

Brand Heritage in International Markets

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Abstract:

This study examines the importance of brand history in the field of branding research, specifically in an international domain. which presents distinct difficulties. To maximize their use, it is critical to understand the potency of both the brand and the cultural legacy of the specific country. The project seeks to develop innovative approaches for implementing both brand and cultural heritage. The process starts with conceptual conversations when proposed definitions and potential operationalization methodologies are presented. As a result, these concepts are used to examine the brand legacy in various countries. The results indicate that brand legacy consists of a combination of historical narratives, enduring core values, product brands, and visual symbols, whereas a country's cultural heritage represents uniformity and resilience. Although additional testing is needed for the initial operationalization, the insights offered lay the foundation for future studies. This book provides practical assistance in leveraging brand legacy in foreign markets. It provides practitioners with easily applicable methodologies for assessing the importance of brand heritage and efficiently planning its use. This study is noteworthy for being the initial attempt to provide brand and cultural assets.

Keywords: brand heritage, culture heritage, specific country,

Introduction:

Businesses today face the challenge of adapting to swift changes, especially in the realm of technology. The brand has emerged as one of the limited resources that can offer a lasting competitive advantage (1). An effective approach to managing environmental instability is to emphasize historical characteristics, which can help portray a sense of stability and confidence. Consumers have increasingly sought solace in the past, and companies that project an image of authenticity, heritage, and stability are becoming more popular (2,3). Some researchers have shown that brands that incorporate heritage and authenticity into their image are more likely to establish a symbolic and emotional bond with consumers (4). Marketers are currently attracting heritage, recognizing it as a valuable organizational resource that provides long-term strategic value. Companies have a unique heritage, which can contribute to superior performance (5,6). One possible method of ensuring future success is by uncovering and utilizing the untapped value of a brand's history and traditions (7). Managers today must promote a brand's legacy in a way that accentuates its historical credibility while avoiding the perception of its obsolescence. It is widely believed that having strong brand identities and avoiding imitation will be crucial for developing successful brands in the future. This is because consumers have so many options, and the current marketing climate emphasizes the need for unique and distinct brands, (8) and (4) support this viewpoint. Researchers are currently conducting a significant amount of research on brands, specifically focusing on nostalgia and retro brands (9, 10). There have been numerous attempts to quantify national cultures (11, 12). They neglect to take into account the deep-rooted nature or genetic inheritance of these ideals within a nation. There is a limited amount of research available on national cultural heritage. Those that do exist typically regard heritage as a cultural aspect. The text discusses the concept of resource, specifically cultural capital, and how it is evaluated in terms of its benefits to a country or region. It also mentions the analysis of resources as a determinant of

organizational behavior. Nevertheless, the academic literature on marketing rarely addresses national cultural heritage, with only brief mentions of the cultural legacy in the place of origin (13). Furthermore, the target country's cultural heritage often goes unnoticed. It is unexpected considering the extensive body of literature on the choice between adapting or standardizing various marketing elements in target markets (14). One would expect that understanding cultural heritage would be a necessary requirement. Cultural heritage, like brand heritage, lacks operationalization. Limiting the discussion of the two concepts to definitions is futile unless there is a comprehension of their practical implementation. Furthermore, integrating these concepts into a single study will enhance understanding of brand management in diverse cultural contexts. It was one of the first to examine the cultural legacy of the target country in relation to branding(15). The conceptual framework he developed to align brand history with cultural legacy appears to be a valuable tool for improving comprehension of brand heritage in global marketplaces. However, empirical research has not yet tested this framework. The application of this notion is intricate due to the absence of measurements for both concepts. The study's research gap lies in the lack of a preliminary operationalization for both brand heritage and cultural heritage. This study aims to develop such an operationalization. Therefore, the study's primary contribution will be the operationalizations created, which will significantly advance the development of theory. Furthermore, this would be beneficial for scholars who are studying international branding, since it will enable them to make more methodical comparisons of the brand heritage's influence on other companies and the national cultural heritage's influence on different countries. Here's how we'll present the article: Initially, we establish and explore the notions of brand heritage and cultural heritage, and we propose effective methods for putting them into practice. Next, we conduct a concise assessment of the practicality of the proposed measures, following (15) methodology. We use empirical instances to illustrate the theoretical discourse and validate the operationalization. Ultimately, we propose theoretical implications in the form of propositions, which subsequently guide us towards the practical consequences.

