



## INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE AND MANAGEMENT

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## PSYCHOGRAPHIC APPERCEPTION AND PURCHASE RESONANCE OF FOREIGN BRANDS IN THE INDIAN MARKETING SECTOR

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### ABSTRACT

The premise of marketing is based on prevailing trends in Brand Management and tends to gauge their importance both from companies and consumer point of view. The goal of companies is to create customer retention, by repeat purchase, brand referrals and increase in purchase frequency and volume purchased. This is quite possible through crediting right emotional appeal in brands. The focus of this research paper is to explore the perceptual domain of consumer's buying behavior and to measure its effect on post purchase dissonance. Owing to globalization, companies need to strive for psychographic brand positioning through satisfaction of customer's emotional quotient. The study also stresses upon positioning with respect to consumer's perspectives, image of symbols, visual, metaphysical domain to create value differentiation among like variants. This paper begins by explaining the relevance of global brands and thereafter focuses on the psychographic apperception in relation to localization strategies for global brands. Globalization is imperative in the new millennium and branding becomes an imperative when identity is lost due to homogeneity, for branding in its simplest form is a differentiator. The etymology of the word "brand" has its origin in the old Norse word "brandr". It means to burn. In the 21<sup>st</sup> century, the brand has assumed the notion of corporate umbrella.

### KEYWORDS

Purchase resonance, Foreign Brands, Brand Management.

### ORIGINATION OF FOREIGN BRANDS

In fact, the identity of the producer was reflected by brand names. For instance, foreign brands like Smirnoff vodka takes its name from the Smirnoff's family which went into the vodka business in the year 1818, Ford automobiles proudly displays the name that belongs to Henry Ford – I the founder of the company.

Many other foreign brands that took the names of their creators include Rolls-Royce, Sears, Waterman fountain pen, Mercedes Benz, Ponds, Bakers, Bugatti Cars (after the founder, Ettore Bugatti), Morris, Edison Phonograph, Levi's ( after Levi Strauss, the founder). The names of produces began to get replaced by names of places (Polar, Artic, Burma teak ) famous people. (Hilton, Tommy Hilfefer) and even animals (Kangaroo, Cobra).

Our emotions play an important role throughout the span of our lives because they enrich virtually all of our waking moments with either a pleasant or an unpleasant quality. Cacioppo and his colleagues wrote that " emotions guide and enrich our life, they provide meaning to everyday existence; they render the valuation placed on life and property ". Cacioppo et.al.2001) which also illustrates that the relationship with our physical world is emotional. It therefore doesn't come as a surprise that consumer researchers have found that emotions evoked by products enhance the pleasure of buying, owning and using them.

### RESEARCH AREA –MARKETING MANAGEMENT

Products do have an emotional value associated with it which means the ability of the product or service to satisfy the customer by giving rise to feelings like joy, love, respect etc. A brand is more than a product – incorporates an invisible aura – a layer of images, symbols and feelings. The perceptual aspect of brand exists in the psychological space of the consumer.

Branding is actually burning the physicality of product and going into its core vis-à-vis consumer's physical benefits and going to the perceptual domain. In fact, it is converting to abstract of product with that of consumer's mind, the very subtlety.

Brand imagery assumes an important role in the consumer's life because brands perform "badge" or value expressive functions. They define a person. Possessions play an important role in establishing a person's identity. Our possessions move up in the hierarchy and become part of ourselves." We are what we have (which) may be the most basic and powerful fact of consumer behavior"

Consumers want to personify themselves through possession of brands. When these brand names happen to be of French, German or Italian language, he feels, yes this is matching with his image, prestige. The manufactures, marketers, retailers are also well aware about the emergence of this "new age consumerism" which is GLOCAL i.e., he has global exposure and has stayed to his very roots. This trend of GLOBALISATION, which is a product of globalization fine-tuned to local market needs, is the very reason that markets are flooding with foreign brands. Versace, Gucci, Lactose, Elle18, Gillette, Legrand, Skoda Octavia, Cartier, Tag Hauer, Rolex, Renault, Bellmonte, Mont Blanc, Louis Philippe, Van Hausen are classic examples in this respect. Owing to the impact of foreign brands on the consumer's psychology, some national level manufacturers and marketers are following the trend and are purposefully using Foreign Language words to name their brands like "Madame", "Belle", "Enchante", "Jolen", "Alto", "Numero Uno", "Encore", "Senor" to boost their sales.

### STATEMENT OF PROBLEM

The problem is stated as "A study of Foreign Language words effecting the purchase decision of consumers and how theses words are used by marketers in Brand Names."

### INTRODUCTION

The globalization is the most happening scenario at present. Neither of industry can escape from its benefits and it has to be accepted. With the flurry of international brands entering market place, are the customers ready for them especially when these brands names are words of French, Spanish, Italian and German languages. Are the marketers are themselves clear and knowledgeable about the exact pronunciation, meaning of these very brand names, the channels of supply and distribution viz. wholesalers, C & F agents, stockiest, retailers, are they really clear about the philosophy behind the brand names, that they are selling to their customers.

Huge budgets are earmarked and spent upon promotion of these brands. We all consume these brands daily, we see them in newspapers, television, hear their soothing jingles.

