctuate over time; yet others address pressing issues without constituting a significant portion of the consumer's consumption pattern. The system of fifteen brand connections describes how individuals' self-definition projects, worries, and themes may be played out in the development of brand relationships and how those ties can influence how people develop their sense of self. The author was able to pinpoint an interconnected network of brands that supported the enactment, investigation, or resolution of centrally held identity concerns for each woman she spoke with.

In the circumstances of the three women used as study subjects, the pattern of brand partnerships is similar to the pattern of interpersonal relationships. This implies that the part that brands play in the lives of specific consumers is closely related to their overall identities and how those identities are mirrored in their interpersonal connections. While a person who wants to experiment more in the people area will also have a propensity to be quite experimental, when it comes to brand choice, a person with few but long and strong personal ties will also generally demonstrate commitment to a few favorite brands. Both human connections and brand partnerships address contemporary issues, life projects, and life themes. However, relationships are also process phenomena, making them erratic and illusive. The same is true with brand affiliations. Making the brand connection as meaningful, solid, and long-lasting as possible is the aim of a brand manager who applies this approach to their job. A high level of brand connection is required. By introducing the Brand Relation Quality concept, Fournier enhances the brand relationship theory. The consumer-brand relationship's quality, depth, and strength are the main concerns of the BRQ framework. The strength and quality of the connection are influenced by six key relationship characteristics. The connection is mostly meaning-based, showing a relationship's reciprocal nature.

The Brand Relationship Quality of the brand includes the following six elements: love/passion, self-connection, commitment, interdependence, intimacy, and brand partner quality. When evaluating a brand connection, these are crucial considerations, and the total of these considerations reveals the relationship's perceived quality. However, the relationship

quality is also dependent on how the activities of the brand and the relationship's customer interact over time. Relationships always change since they are a process phenomenon. The stability and longevity of the brand-consumer connection are influenced by contextual changes as well as changes in the relationship itself.

The fundamental tenet of the brand relationship theory that there is a dynamic and dyadic interaction between brand and customer is very clearly reflected in how the brand relationship quality is continually changed by both brand and consumer behaviors. The BRQ construct lays forth the meaning-based interaction, the six key characteristics of an essential relationship, and conceptualizes the many and intricate levels of the consumer-brand connection. These are the most crucial elements in establishing a relationship, but Fournier also stresses the fragility of all relationships by highlighting all of the behaviors from both partners that have an impact on the stability and longevity of the union. As a result, she not only proposes a brand-new conceptualization approach but also characterizes brand management as a continuous, intricate, and even us activity [13]–[15].

### CONCLUSION

In conclusion, the importance of brand personality in establishing interactions between consumers and brands. Marketers may encourage emotional connections, loyalty, and favorable customer views by comprehending and purposefully nurturing brand personality attributes. Building lasting connections and distinguishing companies in a crowded marketplace both rely on brand personality. The study also recognizes the possible issues and conflicts surrounding brand personality and consumer-brand connections. In order to prevent customer skepticism and mistrust, it acknowledges the need of authenticity and consistency in the portrayal of brand personality attributes. It also accepts that brand personality falls short in portraying the complexity of consumer-brand connections since different people may perceive and interact with companies differently.

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## CHAPTER 11

### THE COMPLEXITY OF A RELATIONSHIP OF ECONOMIC FACTOR

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#### **ABSTRACT:**

The relationship of economic factors is a complex and multifaceted phenomenon that encompasses a wide range of interactions and influences within the economic system. This abstract explores the intricate nature of this relationship, highlighting its multidimensional aspects, interdependencies, and the challenges in comprehending its complexity. The research delves into the interconnectedness of economic factors, recognizing that various economic variables, such as inflation, interest rates, exchange rates, government policies, and market forces, interact and affect each other in intricate ways. These interdependencies create a web of relationships that can be challenging to disentangle and comprehend fully. A brand is seen as a prospective relationship partner in much the same way as a person member of society is, according to the research's premise. The same relational standards that apply to personal relationships also apply to brand relationships.

#### **KEYWORDS:**

Causality, Complex Systems, Correlation, Economic Interdependence, Feedback Loops, Globalization.

#### **INTRODUCTION**

How various underlying perceptions of relationship norms affect the assessments of marketing efforts is investigated in "The Effects of Brand Relationship Norms on Consumer Attitudes and Behavior." Two separate types of partnerships with distinctly different relationship norms are distinguished in social psychology: Economic considerations provide the basis of exchange interactions. People who are in this form of relationship anticipate receiving payment for a favor or an immediate equivalent favor. Social considerations provide the basis of communal ties. Here, payment in exchange for a favor is not anticipated. It does not compare benefits. The researcher may say that it is extremely essential not to mix the behavior of the two kinds of relationships after having studied how these norms function in the interchange between a brand and a customer in instances when they are asking for assistance. connection norms are assumed when a connection is created, and infractions of these standards are seen unfavorably.

This area of study builds on the notion that a relationship is a complicated and uns thing. And it is advantageous to take into account both the brand personality and the implicit relationship standards while managing a brand relationship, and to make all marketing activities consistent in accordance with those considerations[1]–[3]. Traditionally, we talk about interpersonal interactions. By extending the idea to brands and customers, it is implied that people have the power to give brands human characteristics. Animism, or the tendency for humans to give human qualities to inanimate things or abstract ideas, is the first supporting topic in this. The second supporting topic is theory of interpersonal connections. Human interactions are crucial components of our lives and provide answers to topics, projects, and

contemporary issues. They are also phenomena in the process that are influenced by a variety of causes.

Research into how customers interact with brands led to the development of the brand connection hypothesis. We are given a framework by this research that consists of fifteen distinct brand connection types that resemble human relationships. However, it is not sufficient to understand the kind of connection customers have with brands. The concept of Brand Relationship Quality is also provided by the theory. It is a model that illustrates how relationships are uns phenomena that are continually influenced by outside forces. Research into how brand personality and relationship standards affect customers' brand assessments complements the brand relationship theory.

### **Methods and data in the relational approach**

The most significant phenomenological traditions serve as the foundation for this approach's techniques. The relational approach extends the realms of experience consumption to brand management theory. Here, the investigation of the consumer's inner reality is necessary, and a comprehensive view of how the consumer's life affects consumption is a must. Depth interviews and life story techniques are often used to access the inner truth and, as a result, comprehend the customer's whole existence.

### **Interviews in depth and life tales**

Depth interviews are one of the most popular techniques for getting a glimpse into respondents' minds. In order to get a more complete knowledge of the consumer's living environment, depth interviews are sometimes supplemented with life narrative approaches, in which the respondent's own words on life transitions and other topics are recorded and interwoven with other statements.

Depth interviews and the life story technique were combined in Fournier's 1998 article, which established the relational approach and brought the phenomenological tradition to the field of brand management. The phenomenology interview enables 'the comprehension of the subjective meanings of customers' lived experiences with brands... demonstrating consumer validity of the brand proposal as a whole. The life-story case study enables the connection between the claims made during the in-depth interviews and the phases and themes of the informant's life narrative, so tying the consumer experiences to the key concepts of consumer identity: One's life narrative, or life story, reflects identity through recording numerous roles, such as past, present, and expected future selves. My life story outlines the process through which my identity has evolved; it identifies the people I am, have been, will become, and/or no longer am. The life-story approach and depth interview cannot be separated as a whole because phenomenological interviewing is especially effective in documenting personal growth and transformation. However, the researcher may make more insightful and impactful inferences from the analysis of the interview by being aware that individuals arrange their knowledge of themselves in a narrative connected to the life story.

The depth interview technique entails going back to the realm of experience. A reflexive structured analysis that captures the core of an event is supported by returning to personal and emotional experiences. This technique may uncover underlying structures and ideas by assessing the retrospective and obvious interpretations of the respondent's experience with the phenomena. comprehension these underlying structures allows for a profound comprehension of the respondent's true interpretation of their events. It is possible to make more broad generalizations by comprehending the experience at the individual level.

