

Bridging Brand Theory and Practice: A Closer Look at the Evolving Role of Marketing in Today's Business World

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Abstract: *In today's fast - paced business landscape, effective brand marketing is crucial for organizations to stand out and thrive. Bridging Brand Theory and Practice: A Closer Look at the Evolving Role of Marketing in Today's Business World delves into the intricacies of branding and marketing, providing insights and research on the latest trends, strategies, and best practices. BMR aims to bridge the gap between academic theory and practical application, catering to scholars, practitioners, and researchers seeking to advance their understanding of brand marketing. By exploring the intersection of branding and marketing, it fosters a comprehensive approach to brand management, marketing communications, and consumer behaviour.*

Keywords: Brand marketing, marketing strategy.

1. Introduction

As the contours of the modern marketplace continue to evolve, the sanctity of brand identity remains the North Star that guides consumer decision - making. In this ephemeral era of infinite choice, brand marketing has emerged as the linchpin that harmonizes creativity, technology, and strategy to forge lasting bonds between businesses and their audiences. This Brand Marketing Review ventures into the uncharted territories of brand marketing, navigating the nuances of human - centric storytelling, empathy - driven engagement, and data - infused insights that redefine the frontiers of brand excellence.

2. Background of the Study

The contemporary business landscape is characterized by a paradoxical convergence of fragmentation and interconnectedness. On one hand, the proliferation of digital channels and platforms has splintered consumer attention, rendering traditional marketing strategies increasingly obsolete. On the other hand, the escalating importance of brand identity has created a pressing need for businesses to craft cohesive, resonant narratives that transcend siloed touchpoints.

As the symbiotic relationships between brands, consumers, and markets continue to evolve, the discipline of brand marketing is undergoing a profound metamorphosis. The erstwhile focus on product - centricity is giving way to a more nuanced emphasis on experiential, emotive, and contextual connections. Meanwhile, the accelerating velocity of technological innovation is reconfiguring the very fabric of brand marketing, from data - driven storytelling to AI - infused customer service.

This study seeks to distil the essence of this transformative moment, exploring the intersecting vectors of technological disruption, cultural flux, and economic uncertainty that are collectively reshaping the topology of brand marketing.

3. Aim of the Study

To excavate the nuances of brand marketing in the contemporary business landscape, this study aims to:

- 1) Illuminate the interstices: Explore the intersections and overlaps between technological innovation, cultural shifts, and economic uncertainty.
- 2) Unravel the paradoxes: Investigate the tensions and contradictions that underlie the practice of brand marketing in the digital age.
- 3) Chart the cartography: Map the evolving terrain of brand marketing, identifying key trends, patterns, and benchmarks.
- 4) Ultimately, this study seeks to contribute to the development of a more nuanced, contextual, and effective understanding of brand marketing in the 21st century.

4. Literature Review

The concept of brand marketing has undergone significant transformations in recent years. According to Keller (2013), a strong brand is one that has a clear and consistent image, is perceived as relevant and distinctive, and has a strong emotional connection with its customers.

Aaker (2012) emphasizes the importance of building a strong brand identity, which involves creating a unique and consistent brand image, voice, and personality. She argues that a strong brand identity is essential for building brand loyalty and driving business growth.

In "The Brand Gap, " Neumeier (2005) highlights the importance of bridging the gap between business strategy and brand identity. He argues that a well - designed brand identity can help businesses differentiate themselves, build customer loyalty, and drive business growth.

Pine and Gilmore (2011) argue that businesses need to shift their focus from selling products to creating memorable experiences for their customers. They contend that

experiences are the new currency of business and that businesses that create memorable experiences will be the ones that thrive in the future.

Finally, Schultz and Schultz (2004) argue that businesses need to move beyond traditional marketing tactics and focus on creating meaningful relationships with their customers. They contend that businesses that focus on building strong relationships with their customers will be the ones that build strong brands and drive business growth.

5. Research Methodology

The objective of this research is to gather insights on consumers' perceptions, attitudes, and behaviours towards brands in general. This study will employ mixed - method approach with qualitative and quantitative data.