When there is an advertisement like; "Elle 18", "Be Yourself", "Louis Philippe", "Upper Crest", "Lacoste – Be what you are", "Nescafe – The Taste that Gets You Started", "Alto – The Hottest Little Car in Town", "Mont Blanc – Art of Writing", the marketers are imbuing a symbolic value addition in these brands, and consumers are purchasing and consuming them for two basic reasons. One the brand meets the basic physical product need and want, that he decides through the left brain, i.e. which is rational and logical and helps him to decide due to its quality, reliability, price, service, credibility etc. But words of French, Spanish, Italian and German are being purposefully used for brand names to create distinctiveness and uniqueness in the consumer psyche, and through the brand names like Pajero, Lebon, Garnier, L'Oreal, Chevrolet, Cicada de Goa, elf, Madame, Gucci, Senor, Jolen, Numero Uno, Mont Blanc, Pierre Cardin, (the list is endless), they are relating to the feelings, social approval, self-respect and personality traits of consumers who in turn derive the required self – image, prestige, identity and self expression through the brands.

Real boost to branding came in the middle of 20<sup>th</sup> century with industrialization and growth and income, competition consumers goods industry, especially non-durables were the first ones to be influenced by this dynamic process.

In early times farmers used to burn a mark of symbol on their animals to identify their livestock from those of others – a process called branding. This is common even today, output was craft based. Branding in its simplest form is a differentiator. One can trace the etymology of the word "brand – it means to burn".

Branding is actually burning the physicality of product and going into its core vis-à-vis consumer's physical benefits and going to the perceptual domain. In fact, it is converting to abstract of product with that of consumer's mind, the very subtlety.

In 1890s, a variety of brand names were used by the marketers. These could be reclassified into four different categories. First, were the names of investor, parent holder shopkeeper like Baker's Cocoa. Second, derived from the places where they were invented, developed or sold e.g. Columbia Bicycles. Third, scientific names based on Latin or Greek like "Cuticura Soap". Fourth, derived from English words indicating status like Regal Shoes"

There are following distinctive perspectives of brand; that are crucial:

#### **VISUAL/VERBAL PERSPECTIVE**

This emphasizes upon logo, trade mark, package design. Some brands are identified by their symbols. Three pointed star (Mercedes), 'K' yellow sign (Kodak), Golden Arches (McDonald's). These create identity and differentiation. There is a strong connection between colour and brands that helps in brand recognition and recall. Red connects with coke and Colgate, blue is associated with Pepsi.

#### **WHAT IS A BRAND?**

A brand is a name, term, sign, symbol or design or a combination of them intended to identify goods or services of one seller or group of sellers and to differentiate them from those of competitors.

#### **POSITIONING PERSPECTIVE (DIFFERENTIATOR)**

Through this a position or a place is created in prospect's mind in a coordinated manner due to over crowded brands and clutter in their promotion vis-à-vis competition. This calls for a distinctive and unique word. IBM is to 'Computers' what Xerox is to 'Photocopying'

#### **VALUE PERSPECTIVE**

Through this, brand offers – functional, expressive and central. Functional refers to performance aspect. There is no scope of differentiation here. ThumsUp, Coca Cola and Pepsi have a common functional value of cola drink. The expressive value projects the customer angle of brand. Though this differentiation is created in brand by imbuing affiliation and esteem. 'Marlboro' is not a cigarette, but an attitude. This central value at their purest are embodied in religious, national or political persuasion.

#### **BRAND IMAGE PERSPECTIVE**

These days, foreign language words especially that of French are used to differentiate the brand psychologically rather than physically brands define a person we are what we have which may be the most basic and powerful fact of consumer behavior. Only symbolism is not enough for a brand; it has to have functional satisfaction by its very possession.

#### **ADDED VALUE PERSPECTIVE**

A brand is a product, a commodity that has added values to make it more acceptable to consumers. These values might be intangible but are still very real as they are considered vital and additional attributes. This sums up in the form of reliability, consistent quality, confidence and credibility. "Gucci", "Chevrolet", "Pierre Cardin", "Nescafe", "Le Meridian", Audi, Volkswagen, Legrand are perfect examples to cite.

#### **PERCEPTUAL APPEAL PERSPECTIVE**

The three appeals corresponding to senses, reason and emotions are noteworthy here. Marketers resort to it to create a perceptual connectivity about their brands, that will create the right brand equity in consumer's psychographic profiles. When a footwear manufacturer and marketer launches a range of shoes for men and brands it "Senor" (which means Sir / Mr. in Spanish, Italian and Portuguese) rather than, keeping the name as in English; "Sir/Mr." he has already created a positive and forceful perception in his target market's psyche as something distinctive.

Similarly, when Mitsubishi launched its vehicle for Spanish market it termed it as

"Pajero". Liberty footwear have created a perceived value towards its ladies designer footwear by branding it as "Madame" ( this means Mrs. / madam in French).

#### **PERSONALITY PERSPECTIVE**

"Personality is composition of those inner psychological characteristics that both determine and reflect how a person responds to his or her environment". Here the focus of marketer is to create a conduit between the personality of consumer with that of brand(s) he chooses to purchase having the similar traits infused through brand names more so by using different and unique names other than those offered by competitors, which could be visual projections of a person(s) as "sophisticated", "masculine", "dependable" or "friendly". Pepsi and Thums Up are projecting youth, daring, happy go lucky type of, whereas "Coke" personifies everything that is America, what America is all about symbolically.

