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## PROS AND CONS OF BRAND IMAGE BUILDING THROUGH NON MASS MEDIA: A CONCEPTUAL FRAMEWORK WITH SPECIAL REFERENCE TO ORGANISED RETAIL IN INDIA

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### ABSTRACT

*In India an increasing number of people are turning to the services sector for employment due to the relative low compensation offered by the traditional agriculture and manufacturing sectors. The organized retail market is growing at 35 percent annually while growth of unorganized retail sector is pegged at 6 percent. The Retail Business in India is currently at the point of inflection. It is a huge industry in terms of size and according to Management Consulting firm Technopak Advisors Pvt. Ltd., and it is valued at about US \$ 350 billion. Organised retail is expected to garner about 16-18 percent of the total retail market (US \$ 65-75 billion) in the next 5 years. India has topped the A.T. Kearney's annual **Global Retail Development Index (GRDI)** for the third consecutive year, maintaining its position as the most attractive market for retail investment. The rapid growth in organised retail created intensified competition among retailers of Organised Vs Un-Organised retail malls in India. Generally, such products or services require a strong establishment of a brand or company name through an effective promotional tool which could also be economic to win the race of competition. The present study encompasses with creation and essential development of brand image for Organised retail through non mass media, Which is very cost effective.*

### KEYWORDS

Brand Image, Mass Media, Non- Mass Media, Organised Retail.

### INTRODUCTION

In India an increasing number of people are turning to the services sector for employment due to the relative low compensation offered by the traditional agriculture and manufacturing sectors. The organized retail market is growing at 35 percent annually while growth of unorganized retail sector is pegged at 6 percent. The Retail Business in India is currently at the point of inflection. It is a huge industry in terms of size and according to management consulting firm Technopak Advisors Pvt. Ltd., and it is valued at about US \$ 350 billion. Organised retail is expected to garner about 16-18 percent of the total retail market (US \$ 65-75 billion) in the next 5 years. India has topped the A.T. Kearney's annual **Global Retail Development Index (GRDI)** for the third consecutive year, maintaining its position as the most attractive market for retail investment.

**TABLE 1: CONSUMPTION SPENDING IN INDIA**

| Segment                                      | % contribution |
|----------------------------------------------|----------------|
| Food                                         | 62.0           |
| Fashion                                      | 9.5            |
| Leisure and entertainment                    | 7.9            |
| Fashion accessories                          | 5.5            |
| Consumer durables                            | 4.0            |
| Health, beauty and pharma                    | 3.8            |
| Furniture                                    | 3.4            |
| Telecom                                      | 1.8            |
| Books and Music                              | 1.1            |
| Others                                       | 1.0            |
| Source: Pantaloon Retail 2011 analyst report |                |

According to the **BMI India Retail report** for the third quarter of 2011The total retail sales in India will grow from US\$ 395.96 billion in 2011-2012 to US\$ 785.12 billion by 2015. Robust economic growth, high disposable income with the end-consumer and the rapid construction of organised retail infrastructure are key factors behind the forecast growth. Along with the expansion in middle and upper class consumer base, the report identifies potential in India's tier-II and tier-III cities as well. The greater availability of personal credit and a growing vehicle population providing improved mobility also contribute to a trend towards annual retail sales growth of 12.2 per cent. Indian retail sector accounts for 22 per cent of the country's gross domestic product (GDP) and contributes to 8 per cent of the total employment. (**BMI India Retail Report Q4 2011, Business Monitor International August 4, 2011, 71 Pages - Pub ID: BMI6485920**)

### BRAND IMAGE

**Brand image** is the current view of the customers about a brand. It can be defined as a unique bundle of associations within the minds of target customers. It signifies what the brand presently stands for. **It is a set of beliefs held about a specific brand.** In short, it is nothing but the consumers' perception about the product. It is the manner in which a specific brand is positioned in the market. Brand image conveys emotional value and not just a mental image. Brand image is nothing but an organization's character. It is an accumulation of contact and observation by people external to an organization. It should highlight an organization's mission and vision to all. The main elements of positive brand image are unique logo reflecting organization's image, slogan describing organization's business in brief and brand identifier supporting the key values.

