

**Operationalising brand marketing management and cultural heritage****Dr.K.KAVIARASU**

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**ABSTRACT**

Brand legacy has been identified as one of the potential targets of branding science. It is difficult to implement it in a global setting. It is important to understand how powerful it is, as well as the cultural heritage of the target nation, in order to make the most of it. As a result, the study's aim is to create a ground-breaking operationalization of both product and native culture. Design, technique, and strategy. The research starts with a discussion of the key topics. Classifications are suggested, as well as proposals for operationalization. Following that, the principles are extended to a study of brand history in different nations. Findings – It has been proposed that brand legacy is a combination of tradition and the quality and durability of key principles, retailer, and visual symbols. The culture and traditions of a nation may be spoken of in terms of continuity and uniformity. Restrictions and ramifications of the research – The conceptual operationalization of the principle requires to be tested further. Nonetheless, the clarifications and recommendations made here can pave the way for further study. Practical ramifications – Brand heritage abuse in foreign markets is expected to become more prominent. The risk management in construction projects developed are simple to implement, allowing businesses to properly assess what consumer heritage represents to them and schedule its usage in a global setting. Originality and worth – This is the first research to propose operationalizations of brand culture and history, according to the researchers' experience.

**Keywords:** Company legacy, ethnic history, international identity, labels.

**1. INTRODUCTION**

When companies struggle to keep up with unprecedented change in fields like software, the brand has emerged as one of the only tools that can have a sustainable competitive edge. One approach to cope with the current state of the world is to emphasis main background and thereby express continuity and trust. Consumers are increasingly looking for solace in the past, and products with an aura that includes factors like credibility, history, and sustainability are increasing in popularity. It's also been suggested that brands that relate history and credibility to their logo have a higher likelihood of forming symbolic and sentimental bonds with their customers. Heritage is seen as a key management resource of long-term solution turns, which coincides with its present appeal to marketing firms: organisations are distinctive in respect of their legacy, and the legacy will provide the foundation for long-term practical importance.

Competitiveness Balmer etl. Uncovering the latent importance of a brand's legacy may be one way to get the history and current together to protect the future. Modern organizations face the task of selling a brand's history in a manner that highlights its intrinsic value while avoiding being out-of-date. Indeed, it is proposed that this would be the secret to creating sustainable labels in the long run: today's advertising industry requires solid brand names and shuns replication due to the proliferation of options. An increasing obsession with nostalgia and vintage labels is coinciding with the robust study interest in products in general. However, there is also a scarcity of analysis on brand history

from a methodological standpoint are among the only research to date that have focused directly on this, while some have only mentioned it in passing, and the definition is yet to be operationalized.

Despite, or maybe because of, globalism, there is a growing need for analysis into cultural gaps amongst countries in the world of business. Efforts to quantify cultural differences have been made in the past. Most contextual mappings highlight discrepancies in value preferences between members of one national community and members of other political groups. They may not, however, take into consideration how profoundly ingrained – or hereditary – these principles are inside a nation. There aren't many studies on cultural heritage. The few that remain appear to see heritage as a cultural property (i.e. economic power) and either assess its advantages to a region, or they examine it as a predictor of social psychology.

Global national identity, on the other hand, is scarcely mentioned in scholarly consumer behavior, with the exception of brief mentions to cultural history in the place of origin, and is widely ignored when it comes to the host country. Given the vast number of studies on the transformation vs. formalisation of various forms of business in target audiences Ryan set etl., one might think that heritage and culture information would be a requirement. Colonial past, as core values, is not operationalized. However, a discussion of the two terms that is limited to meanings is useless without an awareness of how they are used in practice. Furthermore, incorporating these ideas in a single analysis would improve cross-cultural understanding of brand leadership.