#### **RESEARCH OBJECTIVES**

The research problem – "A critical study of French, Spanish, Italian and German words viz referred as foreign languages that are used in brand names," will focus on the following objectives:-

- Analyze the trends of brand management followed by corporate.
- Gauge the impact of foreign language words in branding strategies by companies
- Deluge into the intricacies of consumer behavior towards final purchase of brands.
- Split-brain theory, functioning of consumer mind vis-à-vis brands to decide for a final product purchase.
- The most common global brands in the market place, their brand names uniqueness, the foreign languages they have been picked from and reasons for these brand names.
- To forecast the future trends and changes in brand management foreign language words of philosophy of conception.
- Exploring the various perspectives of branding viz image visual /verbal positioning and perceptual to plug the perception of consumers through creating right emotion conduct between companies and largest market.
- Studying and investigation the benefits accruing to companies vis-à-vis foreign language words in their branding strategies.
- Exploring the benefits of brand names of foreign languages from consumer's point of view.
- How the industry and society is benefited and will be benefited from foreign languages in marketing.
- Understand and explore, the lacunae in foreign language brand names knowledge from both companies and consumers point of view.

- To develop system (s) and measures for the up-gradation and improvement of knowledge of foreign languages, so that brand names could be understood as per their philosophy of conception.

### IMPORTANCE OF RESEARCH

This research is important due to the following mentioned aspects:

- The prevailing global market place is like a village that is connected with the entire communication network thanks to convergence. The foreign languages have crossed the academic and intellectual boundaries and have become a part of our daily life.
- Foreign languages have come to stay in every field whether it be Marketing Engineering, Information Technology, Medicines, Law, Accountancy, and more so all the disciplines are interconnected in one way or the other.
- Due to onset and expansion of liberal business economic policies embarked upon by India and other developing nations, French, Spanish, Portuguese, Italian and German have really made their inroads and marketers of consumer durable goods, FMCG (Fast Moving Durable Goods) and services products have resorted to their words to be used as brand names. This has happened as the maximum multinational companies are French, German, Italia and Spanish. These MNCs have retained their global brand name(s) but have adopted local strategies. They have made inroads to India, owing to middle class that is the largest in world. There are joint ventures, subsidiaries and franchising unity.
- Moreover, due to increase in disposable income, increase in literacy rate and higher per capita income, standard of living have further increased the size of high value consumer products market especially automobiles, jewelry, fashion apparels accessories, leather products, tourism etc. Due to this, market place is flooded with global brands, and the best way indigenous marketers have found to make their presence felt is by giving French, Spanish, Italian and other foreign language words for their brand names. Examples are "Madame", "Senor" footwear introduced by Liberty and Bata. "Encore" luggage by VIP, "Jolen" cosmetics.
- The Foreign Language words create the uniqueness, differentiation emotional appeal, the feel factor, the fantasy that a consumer is looking over and above the functionality of brand.  
"The Psychological processes affecting consumer behavior"

Four key psychological processes influence consumer behavior that companies study evaluate and accordingly finitude their products and approaches:

**MOTIVATION:** A motive is a need that is sufficiently pressing to drive the person to act. Some needs are biogenic and physical or basic e.g. thirst, hunger, sex. Others are psychogenic like need for recognition, esteem, fame, and belonging. A need transforms towards a motive when it is aroused to a sufficient level of intensity.

**PERCEPTION:** It is the process by which an individual selects, organizes, and interprets information inputs to create a meaningful picture of the world. In marketing perceptions are more important than reality because consumer's behavior varies due to different perceptions based upon three perceptual processes – selective attention selective distortion and selection retention.

**LEARNING:** Learning is simply "Changes in an – individual's behaviors arising from experience. Marketers study learning theories to build demand for their brands through association with drives motivation cues, and positive reinforcements.

**MEMORY:** - Memory is classified by cognitive psychologists as (STM) Short Term Memory and (LTM) Long Term Memory. Brand associations consist of all brand related thoughts, feelings, perceptions, images, experiences, beliefs, attitudes et al. that becomes linked to the brand node. LTM consists of a set of nodes and links which is a kind of network including information that is verbal, visual, abstract or contextual. Marketers make sure that right brand knowledge, structures are created and maintained in memory and for this they makes sure that consumers have the right types of product and service experiences.

This is crux of our research paper. French, Italian and other words are used as brand names, so that emotional and prestige chord is established with the consumer. A spreading activation process from node to node determines the extent of retrieval and what information can actually be recalled in any given situation. When a node becomes activated because of external information is being encoded (e.g. when a person reads or hears a word or phrase) or internal information is retrieved from LTM (e.g. When a person thinks about some concept) other nodes are also activated if they are sufficiently strongly associated with that node.

This study investigates and introspects that reasons behind the usage of foreign language words, terms of French, Spanish, Italian and Germany brand names used by the manufacture and marketers, whether it be consumer durables, fast moving consumer goods or services. Through a descriptive and exploratory research, this study tends to carve out a distinctive retrospection and introspection in the area of brand management, which is noteworthy from all the focus dimensions; viz. marketers, consumers industry and society. Moreover it will have global ramifications as well.

The brands have two dimensions functional and emotional or symbolic. Through this study, an attempt is made to dig out the intangibilities of the brand that complements its tangible aspects that affect the consumer behavior in buying a brand and create brand loyalty.

Reasons and emotions are two halves of a consumer's mental setup. According to neurologists human brain has two halves; left brain and right brain. This constitutes split-brain theory and consumer's purchases are influenced by these two halves only. The left brain drives cognitive abilities like speaking, reading and attributions, and the right brain drives non-verbal, pictorial and holistic information. This idea is consistent with hemispheric lateralization or the split brain theory.