A Brand's Legacy:

Defining a brand, its associated attributes, and connections Typically, we describe a brand as a collection of practical characteristics and symbolic meanings. Branding refers to the act of connecting these characteristics with a product to enhance its worth. A brand's success hinges on its saliency, differentiability, and intensity, as well as the trust associated with it(16,17). Furthermore, we know the importance of experiences in the process of brand recognition, as well as their gradual build-up over time(18). The brand's meaning to the customer and the intensity of its emotional impact, specifically its position in their heart, determine their brand preference. Traditionally, companies have expanded the concept of branding to include brands, which are intangible resources. A firm's brand is essentially defined by its organizational links. Brand intangibles encompass a broad spectrum of connections and hold great importance and future focus in the field of branding research. Marketers can use brand legacy as a means to distinguish their brands from competitors, thereby aiding in the development of a distinctive image for their product or service (19). During periods of instability, customers experience a decrease in their confidence in the future. They aim to safeguard themselves against the unpredictable and challenging aspects of the external environment. Consequently, they seek reassurance from the things they purchase. This phenomenon enhances the appeal of businesses that have a long-standing history. These brands are able to elicit memories of past events by skillfully utilizing their heritage (3). Returning to one's origins and finding solace in the past as a means of preparing for the future

seems to be an increasingly popular phenomenon. Brands that convey stability, familiarity, and trust have the power to resonate with individuals throughout times of uncertainty, thereby establishing an impression of genuineness and honesty that is likely to attract modern consumers. Another idea that appears to be gaining popularity during these economically difficult times is retro." Any company can employ "retro" as a marketing and advertising strategy, despite brand heritage being inherent to a company's or product's history and impossible to replicate. This involves resurrecting old products or brand slogans, incorporating images from the past, reusing and reinterpreting old advertisements and cultural representations, and evoking nostalgia associated with previous eras. Corporations also employ it to establish a new brand by leveraging consumers' current emotional connections (3).

Aspects of a Brand's Legacy:

Brand legacy and heritage brands, defining them is not easily comprehensible. Furthermore, it is important to note that a firm or product that has a history does not automatically qualify as a heritage brand. While having a heritage alone does not automatically generate value, it can serve as the basis for establishing a brand (Urde et al., 2007). People often associate the term "heritage" with the notion of inheritance, signifying the transfer of something from one generation to the next. It, as a conceptual framework, serves as a medium for preserving historical values from previous years (15) posits that a brand's heritage comprises four essential elements: history, image, expectancy, and equity. History embodies a wealth of significant previous events, and the image is a result of the brand's marketing and positioning strategy, which focuses on the benefits that consumers can enjoy. Brand expectancy encompasses the tangible and intangible advantages that people derive from a brand. We can divide equity into two distinct categories: a homogeneous set and a heterogeneous set of skills. The homogeneous set enables growth, while the heterogeneous set provides a competitive advantage. In addition to its historical context, the components of brand heritage are Measuring Banerjee's (2008) description is challenging. Meanwhile, a proven track record, a long-standing presence, fundamental beliefs, a historical background, and the use of symbols, identify the brand. A track record refers to the documented evidence that a company has consistently upheld its ideals and fulfilled its commitments over a period of time. On the other hand, longevity indicates a sustained level of performance, along with other characteristics related to the organization's heritage. Core values are essential components of a brand's identity, and, as time passes, they may come to represent its legacy. History is a crucial component of identity, and for the heritage brands in question, it encompasses three distinct periods: the past, the present, and the future. The study of history can establish a brand's significance in the present and potentially in the future. An effective method for establishing a brand's history is to connect the brand to a feeling of cultural consistency and communal heritage through its widespread presence. Coca-Cola serves as a notable illustration of this approach: the Coke name and logo are easily identifiable in nearly all locations, and the majority of individuals today can readily recognize them (Beasley and Danesi, 2002). Nevertheless, several authors (3,4) argue that having a lengthy history is not always necessary for a brand to establish a strong heritage. Some companies are able to generate a strong heritage in a relatively short span of time. This is applicable to various products in the digital era, such as eBay and Google, due to the fact that the digital age has reduced time intervals. As a result, their definition is not directly relevant. Furthermore, we like the terms consistency and continuity over longevity, as they more accurately convey the concept of maintaining a consistent general appearance and theme in the positioning strategy

