CHAPTER – 7

FINDINGS AND CONCLUSIONS
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Overview

The purpose of the comparative quantitative research study was to examine the group mean differences for the brands and correlating the impact of Marketing semiotic elements (Signs, symbols and logo, jingles and music, taglines, packaging, colors, characters and mascots, language, connotations/contexts on brand building parameters of (Brand awareness, brand image, brand feelings, brand reliability, brand association, brand preference/bonding, brand trust). Chapter 6 contained the details of the data analysis techniques performed and the results. Chapter 7 is a summary of the comparative quantitative research, an interpretation of the findings, and discussion of the key elements within the study.

Interpretation of Findings

A sample of n=600 of youth between the age group of 18-24 years from Pune city was used for this study. The city of Pune brings in a lot of young population from neighboring areas for education and jobs thus it covers the entire area of sample used for the study. The collected data were used to test the hypothesis and answer the research questions. This section provides an interpretation of the research findings for each research question.

Hypothesis 1: Signs as semiotic elements have a positive impact on brand building parameters of brand awareness, brand feelings, brand image, brand reliability, brand association, brand preference/bonding and brand trust.

Research Question 1 was used to assess if Brand A (Vodafone) and Brand B (Reliance communications) both telecommunication companies are perceived differently in terms of Brand Building Parameters (Brand Awareness, Feelings, Image, Reliability, Association, Preference/Bonding, Trust) against the semiotic variable of SIGNS used in the marketing communication by both the brands. An example of the signs used around
and within the logo of these brands while advertising in the print, television and digital media was used for this study. The results were used to test the hypothesis considering these two brands.

The hypotheses formulated to test this question were as below.

**Null hypothesis:** Brand A (Vodafone) and Brand B (Reliance communications) are perceived equally in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Signs

**Alternative hypothesis:** Brand A (Vodafone) and Brand B (Reliance communications) are perceived differently in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Signs

**Brand Awareness of Brand A (Vodafone) & Brand B (Reliance Communications)**

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean values.

Based on these mean values of Brand A and B it can be concluded that the respondents have a better recall for Brand A (Vodafone) as compared to Brand B (Reliance communications).

**Brand Feelings for Brand A (Vodafone) & Brand B (Reliance Communications)**

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value

Based on the mean values of Brand A and B it can be concluded that the respondents show neutral response towards Brand B (Reliance Communications) and agree to the fact that Brand A (Vodafone) arouses positive feelings within them towards the Brand Vodafone.
Brand Image of Brand A (Vodafone) & Brand B (Reliance Communications)

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.

Based on the mean values of Brand A and B it can be concluded that respondents feel that the signs used for the Brands speak about the Brands and have a global appeal but Brand A (Vodafone) has a more positive response as compared to Brand B (Reliance Communications).

Brand Reliability of Brand A (Vodafone) & Brand B (Reliance Communications)

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.

Based on the mean values of Brand A and B it can be concluded that the respondents feel Brand A (Vodafone) is better at assuring quality and respondents feel comfortable looking at the Brand and can rely on it as compared to Brand B (Reliance Communications).

Brand Association of Brand A (Vodafone) & Brand B (Reliance Communications)

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.

Based on the mean values of Brand A and B it can be concluded that the respondents associate better, warm and friendly experiences with Brand A (Vodafone) than Brand B (Reliance Communications).

Brand Preference/Bonding of Brand A (Vodafone) & Brand B (Reliance Communications)

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.
Based on the mean values of Brand A and B it can be concluded that the respondents, if given an option would have a preference for Brand A (Vodafone) over Brand B (Reliance Communications) and would bond in a better manner with Brand Vodafone.

**Brand Trust of Brand A (Vodafone) & Brand B (Reliance Communications)**

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value

Based on the mean values of Brand A and B it can be concluded that the respondents have a better emotional connect and trust towards Brand A (Vodafone) than Brand B (Reliance Communications).

**REPEATED MEASURES MANOVA FOR SIGNS**

A two group within subject MANOVA was conducted on 7 dependent variables of the Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Signs for the two brands Vodafone and Reliance Communications.

The Bartlett’s test of sphericity was statistically significant; p value less than 0.001 indicating sufficient correlation between dependent variables to proceed with analysis

Pillai’s trace was used to determine multivariate significance between the two variables. The Pillai’s trace = 0.589, F (7, 593) = 121, p value = 0.000, indicates that p value (0.000) is less than the level of significance (0.05) the null hypothesis (Brand A and Brand B are perceived equally in terms of Brand Building Parameters - Brand Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Signs) is not accepted. Hence it is concluded that type of brand does influence aggregate outcome variable brand.

Since Pillai’s trace was significant, univariate ANOVA was conducted on each dependent variable separately to determine the locus of statistically significant multivariate effect.
As the impact brand type is examined on each dependent variable separately we use Bonferroni corrected alpha level to avoid alpha inflation, we therefore divide alpha by number of dependent variables. Hence the new alpha = 0.05/7 = 0.007

The Greenhouse-Geisser values for all the 7 parameters for brand building along with the representative mean values for both the brands mentioned in the inferential data analysis of Chapter 6 state that, in terms of Signs as a semiotic variable, Vodafone is superior to Reliance communications on all aspects of Brand building parameters.

Also, since the p values are significant and less that the new alpha of 0.007 the null hypothesis (Brand A, Vodafone and Brand B, Reliance Communications are perceived equally in terms of Brand Building Parameters of Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Signs) is not accepted, thus proving that both the brands are perceived differently in terms of Signs and Signs do have a positive impact on the Brands.

**Conclusion:**

The brands were intentionally selected by identifying the sign element used in the marketing communication for both the brands. The communication used in print, television as well as digital media in the form of the symbols using certain sign elements was specifically chosen for the study.

The brand Vodafone evidently used the sign of an “Apostrophe”, a grammatical sign that indicates quotes and conversations. The sign was used to indicate their domain of business as communications. Vodafone subtly used this punctuation mark sign in its logo and communications. People were aware of the sign and could associate with it. The sign not only indicated the brand image associated with it, but also helped in establishing a feeling of trust among the audience. Reliance communications on the other hand does not make use of a sign that would indicate their business in the image used for this study. Except for the minimal graphics used for the alphabet, “A” in the word “RELIANCE” there exists no specific sign to which a respondent could associate. Nonetheless, the brand being well established in the telecommunication industry had its share of loyals but
Signs as a marketing semiotic element didn’t seem to be used in its fullest capacity in the communications.

The data and research concludes that the Sign (apostrophe) used in the communication by Vodafone helps create a positive impact on the audience in terms of brand building. It leads to a better recall and recognition of the brand also complementing the other crucial brand building parameters tested in this research for the two brands. Reliance communications on the other hand has a lower impact on the audience, in terms of signs as a semiotic element used in the communications and provides a future scope for the application of marketing semiotics in the communications used.

**Hypothesis 2:** Symbols and Logo as semiotic elements have a positive impact on brand building parameters of brand awareness, brand feelings, brand image, brand reliability, brand association, brand preference/bonding and brand trust

**Research Question 2** was used to assess if Brand A (Apple) and Brand B (Blackberry) are perceived differently in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding, Trust) against the semiotic variable of SYMBOLS and LOGO used in the marketing communication by both the brands.