Brand image is the overall impression in consumers' mind that is formed from all sources. Consumers develop various associations with the brand. Based on these associations, they form brand image. An image is formed about the brand on the basis of subjective perceptions of associations bundle that the consumers have about the brand. The idea behind brand image is that the consumer is not purchasing just the product/service but also the image associated with that

product/service. Brand images should be positive, unique and instant. Brand images can be strengthened using brand communications like advertising, packaging, word of mouth publicity, other promotional tools, etc.

Brand image develops and conveys the product's character in a unique manner different from its competitor's image. The brand image consists of various associations in consumers' mind - attributes, benefits and attributes. Brand attributes are the functional and mental connections with the brand that the customers have. They can be specific or conceptual. Benefits are the rationale for the purchase decision. There are three types of benefits:

**Functional benefits** - what do you do better (than others),

**Emotional Benefits** - how do you make me feel better (than others), and

**Rational Benefits/Support** - why do I believe you (more than others). Brand attributes are consumers overall assessment of a brand.

**"Brand image" is the customer's net extract from the brand.** Brand image has not to be created, but is automatically formed. The brand image includes products' appeal, ease of use, functionality, fame, and overall value. Brand image is actually brand content. When the consumers purchase the product, they are also purchasing its image. Brand image is the objective and mental feedback of the consumers when they purchase a product. Positive brand image is exceeding the customers' expectations. Positive brand image enhances the goodwill and brand value of an organization. In many markets, brands of different strength compete against each other. At the top level are *national* or *international* brands. A large investment has usually been put into extensive brand building—including advertising, distribution and, if needed, infrastructure support. Although some national brands are better regarded than others—e.g., Dell has a better reputation than e-Machines—the national brands usually sell at higher prices than *regional* and *store* brands. Regional brands, as the name suggests, are typically sold only in one area. In some cases, regional distribution is all that firms can initially accomplish with the investment capital and other resources that they have. This means that advertising is usually done at the regional level. This limits the advertising opportunities and thus the effect of advertising.

## BUILDING A BRAND

At times, organizations are often inspired by a variety of ideas to create products and services which can be offered locally or globally. Generally, such products or services require the establishment of a brand or company name. Often these brands include both logo and lettering and can do a long way in advertising such products or services. Therefore, one of the most important steps in building a Brand is decide upon a brand name for the product or service one wishes to sell.

**Branding is a process that allows an individual or a group of individuals the ability to provide a brand image and lettering to an idea.** Upon doing so, one has a better chance of selling such items to a broader audience whether that be on a local or global level. Therefore, while the old adage "nothing happens until somebody sells something," still stands true to some extent, at times almost seems as if the process of advertising and branding has overtaken the desire to sell. Although branding generally identifies the company and philosophies behind same, it can also be representative of those working for such a company. This is a good thing as it generates the right type of audience to the product or service being sold based on personal relationships with those running the company.

A very important step in marketing a brand is to **identify the target audience** before creating the logo and lettering in relation to marketing. This is because different age groups react differently to a variety of logo and lettering especially as so much is misrepresented by a variety of gangs and others using such material inappropriately. Therefore, if one can define the brand name, logo and lettering and present same to a marketing research review panel or the like, one may be able to gain a better understanding of which audience one needs to direct their product or service to in order to create the most sales. Still, if one can communicate the use of their product or service clearly, **establish trust within the community**, be that locally or globally, aim marketing at the right audience, build a base of buyers and customer loyalty and offer great customer service, then one is on their way to not only **creating and advertising an excellent brand** but selling one as well. Therefore, when looking for steps in building a brand, there are many steps which one can complete to help make the creation of such brand an easier task. These include, knowing your audience, building your brand, finding a great logo and lettering to represent same, targeting the appropriate audience and placing a number of ads in as many online and offline advertising venues one can find. For, after doing so, one may just find that they are selling even more products and services than one had ever dreamed possible.