Boosted etl. was a trailblazer in this region, taking into account the target country's culture and traditions when it came to branding. While his empirical method for balancing brand history and cultural context appears to be a promising tool for improving brand heritage awareness in overseas markets, it has not been evaluated to our awareness. However, due to the absence of dimensions for the two principles, its implementation is difficult. This is the study's analysis void, with the aim of constructing a tentative operationalization of brand heritage and culture.

As a result, the built firm strategies will be the primary research addition and a significant move forward in theory growth. It would also be useful to foreign branding scholars, as it will provide for a more competition and markets authority of the importance of brand heritage in various brands as well as the nature of specific national history in various places.

The above is the order in which the article is presented. We begin by defining and discussing the meanings of brand culture and traditional heritage, as well as offering suggestions about how they could be better operationalized. The efficiency of the proposed steps is then quickly evaluated using Banerjee's (2008) model. Empirical examples are used to facilitate the operationalization and to explain the philosophical debate. Finally, in the context of proofs, we propose logical consequences that contribute to functional assumptions.

## **2. BRANDS HERITAGE**

Identifying and defining a company, as well as brand connections. A brand is sometimes characterised as a collection of specific features and hedonic value, with branding referring to the method of aligning the qualities with the commodity in order to increase its appeal. The resolution,

convexity, and strength of a brand, as well as the confidence connected to the relationships, both contribute to its popularity. In addition, it highlights the importance of market awareness and the retention of interactions. In the end, brand choice is determined by the client's perception of the brand and the intensity of its psychological resonance, or its position in the center. Brands are intellectual objects that have historically been synonymous with luxury resources, but the concept of marketing has also been applied to businesses as well. A firm's brand is specifically specified in terms of institutional affiliations.

Name attributes include a broad variety of relationships and are a major component of branding science, as well as a potential target. Name history is one of the comparisons that advertisers may utilise to distinguish their products from that of their rivals, thereby assisting them in developing a distinct reputation for the service. Buyers grow less optimistic in the future through uncertain periods, finding emotional support from the goods they purchase to shield ourselves from the harsh, volatile realities of the outer world. This piques people's curiosity in legacy products, which, when used correctly, will conjure up memories of past events.

Returning to one's origins and finding solace in the media in order to prepare for the future seems to be becoming more common. In times of confusion, brands that reflect consistency, reliability, and confidence will talk to customers, assisting in the creation of an impression of honesty and credibility that is sure to appeal to today's buyers. In tough times, brand legacy, thus according Ballantyne et al., provides a foundation for stability and progress. Indeed, advises "going back to the roots," especially for failing businesses. When external conditions force a company to adapt, though, a slavish loyalty to the brand's history may become a source of inertia.

In these hard financial times, a similar term called "retro" does seem to be people ranked. Unlike brand legacy, which is firmly embedded in a corporation's or product's culture and cannot be repeated, "retro" is a publicity and promotional strategy that any business can use: revitalising generation earlier or brand phrases, integrating pictures from the past, repeating and re-contextualizing old commercials and ancient tribal symbols, and conjuring up any sort of nostalgia connected with the past. It's also used anytime a business needs to put a new brand focused on the personal contact points that customers already have.

Product history in several forms. What does it say to have a traditional brand and what does it mean to have a contemporary brand? It is difficult to define them precisely. It's also worth noting that a business or commodity with a history isn't really a heritage name. While having a legacy does not generate meaning in and of itself, it does serve as the basis for brand development. The term "heritage" is often synonymous with inheritance: something passed on from down the generations. As a result, it functions as a carrier of cultural ideals from the past as a term.

As a result, Banerjee et al. define the four foundations of a brand's legacy as its past, appearance, anticipation, and equity. The picture is "an occurrence of advertising messages and positioning focused on the rewards to be received by customers," and background reflects its rich and exciting past. The cognitive and psychosocial advantages that customers derive from the company are referred to as brand expectation. Finally, equity is divided into two categories: a culturally homogenous collection of competencies and a disparate set of competencies that, however, stimulate

advancement and have an advantage over the competition. The components of brand legacy in definition are impossible to quantify, excluding their history.