This study approaches the issues and perspectives that are incorporated by marketers to connect the corresponding emotional components of consumer's brain frame of mind in a manner that it becomes consistent and post purchase dissonance is minimum. Plus, from consumer point of view, how the right brain complements left brain through emotions, feelings, and whims and fancies and a purchase is made.

Moreover, the leaflets brochures and flyers (bills) printed in Hindi of these brands have wrongly the brand phonetically. This will affect the brand perception in consumer mind and is not in accordance with global parameters of the multinational companies.

### IMPLICATIONS OF RESEARCH

- The goal of companies is to create customer retention by repeat purchase, brand referrals and increase in purchase frequency and volume purchased. This is quite possible through creating right emotional appeal in brands.
- The study has important implications as to know prevailing trends in brand management and gauge their importance both from companies and consumers' point of view.
- Due to enhanced competition there is a strong need to create brand loyalty for the companies and this could be done by creating a bridge of feelings and emotions with the customers.
- Customer relationship management is practiced by adhering to brand expectations of customers, and awareness of foreign languages will enable companies to meet this and advent of multinational companies have lead to the foreign language words/terms to be used as brand names. This constitutes an important aspect of customer's personality traits.
- The study has 360 degree implication and rationale. It will benefit marketers as their brands will be pronounced correctly by customers to gain the desired association and credibility.
- The customers will be convinced about their purchase and their post purchase dissonance is removed and they will thus reduce the expected personification when brand names are pronounced correctly by them. This is a very new concept and it is related to consumer buying behavior, and psychographic parameters i.e. emotions, feelings, sentiments and spirituality, it goes beyond the physical attributes towards meta physical domains.



- The companies will be benefited as the brands names are crowned after a lot of research activities and knowledge of foreign languages will be an innovative tool to justify it.
- Presently, companies are imbuing personality to their brands through emotions and fantasies.
- The above aspects relate to the emotional aspect of consumer buying behavior. The feelings and emotions are a subject of right brain, and due to ever increasing competition, this happens to be a crucial point to create brand differentiation from company's point of view and purchase decisions from consumers point of view. This point is further crucial considering the fact that the products have the same functional attributes by and large; it is through branding that the positioning is created in consumers' psyche.
- Marketing has become more dynamic than 4Ps of product, price, place, promotion and further of people, packaging, public; emotions and feelings are the decisive factors, especially when impulsive buying is on the escalation mode.
- Consumers want to personify themselves through possession of brands. When these brand names happen to be of French, Spanish, Italian and German languages, he feels "yes this is matching with his image and prestige".
- The manufacturers, marketers and retailers are also very well aware about the emergence of this new age consumerism which is **GLOCAL** i.e., he has global exposure and has stayed to his very roots. This trend of **GLOCALISATION** that is a product of globalization fine tuned to local market needs is the very reason; they are flooding the brands names with foreign language words. Versace, Gucci Lacoste, elle18 ,Gillette, Legrand, Skoda Octavia, Cartier, Tag Hauer, Rolex, Renault, Belmonte, Mont Blanc, Louis Philippe, Van Hausen are classic examples in this respect.
- Some national level manufacturers and marketers are following this trend and are purposefully using French, Spanish, words to name their brands, like "Madame" "Belle" "Enchante", "Encore" "Alto", "Numero Uno", "Uno"
- Even fake products are being sold just through foreign language brand names. Since a particular segment of consumers, which can't go for the original brand, or in case he can afford to buy a foreign brand, it has a **MYOPIC VIEW**. This means, it is just looking for a brand, and has a short sighted approach, and does not plan its purchase, rather it just goes for it and doesn't indulge into any sort of comparative analysis of other brands. This segment's purchase decision is just based upon Brand Name(s), i.e. a foreign language word(s).

## HYPOTHESIS

### NULL HYPOTHESIS

- **HYP 1:** Emotions especially triggered through thoughts and feelings are vital in brand management and educational background has no role to play in this context.
- **HYP 2:** Although French, Spanish, Italian and German words are used widely as brand names, but there is inadequate awareness among marketers, distributors and retailers about them and the branding strategies are not balanced.
- **HYP 3:** Target Market is aware of the foreign languages and hence the right perception of brands is created.
- **HYP 4:** The brand names are not pronounced rightly, resulting to mismatch in creating right emotional appeal between companies, channel partners, end consumers and brands at the core level.
- **HYP 5:** Foreign Languages have a very significant role in brand management that effect marketing strategies of company's vis-à-vis product line and psychographic segments of market.

## METHODOLOGY

Type of research design: The research is descriptive in nature. The objective is to determine the shortcomings related to knowledge base and awareness levels of foreign language words as brand names, consumers, channel partners and marketers are exposed to.

### DATA COLLECTION:

Data collection is through Primary and Secondary sources.

### SAMPLE DESIGN:

It consists of Random Sampling.

### SAMPLING FRAME:

It will be done through discussions with consumers (especially those studying at undergraduate and post graduate levels in the age group 17 – 24 years ) , their parents, friends, relatives, neighbours, retailers, executives, officers working in companies with an annual income of 4 lac per annum. Plus teachers, lecturers, professors, teaching foreign languages and management subjects, school students of sixth to tenth standards, between 11 – 15 years, learning French, Spanish, German, Italian.

SAMPLE SIZE: 100

Method of data Collection:-

Interviews as field process, observation.

Instrument/Tool: Questionnaire.

Questionnaire designed is structured and non – disguised type, so that respondent is aware of the purpose of the survey and the nature of the questions.