A depth interview lasts many hours and might ultimately be completed in sequence, meaning you go back to the same responder numerous times to learn even more about their environment and existence. When gathering data in this manner, depth clearly outweighs breadth. Undercurrents from life stories often emerge during phenomenological depth interviews. Hours of uninterrupted conversation with the responder will often reveal significant and recurrent themes and values associated with their life narrative. The respondent's whole life may be better understood by connecting these themes to claims concerning other topics. The interviewer may use these tactics while conducting a protracted interview. For a depth interview to be effective, there must be previous consent and a predetermined time, date, and location. Prior to the interview, it's crucial that the interviewee is well informed of the task's scope.

The interviewer should be well-prepared for the interview, which entails being well-informed about the subject matter, but he or she should also have an open mind since it is the respondent's experiences that are interesting and taken into account in this kind of interview. You will discover instructions for conducting depth interviews. We shall first define a few of the major words. Biographical inquiries are used to both start a conversation and record the subject's identity. Grand-tour opening questions are highly general inquiries that serve as a starting point for the interview and let the interviewer anticipate where the conversation may lead. Prompting strategies may be used to move the interview forward, particularly at the start of the interview. Tactics to exhibit interest in an interviewee and get them to expound on a subject are known as prompting tactics. In order to compel the responder to elaborate more, you may do this by lifting your eyebrows or repeating the last word of a statement in an enthusiastic manner. 'Playing stupid' is also suggested for the interviewer. It's crucial to avoid intimidating the responder by coming across as very intelligent or arrogant in other ways. Although it may not be required, playing the fool is preferable than the other option. Keep in mind that the responder is inviting you into their world, and he or she should feel as at ease as possible doing so. Trust is crucial for a depth interview to go well [4]–[6]. The goal is to learn the unique truth of your responder rather than testing some preconceived "truths": "People assign meaning to the things that manifest themselves in consciousness." The researcher's job is to investigate events or processes by collecting first-person accounts of these emotions, ideas, and perceptions. The response is always the expert, so keep that in mind!

### **Data Evaluation**

There is a vast quantity of unstructured material in the depth interviews that were recorded and transcribed. Although this kind of data is challenging to identify, it should provide whole new insights. As a result, data analysis is a challenging and crucial step in the process. It necessitates that the researcher has an "insider perspective." Since respondents lived or felt experiences are seen to be reliable data, the researcher aims to get close to these experiences.

The identification of essential quotes, which are useful for identifying key themes and metaphors, requires repeated examination. Repeated analysis also raises the prospect of "auto-correcting loops," a technique for finding new, important patterns in the interview by going over it more than once. These loops make sure that the respondent and researcher viewpoints are combined and that the inquiry is approached holistically.

To further assure the comprehensive view, data gathering and analysis should ideally be carried out by the same individual. The phenomenological tradition in science serves as the foundation for the relational approach. Phenomenology suggests that the emphasis is on people's "inner worlds," as opposed to their "outer worlds," which might be the topic of other types of research.

According to this research tradition, respondents' views of their own experiences constitute both legitimate data and the study issue. The best techniques for acquiring insight into the respondents' worlds are depth interviews paired with life narrative procedures. In order to conduct a successful phenomenological study, the researcher should aim for close proximity to the research process and should preferably both collect and analyze data. Metaphors should be used to organize the enormous and unstructured volumes of data in data analysis in order to identify major themes.

### **Relational approach implications**

Now that everything has been established, it should be evident that the relational approach adds a dyadic brand viewpoint, an existential view of the customer, phenomenological methodology, and a detailed description of essential brand relationship ideas. All of these components provide a precise and comprehensive picture of the fundamental transformation in brand management that results from the relational approach.

However, the main problem is to translate the relational approach's aforementioned qualities into management implications that can be applied to actual real-world circumstances. It's far simpler to discuss the suitability of conceptualizing a brand as a meaning-based construct developed via a dynamic and dyadic process between brand and customer than it is to apply these ideas to practical branding tactics. When it comes to procedures and theoretical foundations, the relational approach's supporting literature is quite precise and thorough. However, the same research offers no guidance for maintaining the brand and offers little insight into best practice case studies: "Relationship marketing is effective in theory but problematic in practice." This book's analysis is based on Kuhnian ideas on paradigm shifts and scientific revolutions. Furthermore, the relational approach seems to be a sign of a significant paradigm change in brand management. So that we may concentrate on the relational approach's academic consequences, we have opted to very briefly discuss its management implications. There should be no question about the significance of the relational approach, as shown by the near-impossibility of locating a brand management article from 1998 and on without a quotation from Fournier's brand connection theory.

## **DISCUSSION**

### **Management Repercussions**

The following conclusions may be drawn from the literature: management must be established on meaning; the marketer is given the chance to go much beyond the idea of brand loyalty; a connection is a fragile thing; and there is often too much information. However, the same literature offers some general advice on how to completely manage a "relational" brand success. The company ought to behave like a real friend. Because the process is dynamic, it follows that meaning is always being negotiated as part of an ongoing process for managing the brand. In order to respond to changes in the meaning negotiation, the marketer must be competent and ready to consistently adjust the approach. Thus, managing meaning calls for knowledge of the customers of the brand as well as ongoing incorporation of the customers' lived experiences into the implementation of the brand strategy. The possibility of information overload is one of the elements that makes the management of the relational brand challenging. If you want to manage your brand using the brand relationship theory, you must have a true understanding of your target market. According to the theory, "true customer intimacy - the backbone of a successful, rewarding relationship - requires a deep understanding of the context in which our products and services are used in the course of our customers' daily lives." The ways for gathering the proper sort of data in the relational approach give the marketer with a significant quantity of unstructured

data, as mentioned in the methods and data of this. The possibility of a standstill exists because of the relational process's data and information complexity.

You get the chance to obtain real insight into how the target brand fits into the lives of customers by stepping into their "life-worlds" A "relational" marketer who gathers and analyzes information about their clients faces the danger of having to include unrelated information into the branding plan. Finding some common elements in the meaning negotiation between the brand and its most important clients and incorporating them into the branding strategy is the secret. As a result, it might be challenging to avoid being overwhelmed by the relational approach's potential information overload. The key benefit of the relational strategy is that it gives marketers the chance to go beyond brand loyalty because of the deep and possibly insightful knowledge of customers and their lives.

Understanding brand consumption in the context of the relational approach gives marketers the chance to provide answers to queries that assessments of brand loyalty are unable to. The advantages of using the brand relationship theory to extend the idea of loyalty should be evaluated against the challenges of maintaining a consumer-brand relationship. Implementing the underlying presumptions of the theory should be the first step in effective management of the relationships-based brand. Brands are seen to have personalities, customer interactions are thought to be dyadic, and metaphors like "friendship" and "dialogue" appear to be fitting. The consumer's standards and values, as well as the brand's personality, have a significant impact on how the brand's activities are perceived. When managing the concerned brand, these presumptions should be used as recommendations. The company need to behave like a loyal friend.

The marketer must be willing to engage in a dyadic, really equal partnership. Giving and receiving should be balanced in all facets of life. If relationship marketing is overused, consumers may see the marketer as an adversary rather than a friend. The fundamental principles of friendship are respected by a friendly marketer, who should apply them to the management of the brand. For example, a brand must go beyond personification and act like an active, contributing member of the dyad in order to be a valid relationship partner. The marketer should also be transparent and truthful about the reasons for contacting the customer, and in exchange, should provide advantages that balance out the inconvenience. The marketer has to be extremely careful not to abuse the consumer's trust and to repay any favors in some form. For the connection between the brand and the customer to advance and expand, the customer who is prepared to "share secrets" should profit in some way and be considered generally like a friend. A fundamental tenet of the relational method is the quid pro quo.

### **Academic Significance**

We identify the relational approach as a key sign of a paradigm change for three reasons. First off, it is the first strategy to use just qualitative techniques. Second, the strategy is founded on meaning. It emphasizes a comprehensive perspective of the customer by bringing brand research into the realm of the consumer. Consumer life worlds are of interest due to a tradition in phenomenological study. These three factors lead us to believe that the relational method will pave the way for the two next ones, the community approach and the cultural approach. The idea of meaning often contrasts with the idea of information. Information is viewed by the consumer as an external stimulus, whereas meaning is derived from the consumer's inner reality, life, and identity: "Phenomenology can conceive consumption not only as a behavioral response to external stimuli but as a meaning-directed behavior driven by emotions, feelings, and fantasies."