A legacy brand, on the other hand, may be identified by the following features: a track record, durability, fundamental beliefs, tradition, and the usage of trademarks, as per. A track record is evidence that an organisation has consistently delivered on its principles and commitments over time, while sustainability is evidence of constant success among other legacy components. A brand's core principles are an important aspect of its branding, and they may become its legacy over time. History is another important aspect of branding, as it encompasses three timelines for the legacy brands in question: the past, the current, and the potential. As Urdeet and colleagues put it: Reliability in advertising campaigns refers to a "one face" style that integrates the company's plan and innovative activities over time. An aspect of obligation is added to this sense of transience.

Symbols serve as a way of voicing the brand's fundamental beliefs and showing what it stands. Since images are vaguer, infused with nuances, and abundant with detail, they have more power than language, and at their finest, they may build an impact on the customer. The curved Coca-Cola cup, as well as the little Hari boy and the Yellow Bear of Hershey chocolate Candy, are icons that represent and articulate the organization's sense and heritage. By affiliating a label's history with the past, a clear icon will give it coherence and structure, making it easier for customers to remember and accept it, as well as distinguish it from rival products.

Everything which reflects the company, such as badges, patterns, shades, and shapes, may be seen as signature symbols. They can also be found as catch phrases, such as metaphors, movements, piano keys, packets, and also activities or initiatives. Building a logo entails more than just coming up with a catchy name for the business. Big firms create a lasting visual identity and a distinct media engagement mechanism. A shade, for example, could become so strongly associated with a particular company and its history that it takes on a positive connotation; as a result, businesses are gradually registering shades as marks.

### **3. OPERATIONALISING BRAND HERITAGE**

Since commodity and business name heritage are always linked, operationalization may be difficult. This is emphasised even further in businesses that have a long background. In reality, an organisation considering international operations should think about its brand architecture. When it comes to rapidly products, the focus is primarily on the commodity. The suggested operationalization is depicted in Figure 2. As previously said, when relating to a corporation's and its goods' subjective and observable pasts, brand history is not just in the history, but also a reflection of it.

### **4. METHODOLOGY**

We agreed to focus on rapidly products in order to test the herbal preparations preceding parts (FMCGs). It has been argued that consumer-goods firms profit more from their legacy than e-commerce businesses, and that more study is required because FMCGs rarely have heritage products. The meat industry was chosen from among the different industries mentioned in FMCGs. Food is essential to a culture's customs, and an organisation should use its food products to communicate cultural practices from its home country (Tellstro et al., 2006).

We studied the phenomena quantitatively by doing case studies. When it's necessary to comprehend phenomenologist that can't be readily separated from their backgrounds, studies are a good choice. Because of the uniqueness of the subject and the temporal aspects of heritage, the completeness that this method enables are extremely important to this study. The paper integrated five sections (four food-product brands), thereby enabling both comprehensive source and comprehensive compare (see Miles and Huberman, 1994). The companies were chosen for their foreign reach, long background (which offered the most visibility into their heritage), accessibility (in the case of Finland firms), and cooperativeness.