- There will be little room for interpretations.
- Questions are objective.
- There are some open ended questions.
- Approximately 40 questions are there.
- Simple language is used.
- Encouragement to reply is there for the respondents.

The study on effectiveness was carried out on the unsegmented sample (s) in general as well as the sample segmented by the demographic variables (education, age, sex, and income) and psychological variables (need priority) by tabular analysis. Random samples of T.V. viewers, metropolitan newspaper readers were selected from NCR.100 copies of the questionnaire were distributed out of which 88 could be retrieved after they were answered. Further, the sample(s) in general and sample segmented in the above manner were statistically analyzed by using Z-Test.

## RESULTS AND DISCUSSION

TABLE 1: RESPONDENTS REACTION TO EMOTIONAL APPEALS USED IN TV AND NEWSPAPER ADS

Reaction to commercials	Response	%
Such ads are interesting	289	55.79
Such ads are not interesting	229	44.21
Total	518	100

From the above data it was seen that out of the 518 valid respondents in the state, 55.79% of the respondent react to emotive ad in positive way giving an opinion that such ads were interesting to watch, while 44.21% of the responded felt such ads were not interesting to watch.

**TABLE 2: RESPONDENTS OPINION REGARDING COMPREHENSIVE CAPACITY OF EMOTIVE ADS**

Comprehensive capacity of Emotive ads	Response	%
No	218	42.08
Yes	300	57.92
Total	518	100

The above table shows that 57.92% of the respondent were of the advertisement using predominately emotional appeals create confidence and a positive attitude in their mind to wards the advertised brand making the ad message appear more convincing, while 42.08% of the responded were not of such opinion.

**TABLE 3: RESPONDENTS RETENTION OF EMOTIVE AD MESSAGE**

Retention of Emotive ad	Response	%
Not at all	49	66.60
A bit of the advertisement	252	48.65
Major part of the advertisement	134	25.87
The complete advertisement	83	16.02

From the tabular analysis it was quite clear that 48.65% of the respondents remembered ad messages dominated by emotional appeal to some extent, 25.87% of them remembered such ad messages to a large extent, 16.02% remembered it completely while 9.46% of the respondents hardly remembered such ad messages.

**TABLE 4: RESPONDENTS PREFERENCE FOR APPEALS USED IN TV AND NEWSPAPER ADS**

SCORE	EMOTIONAL APPEALS		RATIONAL APPEALS	
	Response	%	Response	%
Score 1	170	32.82	345	66.60
Score 2	21	4.05	38	7.34
Score 3	327	63.13	135	26.06
Total	518	100	518	100

(Score 1 stands for least preferred, 2 for undecided & 3 for most preferred)

From the table it was quite evident that the percentage of the respondents who had strong preference for ads using emotional appeal was 63.13 while the percentage of the respondents who had strong preference for ads using rational appeals was 26.06.

**TABLE 5: RESPONDENTS OPINION REGARDING EMOTIVE ADS (DESIRE GENERATING CAPACITY). ARE RESPONDENTS / ABLE TO ASSOCIATE PRODUCT VIS-A-BRAND (FOREIGN / INDIAN)?**

Emotive ads desire generating capacity	Yes	%	No	%	Total	%
Mont Blanc	313	60.42	205	39.58	518	100
Louis Vuitton	313	60.42	205	39.58	518	100
Louis Philippe	303	58.49	215	41.51	518	100
elle	268	51.74	250	48.26	518	100
Garnier	281	54.25	237	45.75	518	100
Cartier	180	34.75	338	65.25	518	100
L'Oreal	136	26.25	382	73.75	518	100
Pierre Cardin	160	30.89	358	69.11	518	100
Chanel	217	41.89	301	58.11	518	100
Van Haussen	181	34.94	337	65.06	518	100

Products like fashion apparels, cosmetics, watches and perfumes were chosen for high involved product category.

The above table shows that in case of FMGC products 60.42%, 58.49%, 51.74 and 54.25% of the respondents felt that ads dominated by emotional tone played a positive role in creating a want or desire for ( products like fashion apparels, cosmetics, watches and perfumes.

**TABLE 6: INFLUENCE OF EMOTIVE ADS OF FOREIGN BRANDS IN TERMS OF ACTION**

Influence of Emotive ads in terms of Action	INQUIRED		TRIED/PURCHASED		TOTAL	
	Response	%	Response	%	Response	%
Mont Blanc	165	31.85	353	68.15	518	100
Louis Vuitton	185	35.71	333	64.29	518	100
Louis Philippe	196	37.84	322	62.16	518	100
elle	301	58.11	217	41.89	518	100
Garnier	222	42.86	296	57.14	518	100
Cartier	399	77.03	119	22.97	518	100
L'Oreal	324	62.55	194	37.45	518	100
Pierre Cardin	358	69.11	160	30.89	518	100
Chanel	359	60.31	159	30.69	518	100
Van Haussen	238	45.95	280	54.05	518	100

The above table shows the effect of ad messages using emotional appeals in terms action either in the from of inquiry or in the form of trial/ purchase for the advertised brand. Separate scores were calculated for answers relating to inquiry and trial/purchase. The percentage of inquiry was 31.85% for Mont Blanc, 35.71% for Louis Vuitton, 37.84% for Louis Philippe, 58.11% for elle, 69.11% for Pierre Cardin, 60.31% for Chanel and 45.95% for Van Haussen.

