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INDIGENOUS BRANDING – INDIA’S FUTURE BRAND STRATEGY (AN EMPIRICAL STUDY OF THREE DECADES OF BRAND WARFARE IN INDIA)

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ABSTRACT

Consumer doesn't buy the best product, buys the best brand. Brands those are closest to the heart, positioned in the mind and identified with the culture, history, geography, religion etc., i.e. indigenous are most preferred by the consumer. Leading brands of the world are housed in USA, Western Europe & Japan. Indigenous character that's brand name, brand image and brand personality are most preferred. Indian brands at large have English inclination. With the passing out of the time, in the last one decade Indianised brands are proving market strongholds. India's future branding strategy is moving towards "Indigenous Branding" that's Indianisation. With empirical study, qualitative research and case analysis methods of brands role in the Indian market provides vivid trends of indigenous branding as the future branding strategy of India.

KEYWORDS

Indigenous brand, Cultural branding, Indianisation, Historical branding, Geographical branding, Religious branding.

INDIANISATION - A TREND IN BRANDS

 out of the world's fastest growing economies of the world, India the developing country has enormous potentiality to be one of the leading industrial players & brand in the world. Indian economy since 1991 has a record progress, soon after its adoption of policy of free market economy. Indian industry has started its MNC (Multi National Corporation) trend in the last one decade by expanding in to the international business operations. Indian brands in the process have entered the global market to reach the consumers door steps. Indian brands impact on the consumers outside India has somewhat as a follower symbol of the European pattern, especially of English brands.(Clark. 2000) Soon after the fifty years of British colonial rule is over, the process of Indianisation conspicuously comes out with its many mega changes in its geographical branding of cities to states. Mega city Bombay has been replaced with the indigenous name Mumbai, in the similar manner Calcutta to Kolkata, Madras to Chennai, Bangalore to Bengaluru, Trivandrum to Thiruvananthapuram, Orissa to Odisha, Pondichery to Pudducherry and this process as a movement continues in the country. This is not a socio-cultural change that is taking place; in business the advertising industry has experienced the change of captions, punch lines and slogans to the indigenous copy and themes. Consumer preferences are getting highly nationalized, "Be Indian, Buy Indian" – is out of the theme change movement to indigenous brand preferences. Market place is experiencing the difficulty of customer acceptance of foreign brands. Some of the MNC brands have molded the brand positioning to the Indian consumers preferences and likings with every possible changes in the in the advertisings and promotions except the brand name. Umbrella brands with years long efforts have been able to make it through. (Moorthy, *Brand Management*,2007) Indian consumers preferences were in the post colonial era for about a fifty years had the inclination of English brand names and captions. Economy openness and free market trends changed the consumers mind set towards the global standards of brands identification with the country of origin and the culture. Bright examples are the Japanese and European brands whose strong presence in the market places of India. (*Brand Equity, The Economic Times, Aug. 2009*) Unlike the brand champion countries whose brands are the trusted house names in the world like USA, Japan and Western European countries which spells the intangible quality to the customers in their perception, does influence the Indian consumers preferences to get identified in the similar strategic choices and preferences too. (Collinger, 2003)

Indian companies are looking for local brand names representing indigenous features or Indian names to penetrate in to the market at a lower promotional cost. A product whose local quality is nostalgic, affiliated with love deserves an indigenous brand name as believed by many branding professionals and experts. India in its market place has to honour customers' sentiments and likings by providing a right brand name that's their own. This is not possible in all the products. Reasons are obvious; failures of many Indian products in the quality features delivery have pushed the brand name preference aside. Examples of automotive industry can be referred – Mahindra in the MUV (Multi Utility Vehicle) is the market leader. Suzuki motors in the range of car products slowly removing Maruti logo & name from the product to uplift Japanese brand name. Tata's Indian Car brand (Indica) has proved its brand supremacy in the commercial car segment. As this branding strategy game plan is risky in the business front, many Indian companies are avoiding indigenous branding and brand names. How long Indian corporate houses will manage branding risks? Will Indian consumer act with the heart share and mind share in the brand purchase decisions? Leading advertising agencies believe that strategies of repositioning and rebranding to be made before hand for their clients and brand accounts. The largest young population in the Indian demography is adopting fast changes. Their choices are patriotic. Consumer behaviour is getting dominated with cultural, historical and Indian feelings. National politics is also projecting Desi (Indianised) ideology. In the social process, Indianisation is receiving higher priority. (Brand Equity, the Economic Times, Feb. 2010)