An example of the symbol/logo used in the print, television and digital media was used for this study. The results were used to test the hypothesis considering these two brands.

The hypotheses formulated to test this question were as below.

**Null hypothesis:** Brand A (Apple) and Brand B (Blackberry) are perceived equally in terms of Brand Building Parameters of Brand- Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust against the semiotic variable of Symbols & Logo
**Alternative hypothesis:** Brand A (Apple) and Brand B (Blackberry) are perceived differently in terms of Brand Building Parameters of Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Symbols & Logo.

**Brand Awareness of Brand A (Apple) & Brand B (Blackberry)**

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.

Based on these mean values of Brand A and B it can be concluded that the respondents have a better recall for Brand A (Apple) as compared to Brand B (Blackberry).

**Brand Feelings for Brand A (Apple) & Brand B (Blackberry)**

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.

Based on the mean values of Brand A and B it can be concluded that the respondents show neutral response towards Brand B (Blackberry) and agree to the fact that Brand A (Apple) arouses positive feelings within them towards the Brand Apple.

**Brand Image of Brand A (Apple) & Brand B (Blackberry)**

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.

Based on the mean values of Brand A and B it can be concluded that respondents feel that the symbols and logo used for the Brands speak about the Brands and have a global appeal but Brand A (Apple) has a more positive response as compared to Brand B (Blackberry)

**Brand Reliability of Brand A (Apple) & Brand B (Blackberry)**

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.
Based on the mean values of Brand A and B it can be concluded that the respondents feel Brand A (Apple) is better at assuring quality and respondents feel comfortable looking at the Brand and can rely on it as compared to Brand B(Blackberry).

**Brand Association of Brand A (Apple) & Brand B(Blackberry)**

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.

Based on the mean values of Brand A and B it can be concluded that the respondents associate better, warm and friendly experiences with Brand A(Apple) than Brand B(Blackberry).

**Brand Preference/Bonding of Brand A (Apple) & Brand B (Blackberry)**

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.

Based on the mean values of Brand A and B it can be concluded that the respondents, if given an option would have a preference for Brand A(Apple) over Brand B( Blackberry) and would bond in a better manner with Brand Apple.

**Brand Trust of Brand A (Apple) & Brand B (Blackberry)**

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value

Based on the mean values of Brand A and B it can be concluded that the respondents have a better emotional connect and trust towards Brand A(Apple) than Brand B(Blackberry).
REPEATED MEASURES MANOVA FOR SYMBOLS AND LOGO

A two group within subject MANOVA was conducted on 7 dependent variables of the Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Symbols and Logo for the two brands Apple and Blackberry.

The Bartlett’s test of sphericity was statistically significant; p value less than 0.001 indicated sufficient correlation between dependent variables to proceed with analysis.

Pillai’s trace was used to determine multivariate significance between the two variables. The Pillai’s trace = 0.940, F (7, 593) = 1337, p value = 0.000, indicates that p value (0.000) is less than the level of significance (0.05). The null hypothesis (Brand A and Brand B are perceived equally in terms of Brand Building Parameters - Brand Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Symbols and Logo) is not accepted. Hence, it is concluded that type of brand does influence aggregate outcome variable brand.

Since, Pillai’s trace was significant, univariate ANOVA was conducted on each dependent variable separately to determine the locus of statistically significant multivariate effect. As the impact brand type is examined on each dependent variable separately we use Bonferroni corrected alpha level to avoid alpha inflation, we therefore divide alpha by number of dependent variables so the new alpha = 0.05/7 = 0.007.

The Greenhouse-Geisser values for all the 7 parameters for brand building along with the representative mean values for both the brands mentioned in the inferential data analysis of Chapter 6 state that, in terms of Symbols and Logo as a semiotic variable Apple is superior to Blackberry on all aspects of Brand building parameters.

Also, since the p values are significant and less that the new alpha of 0.007, the null hypothesis (Brand A, Apple and Brand B, Blackberry are perceived equally in terms of Brand Building Parameters (Brand Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Symbols and
Logo) is not accepted. It thus proves that both the brands are perceived differently in terms of Symbols and Logo and they do have a positive impact on the Brands.

**Conclusion:**

The brands selected to address this part of the study were Apple and Blackberry. Both the brands have been very successful in their business in the domains of technology and mobile telephony. Apple however, has drastically changed things in the technology domain thus rendering the blackberry services as obsolete and old school. Apple is famous for its dynamic and forward thinking technological inventions that are creating hardcore brand loyals for the company.

The symbols of both the brands are unique and hence were selected for this study to check their impact. It was observed that majority of the respondents selected Apple way ahead of Blackberry in all parameters of Brand building when correlated to the symbol/logo of the company.

Symbols are picture and Logo’s are words. A combination mark consists of both symbols and Logos. In case of both the brands the symbols have created their own niche in the minds of the audience but this research proves that Apple has occupied more space in the consumer mind as compared to the other competitors. Inspite of the fact that, the apple symbol in terms of colors and other subtle components has undergone a lot of change since the inception of the company, it is still the most liked symbol. The respondents connect far better to the Apple symbol that the Blackberry symbol.

The symbol of the Apple tells the story of the company and associates with the respondents. The significance of the bite on the apple Symbol/Logo which actually indicates “A byte” which is a unit of digital information cannot go unnoticed by the respondents. They relate better to the industry of operation of Apple as a company through the symbol.

The findings thus conclude that the symbol used in the communication by Apple helps create a positive impact on the audience in terms of brand building.
It leads to a better recall and recognition of the brand thus complementing the other crucial brand building parameters that are tested in this research for the two brands. Blackberry on the other hand has a lesser impact on the audience in terms of signs as a semiotic element used in the communications and gives scope for the application of marketing semiotics in the communications used.

**Hypothesis 3:** Jingles and Music as semiotic elements have a positive impact on brand building parameters of brand awareness, brand feelings, brand image, brand reliability, brand association, brand preference/bonding and brand trust

**Research Question 3** was used to assess if the four Brands - Idea, Cadbury silk, Airtel and Amazon are perceived differently in terms of Brand Building Parameters of Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding, Trust) against the semiotic variable of Jingles and Music used in the marketing communication by these brands.

Four jingles were selected to carry out this analysis. The jingles helped assess the impact of semiotic parameters on Radio, Television as well as digital media. The results were used to test the hypothesis considering these 4 brands.

The hypotheses formulated to test this question were as below.

**Null hypothesis:** Brand 1,2,3,4 are perceived equally in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Jingles & Music

**Alternative hypothesis:** Brand 1,2,3,4 are perceived differently in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Jingles & Music

**Brand Awareness of Idea, Cadbury Silk, Airtel and Amazon**

For all four brands the mean was a representative value since in all the cases standard deviation was less than ½ mean value.
Based on these mean values for Idea, Cadbury Silk, Airtel and Amazon it can be concluded that the respondents have a better recall for the Airtel Jingle over the other three jingles.

**Brand Feelings for Idea, Cadbury Silk, Airtel and Amazon**

For all four brands the mean was a representative value since in all the cases standard deviation was less than ½ mean value.

Based on the mean values for Idea, Cadbury Silk, Airtel and Amazon it can be concluded that the respondents rate the Cadbury Silk jingle highest for arousing positive feelings within them towards the Brand Cadbury.

