ABSTRACT

Semiotics as a science of signs was initially restricted to literary analysis of signs. Semiotics research aims at understanding what do images represent, and how? Do they communicate any hidden meanings? What emotions, thoughts, ideas do the characters, locations and objects in an image convey? Consumers not only respond to the signs and images but also to the different ways in which they are used in a certain context. People analyze the promotion messages for products, brands, movies, music, books, etc, and make decisions. Different product categories need to be presented in a researched manner using effective marketing communications to create an impact. Making use of bizarre images may prove to be creative but making intelligent use of images will be effective. If an image or symbol has not worked for one brand in conveying a message, does not necessarily mean it won’t bring out new opinions regarding a different brand, instead it may work wonders for it.

Semiotic research will help understand why certain imagery, colors, sounds, character, messages, music, concepts, etc have been favored over others and act as stronger triggers for a consumer. This research renders interesting observations on marketing communication through media like print, radio, television and digital. The purpose of this research was to analyze and decode nine different semiotic elements and correlate them with seven brand building parameters, in a creative and empirical manner. A review of literature revealed the research gap wherein most of the studies were qualitative and exact empirical evidences on the correlation of brand building and semiotic studies were lacking. The research questions mainly focus on determining if semiotics is an effective marketing and branding tool.

The respondents comprise of youth between the age group of 18-24years. This sample was intentionally selected, since India has maximum youth population who act as opinion leaders, and are major contributors towards building brands. The data was collected from coaching classes, companies that hire interns within this age group, and at places where the young population crowds in Pune city.
The respondent sample was a mixed population from the Pune district comprising of students who come to the city coaching centers, internship locations and colleges from the outskirts of Pune city.

The findings of this research confirm that semiotic study could definitely be used to enhance existing marketing communication. It can contribute in creating effective branding strategies and it could be used for conducting a holistic study of the integrated marketing communication plan, so as to deliver high impact, and hard hitting messages to the target audience, thus catapulting brands to a different level.

Ms. Gauri Pathak
Research Student

Dr. Prof Roshan Kazi
Research Guide