Indian hospitality industry has indigenous brands who are the very big players in the hotels, to name Taj, Welcome, Obroi, Leela etc. in the airlines kingfisher, Air India, Indigo, etc. Core sector industries have large preferences of indigenous brand names in steel, cement, fertilizers, yarns, agro-commodities, etc. In FMCG (Fast Moving Consumer Goods) those are agro based are dominated by indigenous brand names. Many multinational companies have dominated the Indian market in product ranges but their punch lines, Slogans, captions and prime copy in advertisements and promotions are indigenous or Indianised. For example the advertisements of Coca Cola and Pepsi in the last one and half decade are bright examples. (Business Standard, Mar. 2010)

OBJECTIVES

The objective of the study is to gain an understanding on the status of branding in the Indian context in the last three decades (1980 – 2010). The objectives of the evaluation are;

- I. To understand what companies can achieve by using branding strategies.
- II. To find out the brand trends in association with the consumer behaviour and the buying decisions.
- III. To evaluate some leading brands in the context of brand names, brand personalities and brand image.
- IV. To find out the brand experts experience of the changing brand strategy and trends in Indian market in the three decades (1980 – 2010).
- V. To find out the professionals views and recommendations of the India's future branding strategy.

This study shall logic out regarding the stature of the tools of future branding strategy of the Indian business.

RESEARCH DESIGN AND APPROACHES USED

Research was carried on through depth interviews of brand professionals of the leading advertising agencies of India. Professionals like client servicing heads, creative heads, media buyers, copy writing experts, visualisers, promotion experts, advertising researchers, advertising and promotion senior managers, marketing and sales head, brand researchers of leading advertising agencies, corporate houses and feature writers of the media were interviewed by the author. All the required qualitative research parameters were maintained in the process. Internal and departmental meetings of brand strategies were attended by the author as an observer and in some cases as participant. Many brand cases were collected from professionals who handled the concerned brands. Research ethics do not allow the author to source many in-house brand case analyses. One hundred and twelve respondents were covered in this qualitative brand research in Mumbai, Delhi, Chennai, Bangalore, Ahmadabad, Kolkata, Hyderabad, and Bhubaneswar.

CELEBRITIES AS THE BRAND PERSONALITIES

According to American Marketing Association (AMA), "A Brand is a name, Term, Sign, Symbol or Design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition (*Aaker, David, Managing Brand Equity*). It's the power of the brand which brings imagination and impression. Big "B", Sachin, Dhoni & Sania (Super stars of Films, Cricket & Tennis) are the big brands in the media market of India. Products associated with them have the better edge in the market warfare. Indian marketers cash the celebrities by associating them with the product advocacy. Advertisers go by the logic of popularity to select the brand ambassadors. Many such brand ambassadors are commodity for sale at exorbitant prices that the upper income group and literate target audience knows it well. Star guarantee of the brand works little or no wonder in augmenting sales figures. In spite of many such stars promoting different brands sales have not picked up for many products and services. (Jain. 2001) India is experiencing such trends for the last two decades in the market warfare.

Successful multinational brands have adopted Indian brand ambassadors to promote their brands. In some cases, foreign brand ambassadors have failed in augmenting the brand in the Indian market. Lifestyle and luxury products introduced their brands in the Indian market with foreign nationals as brand ambassadors in 1990s but sooner or later they were forced to change the brand ambassadors to Indian celebrities as argued by the leading advertising agencies of India. Non Indian brand ambassadors brought debacle to the brand sale, brand acceptance and consumer preference. Many such primary researches of the advertising agencies recommended for the change in brand ambassadors to the client companies. Indian brand ambassadors are no less expensive in comparison to international stardom. Due to mismatching of the brand personalities many brands are unable to do better business in the Indian market. Celebrities' endorsement is also fading away in providing brand power in the market place. (Calder, 2001) Many brands are migrating to common man as the brand ambassador in the current decade. Many leading agencies are preparing to change their brand ambassadors from celebrities to common man. Experts argue with research findings that future brand ambassadors will be from common masses in the future.