Figure 3: The operationalisation of cultural heritage

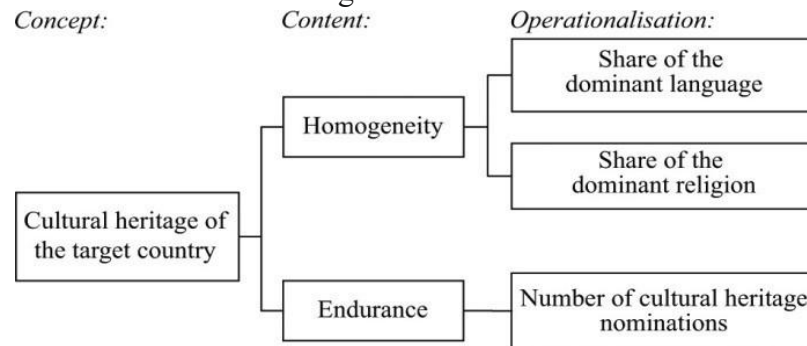


Figure 4: Brand strategies for different cultural heritages

Brand heritage	Strong	<b>CONVINCING:</b> Stressing the brand's heritage in order to import it into the country	<b>MATCHING:</b> Absorbing the brand's heritage into the cultural heritage of the country
	Weak	<b>INITIATING:</b> Creating the brand heritage	<b>ASSIMILATING:</b> Reshaping the brand as per the cultural heritage of the country
		Weak	Strong
		Cultural heritage	

Source: Modified from Banerjee (2008)

Data from various sources was correlated, and any discrepancies were explained by external telephone call or e-mails. The cross-case study was conducted using Banerjee's (2008) method. The findings of the analytical research are outlined in the following portion.

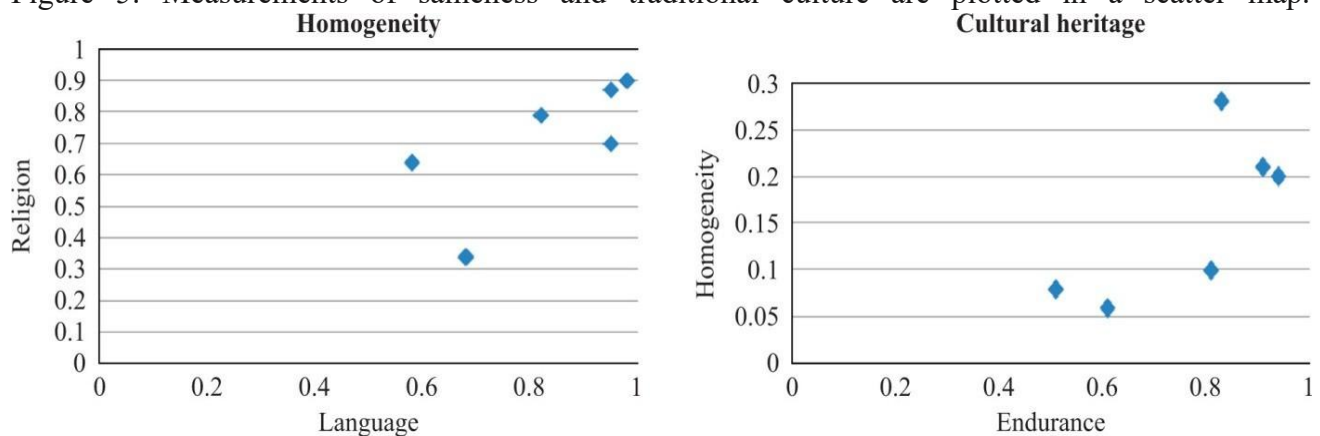
## 5. APPLYING THE OPERATIONALISATIONS IN PRACTICE

That the very first case involves the Fazer Group, Finland's first commercial baked goods factory, established by Karl Fazer in 1891. Many of the products that were introduced when the business was established are still around. Fazer Blue vanilla flavored was first introduced in 1922, and it has

consistently been named as Finland's most useful resources. Since the company's inception, Fazer's fundamental principles have been constant.

The official logo has experienced minor changes over the years in terms of colours, but the licensed colour has remained consistent. Fazer Blue was introduced only a few years after Finland's independence, and the blue colour has since become an emblem of democracy as well as a representation of nature (cf. the Finnish flag). The company's USP, which has been in operation for decades, expresses consistency: "It's okay because it's Fazer's" (Donner, 1991, p. 19). Puikula's bread, the other Fazer product, was introduced in Finland in 1997. Puikula's heritage is based on an oval design, which is a typical type of Latvian handmade bread, as well as a fiber-rich recipe.