**Brand Image of Idea, Cadbury Silk, Airtel and Amazon**

For all four brands the mean was a representative value since in all the cases standard deviation was less than ½ mean value.

Based on the mean values for Idea, Cadbury Silk, Airtel and Amazon it can be concluded that the respondents feel that the jingles and music used for the Brands speak about the Brands and have a global appeal. In this respect, they rated the Airtel jingle on the highest scale amongst the four jingles.

**Brand Reliability of Idea, Cadbury Silk, Airtel and Amazon**

For all four brands the mean was a representative value since in all the cases standard deviation was less than ½ mean value.

Based on the mean values for Idea, Cadbury Silk, Airtel and Amazon it can be concluded that the respondents feel Cadbury Silk and Airtel both are almost equally good at assuring quality and the respondents feel comfortable after listening to the two jingles of these Brand and can rely on it as compared to the other two brands.
Brand Association of Idea, Cadbury Silk, Airtel and Amazon

For all 4 brands the mean was a representative value since in all the cases standard deviation was less than ½ mean value.

Based on the mean values for Idea, Cadbury Silk, Airtel and Amazon it can be concluded that the respondents’ associate better, warm and friendly experiences with Cadbury Silk jingle as compared to the other three jingles.

Brand Preference/Bonding of Idea, Cadbury Silk, Airtel and Amazon

For all four brands the mean was a representative value since in all the cases standard deviation was less than ½ mean value.

Based on the mean values for Idea, Cadbury Silk, Airtel and Amazon it can be concluded that the respondents, if given an option would have a preference for the Airtel jingle closely followed by the Cadbury silk jingle and would bond in a better manner with Brand Airtel.

Brand Trust of Idea, Cadbury Silk, Airtel and Amazon

For all four brands the mean was a representative value since in all the cases standard deviation was less than ½ mean value.

Based on the mean values for Idea, Cadbury Silk, Airtel and Amazon it can be concluded that the respondents have a better emotional connect and trust towards Cadbury silk followed by Airtel.

REPEATED MEASURES MANOVA FOR JINGLES AND MUSIC

A two group within subject MANOVA was conducted on 7 dependent variables of the Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Jingles and Music for the four brands - Idea, Cadbury silk, Airtel and Amazon.
The Bartlett’s test of sphericity was statistically significant; p value less than 0.001 indicated sufficient correlation between dependent variables to proceed with analysis.

Pillai’s trace was used to determine multivariate significance between the two variables. The Pillai’s trace = 0.917, F (21, 579) = 304.4, p value = 0.000, indicated that p value (0.000) was less than the level of significance (0.05). The null hypothesis (Brand A and Brand B are perceived equally in terms of Brand Building Parameters - Brand Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Jingles and Music) is not accepted. Hence it is concluded that type of brand does influence aggregate outcome variable brand.

Since Pillai’s trace was significant, univariate ANOVA was conducted on each dependent variable separately to determine the locus of statistically significant multivariate effect. The impact brand type was examined on each dependent variables separately, Bonferroni corrected alpha level was used to avoid alpha inflation, therefore alpha was divided by the number of dependent variables. Hence, the new alpha = 0.05/7 = 0.007

The Greenhouse-Geisser values for all the 7 parameters for brand building along with the representative mean values for the four brands mentioned in the inferential data analysis of Chapter 6 state that in terms of Jingles and Music as a semiotic variable, Cadbury Silk and Airtel rank almost equally on all aspects of Brand building parameters.

Also, since the p values are significant and less than the new alpha of 0.007 the null hypothesis (Brand 1,2,3,4 are perceived equally in terms of Brand Building Parameter Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust against the semiotic variable of Jingles and Music) is not accepted. It thus proves that the four brands are perceived differently in terms of Jingles and Music and they do have a positive impact on the Brands.
Conclusion:

The brands selected to address this part of the study were Idea, Cadbury Silk, Airtel and Amazon. These four brands were selected based on the jingles that they have been using in their marketing communications. It was observed that the Cadbury silk jingle and the Airtel jingle were equally liked by the youth.

The most popular reasons were the lyrics, the tune of the jingle and the mood that the jingle sets in. Youth associated different connotations with these jingles. Both these jingles had one common factor making them likeable, it was the happy emotions portrayed in the lyrics of these jingles. They also set in a very joyous context after listening to them. The lyrics describe a lot of emotions and the tune compliments this. It was observed that the likability of the jingle was also based on the length of the jingle. Jingles that were too long were not paid attention too and recall was impacted. However, long jingles with repetition of lyrics and catchy words that targeted the market were seen to have a better recall than complex jingles. In certain cases it was also observed that the music used in a jingle overshadowed the lyrics of the jingle affecting the brand memory. The language used in the jingle and the tone of the jingle were also seen as determining factors while connecting with the target/local audience.

Hypothesis 4: Taglines as semiotic elements have a positive impact on brand building parameters of brand awareness, brand feelings, brand image, brand reliability, brand association, brand preference/bonding and brand trust.

Research Question 4 was used to assess if the five Brands - Amul, LIC, Olx, McDonald’s and Nike are perceived differently in terms of Brand Building Parameters of Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding, Trust against the semiotic variable of Taglines used in the marketing communication by these brands.

Five taglines were selected to carry out this analysis. The taglines were picked in such a way that different components of a tagline could be tested for impact on the respondents. The results were used to test the hypothesis considering these five brands.
The hypotheses formulated to test this question were as below.

**Null hypothesis:** Brand 1,2,3,4,5 are perceived equally in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Taglines.

**Alternative hypothesis:** Brand 1,2,3,4,5 are perceived differently in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Taglines.

**Brand Awareness of Amul, LIC, OLX, McDonald’s, Nike**

For all five brands the mean was a representative value since in all the cases standard deviation was less than ½ mean value.

Based on these mean values for Amul, LIC, OLX, McDonald’s, and Nike, it can be concluded that the respondents have a better recall for the Amul tagline over the other taglines.

**Brand Feelings for Amul, LIC, OLX, McDonald’s, and Nike**

For all five brands the mean was a representative value since in all the cases standard deviation was less than ½ mean value.

Based on the mean values for Amul, LIC, OLX, McDonald’s, Nike, it can be concluded that the respondents rate the Amul tagline the highest for arousing positive feelings within them towards the Brand Amul.

**Brand Image of Amul, LIC, OLX, McDonald’s, and Nike**

For all five brands the mean was a representative value since in all the cases standard deviation was less than ½ mean value.

Based on the mean values for Amul, LIC, OLX, McDonald’s, Nike, it can be concluded that the respondents feel that the taglines used for the Brands speak about the Brands and have a global appeal. In this respect they rated the Amul tagline on the highest scale amongst the four taglines.
**Brand Reliability of Amul, LIC, OLX, McDonald’s, and Nike**

For all five brands the mean was a representative value since in all the cases standard deviation was less than $\frac{1}{2}$ mean value.

Based on the mean values for Amul, LIC, OLX, McDonald’s, Nike, it can be concluded that the respondents feel Amul tagline is good at assuring quality and the respondents feel comfortable after reading/hearing the tagline of this brand and can rely on it more as compared to the other brands.

**Brand Association of Amul, LIC, OLX, McDonald’s, and Nike**

For all five brands the mean was a representative value since in all the cases standard deviation was less than $\frac{1}{2}$ mean value.