BRAND AMBASSADORS AND BRAND FUTURE

Sachin Tendulkar (Top world Cricketer) failed in "Fiat" cars promotion Rahul Dravid (Cricketer) was knocked out in "Thomson" brand T.V., Hritik Roshan (Film Star) had bitter experience with "Tamarind" denims, and many other flop magic shows of super stars made the life of the advertising agency, a hell. Brand speaks to consumers about the product quality. Non star brands have achieved success in the Indian market. Examples of such brands are Lifebuoy, Wills cigarettes, Gold Flake, India kings, Hero cycle, Bajaj Scooters, Bajaj Bikes, Maruti Alto, Maruti 800, Wagon R, Mahindra Multi Utility Vehicles etc. (*TNN, Economic Times, Feb.2010*). Brand needs to earn the trust of the consumers to remain in the market for long and win in the dynamic market warfare. Those brands which have earned trust needs heroes to promote. To name one from the very recent scenario, Shah Rukh Khan (Film Super Star) arguing "Nokia" benefits is a waste as argued by some experts. Nokia can afford to hire any high tag brand promoter. Some brand experts believe that the brand ambassador role has positioned Nokia as the top Indian brand for the last two years in the media survey. Some also question the brand survey validity on its research parameters. The negative aspects of such ambassadors are that when celebrities' reputation and performance fades, it will also affect the brands acceptability in the market. Still many agencies promote stars as ambassadors to give their agency a high rating as well as agency positioning. Marketers need to understand the brand value better than the accounts managers of the agency. Accountability of the agency of a brand account may make a brand great. Coca cola is fine example brand superiority worldwide. Marlboro too is nothing less than that. Indian brand professionals see the brand ambassadors' role as challenging and complicated in comparison to the developed world. The branding strategy is dynamic and risky in the Indian market context. Fast moving preferences of Indian consumers making the advertising agencies role highly complicated. Large media options, criticality of media reach is making the agency role more complicated.

CRAZY – BRANDING FAILURES

Way back, agencies in 1970's did justice to many brands in USA & Europe. Garment fashion was highlighted with bell bottom trousers and "Zebra" T- Shirts. This T- Shirt brand ruled for more than one and half decade in the garment fashion industry. In those days there were a lot of craze for sex and narcotics in the youth segment. Advertising agency enmeshed this craze in its caption of the advertising of the brand "Zebra" T- Shirt as "Twenty five times larger than a bra - ZEBRA". At the same time in a similar way "Fcuk" fashion garment gripped the European Market. Brands those were highly demanding couldn't manage the show for long as well as brand extensions. "Fcuk" in the brand extension added up only few products like after shave, body deodorants, male perfumes, under garments etc. Cashing craze is proved as short-lived in defined product categories. Another different positioning strategy of Ogilvy & Mather for "Arrow" shirt with an eye patch model proved successful in the long run. (Sawhney & Kotler, 2001) Recently the "Axe" brand deodorant and perfumes is also well managing the sex effect and craze. Indian brand "Phoenix" foot wear attempted sex appeal craze to augment sales, which proved fatal in the market in the mid 90's. Creating controversies at times is successful. "Onida" T.V. brand having caption of "Neighbour's envy, owners pride" has been proved successful. Devil the brand ambassador in the ad-recall surveys are remembered with love (*IMRB Report, 2006*). Claiming the best is easy in the advertising campaigns is fool's syndrome. "BPL" – T.V. brand failed to prove and retain the status in the market share for long. Indian condom brand "Kamasutra" (Condom brand) used the sex show for couple of years by driving customers crazy, but retention of the market share failed. Creating sensation with crazy appealing in the brand name and advertising

message do assure a high market share if the brand strategy clicks in the right direction. Keeping the market share intact is difficult in the long run. Genuine appeal is the right strategy of a brand positioning in the market warfare as per the Indian market experience. Crazy branding in some product advertisements brings success at the introduction stage. Alternative branding strategies with backup positioning and repositioning is required at the growth stage of the brand life cycle. Brand professionals have experienced higher cost factors as the result of crazy branding strategy. (Tybout, Sternthal, 2001) Brand account retaining turns very difficult for the agency in India as experienced by the leading advertising agencies.