A psychological understanding of the person is modified by a phenomenological perspective. As a result, the relational approach is founded on a peculiar conception of meaning formation that is predicated on the fundamental notion that reality is constructed in the mind. The community approach and the cultural approach both place a strong emphasis on the idea of meaning, but under both approaches, meaning is discovered, respectively, in social interactions with people and in the surrounding culture and society. The relational approach is the first of three meaning-based approaches in that regard. In order to understand the components that make up an individual's representation of reality, psychological phenomenology looks at how people interact with outside things. Phenomenology is particularly adept at identifying irrational features of consumerism.

A unique perspective on the subject of validity may be found in the phenomenological tradition. The positivist research traditions make the assumption that there is an objective world that can be seen, examined, and quantified. This tradition defines validity as the expectation that results from many studies conducted by various researchers would be precisely the same [7]–[10].

'Lived' or 'felt' experience is seen as legitimate in the phenomenological tradition, demonstrating how unlike it is from the positivist scientific ideal. Reality is not 'out there' to be felt or quantified; rather, it is a construct that each responder creates for themselves. The way we see and feel about a phenomenon makes up the phenomenon; the world and the topic are inextricably linked. As a result, phenomenological viewpoints will be subjectivist, and phenomenology relies heavily on the first-person perspective to produce knowledge. It is thought that there is no fundamental reality that supersedes observation and conceptualization. For example, "Phenomenological social research takes the embodied, experiencing agent as a starting point and explores the mutually constructed "life-world" of participants, the world of lived experience from which all others derive." For instance, even if videotapes or eyewitnesses dispute that the customer was harmed, the shopping experience is nonetheless unpleasant if the customer perceives it as such.

Consumer research has discovered two opposing perspectives on consumer behavior: the prevalent information-processing approach and a phenomenological perspective. The most significant variations are indicated. It should be simpler to comprehend why and how the relational approach suggests such a substantial change in how companies and customers are seen after going through these distinctions. The discipline of brand management is brought into a new era by the addition of the phenomenological consumer behavior viewpoint, where brand consumption and brand loyalty are to be viewed as strongly intertwined with customers' "inner realities." The whole context of purchasing decisions is being examined, not only the transaction itself or the precise moment of decision. If one wishes to acquire insight into brand consumption, one must comprehend the consumer's whole identity.

By doing this, the focus shifts from the realm of the advertiser to the "chaotic" realm of customers. Although the relational method's management consequences are not particularly clear-cut, the approach opens up new vistas where the importance of customers' social interactions and their cultural background are conceptualized and translated into managerial implications. The introduction and enormous popularity of the relational approach has led to the acceptance of a number of qualitative methodologies, which are also included in these approaches.

This strategy appears to be brand management's method of "letting go" of the brand. Suddenly, the brand is "out there" in a chaotic, constantly-changing environment. In the earlier methods, there was an emphasis on defining what a brand is while also investigating

the concrete interaction between brand and customer from many viewpoints. Brand management research appears to be expanding its focus to various scenarios in the relational, community, and cultural approaches. In these approaches, the brand is not the "main character" or the research's starting point, but rather is merely one element among many in complex personal, social, and cultural networks.

The management of a brand connection is a dynamic process that allows for the negotiation of several actors, as well as similar and opposing points of view. It should go without saying that managing it in reality is challenging. The strategy is meaning-based and implies that brand value is continuously co-created by the brand and the customer. As a result, the marketer must relinquish complete control of the brand and include the meaning developed by customers into brand management. Additionally, management is seen of as a highly dynamic process where meaning is continually negotiated under the impact of the many aspects shaping interactions between people and brands.

There is a danger of information overload in genuinely knowing customers, leaving the marketer with too much knowledge to use in brand communication. However, the technique also offers the chance to go far beyond the idea of brand loyalty and comprehend not just if but also how and why the brand is consumed continuously. Treating clients like actual friends is essential if one wishes to profit from this understanding. The interchange between a brand and its consumers should be regarded as a dyadic and dynamic process in order for the real-world brand connection to represent the requirements of the relational approach. Accordingly, consumers should be seen as equal partners rather than merely providers of information.

The relational approach will have a significant impact on how the scientific field of brand management develops in the future. Because it is meaning-based, suggests a change towards qualitative approaches, and stresses comprehension of customers' lives rather than just analyzing brand-consumer interactions, it is a blatant indicator of a paradigm shift. In this manner, it paves the way for the two next approaches the community approach and the cultural approach which will enhance the discipline's growth.

The argument was difficult to convince a faculty that was mostly made up of experimental cognitive psychologists who believed that brands were sources of economic knowledge. Do people have ties with impersonal brands? Tell me! The approaches I used to shed light on my phenomena were equally unsettling. My argument was substantially supported by phenomenological interviews with three, count 'em, three, women. Scale development work and some Lisrel modeling were included, which undoubtedly helped. But in the end, the concepts I came up with for brand relationships appeared to sell themselves. My thesis outlined a number of fundamental connection principles that have influenced both academics and practitioners' perspectives on brands.

The first tenet asserted that all consumer-brand connections were based on the giving of meaning. Consumer-brand interactions had a purpose; they were used as tools with deep significance to support people in living their lives. In the brand-consumer interaction, consumers actively participated as meaning-makers, changing and adjusting brand meanings to suit their own goals and obligations. Significant brand ties were based on the relevance of the brand's meanings in the person's life, not on low or high category engagement levels. Even commonplace items might help build deep bonds if their symbolic meanings were relevant to the individual and cultural context.

Another principle focused on the variety of brand connection kinds and forms. The relationship viewpoint compelled us to admit that meaningful consumer-brand interactions did not just occur in highly devoted and passionate brand loyal partnerships. Flings, covert



affairs, committed relationships, and friendships were all included in the expanded definition of relationships, in addition to rivals, enmities, and master-slave relationships. Each of these partnerships was controlled by a particular set of contract guidelines, or "dos" and "don'ts," about accept behaviors. For instance, friends shouldn't share secrets with others, and married partners shouldn't be unfaithful. Strong vs weak brand connections may be recognized, as can egalitarian against hierarchical, formal versus informal, and positive versus negative. Using the brand relationship quality scale and its additional dimensions of self-connection, sociocultural connection, interdependence, partner role quality, and intimacy, strong connections might be qualified beyond loyalty and emotion. Understanding that consumer-brand connections were complicated, the perceptive relationship manager handled partnerships in accordance with their operating dimensions and norms.

The idea that relationships are dynamic, reciprocal phenomena that change over time was backed by a third tenet. Stages such as Initiation, Growth, Maintenance, and Decline all played a part in how relationships developed. They displayed the Biological Life Cycle, Passing Fad, Cyclical Resurgence, and Approach Avoidance Curve development trajectories. Importantly, the relationship might be impacted by whatever the brand did. Brand behaviors—from logo and package design to customer service letter salutations—send "signals" about the nature of the relationship contract that is in place. Inferences and connection strength levels were governed by these signals. Sometimes, the managers' perception of the connection was different from what the customers really experienced. Recent studies have built on the fundamentals of relationships by examining issues such as the biases and rules associated with communal versus exchange relationship templates, accommodation and tolerance processes in relationship development, relationship transgressions, relationship dissolution processes, individual relationship styles and their impact on brand relationships, sociopolitical brand relationships, and ethnic and cultural differences in brand relationships. I consider it a privilege to have contributed to this paradigm shift in marketing theory.

## CONCLUSION

In conclusion, the complex interrelationship of economic issues across several dimensions. Recognizing the interdependencies, dynamic nature, and multidimensional effects of economic factors on society is necessary to comprehend this complexity. Adopting multidisciplinary strategies that value complexity and take nonlinear dynamics into consideration is necessary to overcome the difficulties in understanding and forecasting economic trends. A more sophisticated awareness of the economic environment and more reliable decision-making processes might result from recognizing and researching the intricacy of the relationships between economic elements. The connection view was effective in that it compelled practitioners and scholars in marketing to identify crucial principles guiding how customers interact with businesses. Co-creation. Cultural and Personal Resonance. Implied Agreements. Norms in relationships. Strength and quality of brand relationships. Management of consumer relationships. We have been better able to comprehend, evaluate, and manage our brands thanks to these constructions and fundamental principles.