Based on the mean values for Amul, LIC, OLX, McDonald’s, Nike, it can be concluded that the respondents associate better, warm and friendly experiences with the Amul tagline as compared to the other taglines.

**Brand Preference/Bonding of Amul, LIC, OLX, McDonald’s, and Nike**

For all five brands the mean was a representative value since in all the cases standard deviation was less than $\frac{1}{2}$ mean values.

Based on the mean values Amul, LIC, OLX, McDonald’s, Nike, it can be concluded, that the respondents, if given an option, would have a preference for the Amul tagline closely and would bond in a better manner with Brand Amul over the other brands.

**Brand Trust of Amul, LIC, OLX, McDonald’s, and Nike**

For all five brands the mean was a representative value since in all the cases standard deviation was less than $\frac{1}{2}$ mean values.

Based on the mean values Amul, LIC, OLX, McDonald’s, Nike, it can be concluded that the respondents have a better emotional connect and trust towards Amul.
REPEATED MEASURES MANOVA FOR TAGLINES

A two group within subject MANOVA was conducted on seven dependent variables of the Brand Building Parameters of Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust against the semiotic variable of Taglines for the five brands Amul, LIC, OLX, McDonald’s, Nike.

The Bartlett’s test of sphericity was statistically significant; p value less than 0.001 indicated sufficient correlation between dependent variables to proceed with analysis.

Pillai’s trace was used to determine multivariate significance between the two variables. The Pillai’s trace = 0.999, F (26, 574) = 1337, p value = 0.000, indicates that p value (0.000) is less than the level of significance (0.05). The null hypothesis (Brand 1,2,3,4,5 are perceived equally in terms of Brand Building Parameters - Brand Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust against the semiotic variable of Taglines) is not accepted. Hence, it is concluded that type of brand does influence aggregate outcome variable brand.

Since Pillai’s trace was significant, univariate ANOVA was conducted on each dependent variable separately to determine the locus of statistically significant multivariate effect. As the impact brand type is examined on each dependent variable separately we use Bonferroni corrected alpha level to avoid alpha inflation, we therefore divided alpha by number of dependent variables. Hence, the new alpha = 0.05/7 = 0.007

The Greenhouse-Geisser values for all the seven parameters for brand building along with the representative mean values for the five brands mentioned in the inferential data analysis of Chapter 6 state that in terms of Taglines as a semiotic variable Amul is superior to the other brands on all aspects of Brand building parameters.

Also, since the p values are significant and less that the new alpha of 0.007, the null hypothesis (Brand 1, 2,3,4,5 are perceived equally in terms of Brand Building Parameters of Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust against the semiotic variable of Taglines) is not accepted.
Thus proving that the five brands are perceived differently in terms of Taglines and they do have a positive impact on the Brands.

**Conclusion:**

Good taglines reinforce and strengthen the memory of a product/brand. In this study it was observed that the tagline for Amul was rated the best amongst the options given. Respondents feel that the tagline creates a memorable and dramatic picture in the mind. The tagline also correlates to the tone and properties of the product. Taglines that include audience participation are observed to have a greater impact.

Amul has always emphasized on showcasing the tagline in their marketing communications in all the media used for advertising. The creative rhyming taglines are most liked as the words are easier to remember. It was also observed that the familiarity of the tagline would increase with the age of the product. The recall of the tagline also increases when it is incorporated in the commercials. Also, the number of words used in the tagline, the repetitions and the syntagm used in the tagline will impact the effectiveness of a tagline and in turn the brand building parameters.

**Hypothesis 5:** Packaging as a semiotic element has a positive impact on brand building parameters of brand - awareness, brand feelings, brand image, brand reliability, brand association, brand preference/bonding and brand trust

**Research Question 5** was used to assess if the 4 Brands, Parle-G, Bourbon, Threptin, Dark fantasy are perceived differently in terms of Brand Building Parameters of Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding, Trust against the semiotic variable of Packaging used in the marketing communication by these brands.

These brands were intentionally selected for the distinctive packaging styles followed by all the four brands, giving the respondents enough variety to choose their favorite brand based on the packaging.
The hypotheses formulated to test this question were as below.

**Null hypothesis:** Brand 1,2,3,4 are perceived equally in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Packaging

**Alternative hypothesis:** Brand 1,2,3,4 are perceived differently in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Packaging.

**Brand Awareness of Parle-G, Bourbon, Threptin, Dark fantasy**

For all four brands the mean was a representative value since in all the cases standard deviation was less than ½ mean value.

Based on these mean values for Parle-G, Bourbon, Threptin, Dark fantasy, it can be concluded that the respondents have a better recall for the Dark Fantasy packaging, very closely followed by the Parle G packaging.

**Brand Feelings for Parle-G, Bourbon, Threptin, Dark fantasy**

For all 4 brands the mean was a representative value since in all the cases standard deviation was less than ½ mean value.

Based on the mean values for Parle-G, Bourbon, Threptin, Dark fantasy, it can be concluded that the respondents rate the Dark fantasy packaging highest at arousing positive feelings within them towards the Brand.

**Brand Image of Parle-G, Bourbon, Threptin, Dark fantasy**

For all four brands the mean was a representative value since in all the cases standard deviation was less than ½ mean value.

Based on the mean values for Parle-G, Bourbon, Threptin, Dark fantasy, it can be concluded that the respondents feel that the packaging used for the Brands speak about the Brands and have a global appeal. In this respect they rated Dark fantasy on the highest scale amongst the four brands.
Brand Reliability of Parle-G, Bourbon, Threptin, Dark fantasy

For all four brands the mean was a representative value since in all the cases standard deviation was less than ½ mean values.

Based on the mean values for Parle-G, Bourbon, Threptin, Dark fantasy, it can be concluded that the respondents feel Dark fantasy is good at assuring quality and the respondents feel comfortable looking at the packaging of this brand and can rely on it as compared to the other brands.

Brand Association of Parle-G, Bourbon, Threptin, Dark fantasy

For all four brands the mean was a representative value since in all the cases standard deviation was less than ½ mean values.

Based on the mean values for Parle-G, Bourbon, Threptin, Dark fantasy it can be concluded that the respondents associate better, warm and friendly experiences with Dark fantasy as compared to the other brands.

Brand Preference/Bonding of Parle-G, Bourbon, Threptin, Dark fantasy

For all four brands the mean was a representative value since in all the cases standard deviation was less than ½ mean value.

Based on the mean values Parle-G, Bourbon, Threptin, Dark fantasy, it can be concluded that the respondents, if given an option would have a preference for dark fantasy and bond in a better manner with it over the other brands.

Brand Trust of Parle-G, Bourbon, Threptin, Dark fantasy

For all four brands the mean was a representative value since in all the cases standard deviation was less than ½ mean value.

Based on the mean values Parle-G, Bourbon, Threptin, Dark fantasy, it can be concluded that the respondents have a better emotional connect and trust towards Dark Fantasy.
REPEATED MEASURES MANOVA FOR PACKAGING

A two group within subject MANOVA was conducted on 7 dependent variables of the Brand Building Parameters Brand 1,2,3,4 are perceived equally in terms of Brand Building Parameters of Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust against the semiotic variable of Packaging for the 5 brands Parle-G, Bourbon, Threptin, Dark fantasy.