BRANDING ADVANTAGES OF INDIA

India is a bigger buyer of brands in comparison to European Union countries in the FMCG products. Middle class economy of 220 million people is the most attractive market for foreign brands. Many such brands have established their market share in a big way. After liberalization of the Indian economy, Pepsi, Coca-Cola, Nokia, Reebok, Nike, Samsung, LG, Suzuki, Honda, Arrow, Louis Philip etc. entered the market and made their position sound in the market. Other powerful brands like Marlboro, Benson Hedges, BP, Exon-Mobil, Shell, Grundig, GE appliances, Toyota, Mc Donald's, Mercedes, Disney failed to grab a large market share. Even product and brand masters internationally like HSBC, GM, FORD, Police, Sony, Casio, Mitsubishi, Fiat, Motorola mobiles, etc. though entered successfully but failed to grab a large market share. Brands in India experience ups and downs due to brand name, brand appeal and brand acceptability. The non acceptability of the foreign brands lies in the non Indianised appeal and positioning. (*Bureau, Business Standard, Feb. 2010*)

In the brand management, a thumb rule principle has succeeded "Think local, Be local, Go global" examples are Nokia, LG, Samsung, Toyota etc. In the Indian context many such familiar brands are yet to be created, avenues are ample. To quote such successful brands are AMUL, Dhara, Godrej, Tata etc. In a similar line many brands can be created from History, Geography, Culture, Religion, Civil and Common Practice as many agencies argue.

Historical Branding

"Napoleon Bonaparte" is a well acclaimed brand of the most Premium Scotch whisky. Battle field "Waterloo" which is well used in the chain of hotels, deodorants, "Carlsberg" the most popular beer brand in U.K., London with jeans, watches etc. Scotland with the brand and product ranges of Scotch whisky, Paris with series of fashion garments, Oxford with the long list of books publishing titles are some of the world famous historical brands. In a similar way every country has utilised the events and figures of the history for some brands. In the Indian context epoch making events like "Kalinga" due to Kalinga war is used in some eastern Indian brands, which has a national as well as international fame to be a successful brand. Such names need to be used in further in giving brand advantages. Vedas of India and its logical application "Vedanta" is recently utilized for brand advantages in aluminum and also in a Proposed Vendanta University. Great figures of history, Asoka the great, Akbar the great, Chanakya, Kaniska, are least used; only ITDC hotels used such names for local branding of the hotels. Events like Haldighat, Mysore, Plassey, Panipat etc. These famous wars are still not utilized much for branding. "Mysore Sandal Soap" has used one of such a historical place as brand name. The history famous horse "Chetak" was well used and utilized by the two wheeler manufacturer "Bajaj" for its two strokes "Bajaj- Chetak" scooter. Historic monuments like "Charminar" for the branding of low priced cigarettes, roof asbestos are used for the brand advantages on a smaller scale. Biggest historic brand of India "Taj" to some extent has been successfully used in a tea branding, Taj group of hotels etc. Historic sites, forts, palaces, famous rulers, epoch making events of history are very large in number in India. Advertisers and marketers needs to exploit the branding advantages locally as well as internationally. Some of the recent trends of branding in the last couple of years are more prominent in branding hotels and mineral waters. (*Business Today, Jan. 2009*)

Geographical Branding

Rocky mountain chains in U.S.A., Alps mountain in Europe, Rivers like Amazon, Mississippi – Missouri, places like Rome, London, Paris, Scotland, are well used and utilised for branding advantages. In the Indian scenario, Himalaya Mountain ranges is used by an Ayurvedic pharma company. "Himalaya" only. Mt. Everest, K2, Kanchanjunga, Nangadevi like world's top mountain peaks are invisibly used in branding in India. Such brand names will be well accepted world over. Indian River systems like Ganga, Yamuna, Brahmaputra, Godavari have very low branding presence in the market place. Great lake of Asia "Chilka" has no branding. Vindhya, Nilgiri, Aravali like mountain ranges are hardly visible in branding. Our desert system "Thar" is missing out in Indian branding. Only "Jaisalmer" is successfully used in cigarette branding in India. Goa is of course successfully used for one of the largest selling pan masala (Gutkha) brand. Our plateau like "Gondwana" is missing as a brand in the market place. Sea and Ocean like Bay of Bengal, Indian Ocean doesn't have significant branding presence. Indian Geography has a very high branding advantage, yet to be incorporated by the brand Gurus. "Dandi" brand salt is a successful story in the Indian market in domestic edible salt. Local retail brands have not used the geographical branding successfully. Branding choices are not driven with significant market research and consumer research. Brand Gurus' successfully argue the lowest participation of the academics and industry cooperation in management discipline. Sharing of information between Indian management institutions and the industry are not evident at large. Strategic brand case studies with realistic utilities are few. Exchange of platform between industry and academic world can enhance brand building issues.