The percentage of trial or purchase was 68.15% for Mont Blanc, 64.29% for Louis Vuitton, 62.16% for Louis Philipe, 41.89% for elle and 57.14% for Garnier while the % of purchase was 22.97% for Cartier, 37.45% for L'Oreal, 30.89% for Pierre Cardin, 30.69% for Chanel and 54.05% for Van Haussen.

The percentage of inquiry was more in case of consumer while the percentage of trial/purchase was more in case of FMGC products with the exception of chocolates, soft drinks and four wheelers.

**TABLE 7: MOST PREFERRED APPEAL ACROSS LIFE STAGES AND PRODUCT TYPES**

STAGE OF PRODUCT	Rational	%	Emotional	%	Total	%
New Expensive product	453	87.45	65	12.55	518	100
New Less Expensive product	182	35.14	336	64.86	518	100
Established Less Expensive product	178	34.36	340	65.64	518	100
Established Expensive product	171	33.01	347	66.99	518	100

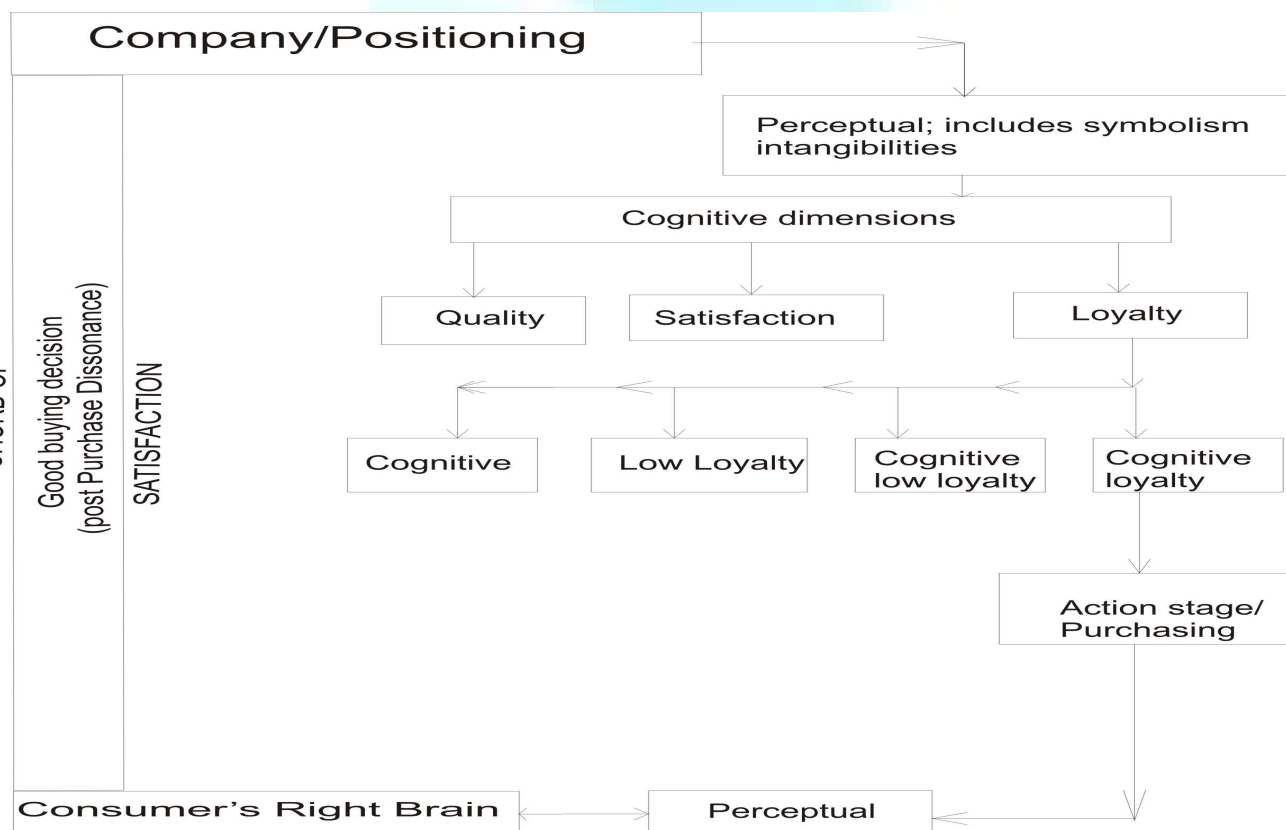
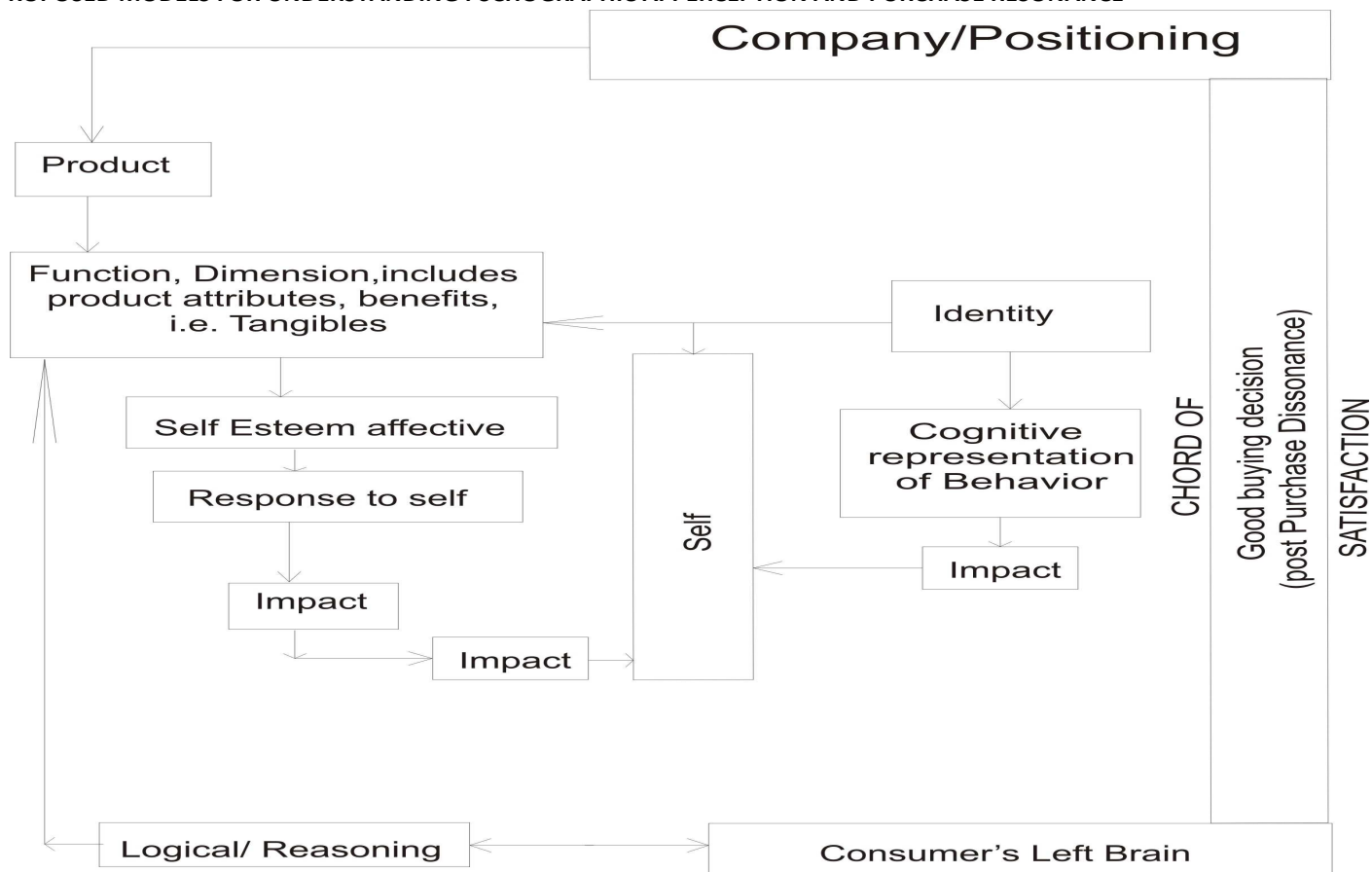
87.45% of the respondents preferred ads dominated by rational appeals for new and products, 64.86% of the respondent preferred ads dominated by emotional for new and less expensive products, 65.64% and 66.99% of the respondents preferred ads dominated by emotional appeals for established and less expensive products and established and expensive products respectively.