The Bartlett’s test of sphericity was statistically significant; p value less than 0.001 indicated sufficient correlation between dependent variables to proceed with analysis.

Pillai’s trace was used to determine multivariate significance between the two variables. The Pillai’s trace = 0.984, F (21, 579) = 1674.9, p value = 0.000, indicates that p value (0.000) was less than the level of significance (0.05). The null hypothesis (Brand 1,2,3,4 are perceived equally in terms of Brand Building Parameters of Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust against the semiotic variable of packaging is not accepted. Hence, it is concluded that type of brand does influence aggregate outcome variable brand.

Since Pillai’s trace was significant, univariate ANOVA was conducted on each dependent variable separately to determine the locus of statistically significant multivariate effect. As the impact brand type is examined on each dependent variable separately, we used Bonferroni corrected alpha level to avoid alpha inflation, therefore dividing alpha by the number of dependent variables. Hence, the new alpha = 0.05/7 = 0.007

The Greenhouse-Geisser values for all the 7 parameters for brand building along with the representative mean values for the four brands mentioned in the inferential data analysis of Chapter 6 state that in terms of Taglines as a semiotic variable Amul superior to the other brands on all aspects of Brand building parameters.
Also, since the p values are significant and less that the new alpha of 0.007, the null hypothesis (Brand 1,2,3,4 are perceived equally in terms of Brand Building Parameters - Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust against the semiotic variable of Packaging) is not accepted. Thus, proving that the four brands are perceived differently in terms of Packaging and they do have a positive impact on the Brands.

**Conclusion:**

Four brands were selected for this study and they included Parle G, Bourbon, Threptin and Dark fantasy. All four brands of biscuits were chosen for their distinct styles of packaging. Amongst all four, inspite of the fact that three of the brands are liked by the respondents a lot leaving Threptin as the last option, Dark fantasy was the most preferred brand in terms of packaging. The packaging of the product acts as the first perception of the product when the respondent actually sees and feels the product. Packaging catches the eye and the attention of brain and impacts the perception. Size, color, shape, material all affect the decisions of the consumer subconsciously.

On verbal discussions with a few respondents it was seen that though the respondents liked the taste of the Parle G biscuits and the Bourbon biscuit but in terms of packaging and appeal they would pick Dark fantasy. The Parle G biscuit packaging has been consistent over the years and they have improvised on the packaging material and technology to maintain the safety of the product and quality of the product. This move comes with the more demanding and health conscious customers questioning the quality and safety of the product they buy. The dark fantasy packaging uses a very unique color combination and has used double packaging for the product. The cookies are packaged in single packets and then kept in a cardboard box which has a lot of appealing content written on it that describes the biscuits in a very unique fashion which awakens the desire to consume them. The reusability and recyclability factor of the packaging material is also considered by the educated class of consumers. The contents, state government required warnings on the package and such other important information can be
prominently spotted on the dark fantasy packet. Both the packaging elements – Graphic and Structural are put to their best use in case of dark fantasy biscuits.

**Hypothesis 6:** Colors as semiotic elements have a positive impact on brand building parameters of brand awareness, brand feelings, brand image, brand reliability, brand association, brand preference/bonding and brand trust.

**Research Question 6** was used to assess if Brand A (Myntra) and Brand B (Yep Me) both online shopping portals are perceived differently in terms of Brand Building Parameters of Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding, Trust against the semiotic variable of COLORS used in the marketing communication by both the brands.

An example of the Colors used around and within the logo of these brands while advertising in the print, television and digital media was used for this study. The results were used to test the hypothesis considering these two brands.

The hypotheses formulated to test this question were as below.

**Null hypothesis:** Brand A and Brand B are perceived equally in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Color

**Alternative hypothesis:** Brand A and Brand B are perceived differently in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Color

**Brand Awareness of Brand A (Myntra) & Brand B(Yep Me)**

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.

Based on these mean values of Brand A and B it can be concluded that the respondents have a better recall for Brand A (Myntra) as compared to Brand B (Yep Me).
Brand Feelings for Brand A (Myntra) & Brand B (Yep Me)

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.

Based on the mean values of Brand A and B it can be concluded that the respondents show neutral response towards Brand B (Yep Me)) and agree to the fact that Brand A (Myntra) arouses positive feelings within them towards the Brand Myntra.

Brand Image of Brand A (Myntra) & Brand B(Yep Me)

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.

Based on the mean values of Brand A and B it can be concluded that respondents feel that the colors used for the Brands speak about the Brands and have a global appeal but Brand A (Myntra) has a more positive response as compared to Brand B(Yep Me)

Brand Reliability of Brand A (Myntra) & Brand B (Yep Me)

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.

Based on the mean values of Brand A and B it can be concluded that the respondents feel Brand A (Myntra) is better at assuring quality and respondents feel comfortable looking at the Brand and can rely on it as compared to Brand B(Yep Me).

Brand Association of Brand A (Myntra) & Brand B (Yep Me)

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.

Based on the mean values of Brand A and B it can be concluded that the respondents associate better, warm and friendly experiences with Brand A (Myntra) than Brand B(Yep Me).
Brand Preference/Bonding of Brand A (Myntra) & Brand B (Yep Me)

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than $\frac{1}{2}$ mean value.

Based on the mean values of Brand A and B it can be concluded that the respondents, if given an option would have a preference for Brand A (Myntra) over Brand B (Yep Me) and would bond in a better manner with Brand Myntra.

Brand Trust of Brand A (Myntra) & Brand B (Yep Me)

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than $\frac{1}{2}$ mean value.

Based on the mean values of Brand A and B it can be concluded that the respondents have a better emotional connect and trust towards Brand A (Myntra) than Brand B (Yep Me)

REPEATED MEASURES MANOVA FOR COLOR

A two group within subject MANOVA was conducted on 7 dependent variables of the Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Colors for the two brands Myntra and Yep Me.

The Bartlett’s test of sphericity was statistically significant; p value less than 0.001 indicated sufficient correlation between dependent variables to proceed with analysis

Pillai’s trace was used to determine multivariate significance between the two variables. The Pillai’s trace = = 0.816, F (7, 593) = 375.5, p value = 0.000, indicates that p value (0.000) is less than the level of significance (0.05), the null hypothesis (Brand A and Brand B are perceived equally in terms of Brand Building Parameters of Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust
against the semiotic variable of Color) is not accepted. Hence, it is concluded that type of brand does influence aggregate outcome variable brand.

Since Pillai’s trace was significant, univariate ANOVA was conducted on each dependent variable separately to determine the locus of statistically significant multivariate effect. As the impact brand type is examined on each dependent variable separately, Bonferroni corrected alpha level was used to avoid alpha inflation, therefore dividing alpha by number of dependent variables. Hence, the new alpha = 0.05/7 = 0.007

The Greenhouse-Geisser values for all the 7 parameters for brand building along with the representative mean values for both the brands mentioned in the inferential data analysis of Chapter 6 state, that in terms of Colors as a semiotic variable Myntra is superior to Yep Me on all aspects of Brand building parameters.

Also, since the p values are significant and less that the new alpha of 0.007, the null hypothesis (Brand A, Myntra and Brand B, Yep Me are perceived equally in terms of Brand Building Parameters of Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust against the semiotic variable of Colors) is not accepted. Thus proving that both the brands are perceived differently in terms of Colors and they do have a positive impact on the Brands.