Cultural Branding

Indian culture is a treasure of heritage, tradition, and customs. The biggest tradition is blessing i.e., "Aashirvaad". ITC has successfully branded this custom for Atta to compete with American brand "Pillsbury". Same brand name has been extended to its' another product 'edible table salt'. Looking at the grabbing of the market share of this brand, branding significance can be measured towards the performance of a brand. There are thousands of significant cultural words in the culture of India with easy understanding of the Indian consumers needs to be explored for the purpose of branding. To cite few words like "Satya", "Pitamaha", "Namaskar", "Tathasthu", "Santush", "Daya", "Jivan", "Gyan", "Guru", "Shastra", "Aabhrivab", "Avatar", "Vigyan", "Surya", "Chandrama", "Sagar", etc. "Sagar" as a brand is used for a skimmed milk powder successfully. Creative team of advertising agencies as well as marketing team of the companies shouldn't look at the contemporary competing brands to name a new product. A well versed word of the consumers does help the brands manager for the greater brand recall if used as a brand for the product. From the world of brands Asia Pacific countries have championed this cause; largest brandings are inherited from the cultural words. Japan has well established indigenous branding strategy firmly. Credits of cultural branding goes to France in branding wide range of wines, same trend was followed by Scotland for whisky products. Japan championed this strategy by branding wide range of products from automotives, hospitality, consumer durables, FMCG products etc. Similar trend is well observed in the South Korean branding strategy. In the Indian market only Tata, Godrej and Birla like umbrella brands made some success stories. But in reality only Indian hotel and restaurant industry have widely used cultural branding to be successful in the specialized and cuisines.

Religious Branding

Everyone knows that their religion is inherited from their parents; rarely people adopt their religion by self choice. In India pride of the religion is uttered with a low voice. Reasons are obvious, Hindu religion has originated from the worship of nature. There were no preachers and teachers of this religion. Use of the names of the Gods, deity names and religious events is very rarely used in the Indian branding dictionary. Some exclusive products have the use of such brandings like Aggarbati, Camphor, Sindoor, etc. Biggest Brand "Hindu" has been used for a college name in the University of Delhi. No University has been named as Hindu University except Benaras Hindu University (BHU). More than three Universities claim the pride of Islamic branding. Similarly, more than hundred schools, colleges are carrying Christianity religion branding names in India alone. Brand in the up market premium segment "Christian Dior" is a well established one. Islamic world is using the Religion branding of the products frequently, to scan, the product names of the Middle East Asia, North Africa are vivid examples, and top Indian religious brands are used for the national airlines of two Islamic majority countries i.e., "Biman" the national air carrier of Bangladesh, "Garud" the national air carrier of Indonesia. With the loss of these two significant words hardly any religious name is left for branding any Indian airlines carrier. It is not surprising that, Indianisation movement has changed the name of the cities like Bombay, Madras and Bangalore and many others. We Indians are carrying a wrongly spelt word as the name of our country i.e., "India". "Bharat" one of the biggest brand names is the least successful one in the Indian branding history. It very well defines the Indian branding mantra which has a borrowing trend from English and European brands. Indianisation and religious branding is a missing strand in the market of brand warfare in the market place. The national management conferences have started figuring perceptual mapping of the Indian consumers' inclination and affiliation towards the indigenous branding.