Population and Sample

A convenience sampling method will be used to recruit participants through social media platforms and online forums. For this purpose 60 respondents were chosen randomly. The starting age of the sample is 18 years. Google forms are created for this purpose.

Data Analysis and Interpretation

The respondents were 60. So, amongst 60 respondents 30 were males and 30 females. So according to the data the following charts are made: -

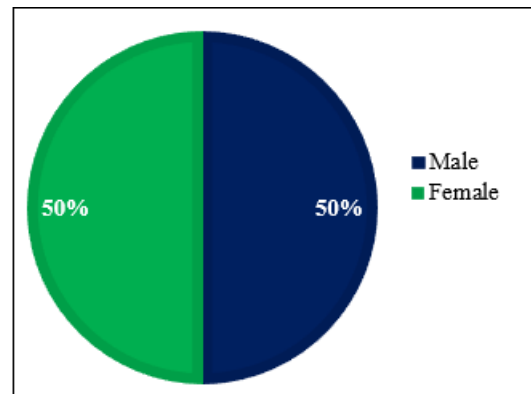


Figure 1: Male and female respondents

Interpretation: - As said earlier that the respondents were equal i. e., 50% males and 50% females. These were all randomly chosen.

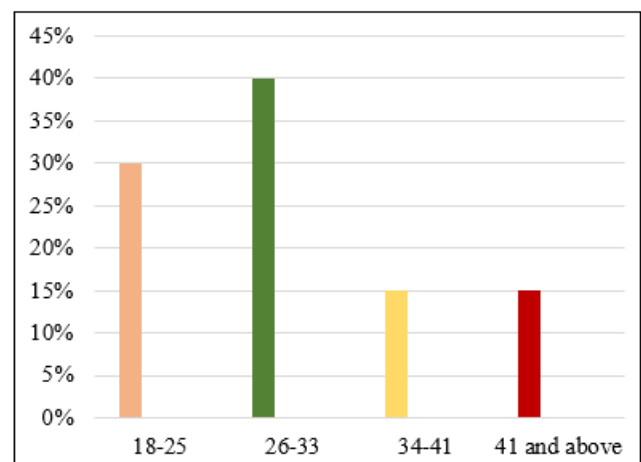


Figure 2: Ages of the respondents

Interpretation: - It is clear from the chart that among other age categories 26 - 33 years respondents are more interested in brand marketing review.

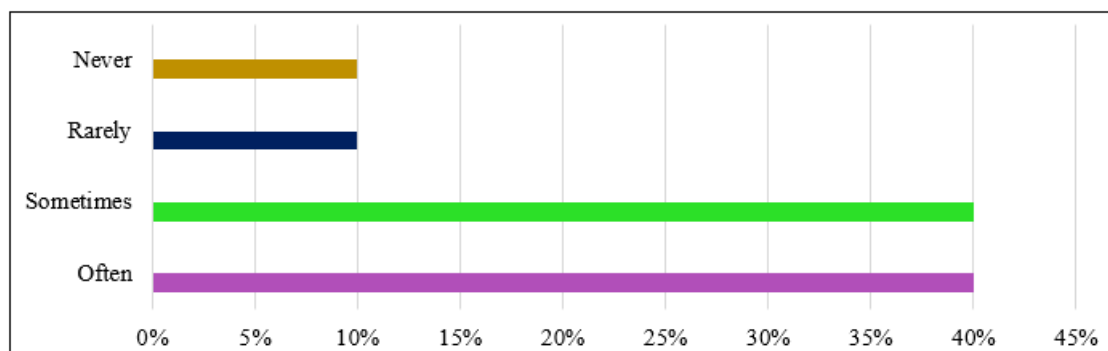


Figure 3: Respondents noticing brand advertisements

Interpretation: - In the above chart it can be seen that most respondents often and sometimes notices brand advertisements. Other notices rarely or never.