**Conclusion:**

Two brands of online shopping portals that advertise themselves not only digitally but also through television and print media were selected for this study. The two images of these brands were taken in the form of their logo that is very artistically designed and the use of color is also very distinct.

The attention span of young generations is not very long hence in a fraction of second the brand has to grab the attention of the audience. Myntra has made use of vibrant colors and a very creative font that makes the logo of the brand very catchy. However, I had a faint notion that the dark black and white colors of the Yep Me image will catch the attention of the audience and they would be able to better connect with the logo and the brand but, I was proved wrong by the responses in this research. Even
though the Yep Me Logo appears bold and very legible audience felt that the Myntra logo gave a very beautiful depiction of the versatility of the brand by using a number of colors that depicted the vast range of products the company has to offer. So a multicolored Logo with a unique font has a better impact on the audience and hence the brand building parameter over the black and white logo of Yep Me.

A lot of market players make use of colors to grab the attention span of the audience in the competitive market. A Multicolored logo is not very common but the vibrancy was liked by the audience. On the one hand certain companies prefer using the mono, dual color schemes too for better recall. David Hyerle, 2000 in his book, “Using Visual Tools” stated that 90% of information transmitted to the brain is visual and that visuals and colors are processed sixty thousand times faster than the text used.

Neuromarketing has checked the impact of various colors on the brain since optic receptors are extremely fast at registering colors before the content of a message is analyzed and hence colors along with the way they are placed in the marketing communication form a very important part.

**Hypothesis 7:** Characters and Mascots as semiotic elements have a positive impact on brand building parameters of brand awareness, brand feelings, brand image, brand reliability, brand association, brand preference/bonding and brand trust.

**Research Question 7** was used to assess if Brand A (Amul Butter) and Brand B (Nutralite butter) are perceived differently in terms of Brand Building Parameters of Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding, Trust against the semiotic variable of Characters and Mascots, used in the marketing communication by both the brands.

Both the images are a depiction of the fact that Amul butter has a cartoon character of a small chubby girl used in the advertising communication on print, television and digital media, while Nutralite focuses more on the benefits of the butter without actually making use of a character, mascot or an ambassador.
The hypotheses formulated to test this question were as below.

**Null hypothesis:** Brand A and Brand B are perceived equally in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Characters’ & Mascots.

**Alternative hypothesis:** Brand A and Brand B are perceived differently in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Characters & Mascots.

**Brand Awareness of Brand A (Amul butter) & Brand B (Nutralite butter)**

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.

Based on the mean values of Brand A and B it can be concluded that the respondents have a better recall for Brand A (Amul Butter) as compared to Brand B (Nutralite butter).

**Brand Feelings for Brand A (Amul butter) & Brand B (Nutralite butter)**

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.

Based on the mean values of Brand A and B it can be concluded that the respondents show neutral response towards Brand B (Nutralite butter) and agree to the fact that Brand A (Amul butter) arouses positive feelings within them towards the Brand Amul.

**Brand Image of Brand A (Amul butter) & Brand B (Nutralite butter)**

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.

Based on the mean values of Brand A and B it can be concluded that respondents feel that the characters and mascots used for the Brands speak about the Brands and have a
global appeal but Brand A (Amul butter) has a more positive response as compared to Brand B (Nutralite butter)

**Brand Reliability of Brand A (Amul butter) & Brand B (Nutralite butter)**

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.

Based on the mean values of Brand A and B it can be concluded that the respondents feel Brand A (Amul Butter) is better at assuring quality and respondents feel comfortable looking at the Brand and can rely on it as compared to Brand B (Nutralite butter).

**Brand Association of Brand A (Amul butter) & Brand B (Nutralite butter)**

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.

Based on the mean values of Brand A and B it can be concluded that the respondents associate better, warm and friendly experiences with Brand A (Amul Butter) than Brand B (Nutralite butter).

**Brand Preference/Bonding of Brand A (Amul butter) & Brand B (Nutralite butter)**

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.

Based on the mean values of Brand A and B it can be concluded that the respondents, if given an option would have a preference for Brand A (Amul butter) over Brand B (Nutralite butter) and would bond in a better manner with Brand Amul.

**Brand Trust of Brand A (Amul butter) & Brand B (Nutralite butter)**

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.
Based on the mean values of Brand A and B it can be concluded that the respondents have a better emotional connect and trust towards Brand A (Amul butter) than Brand B (Nutralite butter).

**REPEATED MEASURES MANOVA FOR CHARACTERS AND MASCOTS**

A two group within subject MANOVA was conducted on 7 dependent variables of the Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Characters and Mascots for the two brands Amul butter and Nutralite butter.

The Bartlett’s test of sphericity was statistically significant; p value less than 0.001 indicated sufficient correlation between dependent variables to proceed with analysis.

Pillai’s trace was used to determine multivariate significance between the two variables. The Pillai’s trace = 0.801, F (7, 593) = 340.9, p value = 0.000, indicates that p value (0.000) is less than the level of significance (0.05), the null hypothesis (Brand A and Brand B are perceived equally in terms of Brand Building Parameters of Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust against the semiotic variable of Characters and Mascots) is not accepted. Hence, it is concluded that type of brand does influence aggregate outcome variable brand.

Since Pillai’s trace was significant, univariate ANOVA was conducted on each dependent variable separately to determine the locus of statistically significant multivariate effect. As the impact brand type is examined on each dependent variable separately, Bonferroni corrected alpha level was used to avoid alpha inflation, dividing alpha by number of dependent variables. Hence, the new alpha = 0.05/7 = 0.007.

The Greenhouse-Geisser values for all the 7 parameters for brand building along with the representative mean values for both the brands mentioned in the inferential data.
analysis of Chapter 6 state that in terms of Characters and Mascots as a semiotic variable Amul butter is far superior to Nutralite butter on all aspects of Brand building parameters.

Also, since the p values are significant and less than the new alpha of 0.007, the null hypothesis (Brand A, Amul butter and Brand B, Nutralite butter are perceived equally in terms of Brand Building Parameters of Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust against the semiotic variable of Characters and Mascots) is not accepted. Thus proving that both the brands are perceived differently in terms of Characters and Mascots and they do have a positive impact on the Brands.

**Conclusion:**

A lot of Brands advocate use of characters, mascots or brand ambassadors to attract the buyers. The two brands selected to study the research question are Amul butter and Nutralite. Amul butter has been synonymous with humorous yet very creative and thought provoking communication which targets the current topics, be it politics, sports or social issues in a clever manner. Amul butter has always been associated with a character sketch of a small chubby girl who loves Amul and says “Utterly butterly delicious Amul” whenever the media used is audio, visual. In print however the image of the girl acts as a very important factor of recall and image creation for the Brand. For decades together this image has not been changed though a few colors may have been retouched to make the girl look more vibrant. The character depicts a healthy chubby looking girl who loves Amul on her bread and hence breaks the current social trend of skinny being trendy.

Nutralite on the other hand preaches the benefits of the butter being lighter on cholesterol and healthier. However, it has lacked to create differentiating marketing communication to sell these benefits of the butter as compared to Amul. Nutralite has not created a differentiator element for itself and has been capitalizing on one USP of being healthy but has not proved successful in capturing the shelf space as well as the mind space of a
buyer who would most often than not pick Amul butter without second thoughts looking at the color and the character on the packet in a store.