## MASS MEDIA

**Mass media** refers collectively to all media technologies which are intended to reach a large audience via mass communication. Broadcast media (also known as electronic media) transmit their information electronically and comprise of television, film and radio, movies, CDs, DVDs and some other gadgets like cameras or video consoles. Alternatively, print media uses a physical object as a means of sending their information, such as a newspaper, magazines, brochures, newsletters, books, leaflets and pamphlets. Photography can also be included under this subheading as it is a medium which communicated through visual representations. The term also refers to the organizations which control these technologies, such as television stations or publishing companies. Mobile phones, computers and Internet are sometimes referred to as New-age Media. Internet media is able to achieve mass media status in its own right, due to the many mass media services it provides, such as email, websites, blogging, Internet and TV.

Outdoor media is a form of mass media which comprises billboards, signs, placards placed inside and outside of commercial buildings/objects like shops/buses, flying billboards (signs in tow of airplanes), blimps, and skywriting. Public speaking and event organising can also be considered as a form of mass media. Until recent time, mass media was clearly defined and consisted of eight mass media industries: books, newspapers, magazines, recordings, radio, movies, television and the internet. With the explosion of digital communication technology in the late 20th and early 21st centuries, the question of what forms of media should be classified as "mass Media" has become more prominent. For example, it is controversial whether to include cell phones, video games and computer games (such as MMORPGs) in the definition. Currently, mass media is classified into the "seven mass media":

- ✓ PRINT
- ✓ RECORDINGS
- ✓ CINEMA
- ✓ RADIO
- ✓ TELEVISION
- ✓ INTERNET
- ✓ MOBILE PHONES

While a telephone is a two way communication device, mass media refers to medium which can communicate a message to a large group, often simultaneously. However, modern cell phones are no longer a single use device. Most cell phones are equipped with internet access and capable of connecting to the web which itself a mass medium.

## CHALLENGES IN MASS MEDIA

One major criticism of the mass media is that it can be too topical. A mass media is often forced to cover national and international news due to it having to cater for and be relevant for a wide demographic. As such, it has to skip over many interesting or important local stories because they simply do not interest the large majority of their viewers. Since the 1950s, in the countries that have reached a high level of industrialization, the mass media of cinema, radio and TV have a key role in political power.

## MASS Vs LOCAL

Mass media is distinguished from local media by the notion that whilst the former aims to reach a very large market such as the entire population of a country, the latter broadcasts to a much smaller population and area, and generally focuses on regional news rather than global events. A third type of media, speciality media, provides for specific demographics, such as specialty channels on TV (sports channels, porn channels, etc.). These definitions are not set in stone, and it is possible for a media outlet to be promoted in status from a local media outlet to a global media outlet. Some local media, which takes an interest in state or

provincial news, can rise to prominence due to their investigative journalism, and to the local region's preference of updates in national politics rather than regional news.

Mass media is media which is intended for a large audience. It may take the form of broadcast media, as in the case of television and radio, or print media, like newspapers and magazines. Internet media can also attain mass media status, and many mass media outlets maintain a web presence to take advantage of the ready availability of Internet in many regions of the world. Some people also refer to the mass media as the "mainstream media," referencing the fact that it tends to stick to prominent stories which will be of interest to a general audience, sometimes ignoring controversial breaking news. Many people around the world rely on the mass media for news and entertainment, and globally, mass media is a huge industry. Usually, mass media aims to reach a very large market, such as the entire population of a country. By contrast, local media covers a much smaller population and area, focusing on regional news of interest, while specialty media is provided for particular demographic groups. Some local media outlets which cover state or provincial news may rise to prominence thanks to their investigative journalism, and to the clout that their particular regions have in national politics.

## NON MASS MEDIA

The non-mass media is generally more objective than the mass media and generally produces more accurate news with less slanting. There are several ways in which interactive and database technologies are being used to deliver targeted communications. E-mail, Database powerful call centers, personalized Experiential Marketing, CRM and eCRM all are various tools of customized communications. One-to-one marketing process, thus, is based on the foundation of learning relationships and tool such as CRM. Internet and mass customization tools are integral part of it.