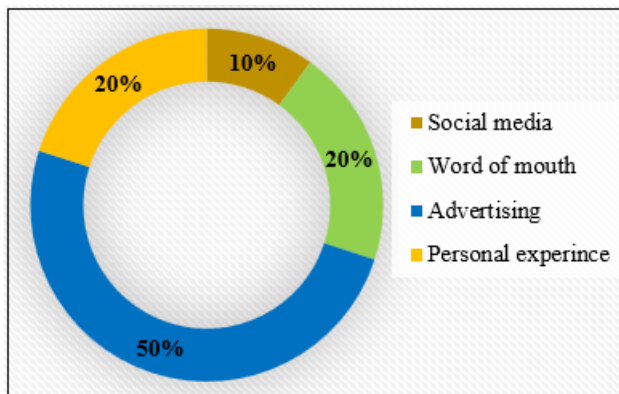


Figure 4: Influencing the perception of a brand

Interpretation: - 50% of people gets influence by advertising. And the rest by word of mouth (20%), personal experience (20%) and social media (10%).

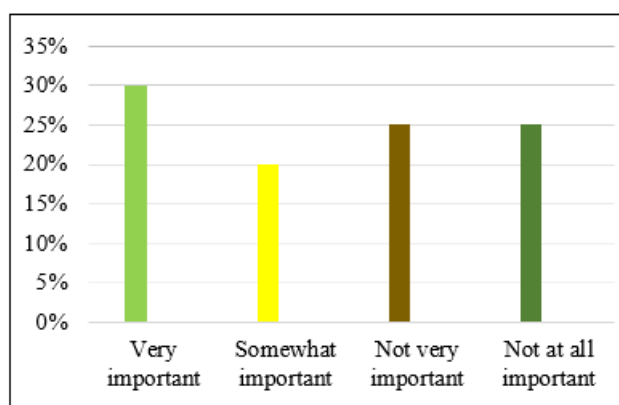


Figure 5: Importance of brand reputation

Interpretation: - 30% respondents feel that brand reputation is very important for them. And the rest said somewhat important, not very important and not at all important.

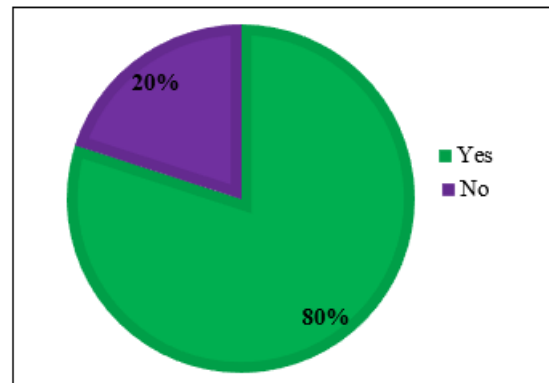


Figure 6: Researching a brand before a purchase

Interpretation: - 80% said they purchase a product after researching about a brand. And 20% said they don't research.

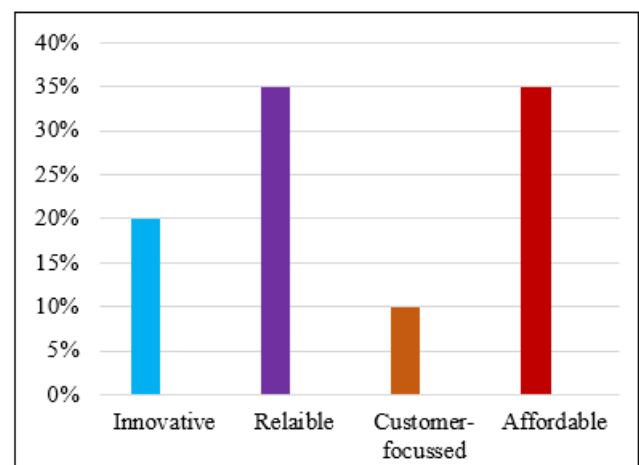


Figure 7: Brands building trust

Interpretation: - Here it is seen that most respondents want the brands should be reliable and affordable.