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## CHAPTER 12

### COMMUNITY AND ENVIRONMENTAL APPROACH: AN ANALYSIS

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#### **ABSTRACT:**

The community approach is a holistic and participatory framework that recognizes the importance of collective action, collaboration, and empowerment in addressing complex social and environmental challenges. This abstract explores the key concepts and methodologies associated with the community approach, highlighting its significance in promoting sustainable development and enhancing community well-being. The research delves into the foundational principles of the community approach, emphasizing the importance of community engagement, inclusivity, and local ownership. It recognizes that communities possess unique knowledge, experiences, and perspectives that are essential for identifying and addressing their own needs and aspirations. The community approach prioritizes active involvement and meaningful participation of community members throughout the decision-making and implementation processes.

#### **KEYWORDS:**

Community Engagement, Empowerment, Grassroots, Inclusivity, Participation, Place-Based, Resilience.

#### **INTRODUCTION**

We are a community of folks that like to get out with fellow Jaguar fans. We like going out to eat, driving our automobiles, and going to different events. You are invited to join us for fun, food, and general merriment whether you now own a Jaguar, would want to own a Jaguar, or ever owned a Jaguar. More than 16 million results appear when you Google "Apple user groups," demonstrating the huge interest individuals have in sharing their experiences with other Apple users. Communities of customers develop around brands. A brand serves as the main point of social engagement in brand communities amongst devoted customers. To share their brand tales and brand experiences, these customers turn to the community. Brand communities often develop and flourish around venerable companies with fascinating histories and high participation goods like automobiles, motorcycles, and computers. Some brand communities may be fully dependent on customer connection, while others may be more or less aided by a marketer. Brand communities have the potential to have a major impact on brand value because the social interaction they foster such as the "dining," "fun," and "feasting" of the Sacramento Jaguar Club or the sharing of user suggestions in Apple user groups significantly increases brand loyalty. In reality, brand communities have been around for a while. The 'breakthrough' study paper on the topic was titled 'Brand community' by Muiz and O'Guinn. In the context of brand management, this publication served as the idea of the brand community [1]–[3]. This provides information on the underlying presumptions, important theoretical concepts, and major strategies of the community approach before concluding with management advice.

### **Premises of the community-based approach**

The brand strategies of the 1990s focused on the conversation between a single marketer and a single customer. The traditional idea of brand equity as something developed exclusively in the purview of the marketer was significantly altered by all three strategies. The personality approach and the relationship approach strengthened the idea that brand value is something that is jointly developed by the marketer and the customer. The brand communities are social entities that reflect the situated embeddedness of brands in the day-to-day lives of consumers and the ways in which brands connect consumer to brand and consumer to consumer, according to the community approach, which gives meaning found in the social interaction among devoted brand consumers to theories of how brand value can be created. To put it another way, customer engagement is also necessary for the creation of a brand community.

The community approach's presumptions may be divided into two groups. The 'brand triad' concept first suggests alterations in how the 'brand-consumer transaction' is seen. Second, the community method gives brand managers a social brand viewpoint. The techniques used to study brand communities are influenced by the scientific field of ethnography. Since the ethnographic research tradition is based on a socio-cultural rather than an individualistic image of man, these methodologies reflect the new assumptions in the context of brand management. The 'brand-consumer interaction' is a social phenomenon that is formed, experienced, and altered in local communities. Because of this, even while marketers may attribute and transmit brand meaning to consumers, people also discover and activate their own brand meanings, which they then communicate to marketers and the associated brand community.

The community method transforms the 'brand-consumer exchange's' fundamental tenets by introducing groups of customers to the equation. The marketer is now engaged in a communication with possibly millions of customers as part of the ongoing brand-consumer conversation that shapes the brand. These customers will probably keep talking about the brand long after the marketer thinks the conversation is done. When innumerable customers are able to share their positive and negative experiences, their roaring excitement, and spectacular rumors in face-to-face situations as well as on the internet, new rules of the game apply to the administration of a brand. Brand loyalty is significantly increased by the social advantages customers enjoy in brand communities. Although communities of customers are very devoted and enthusiastic, they are also independent consumers who are able to reject marketing efforts as a group. Many of the benefits of using the brand are developed or improved by the community, giving the marketer little possibilities for influencing the meaning of the brand. Given that the negotiation of brand meaning is mostly conducted on the terms of the customer, this change in negotiation power has an impact on the development of brand meaning and brand equity.

Communities are challenging to manage as a result of the change in bargaining power. Customers have the power to "hijack" a brand and give it meaning that is substantially different from what the marketer intended, or they might decide to defy management choices, as happened with the Apple Newton brand. Consumers get social advantages from brand communities in addition to having access to valuable information. Both consumers and marketers may gain from the exchange of brand information. From the standpoint of the community approach, brand management is complicated, and dealing with the independent consumer groups may be challenging. However, the depths of brand meaning and the degrees of brand loyalty seen in communities may be invaluable, making it worthwhile to understand the fundamental mechanics governing this strategy.

## DISCUSSION

### Socio-Cultural Perspective

The community approach's social brand viewpoint is based on the scientific field of ethnography. Both a philosophical framework and a collection of methods are represented by this tradition. As a theoretical foundation, it centers on the idea of culture and how it affects behavior. The methodological perspective places a strong emphasis on a "real world" approach, which requires researchers to interact with the subjects of their study in their daily lives. Ethnography is a branch of cultural anthropology. A flurry of study began when the brand community idea was published in 2001. The ethnographic viewpoint in brand management was introduced by this research wave, which focused on the consumer as a cultural participant in a social context and used consumption as the source of significant personal social experiences. This new study "cluster" recognizes the social aspect of brands and the collaborative participation of consumer groups in the development of brand meaning and value.

The 'triadic' brand-consumer connection and the social brand viewpoint are at the heart of the community approach. The triadic connection suggests that customers must engage with one another as well as with the brand. The marketer is outnumbered in the interchange between the brand and the customer, making brand management challenging. Having a brand community, however, has several benefits, including the potential to develop profoundly consumer-driven brand meaning and unanticipated levels of customer devotion. The community approach, which is linked to the scientific heritage of ethnography, so reflects a social brand viewpoint. This will outline the main ideas of the brand community theory. These three factors—geographic uncertainty, ties to consumer subcultures, and various brand communities—are the three indicators of a community. However, it is crucial to understand the genesis of these principles in order to comprehend the brand community concept. As a result, the two auxiliary motifs are introduced before the main idea.

Everyone can understand the term "community," but a more precise definition is needed to understand it in the context of brand communities. Sociology's central idea of community is defined by three markers, or fundamental traits, that cut through all of the community's variations. The three characteristics of a community are shared rituals and customs, a feeling of moral obligation, and an awareness of others. In theory, a community does exist if these traits are present. A community is, by definition, a spatially constrained entity. A neighborhood or the grounds of a tennis club may serve as the physical boundaries of a community. It might be formal or casual in the same meaning.

### Supporting Theme: consumerism subcultures

Research into consumer subcultures also serves as an inspiration for and effect on the brand community hypothesis. After conducting a three-year ethnographic study of groups of Harley-Davidson riders, researchers Schouten and Mc-Alexander initially conceptualized subcultures of consumption in 1995. Subcultures were made possible by the degree of identification between Harley-Davidson motorcycles and their users. The social dimensions of consumption have been the subject of a whole new school of study as a result of these results, which introduced social interaction to ideas like customer loyalty, brand meaning, etc. At the conclusion of this, a comparison between a brand community and a subculture of consuming will be made.