The study has shown that respondents have a connect to Amul as a brand and a much higher connect with the character of the small girl used by Amul butter. The respondents relate the character to years of consistency and trust by Amul which adds to the brand building parameters studied in this research.

**Hypothesis 8:** Language as a semiotic element has a positive impact on brand building parameters of brand awareness, brand feelings, brand image, brand reliability, brand association, brand preference/bonding and brand trust

**Research Question 8:** was used to assess if Brand A (Vodafone) and Brand B (Airtel) are perceived differently in terms of Brand Building Parameters of Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding, Trust against the semiotic variable of Language used in the marketing communication by both the brands.

The images used are an example of the language that the two companies use to connect with the audience. While Vodafone does reflect the local culture and traditions in its marketing communications during festivals and other such socially important occasions, by using imagery and characters in the communication but the content that describes the images was primarily observed to be in English. Airtel, on the other hand has always been connecting with the audience even in the local languages which has helped it establish a better connect with the consumers.

The hypotheses formulated to test this question were as below.

**Null hypothesis:** Brand A and Brand B are perceived equally in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Language.

**Alternative hypothesis:** Brand A and Brand B are perceived differently in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Language.
Brand Awareness of Brand A (Vodafone) & Brand B (Airtel)

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than $\frac{1}{2}$ mean values.

Based on these mean values of Brand A and B it can be concluded that the respondents have a better recall for Brand B (Airtel) as compared to Brand A (Vodafone).

Brand Feelings for Brand A (Vodafone) & Brand B (Airtel)

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than $\frac{1}{2}$ mean value.

Based on the mean values of Brand A and B it can be concluded that the respondents show neutral response towards Brand A (Vodafone) and agree to the fact that Brand B (Airtel) arouses positive feelings within them towards the Brand Airtel

Brand Image of Brand A (Vodafone) & Brand B (Airtel)

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than $\frac{1}{2}$ mean value.

Based on the mean values of Brand A and B it can be concluded that respondents feel that the language used for the certain Brands give a brand a local flavor and could be tweaked to suit the global audience but Brand B (Airtel) has a more positive response as compared to Brand A (Vodafone)

Brand Reliability of Brand A (Vodafone) & Brand B (Airtel)

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than $\frac{1}{2}$ mean value.

Based on the mean values of Brand A and B it can be concluded that the respondents feel Brand B (Airtel) is better at assuring quality and respondents feel comfortable looking at the Brand and can rely on it as compared to Brand A (Vodafone).
Brand Association of Brand A (Vodafone) & Brand B (Airtel)

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.

Based on the mean values of Brand A and B it can be concluded that the respondents associate better, warm and friendly experiences with Brand B (Airtel) than Brand A (Vodafone).

Brand Preference/Bonding of Brand A (Vodafone) & Brand B (Airtel)

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.

Based on the mean values of Brand A and B it can be concluded that the respondents, if given an option would have a preference for Brand B(Airtel) over Brand A (Vodafone) and would bond in a better manner with Brand Myntra.

Brand Trust of Brand A (Vodafone) & Brand B (Airtel)

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.

Based on the mean values of Brand A and B it can be concluded that the respondents have a better emotional connect and trust towards Brand B (Airtel) than Brand A (Vodafone)

RePEATED MEASURES MANOVA FOR LANGUAGE

A two group within subject MANOVA was conducted on 7 dependent variables of the Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Language for the two brands Vodafone and Airtel.
The Bartlett’s test of sphericity was statistically significant; p value less than 0.001 indicated sufficient correlation between dependent variables to proceed with analysis.

Pillai’s trace was used to determine multivariate significance between the two variables. The Pillai’s trace = 0.881, F (7, 593) = 626.6, p value = 0.000, indicates that p value (0.000) is less than the level of significance (0.05), the null hypothesis (Brand A and Brand B are perceived equally in terms of Brand Building Parameters of Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust against the semiotic variable of Language) is not accepted. Hence it is concluded that type of brand does influence aggregate outcome variable brand.

Since Pillai’s trace was significant, univariate ANOVA was conducted on each dependent variable separately to determine the locus of statistically significant multivariate effect. As the impact brand type is examined on each dependent variable separately, Bonferroni corrected alpha level is used to avoid alpha inflation, dividing alpha by number of dependent variables. Hence, the new alpha = 0.05/7 = 0.007.

The Greenhouse-Geisser values for all the 7 parameters for brand building along with the representative mean values for both the brands mentioned in the inferential data analysis of Chapter 6 state that in terms of language as a semiotic variable, Airtel connects better on all aspects of Brand building parameters.

Also, since the p values are significant and less that the new alpha of 0.007, the null hypothesis (Brand A and Brand B are perceived equally in terms of Brand Building Parameters of Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust against the semiotic variable of Language) is not accepted. Thus proving that both the brands are perceived differently in terms of Language and they do have a positive impact on the Brands.

Conclusion:

Airtel in the Pune district has captured a lot of attention amongst the youth by showcasing the ever changing trends in the way the youth communicate in their
marketing communication. Airtel has been creating communications that connect instantly with an audience they wish to target (mostly the youth). The language that is used in these communications is a blend of English, Hindi (National Language of India) and the local language of the area they wish to tap. In the Pune district most of the communication in the media be it print television digital is in a mix of English, Hindi and Marathi.

Vodafone on the other hand does advertise in a manner to connect with the customers during festivals such as Diwali, Christmas, etc but this is primarily done by creating illustrations and marketing content that depict these traditions but the language fails to connect with the local audience since the majority of communication text/content uses English rather than the local language.

This research shows that the youth population has rated Airtel at a very high scale in comparison to Vodafone on the brand building parameters when language was considered as a connecting marketing semiotic element.

**Hypothesis 9:** Connotations /contexts as semiotic elements have a positive impact on brand building parameters of brand awareness, brand feelings, brand image, brand reliability, brand association, brand preference/bonding and brand trust

**Research Question 9:** was used to assess if Brand A (Dove) and Brand B (Lux) both personal care brands are perceived differently in terms of Brand Building Parameters of Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding, Trust) against the semiotic variable of Connotations /contexts used in the marketing communication by both the brands.

The two brands were chosen in order to interpret the perception of the audience and the meaning making process that the respondents go through after looking at the visuals. Both Dove and Lux have been using Television, digital and print media to attract the buyers in unique ways of advertising and communications using situations, and conditioning the mind of consumers to think differently about beauty bars.
The hypotheses formulated to test this question were as below.

**Null hypothesis:** Brand A and Brand B are perceived equally in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Connotations/Contexts

**Alternative hypothesis:** Brand A and Brand B are perceived differently in terms of Brand Building Parameters (Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Connotations/Contexts.

**Brand Awareness of Brand A (Dove) & Brand B (Lux)**

For both the brands the standard deviation was a representative value since in both the cases it was less than ½ mean value.

Based on these mean values of Brand A and B it can be concluded that the respondents have a better recall for Brand A (Dove) as compared to Brand B (Lux).

**Brand Feelings for Brand A (Dove) & Brand B (Lux)**

For both the brands the standard deviation was a representative value since in both the cases it was less than ½ mean value.