So far, in a span of first fifty years after independence, inclination of Indian brand managers were more towards American and European branding rhymes, rhythms and lyrics. The last one decade of the liberalized free market has taken a turn to redefine the indigenous brand name choices of the Indian consumers. Creativity in the form of copy of the Indian advertising agencies was deeply with American symbols and style till 2000 AD, rather searching a great brand name from the indigenous sources. By examining sector wise in the Indian industry products, you will find that more than 80% cigarette brands are western names, majority of Indian alcohol brands and symbols are from the European history. Airlines Industry in India too has all foreign brand names. Electrical and electronic appliances brand names are of more English and less Indian. With the same trend, garments, cosmetics, toiletries etc. also have European brand names. (Taylor, 2006) Advertising world knows it very clearly that unknown or foreign brand name needs more media expenses to achieve the brand acceptability and brand recall in comparison to any other indigenous brand names. In this decade the marketing trend and the consumer choices have compelled the marketers and the advertisers to go Indian in branding. In this light, Indian indigenous cigarettes – “BIDI” and chewing tobacco has the indigenous brand names; Pataka, Meghna, Seru, Royal Bengal, Hatti, Goa, Rajnigandha, Pan Parag, Baba, Tulsi, Ratna, Gopal etc. which involves lesser media expenses in comparison to the Cigarette brands of ITC, GPI, GTC etc. Logically, Indian commercial media monitoring professionals argue with micro surveys that Indian customer fascination is more towards western brand names which has been proved more illogical in many product segments. World over western world has more inclination towards national brand names than anything foreign to them. A British loves to buy a Vauxhall car, to drink Carlsberg beer and to smoke Lambert & Butler, even other European or Americans brands are second in brand loyalty. (Pringle & Thompson, 1999) Americans do respond in the similar way to other brands in the brand loyalty tag. In the FMCG (Fast Moving Consumer Goods) large players in the market have championed the indigenous Indian brand names as their most successful branding strategy in some products only.

SOCIAL MARKETING THREATS TO BRANDS

In the history of marketing, brands have always adjusted the style, shape, packaging and slogans as per the need and wants of the customers. Always, consumer choice has compelled the brand to change and those who have failed to act quickly on to the consumer choice have suffered a lot or have vanished from the market place. Consumers' choice is a spontaneous process. No one has the power to compel the consumer to change their choice. Only market trends at times have influenced the consumers' choice and preferences.

From 1980's till 2000 A.D. social marketing played a role of developing consumer awareness to refrain from health injury products. In the current decade, the government has passed enactments through the legislations to restrict some segments of products and brand promotions. A strong professional forum of marketers is working with sound reasons to diminish any brand and product usage which are harmful to the mankind. Social marketing is bringing out the promotions, messages and campaigns with the support of the intellectual masses and legislations to tamper and hamper certain brand augmentations. In this realistic world of the Indian market cigarette brands are not allowed to sponsor sports events. Cigarette advertisements are banned in the audio- Visual & Print media. Health hazard messages are getting more and more appealing. Banning of smoking as well as sale of cigarettes in public premises and transports has reduced consumption. More and more budget allocation by the government for the social marketing activities as well as sizeable discount on social marketing advertisements by the media houses on mediums is tarnishing the brand images. Public awareness is growing at the fastest pace against smoking & chewing tobacco consumptions, against alcohol consumptions, due to health hazards. On the account of environmental pollutions, global warming, and green planet issues many brands as well as products are suffering in the market warfare. Everywhere social marketers are ready with the war strategy not to spare a single brand to lead against their issues. (Hawkins, Best, et al, 2009) The power of social marketing can only be felt when it addresses any marketing issues. Social marketing doesn't kill brands alone, it kills the corporations. World over the brands of smoking and chewing tobacco, alcohol, use of non bio-degradable polythene etc. are experiencing down falls in sales as well as brand shares. Most of the refrigerator companies (brands) were compelled to adhere to the technical norms of the environment issues through technology change. No brand, no product is spared against the social marketing interest. List of the targets by social marketers are increasing day by day. The day is not far off, when every advertising and promotion copy will be examined before being released in the media vehicles. Claiming fabulous benefits like what the cosmetic brands claim towards fairness of the skin will be scrutinized or banned. Each brand needs to priorities genuine features to sustain in the market. Brand managers needs to be very careful, because someone is watching you closely. (KIIMS International Management Conclave, Feb. 2010)