## Community of brands

When researchers Muiz and O'Guinn saw "active and meaningful negotiation of the brand between consumer collectives and market institutions," they were able to identify the presence of brand communities. Throughout a two-year investigation on customers' social interactions with three companies. Brand communities were established by Muiz and O'Guinn as "a specialized, non-geographically bound community, based on a structured set of social relationships among users of a brand" and were shown to exist. The survey was conducted on websites related to the three brands of interest as well as in person. Both types of environments included the three community indicators. As a result, Muiz and O'Guinn were able to bring the idea of a brand community to the brand management academic community. The brand community idea caused the geographical component of the original definition of community to dissolve since the three indicators of community were visible in both settings. There are physical clubs and online communities where "imagined others" may get together to express their love of a certain brand. Contrary to the widespread misconception that a community is a geographically constrained entity, a brand community is not constrained by location. In the context of a brand, the community refers to a shared idea of an identity. Undoubtedly, the internet plays a significant role in the development of communities based on a feeling of shared identity with "imagined others. According to study results, members feel a great connection to the brand, but more crucially, they sense a stronger connection to one another. This is in reference to the first indicator of a community: "consciousness of kind." Even though they have never met, members feel as if they "sort of know each other" at some level.

Legitimacy and oppositional brand devotion are two features that define and strengthen this sense of "sort of knowing each other." The concept of "legitimacy" is based on observations showing that members believe other members are either members for the right reasons or the wrong ones. As one community member put it, "We" are the people who "really know" how and why the brand should be consumed, whereas "they" do it for the "wrong reasons." The second trait that might increase members' "consciousness of kind" is "oppositional brand loyalty." Members of the brand community support this feeling of community by harboring a shared distaste for rival brands. Members of the Macintosh community often attack PCs and Microsoft, while the Saab brand community frequently disparages Volvo, a rival Swedish automaker[4]–[6].

Shared rituals and customs, the second indicator of a community, "typically focus on shared consumption experiences with the brand." Every brand community that this research has met has some kind of rituals or customs that serve to maintain the community's culture. These customs include unique welcomes, commemorations of the company's history, and the telling of brand tales; "Storytelling is an important means of creating and maintaining community." The brand community's narrative component has the potential to be incredibly effective. "Supernatural, religious, and magical motifs are common," according to the Apple Newton brand community. "There are strong elements of survival, the miraculous, and the return of the creator". The third indicator of a brand community, "sense of moral responsibility," or "a sense of duty to the community as a whole, and to the individual members of the community," was also evident in the social interaction surrounding the three brands in question. The societies exhibit moral systems, but not in a particularly lofty meaning of the term since they are not concerned with life-and-death issues. Moral systems may be intricate and highly contextualized. The same is true with brand communities. The integration and retention of members as well as the support of members in the right usage of the brand are the two main goals of these moral systems.

### **Community brands, brand festivals, and brand fests**

The classic brand community centers on an established brand and is often created and managed by zealous volunteers. The three signs of a community may, however, also be seen during events known as brand fests, when a forward-thinking marketer creates consumer contact that can aid in the development of a brand community. The research by Mc-Alexander et al. on the deliberate creation of brand communities' sheds light on the potential of a proactive marketer. Even owners who arrived at events dwelling on how different they felt from others frequently left after two or three days believing they belonged to a larger community that understands and supports them in achieving their consumption goals. If the marketer understands and respects the dynamics of a brand community, they can proactively create a platform that facilitates a brand community to evolve. While the existing communities are often made up of ardent brand aficionados, corporate-sponsored brand fests are frequently utilized to attract new members. Brands like Linux and Napster introduce a new category to the strategy. In reality, a community has produced both the free computer operating system that can be downloaded and the internet-based sharing of MP3 music. They both have strong brands and are experts at drastically altering the physical space of their companies. If one is interested in learning more about how the community approach's tenets have fundamentally altered consumer interaction, My-Space and YouTube are additional compelling examples to take into account. Since there is no marketer, these community brands exhibit the same traits as brand communities and brand fests while extending the reach of the strategy. However, the guiding ideas of the communal approach still hold true.

### **Brand communities and consumer subcultures**

Subcultures of consumption have a significant impact on how a brand community theory is developed, as was previously stated. But the two ideas are quite different from one another and shouldn't be mixed together. A discrete of society known as a "subculture of consumption" self-selects due to a common devotion to a certain product category, brand, or consuming activity. In addition to this self-selection, distinct indicators from the three markers that define a brand community are utilized to define a subculture of consumption. These markers include:

1. an orderly social framework.
2. Shared values and beliefs make up ethos.
3. specialized lingo and customs.
4. distinct ways to convey symbols.

These traits go farther than the 'awareness of kind', 'rituals and customs', and 'sense of moral obligation' that define a brand community. In this sense, it's crucial to note that belonging to a consumer subculture requires more effort than belonging to a brand community. Brand communities do not identify themselves in opposition to the larger culture as subcultures do. "Brand communities don't often reject elements of the ideology of the surrounding culture. They give them a hug.

The brand has a socially defined connotation in the subculture. Brand meaning is socially negotiated in brand communities as opposed to being handed down unchanged from consumer to customer. The brand community method derives from a social constructionist viewpoint, while the subculture research is more personally focused on the changing of the self. The sociological concept of community and the concept of consumer subcultures serve as the foundation for the brand community concept. A brand community may be identified by three characteristics: "consciousness of kind," "rituals and traditions," and "a sense of moral responsibility." Brand communities may be spread out geographically or geographically

confined. The idea of a brand community has many forms, including brand fests organized by marketers, regular brand communities hosted by enthusiasts, and community brands where the community itself acts as the marketer. In contrast to a subculture of consumerism, a brand community does not identify itself in opposition to the society at large. Following a description of the fundamental theoretical components of the community method, the following offers recommendations on how to construct a research design to investigate a brand community. If the goal is to analyze the potential to either support or profit from a brand community by watching and extracting brand meaning to be actively exploited in a brand strategy, then this study is required.

### **Data and procedures used Community Approach**

The community approach research draws on the legacy of scientific ethnography. Around the start of the 20th century, ethnography emerged as a fresh method for examining cultural and social phenomena. Fundamental facts about human nature, social connection, and everyday living were sought by the forerunners of this new scientific paradigm. Ethnography has changed through time from being a technique used to study 'strange' and 'primitive' people in the early 20th century to being used more often to study cultural difficulties in a variety of countries, and then, in the middle of the 1980s, to be utilized in the field of marketing research.

It is impossible to study socio-cultural interactions in a community in a lab environment or with the use of surveys. Participation and an open mind are required for research into how meaning is produced. Academic ethnographic research designs sometimes take many years and need total immersion in the target culture. A marketing-based study of a brand community is distinct from an academic study in that it is based on marketing research. The marketing research often has to be carried out in a lot less time and with a considerably less explorative goal. But even when the study must adjust to restricted resources and a constrained time period, the ideas of the ethnographic research tradition may nevertheless provide insightful results. These guidelines will be provided in this article along with a foundational overview of ethnography, the younger sister of ethnography for the twenty-first century.

### **The history of ethnographic research**

Ethnographic research, which is distinguished by researcher engagement and a diversity of data, is also known as field research, observational research, or participant observation. The most typical form of ethnography entails the researcher spending a significant amount of time, either overtly or covertly, observing, listening to, and questioning people as they go about their daily lives in order to gather as much information as possible to help shed light on the research's primary questions.

The tradition of ethnographic study places no restrictions on the gathering of data. A participant researcher is permitted to gather whatever kind of information they feel would further their understanding of the topic or phenomenon of interest. Interviews, in-depth interviews, visual impressions, print, videotaping, and photography are examples of common data formats. Making notes and recording all pertinent observations on camera or on film may also help you remember little information that might end up being crucial. It is preferable to have a thorough grasp of a limited sample of data than the contrary. The participant researcher has the option of remaining anonymous or identifying himself if he so chooses.