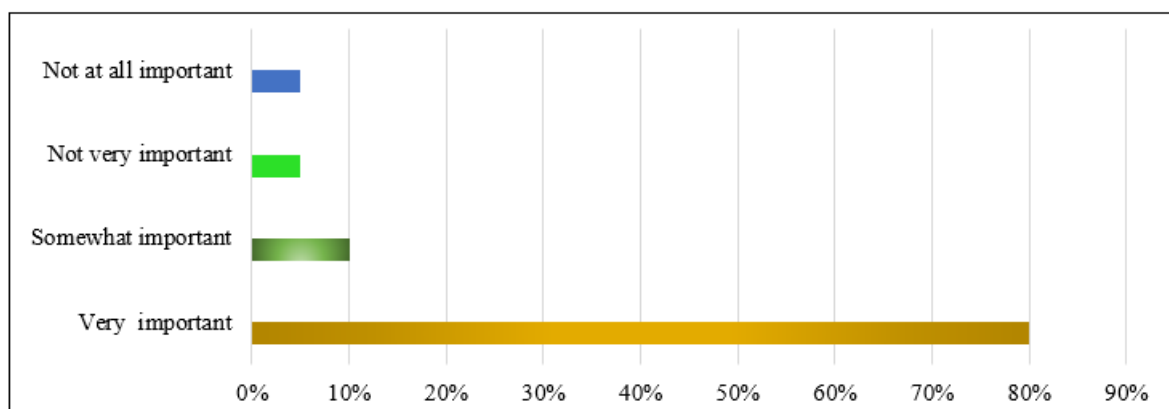


Figure 8: Importance of customer service

Interpretation: - 80% of the respondents said customer service is very important in product purchasing.

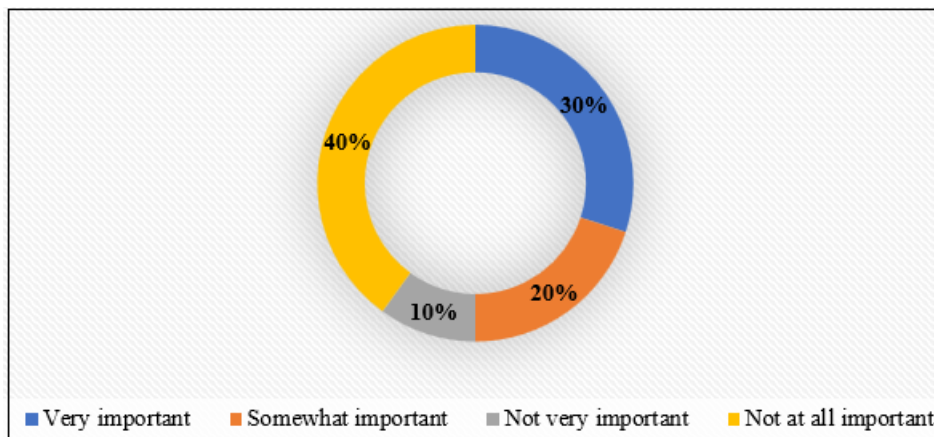


Figure 9: Importance of brand loyalty

Interpretation: - It is clear from the pie - chart that 40% says brand loyalty is not at all important.