- Z (calculated) 0.14 < than Z (tabulation) at 5% level of significance. The null hypothesis (HYP 1) was accepted. There was no significant difference in preference for emotional appeals among respondents from different educational background.
- Z (calculated) 2.32 > than Z (tabulation) at 5% level of significance. The null hypotheses, (HYP 2) was rejected. There was significant difference in preference for emotional appeals among respondents for foreign brands and thus proves although French, Spanish, Italian and German words are used widely as brand names, but there is a dearth of awareness among marketers, distributors and retailers about them and the branding strategies are not balanced.
- Z (calculated) 2.13 > than Z (tabulation) at 5% level of significance. The null hypothesis (HYP 3) was rejected. There was significant difference in preference for emotional appeals among respondents of different sex. Females strongly preferred emotional appeal as compared to males. Target Market is exploited through emotional appeals only and are unaware of the foreign languages and hence the right perception of brands is not created.
- Z (calculated) 1.12 < than Z (tabulation) at 5% level of significance. The null hypothesis was accepted. There was no significant difference in preference for right emotional appeals of foreign brands among respondents of different income group and the brand names are not pronounced rightly, resulting to mismatch in creating right emotional appeal between companies, channel partners, end consumers and brands at the core level.
- Z (calculated) 1.94 < than Z (tabulation) at 5% level of significance. The null hypothesis is accepted. There was no significant difference in preference for emotional appeal among respondents for foreign brands and thus foreign languages have a very significant role in brand management that effect marketing strategies of company's vis-à-vis product line and psychographic segments of market.

## CONCLUSION

- 55.79% of the respondent reacted to emotive ads in a positive way giving an opinion that such ads were interesting to watch.
- 57.92 of the respondent felt that advertisement of foreign brands dominated by emotional appeal creates confidence and a positive attitude in their mind towards the advertised brand, thus making the message appear more convincing.
- More than 50% of the respondents had a good retention of ad messages in context of foreign brands dominated by emotional appeals.
- 63.13% of the respondents strongly preferred the use of emotional appeal rather than right perception in TV ads relating to foreign products.
- More than 50% of respondents felt that ads dominated by emotional tone play a positive role in creating a want or desire more so in the case of FMCG products.
- Foreign Brand Ads dominated by emotional appeals resulted in higher percentage of trial and purchase in case of FMCG products while they resulted in inquiry in case of consumer durables with the exception of chocolates, soft drinks and four wheelers ( the results were next to negligible ).
- There was significant difference in preference for emotional appeals regarding foreign brands among respondents of different age groups, sex and with different need priority. Lower age group, females had stronger preference for foreign brands as compared to higher age group and males. Preference for emotional appeals was significant for respondents with higher need priority.
- There was no significant difference in preference for emotional appeals among respondents of different educational groups and different income group.