BRANDING BLASPHEMY

Indian market is growing with competitiveness to match to the world standards. At the same time some super marketing specialists knows the soft parts of the heart of the consumers, who are living no room for “Fool Branding”. In this decade, in the name of reviving Indian medical system, marketing organizations have brought out “Yoga”, “Pranayam” etc. as alternatives and ultimate cure to chronic physical disorders like cardiac disorder, diabetics, cancer, asthma, arthritis etc. Even Ayurvedic Pharma companies have magical products to cure diabetics like chronic disorder. Another group of companies provide gem stones, Rudraksha and many such products under umbrella branding to consumers. Vastu Shastra experts have also gained importance in this decade to promote “Vastu” concept to civil architecture for the customer needs by claiming that all evils and bad luck will be avoided. These crazy concepts are driving a certain segments of customers to accept at a fast rate. In fact, this is nothing but “Fool Branding”. Scholars of marketing knows at a thumb rule that you can sale a brand to five percent of the target population who are fools and that's why some bank on this branding advantage. Obviously, these are short-lived strategies and unethical. Not surprising, almost all the Indian “Ghee” brands claim “Pure Ghee” on their branding, some also as “Pure Milk”. Such brandings scare the international buyers and overseas market customers that India is prone to adulterated food manufacturing. The marketing fact is that the consumers' perception which demands such captions as assurance as a matter of social practice. In fact, such branding of some products does affect the reliability of other Indian brands internationally. Case history of “Dalda” few years ago had put a big question mark on the Indian product purity and reliability of the companies. India is experiencing such cock and bull stories in the brand reliability.

Brand wins the trust and reliability of the customer. Indian brand “Amul” is the live example of such a mega success story i.e., “The Taste of India”. Brand is a friend for the customer, if that's achieved; success of a brand is enormous in the market war. Brand not only achieves the market share, need to achieve the mind and heart share of the consumers. Power of the brand is in its reliability and genuine character to the customer. Brand loyalty is a cooperative effort of many attributes. Market warfare allows only genuine brands to survive, continue and win. Finally customer is the “God”. Brand is the slave of the customer. Indian consumers do religiously take the international parameters of indigenous branding as their new choice and –preferences in this decade. Signs of decay in the brand shares have been visible with the non indigenous brands in the market place. This decade has witnessed the complete overhauling of the advertising industry in India. Other factors every year are adding evidences of Indianised choice selection of the consumers with clear cut message of indigenous branding as the future strategy of the country India.

CONCLUSION

The study dealt on the subject of the brand strategies, brand preferences and brand success in the last three decades in the Indian market warfare. Open economy of the last two decades and closed economy of the last one decade were taken in to consideration for a qualitative research. Brand study and brand research being so dynamic it's difficult to track the trends and corporate houses unwillingness to share the brand success and brand failures. Brand experts were engaged through depth interviews in this research.

With comparative examination of the brands success in Indian market places have reflected the key points of consumer preferences and shift in consumer liking. Indian consumer is experiencing large introduction of multinational brand every year. Consumer reactions to foreign brand names, English brand Slogans, punch lines, master copy and mast copy are well evident in the in house brand research of the consumer choices. Such research findings have compelled many brands to add Indian flavor and language in the mast copy and punch lines. Some Indian companies with extensive consumer research introduced indigenous brand and

their success continues. Indigenous branding is a significant weapon in marketer's armoury. For practitioners, the key issues could be through appropriate branding and adequate marketing strategy.

In analyzing indigenous branding on the marketers key strategies issues have been elucidated speculating future markets. Theoretical principles of successful marketing emphasize on the mind share and heart share of the customer/consumer and truly indigenous branding can create an emotional niche in the heart of the buyer. Eminent advertising and marketing experts see a sea change in Indian market condition similar to Japan or advanced in some manner by the year 2030s & 2040s. The consumer researches in Japan on the issues of brand loyalty have been dominated by the patriotic brand preferences. Indian consumer researches in 2009 have shown the trends of Indianised brand preference trends. In the findings it has been proved that world's top brands are banking heavily on Indianised Slogans in their marketing and advertising strategies. Indian companies in some product ranges have enjoyed the success of indigenous branding. Brand account managers emphasizing and advocating for Indianised brand names for new product introduction in the market reduce promotional costs and to gain faster consumer acceptance. Some brand experts are predicting the indigenous branding can be largely followed strategy of marketing with the organized sector dominance in the retail market. Intrusion of organized retailing has just started in the last five years in this country. In another one more decade time organized retailing will dominate the market by 30% of the share as assumed by experts. With economic changes brand preferences are likely to dominate with patriotic brand preference that's indigenous branding. Marketers have to follow the consumer preferences. Many English brands are receiving consumer rejections. English brand deaths have significantly increased in this decade in the market places and trend will continue in future. Indianisation of brands or indigenous branding is going to be the future brand strategy of Indian companies.

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