Based on the mean values of Brand A and B it can be concluded that the respondents show neutral response towards Brand B (Lux) and agree to the fact that Brand A (Dove) arouses positive feelings within them towards the Brand.

**Brand Image of Brand A (Dove) & Brand B (Lux)**

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.

Based on the mean values of Brand A and B it can be concluded that respondents feel that the Connotations/contexts used for the Brands speak about the Brands and have a
global appeal but Brand A (Dove) has a more positive response as compared to Brand B (Lux)

**Brand Reliability of Brand A (Dove) & Brand B (Lux)**

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.

Based on the mean values of Brand A and B it can be concluded that the respondents feel Brand A (Dove) is better at assuring quality and respondents feel comfortable looking at the Brand and can rely on it as compared to Brand B(Lux).

**Brand Association of Brand A (Dove) & Brand B(Lux)**

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.

Based on the mean values of Brand A and B it can be concluded that the respondents associate better, warm and friendly experiences with Brand A (Dove) than Brand B(Lux).

**Brand Preference/Bonding of Brand A (Dove) & Brand B (Lux)**

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.

Based on the mean values of Brand A and B it can be concluded that the respondents, if given an option would have a preference for Brand A(Dove) over Brand B(Lux) and would bond in a better manner with Brand Dove.

**Brand Trust of Brand A (Dove) & Brand B (Lux)**

For both the brands the mean was a representative value since the standard deviation values for both the brands were less than ½ mean value.

Based on the mean values of Brand A and B it can be concluded that the respondents have a better emotional connect and trust towards Brand A (Dove) than Brand B(Lux).
REPEATED MEASURES MANOVA FOR CONNOTATIONS/CONTEXTS

A two group within subject MANOVA was conducted on 7 dependent variables of the Brand Building Parameters (Brand Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Connotations/contexts for the two brands Dove and Lux.

The Bartlett’s test of sphericity is statistically significant; p value less than 0.001 indicating sufficient correlation between dependent variables to proceed with analysis

Pillai’s trace was used to determine multivariate significance between the two variables. The Pillai’s trace $= 0.514$, $F (7, 593) = 89.5$, p value $= 0.000$, indicates that p value (0.000) is less than the level of significance (0.05), the null hypothesis (Brand A and Brand B are perceived equally in terms of Brand Building Parameters - Brand Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust) against the semiotic variable of Connotations/contexts) is not accepted. Hence, it is concluded that type of brand does influence aggregate outcome variable brand.

Since Pillai’s trace was significant, univariate ANOVA was conducted on each dependent variable separately to determine the locus of statistically significant multivariate effect. As the impact brand type is examined on each dependent variable separately, Bonferroni corrected alpha level was used to avoid alpha inflation, dividing alpha by number of dependent variables. Hence, the new alpha $= 0.05/7 = 0.007$

The Greenhouse - Geisser values for all the 7 parameters for brand building along with the representative mean values for both the brands mentioned in the inferential data analysis of Chapter 6 state that in terms of Connotations/contexts as a semiotic variable Dove is superior to Lux on all aspects of Brand building parameters.

Also since the p values are significant and less that the new alpha of 0.007, the null hypothesis (Brand A and Brand B are perceived equally in terms of Brand Building Parameters of Brand - Awareness, Feelings, Image, Reliability, Association, Preference/Bonding and Trust against the semiotic variable of Connotations/Contexts) is
not accepted. Thus proving that both the brands are perceived differently in terms connotations/contexts and they have a positive impact on the Brands.

**Conclusion:**

Dove has been making very creative and thoughtful attempts at breaking the stereotypes of beauty and redefining it through the marketing communication. Dove has used models from all age groups and has emphasized on the real inner beauty of women. This contrasted with a brand like Lux which has always used beautiful and age defying celebrities to advertise for the beauty bars. After this research, it was seen that respondents connect in a much better manner with Dove, inspite of the fact that the brand Lux has roped in top celebrities to connect with the respondents.

Lux being an old player in the market, earlier it was sought after but when Dove began to change the definition of beauty through the unique advertising contexts that encompass the real inner beauty of women there was a better connect with the respondents. The research shows that Dove is changing the way people perceive beauty and hence ranks higher on brand building parameters due to the connotations that the communication established amongst the audiences.

**Summary of the conclusion**

All the 9 semiotic elements were checked for their correlation and impact with the 7 brand building parameters in order to determine whether marketing semiotics can be used as a tool for integrated marketing communications especially in advertising and brand and similar activities.

- It was clearly observed through the results generated that all the marketing semiotic parameters play a key role in brand building activities and cannot be isolated from the process of integrated marketing communications.

- The operational hypotheses were tested and all the marketing semiotic elements were individually assessed to test their impact on the 7 Brand Building parameters.
All the elements were found to have a positive impact on the brand building parameters and none of the null hypotheses were accepted, thus proving that semiotic study is a crucial study while developing marketing communications and needs to be give adequate importance to create impactful and creative marketing communication and strategies.

Once all the 9 operational Hypotheses were tested it proved that the conceptual hypotheses were true which stated that –

- Semiotics is effective in brand building and advertising
- Semiotics is an effective marketing tool.
- Semiotics impacts and influences consumer behavior and purchase decisions.

The questions asked to the respondents were designed in such a way that they addressed all these parameters. Brand awareness for a particular brand was analysed using responses to the questions that probed into brand recall, brand feelings were analyzed by posing questions dealing with feelings that were awakened towards a brand. Similarly, when a question was asked whether the image used in the communication speaks about the brand, it brought about responses that helped analyze brand image. Brand reliability was assessed using responses towards questions that explored the respondents experiences towards the brand on similar line brand preference/bonding, emotional connect to the brand and the respondent’s trust towards the brand was analyzed.

**Implications of this study**

The results of this study might be used to help advertising agencies, marketers and marketing and brand managers of companies with respect to understanding every element that together forms the base of marketing semiotics. This quantitative analysis has shown the importance of semiotics in integrated marketing communications. If each parameter is audited time and again to check its efficacy and perception in the mind of the consumer, the brand can be assured to have a consistent graph towards brand building efforts.
However, in order to raise the bar such surveys and studies will definitely help agencies and marketers understand the psyche of the customer and know more about what comes out of their subconscious minds. Armed with more knowledge, the marketers can better understand the impact of their strategies in the market and can tweak them if need be, to suit the audience. They could also attempt to improvise the existing marketing communication to enhance and build the brand.

The results could lead to an increase in positive perceptions towards a brand that could be failing in the market, help in brand extensions and expanding the brand without diluting the current status or to revamp a brand to suit the requirements of the changing trends and demands of the market. The usefulness of this study is evident due to its providing a clear understanding of what the perceptions of the respondents could be towards the brands studied. Also, the results of this study if utilized and articulated appropriately, can lead to effective communication that will not let the brand dwindle in the future. This would be an important step in the Indian context as very little literature and awareness exists around Marketing semiotics. Not only amongst the agencies but also brands and companies should consider evaluating their brands on semiotic parameters by carry out a semiotic audit of their companies.

Furthermore, the results of this study indicated that although may an important aspect for marketers need not be the same for the customers. The marketers may be proved wrong, with the customers wanting something completely different than what was expected. Finally, the study results indicated that marketing semiotic study is a must for marketers as a marketing tool, and it should assume a larger part in the process of creating and designing marketing communications for the customers.