**TABLE 2: MASS MARKETING VS ONE-TO-ONE MARKETING**

| Mass Marketing      | One-to-One Marketing        |
|---------------------|-----------------------------|
| Average customer    | Individual customer         |
| Customer anonymity  | Customer profile            |
| Standard product    | Customized market offering  |
| Mass production     | Customized production       |
| Mass distribution   | Individualized distribution |
| Mass advertising    | Individualized message      |
| Mass promotion      | Individualized incentives   |
| One-way message     | Two-way messages            |
| Economies of scale  | Economies of scope          |
| Share of market     | Share of customer           |
| All customers       | Profitable customers        |
| Customer attraction | Customer retention          |

Marketers depended on one-to-one modes of selling. Communication was specific, direct and targeted. The geography was identified, the prospect delineated and then approached. One-to-one marketing is therefore a great tool to reinvent then. Get back to the good old days of working hard in the marketplace to find your customer. Get back to the days of personal-touch. Mass media advertising wastage, which touches both the prospect and the non-prospect at the same time (remember advertising for your brand of smoke-stick reaches the man, woman and child in the house alike) will now pave way for a targeted approach that has no wastage and one that does not cover the innocent category of those you must not touch with the barge pole of your idea.

## THE REASONS FOR DELIBERATION OF BRAND BUILDING THROUGH NON MASS MEDIA

### 1. INCREASED ADVERTISING COSTS

#### a. COSTLY FUNCTION

The strong objection and arguments against the advertising is that it is a costly function. It is generally criticized that the cost of advertising is too high and that such high cost is covered by the selling price of the advertising goods. Advertisement is considered as an indirect cost which is added in the distribution expenses. When expenses are to be increased, the selling price of the products will also be enhanced. It is true factor because large advertisers spend thousands of Rupees for advertising in a week. If the goods were not advertised the cost of advertisement cannot become burden on the consumer. Thus the unbalanced advertising may cause certain goods to cost the consumers more than they should. So it is regarded as an economic waste.

#### b. ENCOURAGE MONOPOLY

Advertisement restricts the competition among the products. Big industrialists and manufacturers may exercise their monopolistic control over the market with the help of advertisement technique which is always against the public interest.

#### c. HIGH PRICES

It is undoubtedly true that effective advertising increase the sales volume. This increased sale will require more products. Thus the large scale production brings down the cost of goods per unit due to economies in various sectors which reduces the consumers selling prices. But the producers do not lower the prices and the burden of advertising remains on the shoulders of consumers.

#### d. DISCONNECTION OF BUSINESS

Small firms cannot properly advertise their products due to limited resources. But on the other side entire market is controlled over by great advertisers. It becomes impossible for small firms to continue their business in the business field so small firms disappear from the market.

#### e. INFLUENCES PURCHASING POWER

Advertising goods are generally available in the market at high prices which influence the purchasing power of the consumers. So some people use foul means to increase their income for the purpose of meeting their necessities of life. Thus unnecessary advertising creates the corruption in the society.

#### f. MISUSE OF ADVERTISING

Some beautiful switch lights hoardings, posters and moving pictures are fixed generally in front of some important road for places which have been harmed by the misuse of advertising. Glaring red neon lights have actually been hazards at certain cross roads.

#### g. CREATING UNREQUITED DESIRE

Another objection is that advertising influences the mind of public. It creates the desire and taste for new products which are not actually necessities of life and income of consumers will not let them enjoy. Advertising may thus be regarded as the cause of unrequited desire which may result in unhappiness.

#### h. PROMOTION OF SOCIAL EVIL

Some firms present immoral program and features and crime stories in Television and Radio for advertising their products which have a very bad influence upon new generation. So advertising results in creating social evils in the society and wasting of economy.

#### i. BUYING PROBLEMS

There are numerous similar types of products which are advertised in the market. But producers lay great emphasis on minor differences in the formula or technique of advertised goods. For example there are many brands of advertised Shaving Creams which perform the same function. But it has become impossible for the average buyer to judge with any certainty the quality of the hundreds of articles he buys.