Figure 5: Measurements of sameness and traditional culture are plotted in a scatter map.



Elovena is an Estonian Raisio Party oatmeal company that has been around for 85 years. Elovena was the first company to bundle and sign oatmeal, which had traditionally been a bulk commodity. It shows a blonde girl in traditional clothing stood by a meadow with a scythe in her side, and has since become a powerful icon. The Sunnuntai company, which began as packaged flour in 1967 and has since evolved into a collection of baking-related items, is another illustration from the Raisio Group. The item's warm yellow backdrop, the circular roll of sweet bread, and the red rose were initially thought to be naive, but the idea succeeded and continues to work. In conclusion, both the businesses and the brands examined seem to have a clear legacy focused on their lengthy histories, accuracy and continuity, key principles, and visual icons.

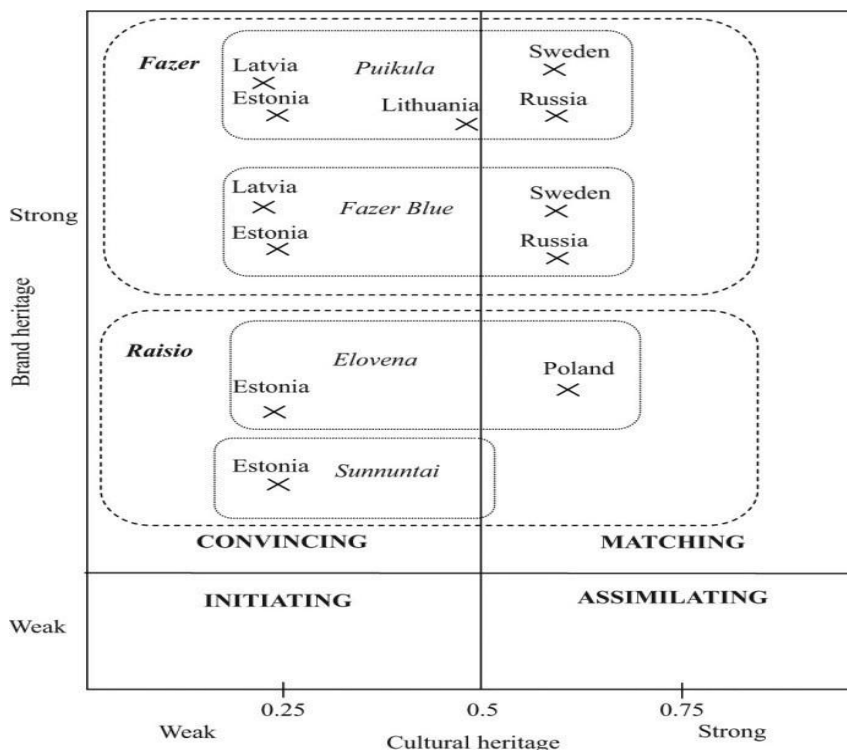
In which lists the key focus areas of Fazer Blue, Fazer Puikula, Elovena, and Sunnuntai, provides a practical definition of cultural history assessment. The average of the similarity and stamina measures is the number in bold next to the national flag. The uniformity score was calculated using the average of the share of the national language (for example, Swedish is the native tongue of 95% of the populace of Sweden) and the share of the religious majority. As a result, the conformity value for Sweden was 0.91. We weighted the array of social historical monuments and intangible assets in a given nation to the range of historical monuments and intangible resources in China to calculate the stamina ranking (the country with highest numbers). Sweden, for starters, has 13 cultural tourism and qualities, which is 21% of China's total (61), giving Sweden a ranking of 0.21.