According to the tradition of ethnographic research, it is important to understand people in their natural environments and from the viewpoint of the participants. In actuality, this implies that the researcher must be present in the real supermarket to acquire a thorough understanding of the consuming experiences in a supermarket. A deeper and more accurate knowledge from the standpoint of the topic under investigation may be achieved if the researcher has the same consuming experience as the consumer. Because of this, it is important to be present in the study participants' daily environments. The researcher has to interact closely with the study participants. Going native refers to the objective of ethnographic study, which is to spend enough time in a particular setting to fully comprehend its social and cultural phenomena from an "insider perspective." Working in pairs, with one researcher taking on an insider position while the other stays an outsider, is one strategy to overcome the insider/outsider conundrum. In the ethnographic tradition, discussing a research draft rather than a study plan is more relevant. The researcher must follow the process as it unfolds. Unexpected observations or information that was not considered relevant prior to the data collection process may move the researcher's focus in new areas during the examination of the brand community. Combining formal and informal procedures is a common feature of this unstructured data collecting. An interview, which is the official process, may be used as an example and take place in a private residence. It becomes evident throughout the interview that the issue makes the responder uncomfortable when specific topics are brought up. Observations of flushed cheeks and a wary gaze may also be considered data if they further the research's objectives.

Despite praising qualitative data, the tradition of ethnographic study does not exclude the use of quantitative data. If it contributes to a greater knowledge of the study object, qualitative data and quantitative measurements may be triangulated [7]–[10]. In "The Social Influence of Brand Community: Evidence from European Car Clubs," Algesheimer et al. conducted ethnographic research in an effort to "develop and estimate a conceptual model of how different aspects of customers' relationships with the brand community influence their intentions and behaviors." In the corpus of academic research, Algesheimer et al. cite five key theories. The authors conducted exploratory qualitative research through in-depth interviews with car club presidents and focus groups with car club members, experts, and graduate marketing students to evaluate and secure the best research design while developing a quantitative research design for investigating these hypotheses.

A total of 282 vehicle clubs were contacted, a survey was created, and a possible 2,440 members were reached. The poll was made accessible online, and all respondents received emails asking for further information. The five hypotheses were given varying weights using a quantitative study, which resulted in highly specific management implications. In order to guarantee that generalizable implications could be drawn from the investigation's findings, quantitative techniques were used, and the data set was expanded to include a significant number of participants from a variety of vehicle clubs. Creative interpretations are possible in ethnography. In order to offer comprehension of as many levels of meaning as feasible, the thorough analysis of the sample of data should present itself in rich, insightful descriptions that reveal as many details as possible. New ideas may be explored within the context of the tradition. Unintended information and problems may arise throughout the process, and because an ethnographic researcher should make an effort to be open-minded in his work, they should not be overlooked.

### **Netnography**

Netnography includes bringing ethnography, one of the oldest methods of market research, to cyberspace, the most recent marketing environment. In some of the community research

investigations, the internet-based netnography approach is significant. Applying the concepts of ethnography to online research, it is evident that knowledge about the geographically dispersed brand communities should be gathered. Netnographic approaches may be used with a more conventional ethnographic study methodology to get insight into internet-shared brand meaning on community websites. Email questionnaires may be circulated with the assistance of the community, or community members can be contacted and recruited for interviews and/or observation. The notion of community is a fundamental sociological idea, and the community approach reflects a social brand viewpoint. This approach necessitates strategies for analyzing socio-cultural interaction and meaning formation in order to acquire new knowledge. As a result, the techniques employed to investigate brand communities have their roots in the anthropological tradition and a socio-cultural understanding of man. The brand community strategy emphasizes the need of engaging with topics of interest while they are in their natural habitat. The data gathering is flexible since it includes all types of information that sheds light on the phenomenon. A small sample with a rich and in-depth study and a diversity of distinct expressions is better than a large sample with minimal variance. In order to conduct web-based research using ethnographic methods, a technique known as netnography must be modified in order to reach the virtual brand communities.

Brand loyalty has a propensity to "spill over." In the case of automobiles, several sponsored brand communities stand in for the corporate brand while the bulk of customers seem to identify with a specific vehicle model, such as a Volkswagen Passat or a Ford Bronco. A feeling of belonging to the corporate brand seems to be activated by brand community participation at the corporate level, creating the foundation for future repeat purchases. An engaged brand community has had drawbacks however. Rumor management in computer-mediated situations is another potentially major issue, in addition to the collective rejection described in the aforementioned remark. The brand could also be "hijacked" by customers, who act as a group to steer it in other ways from what the marketer intended. Managing a brand community may be done in one of two ways: as an observer or as a facilitator. In the final, we described how the theoretical constructions represent the idea of a social brand and how these constructs suggest the use of ethnographic research techniques to learn more about brand communities. Now, management recommendations on how to behave as a marketer while witnessing or enabling a brand community are given, along with the managerial consequences of these three levels.

## CONCLUSION

In conclusion the importance of the community-based approach in promoting empowerment, cooperation, and sustainable development. This strategy helps communities to handle difficult issues, utilize their own strengths, and contribute to their well-being and resilience by placing a priority on community participation, inclusion, cooperation, and empowerment. A more sustainable and inclusive future may be achieved by supporting locally driven and participative solutions using the community approach as a useful framework. Community customers have the potential to be a huge source of brand loyalty since they often act as brand missionaries, are very loyal, and are less likely than others to transfer brands. Members of the brand community provide crucial input on the brand to the organization; even "grass-roots R&D" might be one of the advantages of having active customers in a brand community. Customers are willing to contribute to the development of the business because of the emotional connection that exists between the company and the community.

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## CHAPTER 13

### CHARACTERIZATION OF OBSERVING BRAND COMMUNITIES

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#### ABSTRACT:

Brand communities, characterized by a shared interest and affinity towards a particular brand, have emerged as powerful platforms for consumer engagement, collective identity formation, and brand loyalty. This abstract explores the significance of observing brand communities, shedding light on the valuable insights gained from studying these dynamic and interactive social groups. The research delves into the key motivations and benefits of observing brand communities. By closely examining consumer behavior and interactions within these communities, researchers gain a deeper understanding of the factors that contribute to consumer engagement, loyalty, and advocacy. Observing brand communities allows researchers to explore the emotional, social, and psychological drivers behind consumer attachment to a brand. Community members are ardent supporters. They decide to invest their free time in a brand, deepening its significance. Simply by looking around the neighborhood, a marketer may obtain profound insight into various levels of meaning.

#### KEYWORDS:

Brand Advocacy, Consumer Behavior, Customer Engagement, Ethnography, Online Communities, Participant Observation.

#### INTRODUCTION

The marketing of the brand to more mainstream customers may benefit from this understanding. Both online groups and real-world settings are sui for observations. A brand manager could sign up for user groups, clubs, or rallies, to mention a few options. In order to determine the brand meaning, the social interactions within the brand community should be monitored using the right anthropological data gathering methodologies. Volkswagen reintroduced the storied "Beetle" in 1998. In 1934, the first Beetle was introduced. Making an automobile for the general public was the notion, which was groundbreaking at the time. With more than 20 million vehicles rolling off the VW assembly lines; the affordable VW Beetle broke all production records over the course of several generations.

Researchers Brown et al. examined the brand meaning communicated on community websites devoted to the Volkswagen Beetle as part of a marketing study on "retro-branding." They obtained understanding into the negotiation and exchange of brand meaning among community members by using an ethnographic approach. The difficult issue of re-launching a cult brand was learned about by adopting a comprehensive viewpoint on the community-based brand-consumer interaction. Examples include on the subject of the new car's technology; Beetle enthusiasts seem split. They often embrace the 'hippie' movement of the 1960s and 1970s, with which the Beetle is closely connected, with a childlike enthusiasm. In many instances, the Beetle is tightly associated with family history and childhood recollections. The Beetle is still affectionately linked with memorable advertising campaigns from the 1960s [1]–[3]. Marketing initiatives geared towards the company's mainstream customers might be inspired by brand mystique, which can be discovered. The marketing of new items may use the brand meaning associated with current products. In brand

communities, users' experiences and 'grass-roots R&D' are shared and may be used for the company's intended promotion.

The community-based method 199 Any marketer participating in a brand community as an observer, however, should proceed with great caution. Consumers in the community detest overt marketing and dislike having their privacy invaded. Community members would probably dislike being watched and desire to feel independent and in control of the brand. The loss of brand mystique, which eventually may cause the brand to lose its attractiveness, is another possible risk. The marketer has to be aware that a rival might just as easily "snoop" into existing brand meaning and try to take unreleased brand meaning. As a result, it's critical to be knowledgeable about current events in both official and informal brand communities. As customers share their user experiences and perceptions of brands, brand communities are crucial sources of information. To achieve genuine customer connection, every marketer needs pay attention to this insightful source of data. However, keep in mind that other marketers may also access the information source.

