



The Relationship of Brand and Culture

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Brands are in stores, in posters, TV advertisements and on the internet, they are wherever we look. On the other hand, culture is the social order of any organization or brand, It shapes attitudes and behaviors in many flexible ways. However, both are closely linked in the sense that culture has an impact on brands and their successes in foreign markets

The methodology used in these research papers are questioners, data reviewing, interviews and exploratory research to accomplish the intended study.

AFTER REVIEWING THESE FIVE RESEARCH papers, it is concluded that there is a relationship between the variables: Brand and Culture. Therefore, culture is essential to build a successful marketing strategy; any brand must take into consideration the cultural impacts of the society where a new product is launched. People decide purchasing a product based on their cultural influences.

Abstract

In this research paper, the attempt was done to prove the relationship between brand and culture, and other related variables.

Keywords: Culture, Branding, Consumer and Products



Results

- The preferences of international brands either in the Iranian or Indian market
- Thus, brands should consider multicultural conceptions through culturally sensitive marketing communication strategies.
- Studying the cross-cultural issues need to be considered when it comes to renowned brands in host nations to avoid mistakes that have occurred in previous brand corporations.
- International brands such as Cadbury Dairy Milk and Coca-Cola have maintained their position as dominant players in the Indian market. Even with the existence of rival companies, they did not lose their popularity.

References

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Literature Reviewed / Theoretical Part of the Research

Consumers consider that they own the brand and as an outcome, consumers search for self-identification with brands (Keller, 2004). The cultural framework of Hofstede was built on the basis that people from different cultures have different attitudes, beliefs, morals, and customs. (Hofstede, 1980). Cultural diversity the existence of diverse cultural symbols, heroes, rituals and values (Hofstede, 2010). Culture is defined as social standards and behavior of the individuals in a particular society. (Croucher, 2012). When culture is added as a formula of branding, customers try to live the brand values (Cayla and Arnold, 2008). Failure is contagious, and brands, in general, observe the acts of one another and make efforts to replicate them. (Ramamurthi, 2012).