**2. PRODUCTS REACHING OBSOLESCENCE STAGE QUICKLY**

Obsolescence is the state of being which occurs when an object, service or practice is no longer wanted even though it may still be in good working order. Obsolescence frequently occurs because a replacement has become available that is superior in one or more aspects. Obsolete refers to something that is already disused or discarded, or antiquated. Typically, obsolescence is preceded by a gradual decline in popularity.

**TYPES OF OBSOLESCENCE****a. TECHNICAL OBSOLESCENCE**

Technical obsolescence may occur when a new product or technology supersedes the old, and it becomes preferred to utilize the new technology in place of the old. Historical examples of superseding technologies causing obsolescence include higher-quality multimedia DVD over videocassette recorder and the telephone, with audio transmission, over the telegraph's coded electrical signals. On a smaller scale, particular products may become obsolete due to replacement by a newer version of the product. Many products in the computer industry become obsolete in this manner; for example, Central processing units frequently become obsolete in favor of newer, faster units. Singularly, rapid obsolescence of data formats along with their supporting hardware and software can lead to loss of critical information, a process known as digital obsolescence.

**b. FUNCTIONAL OBSOLESCENCE**

Particular items may become functionally obsolete when they do not function in the manner that they did when they were created. This may be due to natural wear, or due to some intervening act. For example, if a new mobile phone technology is adopted, and there is no longer a provider who provides service based on the old technology, any mobile phone using that technology would be rendered obsolete due to the inability to access service. Products which naturally wear out or break down may become obsolete if replacement parts are no longer available, or when the cost of repairs or replacement parts is higher than the cost of a new item. A product may intentionally be designed to use a faster wearing component - for example, use of soft rubber soles on shoes rather than for example rubber used in tires.

**c. PLANNED OBSOLESCENCE**

Sometimes marketers deliberately introduce obsolescence into their product strategy, with the objective of generating long-term sales volume by reducing the time between repeat purchases. One example might be producing an appliance which is deliberately designed to wear out within five years of its purchase, pushing consumers to replace it within five years.

**d. STYLE OBSOLESCENCE**

When a product is no longer desirable because it has gone out of the popular fashion, its style is obsolete. One example is flared leg jeans; although this article of clothing may still be perfectly functional, it is no longer desirable because style trends have moved away from the flared leg cut. Because of the "fashion cycle", stylistically obsolete products may eventually regain popularity and cease to be obsolete. A current example is "acid-wash" jeans, which were popular in the 1980s, became stylistically obsolete in the mid to late 1990s, and returned to popularity in the 2000s.

**e. POSTPONEMENT OBSOLESCENCE**

Postponement obsolescence refers to a situation where technological improvements are not introduced to a product, even though they could be. One possible example is when an auto manufacturer develops a new feature for its line of cars, but chooses not to implement that feature in the production of the least expensive car in its product line.

**3. INTENSIFIED COMPETITION**

Competition is pervasive, whether it involves companies contesting markets, countries coping with globalization, or social organizations responding to societal needs. Every organization needs a strategy in order to deliver superior value to its customers.

This is truer today than ever before, as competition has intensified dramatically over the last several decades in almost all domains. It has spread across geography, so that nations must compete to maintain their existing prosperity, much less enhance it. Competition has also spread to all sectors of society, including fields like the arts, education, health care, and philanthropy, where there is growing needs but scarce resources.

Today organizations in all spheres must compete to deliver value. Value is the ability to meet or exceed the needs of customers, and do so efficiently. Companies have to deliver value to their customers, and countries have to deliver value as business locations. This is now just as true for a hospital delivering health care, or a foundation making charitable contributions, as it is for a company producing a product or service. Delivering social value—high social benefits per dollar expended—is fast becoming the imperative for any organization that seeks to advance the public good.