### **Facilitating brand communities**

Both the marketer overseeing a brand community and the marketer watching it should exercise caution. A brand community is a potent force, and the enabling marketer is encouraged to take a "behind the scenes" approach in order for the community to flourish. A well-planned brand-fest, a face-to-face club, or an online user group may actively promote beneficial customer contact. An excellent retention tactic may be creating a brand community, but prudence and a very discrete marketing presence are required. It is crucial to remember that brand loyalty and the development of brand meaning are really sparked by social interaction around brand consumption. Thus, a marketer must encourage members to interact with both the brand and one another. No matter how many people enter, a picture or design competition is not sufficient. The marketer could, for instance, include the customers as interactive judges in the picture contest if they want to create a community. There are innumerable instances of companies creating websites or other platforms for engagement where the contact between the marketer and a large number of customers is wrongly referred to be a community even when it is not really between consumers. The brand community is special and advantageous for businesses due to customer involvement. Even while there may be a discussion with numerous customers, this consumer engagement should not be mistaken with a conversation just between the marketer and the consumer.

Depending on the goal of the brand community, building a community the size of a club or community must be taken into consideration. Smaller clubs foster greater levels of member identification, according to research. Small communities outside of a corporation's active management tend to have more enthusiastic and involved residents, and this identification is essential for boosting brand loyalty. The problem is that the marketer seems to have a better chance of persuading people in bigger groups. In smaller clubs, interpersonal relationships rule, but in bigger groups, marketers have a stronger direct impact on crucial member behavior.

The community model is more suited for member retention than recruitment. According to research, it is more effective to target customers who already have positive relationships with a brand than it is to engage consumers who are unfamiliar with it. Selling shouldn't be undertaken in public spaces. When the customers are ready, the enhanced brand loyalty will pay off if the marketer is successful in creating a thriving brand community. Members' sense of community would be offended if a sale was attempted in a group setting; as a result, they would decide to quit the group and the brand. Every part of the management implications

reflects this overarching challenge in the community approach. Community members are passionate about a certain brand to the point that it influences their social interactions, yet they also dislike overt marketing. Community members desire to feel independent and in control of a brand's meaning and community involvement.

Brands with a lengthy and intriguing history, goods with a high level of participation, brands that are threatened by competition, pricey brands, or brands that need a lot of care tend to be the subjects of brand communities. There is also the "nerd" effect; things that are highly technical and complex may also draw crowds. Brands of automobiles and motorcycles often draw communities. The potential for highly powerful communities is especially apparent for legendary businesses that symbolize a certain lifestyle, and these brands may exploit the communities as a key component of their brand identity. Communities also seem to be drawn to computers and devices. Joining a car/motorcycle brand group or a computer brand community for the purpose of "helping each other out" is a great idea. For the many Apple Macintosh fans, the prospect of competition is crucial. As its identity is established in many ways in contrast to Microsoft, the brand community takes on an almost utopian tone in this instance. The 'nerd' component is obvious in the case of some of the community brands, like Linux. Communities are attracted by cultural brands<sup>6</sup>. Popular television programs and films like Star Wars also appeal to brand communities. However, if your brand doesn't suit these criteria, it's crucial to remember that you may still profit from a thriving brand community. Fast-moving consumer products are increasingly effective at involving their customers in active brand communities.

## DISCUSSION

These websites resemble youth magazines and focus more on emotional issues and the physical development of young adolescent females than they do on the advertised goods. They provide a forum for discussion about relationships, sexuality, puberty, and health and beauty concerns, to mention a few. There are chat rooms available, horoscopes are offered, and advice on matters of the heart, the body, and self-esteem are given. A unique platform for brand loyalty has been made possible by excellent insight into the psychology of the target population. The Australian website is one of the most inventive, urging users to identify as "Libra girls," get a "Libra nickname," and therefore gain access to a of chat rooms, e-diaries, and horoscopes that is normally limited<sup>[4]–[6]</sup>.

Low-involvement goods may effectively support brand communities. For these less visible brands, a community should be built on a thorough knowledge of the environment of consumption rather than the brand itself. Active marketing, as in other communities, should not be tried here, but creating a space for social interaction may serve as a useful retention tactic as well as a means of establishing familiarity and trust among new users of the product. The brand community platform enables consumers to discuss and resolve some of the most delicate emotional concerns connected to the use of the product, which serves as an excellent method for building trust. A brand community offers several advantages to marketers. The marketer might profit by promoting customer connection via a brand community or by watching brand communities and deriving brand meaning from them. Both routes to gaining the advantages of a brand community need for the marketer to exercise caution and establish a "behind the scenes" presence. It's best to avoid trying to sell anything or find new customers. In the community approach, managerial discretion is crucial. The goal should be to make it easier for customers to share their consuming experiences with one another. The more apparent candidates for attracting a brand community are those with high levels of engagement, a lengthy history, or technological complexity, but an FMCG brand may also help to facilitate one.

This effective relationship also got its start around food and beverages. We had both been discussing the absence of social consideration in typical consumer behavior for a while. In arguments and conversations with our psychological pals, we had both utilized brands. Brands seemed to be a clear outcome of societal forces and structures. Couldn't brands serve as the focal point of a meaningful social aggregation, a community, if they had personalities? Communities frequently revolve on meaning, things, and significant items. The ideal extension of modern social philosophy was represented by brands. So ended our scholarly discussion.

Actually, our experiences with our own personal brand communities also drew us to this subject. At the start of the 1990s, we both drove classic Saabs. We were often stopped while driving these vehicles by total strangers who wanted to chat with us about our Saabs, the history of the brand, where we had them serviced, and our suggestions on Saab-specific issues. We soon understood that these people were not total strangers who had stopped us; rather, they belonged to a group of Saab enthusiasts. We saw that these self-described Saabists acted very similarly to Apple Macintosh fanatics we had come across at different stages throughout our life when we observed their behavior. We also came to the conclusion that the consumer behavior and branding sectors, as they were back then, were unable to explain this occurrence. Nearly little research has been done on the social dimensions of consumption, especially as they relate to brand consumption. A demand for investigation was therefore made clear. The concept of brands serving as summaries of attitudes was a sometimes effective but highly constrained foundation for brand research. It was unquestionably a poor perspective of brands, to be sure. It was more than just lacking. It was unable to accurately depict how social brands operate. Brands are about meaning, and attitude summaries leave that meaning blatantly undefined. Additionally, society's forces, actions, and institutions—including marketers and consumers—are the source of brand meaning. It is fundamentally a collective action.

We saw a feeling of community among brand consumers that was similar to what we observed in densely populated areas. We started to consider how communities may be a valuable lens through which to view the interactions between brand consumers or lovers. We were confident that we were on to something as we gave it more consideration, gathered more data, and studied more of the classic sociological literature on community. People in consumer cultures congregate around brands in a way that resembles what happens in conventional face-to-face communities. It was a fresh concept that made total sense.

First were the obvious instances. In our early research, we mostly focused on small-share brands. Some people first believed that brand communities only included a tiny percentage of customers and peripheral groups. We are happy to see that, more than ten years later, the brand community concept and its use have established itself as relatively mainstream in both theory and practice. Nowadays, social network marketing is widespread and often done via brand communities. Large-share global brands now make advantage of the framework and the key dynamics we identified. Our little affiliation with canonical social theory honors us.

### **The cultural perspective**

The cultural approach is the last strategy in this book, and it is focused on analyzing brands and branding in the context of cultural influences. The strategy places a strong emphasis on the social factors that shape culture and how they may be exploited to create iconic brands, as well as the effects of branding strategies on a market and culture that is more globalized. Starbucks is often described as a brand symbol or a cultural icon. Starbucks began as a single coffee shop in Seattle in 1971; at the end of 2006, the American company

controlled around 12,440 coffee cafes and outlets worldwide. Starbucks started what has come to be known as the "Starbucks Revolution" as a method of expressing how much it has altered how coffee is consumed worldwide. Starbucks is a significant commercial success and one of the world's "brand icons," acting as a standard of comparison. Overall, Starbucks has been a huge marketing success.