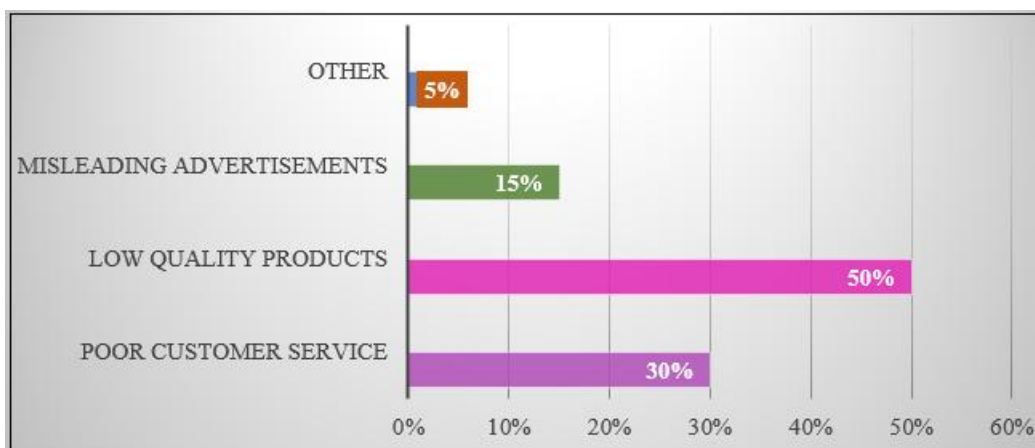


Figure 10: Frustrations about brands

Interpretation: - It can be interpreted from the above chart that most customers get frustrated by low quality products and then by poor customer service.

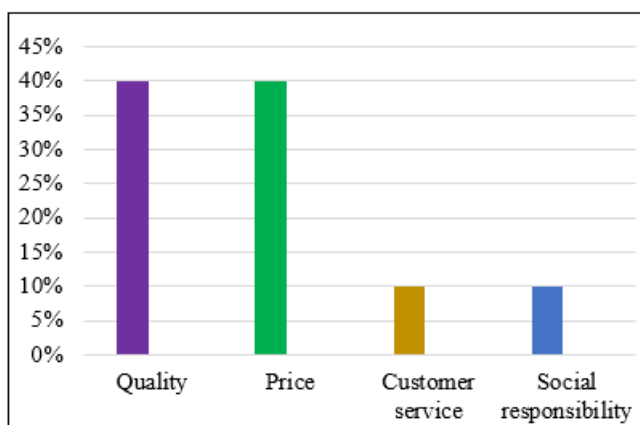


Figure 11: Value in a brand

Interpretation: - Amongst the four options customer values quality and price the most and then values customer service and social responsibility.

6. Findings of the Study

- Reliability and affordability are key considerations for customers. So, brands should prioritize delivering reliable products and services at affordable prices.
- Customer service is crucial in building customer loyalty. So, brands should focus on providing excellent customer service to build customer loyalty.
- Low - quality products are a major source of frustration. So, brands should prioritize quality control and testing to ensure products meet customer expectations.
- Research is essential in the purchasing decision - making process. So, brands should focus on building a strong online reputation by encouraging customer reviews and maintaining a consistent brand message.
- And last but not the least most customers don't have brand loyalty there where affordability comes in consideration.

7. Limitations of the Study

- Sampling Shadows:** Limited representation due to convenience sampling.
- Diversity Deficit:** Limited perspectives due to small sample size.
- Scope Silos:** Focus on specific aspect of brand marketing.
- Tech Tethers:** Limitations of online survey method.

8. Conclusion

As the threads of brand marketing are woven together, a rich tapestry of consumer insights emerges. Reliability, affordability, and customer service form the intricate patterns that captivate audiences and foster loyalty. In this ever-evolving landscape, brands must master the art of connection, embracing the symphony of technology, creativity, and empathy to create resonant experiences that leave a lasting impression.

Ultimately, the brand marketing review reveals a complex interplay of factors that influence consumer behaviour. By prioritizing transparency, quality, and emotional connections, brands can build trust, drive engagement, and cultivate loyalty. As the digital landscape continues to shift and evolve, brands must remain agile, adaptable, and attuned to the needs and preferences of their target audience.

By embracing this customer-centric approach, brands can unlock new opportunities for growth, innovation, and success. The future of brand marketing is bright, and those who prioritize connection, creativity, and empathy will be best positioned to thrive.

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Author Profile



Miss Ushashi Sarkar received Degrees in B. Com. Honours in Marketing from Calcutta University, MBA in Marketing and Information Technology from Kalyani University, B. Ed. in Commerce from Baba Saheb Ambedkar Education University. She is now teaching as an Assistant Professor of Economics in Shree Ramakrishna Vivekananda Mission College of Juridical Studies.