**4. CHANGING CUSTOMER'S PREFERENCES**

Changing customer needs and preferences for newer models have resulted in shorter product life cycle. The well-educated and groomed customer having good purchasing power now is on an expedition of finding new good quality products and requires change more often. Due to which, many products are facing shorter life. The only remedy to cure this dilemma is to be innovative and either to keep on making products which are suitable for shorter span like seasonal products or another way is to feature the same product with a new concept to the new or same targeted audience. But apart from all these activities the fact still clearly remains that the more you provide new and innovative product the chances of you surviving in the industry increases as CHANGE is what the customer demands today. Finding out how customers access marketing communications reveals their preferences in receiving information. As active recipients of brand messages, they can screen out the irrelevant and the inconvenient. Considering customer preferences makes communications more effective – and more economical. Failure to follow consumers' changing media preferences can be expensive.

**5. FOREIGN BRANDS INTO LOCAL BUSINESS DUE TO GLOBALISATION**

Brands play a critical role in a firm's international expansion. A coherent international brand architecture is a key component of the firm's overall international marketing strategy as it provides a structure to leverage strong brands into other markets, assimilate acquired brands, and rationalize the firm's international branding strategy.

With the globalization of markets and the growth of competition on a global scale, companies are increasingly expanding the geographic scope of their operations, setting up or acquiring companies in other countries, or entering into alliances across national boundaries. At the same time, with the spread of global and regional media, the development of international retailing, and the movement of people, goods, and organizations across national borders, markets are becoming more integrated. As a result, firms need to pay greater attention to coordinating and integrating their marketing strategy across markets. While Indian consumers have aspired to own international fashion brands, India's large population base has been in turn an inspirational market for international companies. To remote observers, the Indian market may appear to be virgin territory as far as international apparel and footwear brands are concerned. But India has seen the presence of international brands for almost a century, including mass brands such as Bata and luxury brands such as Louis Vuitton.

In 2006, the government of India reopened retail to foreign investment (allowing up to 51 percent foreign direct investment in "single brand" retail). Using this route, many brands have entered India by setting up majority-owned joint ventures, or they have transitioned their existing franchise arrangements into a joint venture structure. By the end of 2008, just under half of the brands were present through a franchise or distribution relationship, while over a quarter had either a wholly owned or majority owned subsidiary. These structures allowed the brands to have greater control of operations, particularly of product. As their comfort and familiarity with India has grown, international companies are more willing now to create corporate structures that allow them a presence in the market today and a step-through to a more controlling stake when government regulations allow. All in all, we feel that international brands are in India not only to stay but also to expand. There is yet a lot of untapped potential in the market, and as the integration of the Indian consumer with global trends continues, international brands can expect to find India an increasingly fertile ground for growth.

**CONCLUSION**

The retail environment has endured severe challenges in the past two years. Now the outlook is brightening, but this recovery poses new challenges. After cutting costs, staff and inventory, it can be hard to catch up with increased demand. Customers also have many more ways to find what they want at the lowest price and superior service. A one-size-fits-all approach to marketing and sales promotions doesn't work.

To compete successfully, Retail owners have to provide satisfying, differentiated shopping experiences in multiple channels – in stores, on the Web and via smart phones. They have to track sales by channel and in relation to inventory and expenses. To maintain margins they need to find efficiencies in variable costs such as store payroll, packaging, supplies and occupancy. In today's world of internet technology, globalization when everyone is connected and well informed; retailers have to ensure that they continuously understand the pulse of their customers and design their offerings accordingly. This requires not only in depth understanding customer requirements but also thinking laterally to come up with innovative solutions which would make the retailers stand out of the crowd. With rapid globalization, increased connectivity and heightened awareness, the consumer is much more conscious about his needs and requirements. He not only seeks to purchase a product but also the entire shopping experience.

Apart from concentrating on cost effective measures such as **brand building through non-mass media** Retailers and marketers also have to focus on "Innovation and newness which could be the name of retail game in India. An industry has to be radically different in approach towards consumers, product offering, market segmentation and competition. This would create demand within the target segment and in turn help attain viability for the business.

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