However, Starbucks is also criticized for its role as a cultural imperialist, for not showing enough interest in and attention to fair trade, etc. Because of this, it is no coincidence that one of the brands that the anti-brand movement attacks the most also happens to be one of the most successful. According to social critics, "Starbucks has become a cultural icon for all the rapacious excesses, predatory intentions, and cultural homogenizations that social critics attribute to globalizing corporate capitalism." The dualistic nature of the cultural approach may be seen in the phenomenal success of the Starbucks brand and the worries it raises. The literature on the strategy focuses on creating iconic brands on the one hand and the concerns of the anti-brand movement on the other. The most popular companies are increasingly attracting countercultural elements.

Contradictory at first glance, the approach's common denominator is the cultural brand viewpoint, according to which the brand is seen as an integral component of and contributor to popular culture. Most important to both sides are the brands that stand for corporate America. These wildly popular businesses are cited as examples of exemplary practices, but they also draw the bulk of negative comments from movements of citizens who are socially and culturally concerned. Around the turn of the 2000, a body of literature addressing this dual cultural viewpoint on brand management began to appear. Why do brands generate trouble? is a vital read. Holt developed a dialectical theory of consumer culture and branding. This essay discusses both perspectives on the cultural brand and even builds a brand scenario for the future based on the conflicts in the cultural approach. As theoretical pillars of the cultural approach, the conflicting perspectives and the look into the future will be examined. Prior to that, the approach's underlying presumptions will be discussed. Finally, the approach's techniques and managerial implications will be discussed.

Different viewpoints on how to comprehend the interaction between a marketer and a customer were offered by the many brand perspectives launched in the 1990s. While the personality method and the relational approach further established brand value as something that was co-created in a conversation between marketer and customer, the consumer-based approach focused attention on the consumer. The primary theories of brand value development gained additional significance via the community approach as a result of social interaction among loyal brand customers. The cultural brand approach, which is influenced by cultural studies, expands the picture by include the interaction between brands and macro-level culture. The literature discusses the effects of brands and branding on culture as well as how marketers might harness cultural influences to create powerful brands. In the cultural approach, consumer culture is studied rather than the individual customer. Although the brand meaning identified in consumer groups remains the key factor, exactly as in the community method, the analysis's main argument is entirely different:

### **'Brand-Consumer Exchange'**

According to the cultural approach, a brand is examined as a "cultural artifact moving through history" and is therefore analogous to things like a Hollywood film, a book that won the Pulitzer Prize, or a performance at a music festival. The brand tells a narrative, is endowed with cultural significance, and plays a significant role in the complex web of cultural connotations that consumers use to construct their collective identities. In this sense,



the brand serves as a vehicle for the creation of myths and meaning, and it can only be effective if it connects with the current collective identity projects of customers. Understanding consumer identity initiatives is necessary for comprehending the brand-customer interaction in the relational approach. It is crucial to keep in mind that the two methods have distinct understandings of and attention to consumer identity initiatives. The cultural approach examines consumer identity initiatives on a group level. Understanding individual identity projects as significant contributions to brand meaning is a focus of the relational approach. When it comes to concerns and discussion surrounding globalization, the brand is at the center of controversy and has a huge political and financial influence at the macro-level of culture:

It doesn't take much imagination to envision "brands" and "branding" as components of an increasingly dominant market economic and commercial ideo-scape, carried by organizations like the WTO, marketing and management practices, and the current sovereign status of the liberal market economy. This is because market institutions are having an increasing impact on almost every aspect of our lives. As such an ideo-scape, branding is increasingly being used to structure economic and commercial activities in more and larger portions of the globe. The cultural brand approach makes the assumption that the customer is deeply ingrained in the symbolic worlds of branding. A new consumer is created as a result of branding; this consumer is brand aware in the broadest sense. For this consumer, these new symbolic worlds progressively become some of the most important components of identity development, both individually and in groups. The cultural approach's customer is a believer that "no man is an island." The market man, or homo merkins, is deeply ingrained - or trapped, depending on your point of view - in consumer culture. The cultural brand perspective assumes that it is the collective brand meaning creation that is important and relevant to the consumer [7]–[10].

Market man is created through the interaction of various technologies, including those of production, which enable us to change and manipulate objects, sign systems, which enable us to use meanings, symbols, or significations, power, which controls how people behave, and the self, which enables us to alter our way of being in order to achieve a particular state of being. The marketer's position indicates a bird's-eye view. Being actively involved in popular culture helps build brand value. As a result of societal and cultural shifts, the brand is affected by changes that the brand manager has no control over. On the one hand, this indicates that there are other authors involved in the brand meanings than the marketer. On the other hand, a brand manager who is able to comprehend the most important cultural currents may create the appropriate "manu-script" for the brand to profit from contemporaneous, important cultural concerns. By giving the customer the proper web of connections and the most potent myths of its era, the brand is given competitive advantage in this way.

### **The cultural viewpoint**

The cultural approach's point of view places brand consumption in a broad cultural setting and is associated with the history of cultural studies. The culture that is being studied by the cultural method is all around us and may be generally split into three "levels": the subcultural, national, and global levels. They are all legitimate levels of study and issues from the standpoint of the cultural brand. When consumption is seen via a cultural lens, every facet of consumer experiences is examined within its corresponding cultural context. The methodology 'borrows' techniques from other scientific disciplines, including ethnographic fieldwork, netnography, and phenomenological interviews. However, the interpretation of the data differs from other strategies due to the macro level of research. The following passage effectively demonstrates how information obtained from phenomenological interviews is

processed in the context of culture: Our goal was to pinpoint the most consistent and substantial cultural meaning patterns that gave rise to these discovered connections. The foundation of this hermeneutic form of interpretation is that a particular customer is not expressing a purely subjective opinion. Instead, he or she is expressing a set of culturally accepted meanings and ideas that has been personalized to meet his or her own life objectives and situation. This is a typical illustration of how cultural approach researchers acquire data using approaches from many scientific disciplines and then 'elevate' their results to a cultural level using macro-level analysis. The methodology and data of this will go into further depth about this.

In contrast to the other six brand perspectives in this book, the cultural brand perspective is focused on branding and culture and is distinguished by having numerous layers and competing viewpoints. Along with study investigating the degree to which consumers can or cannot free themselves from consumer culture, ethical, political, and philosophical arguments about management, politics, and philosophy are at the center of the cultural approach. This "cluster" of brand literature presents the cultural brand viewpoint, where the brand functions as a cultural artifact and broadens the analysis's emphasis from a micro to a macro level about the role that brands play in consumer culture. The methodology focuses on the interaction between culture and brands. Brand symbols and countercultural anti-branding movements are at the heart of the cultural approach. Brands that have successfully integrated themselves into culture more than others are considered iconic. The biggest worries are also placed on brand symbols at the same time. The concept that the marketer intentionally gives the brand cultural significance and participates actively in consumer culture is at the heart of the cultural strategy. The company is seen as a legendary product that offers up for consumption popular notions about cultural identity initiatives. The mechanics by which brands become icons are revealed by the cultural approach. The strategy also takes into account a consumer culture that is becoming more and more focused on branded goods and pressing firms to adjust their behavior.

## CONCLUSION

In conclusion, observing brand communities is important for gaining insight into customer involvement, group identification, and brand loyalty. Researchers acquire important insights into the motives, behavior, and social dynamics inside brand communities using qualitative and quantitative approaches. A thorough knowledge of the complex interactions between customers, brands, and the creation of group identity may be gained through observing these communities. These insights may strengthen the bonds between businesses and their communities and can be used to guide marketing efforts and brand management initiatives. Longitudinally observing these societies may be difficult because of how quickly their dynamics might change. Self-selection and bias may also have an impact on the community's observed behavior. To guarantee validity and dependability, researchers must carefully take into account these constraints and triangulate their conclusions using many data sources.

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