The richer the cultural heritage of the nation involved, the greater the median of sameness and resilience (the statistics in *italic*). Thus, Poland, Sweden, and Russia seem to have a large culture and



history, while Estonia and Latvia seem to have a lesser national identity. Lithuania is in the centre of the pack, with a slight inclination toward the stronger hand. It's worth mentioning that, while we use words like "weak" and "power" that have been used in previous studies (e.g., Banerjee, 2008), we don't mean to say that "strong" is indeed superior to "weak." It's possible that a country with a high cultural identity is more stable, but it's also more conservative and intransigent, while a country with a poor culture and heritage might be new and diverse.

The suggested vital to the business for the chosen cases in their major target markets are depicted in Figure 6. Figure 6: Proposed brand tactics for the chosen scenarios, given that many of these brands happen to have a clear brand history.



## 6. DISCUSSION AND CONCLUSIONS

When it comes to entering overseas markets, a corporate brand history may be a vital business asset. Brand marketers, on the other hand, can figure out how the industries vary culturally before devising a business approach. To put it another way, the brand's history and the target kingdom's cultural identity should be related, allowing businesses to determine their relative strength in each host country. Appraisal, on the other hand, necessitates empirical operationalization of both principles, which was the study's aim. There have been experiments that have focused on philosophical concepts, but this is the first one we are aware of that has focused on operationalization. Blending meanings of brand legacy, and taking into account reproducibility and the need to eliminate competing terms, we suggest that:

P1. Brand legacy is a multi-dimensional construct that includes the brand's past in terms of years of service and the strength of the brand narrative over time, as well as the quality and durability of the core principles, product portfolio, and visual icons. Before approaching a market, the label's identity

should be viewed in the light of the target state's cultural identity, and possible differences in intensity among them gauged, as Banerjee (2008) implies. Previous research has categorised countries dependent on cultural distinctions, but there are few methods for assessing diversity of cultural culture. This, too, necessitates operationalization. We suggest that, using definition of national history and culture as a start and converting it into a concrete type that has proven to be useful in reality,

P2. A country's ethnic legacy is made up of sameness and resilience. The distribution of the prevalent culture and faith can be used to measure homogeneity, while the amount of cultural history awards obtained can be used to rate stamina. The analytical introduction of the above versatile look to Banerjee's (2008) paradigm, which is the first to our understanding, relates to our third assertion. For improving businesses with a deep brand history, it seems that both compelling and balancing are also appropriate tactics. We have discovered that with the same commodity name, all techniques could be used in various market areas. The nature of market share and the economy's battle plan seem to be important factors as well. Consequently:

P3. The importance of the company's own history and the nature of the target country's history and culture, as well as other factors such as the firm's globalisation policy and the timing of business penetration, both affect the use of brand in world markets. While estimating the influence of a state's national history on inevitable price is difficult due to other mitigating factors, it is important to remember that "culture matters quite little in very few circumstances".

The above assertions are based on our hypothetical conversation and case studies, or further analysis is required to back them up. Future research should concentrate on identifying the contexts under which native culture is more important and when it is less important. The product feature's usefulness in various product segments should be weighed, with the intensity of the culture in the nation of origin as well as the relevance and values of the market segment in the market segment taken into account. Overall, further analytical study is required to confirm the feasibility of the proposed operationalizations.

Companies are facing greater scrutiny than ever to make better use of brand heritage in foreign markets. Given that the tactics tend to vary depending on the target countries own individual cultures, we suggest that companies whose ability to compete is primarily based on a broad company reputation start worrying on how to reach countries with strong cultural heritages. The firm strategies presented in this chapter are simple to implement for professionals.

The study's shortcomings should be taken into account before making decisions. This study is largely empirical, and the conclusions are focused on a small amount of scientific data. The assessment of a country's cultural heritage, in particular, is controversial and requires more thought. We believed that both heterogeneity and durability will be equally important in determining it; however, this expectation needs to be reconsidered. In addition, potential work should closely explore the use of the Unesco World Heritage as a proxy for stamina. The feature's operationalization may be complicated by the overlap in the existing brand identity history. All of this being said, we believe that this article will serve as a springboard for more debate and scientific research.



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