PROPOSED MODELS FOR UNDERSTANDING PSCHOGRAPHIC APPERCEPTION AND PURCHASE RESONANCE



DEDUCTIONS BASED ON DRAFTED MODELS

- Emotions and feelings constitute the most significant element of purchase decision from consumer behavioral aspect.
- Perception, personality and individuality, prestige, value addition, fantasy, image symbolism, all these are personified by brand possession and brand names is the import aspect to create brand reinforcement and recall. What product is to market; brand name is to individual consumer. It complements to split brain theory

- Unless an innovation is branded, there is the risk that the innovation could fade into the crowded market place, see its life shortened, thus explaining cognitive brand loyalty in a psychographic view.
- Split- brain theory, functioning of consumer mind vis-à-vis brands to decide for a final product purchase.
- Dissociation from the product category, pushing brand to non-rational plane. This is exactly the positioning aspect including user imagery, thoughts and pattern.

## SUGGESTIONS

In accordance with the theory that consumers choose brands to fulfill both rational and emotional needs, it is not surprising to discover that ads of foreign brands, which evoke notions of personal enhancement, have been found to be highly effective (Kover, Goldberg and James, 1995).

In order to capture audience for foreign brands, one needs to find out what really appeals to them, one has to capture the emotional buyer inside them. What works for one group may not work for another. Teens often require one ad campaign, while a more mature audience might require another. It's very rare to find an ad that can move across all audiences successfully and with the same impact. One needs to know the target audience, find out the look and feel that will best appeal to them, the concept that will grasp them, the vision that will bind them to be company, once that is known, it becomes easy to go forth and capture or captivate the emotional buyer within them.

The parent companies are not aware that their subsidiary companies should work on the correct pronunciation of brand names. The premier management institutes should teach foreign languages to their students. The executives of the companies should take initiatives to learn the foreign language concerned to the parent company's country they are working for. The industry / association should make an endeavor to bring this point forth.

"Advertisements catering to foreign brands should provide pictures of reality and define the kind of people and the kind of lives they could lead". Foreign brand advertisements should offer not only a product, but also a 'lifestyle'. The effect of an advertisement largely depends on finding to be assured of not only their worth (self-esteem), but also their need to feel special. Advertisements should therefore, persuade by promising that the product will make them distinguish, special in addition to providing right perceptions. In order to effectively persuade, foreign brands should often associate certain values, such as love, friendship, neighborliness, pleasure, happiness, sexual attraction and sense of power, thereby transferring these values or attitudes to the product(s). "Advertising has a particular function in evoking emotions and feeling through the promise of pleasure and then connecting them to the purchase or possession of a product." People buy not only the product, but also the image that comes with it. Therefore, an image of emotion with confidence and power is what should be portrayed in the advertisements of foreign brands.

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## ANNEXURES

### RELATED ASPECTS

#### SYSTEMS OF LANGUAGE (A BRIEF REVIEW)

Following are the main terms with respect to any language and these are crucial from brand names perspective too.

- **Phonology:** It is the study of systems and patterns of sounds that occur in a language.
- **Morphology:** It deals with the formation of words
- **Syntax:** It refers to the study of the combination of words into phrases, clauses and sentences.
- **Semantics:** This is the interpretation of words and sentences.
- **Pragmatics:** This study deals with sign languages and the users and how meaning is derived.

#### KEYWORD BRANDING INNOVATION CATEGORIZATION

Most firms believe that uniqueness will lead to growth and profitability. Innovation is; "to create differential in an unceasingly standardized world". There is however little discussion on how product innovation should be branded, given the fact, that clear branding strategy can create a long term impact.

Main theme of the paper:

Branded Innovations can help advance a business in 3 distinctive ways.

- By creating or improving an offering.
- By creating a new sub category.
- By affecting the perceptions of the organization or corporate brand.

Offering may be improved in terms of better performance, more features or greater commence of purchase. Branding can prevent the innovation from becoming just another commodity. Sliding innovations into the existing offerings can happen when the firms are not motivated enough and also if competitors are able to copy the new features quickly. Branding can change this by adding credibility, legitimacy, increase visibility and help communicate facts.

Firms have to take critical decision of whether an innovation needs branding or not. This decision can be taken based on whether it is significant advance, it is meaningful enough and it merits a long term commitment to building and managing the brand.

Innovations may move across the spectrum of incremental to substantial to transformational aspect(s). Branding a subcategory needs to be defined and positioned clearly. This makes the task of managing both the subcategory and the brand more feasible. Companies need to position brands as the leading brands, in terms of both sales and innovation. Also, a brand that is liked and has generated loyalty will tend to be preferred over another brand, when both have equal typicality. Evidence has indicated that the most influential examples will be the ones with the maximum exposure and finally, the brand should leverage its position by influencing the attributes associated with the subcategory.

Competitors may face a successful branded innovation by copying irrelevant attributes such as look or packaging. Therefore, while making a choice of whether to brand or not, companies may consider whether the offering is worth balancing and how much separation is devisable from the parent brand.

## **REQUEST FOR FEEDBACK**

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With sincere regards

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