over some time (9). The definitions provided above exhibit variations and, to a large extent, similarities, but none of them explicitly address the methodology for quantifying brand legacy. The ingredients, in sequence, generate a picture of high caliber, increased confidence, customer allegiance, and a robust reputation, ultimately resulting in a more powerful brand value. Despite the presence of conflicting ideas (19), we view history as an essential requirement for brand legacy. Firstly, it is a universal fact that every company has a unique identifier. History, defined as a period of several decades or longer, can provide a profound understanding and a feeling of lastingness. Consequently, it can play a significant role in shaping an image and fostering brand loyalty. Identity is also significant in this context. Employees have a clear understanding of their own identity, origins, and future direction (19). An effective narrative has the ability to captivate people, establish enduring connections, and substantiate organisational assertions. The brand's essence, at its most optimal, evokes strong memories and emotional connections from the audience, resulting in a successful company story that remains appealing over time. Furthermore, ensuring consistency and continuity in both a company's operations and marketing communications contributes to the preservation and development of its brand history. Firstly, they refer to the company's fundamental principles and, in this regard, contribute to the establishment of the corporate strategy, thus becoming an integral part of the brand's legacy. Considering the prominence of a company's brand history in its products, it is crucial to consider the specific product brands. In addition, brands that have a heritage are typically the oldest ones in their specific product categories (8). In order to evaluate the consistency and continuity of the product range, it is necessary to inquire about changes in the product line and the evolution of the company's primary product brands from their inception to the present. Brands that have a long and established history can communicate with consumers using several methods, such as symbols, images, nostalgia, packaging, and advertising. Symbols serve as a method of conveying the fundamental principles and representing the essence of the brand. Visual symbols provide greater potential than words due to their inherent ambiguity, capacity to convey several meanings and ability.

Brand Heritage and Actions:

The operationalization process is complex because of the interconnection between the product's heritage and the company's brand. This is particularly pronounced in companies or products with a lengthy historical background. When a corporation is considering expanding internationally, it must take into account its brand architecture (17). When it comes to fast-moving consumer products, the primary focus is on the product.

The Nation Is Known For Its Rich Cultural Legacy:

The value of brand heritage can vary depending on the market in which it is promoted. Global and local recognition of the brand's heritage may differ significantly (20). When expanding internationally, organizations should carefully evaluate the degree to which they can or should include the local cultural traditions and customs. Banerjee (2008) recommends considering the brand's heritage about the cultural heritage of the target country. Before entering the target country, it is important to evaluate any potential differences in strength between them. The cultural legacy of the target country is significant because, despite or possibly due to globalization, it has a lasting influence on the values of the individuals residing there (21). Nevertheless, this phenomenon is intricate, and evaluating its potency is not simple. We know that culture as the shared cognitive patterns that distinguish individuals belonging to different human groups. Over time, societies cultivate their own unique cultures. The nation is

commonly employed as the primary focus of examination, and there have been multiple endeavors to categorize national cultures according to variations in values. As far as we know, there are currently no country classifications based on cultural heritage variations. Based on the aforementioned definition of brand heritage, we can define a country's cultural legacy as a combination of its history and the consistency and uninterrupted nature of its distinct traits. Because cultural heritage is a product of social construction, its interpretation depends on the historical and spatial context of the evaluator. However, he does not provide specific instructions on how to conduct this survey. Specifically, quantifying obstruction and tolerance would pose significant challenges, making it difficult or potentially impossible to quantify in real-world scenarios. Therefore, we suggest that we can adequately evaluate and compare cultural legacies in different countries by taking into account two dimensions: homogeneity and persistence. The prevalence of a single language, ethnic background, and religion within a country can determine measures of homogeneity. We concluded that ethnic background was unnecessary. This decision was based on the strong correlation between ethnic background, language, and religion, and omitting it did not impact the final assessment. In addition, obtaining information on the majority language and religion is quite simple, although documentation of ethnic variety is not always readily available. Endurance is a more challenging endeavor. Should we evaluate the duration of independence?

Discussion and final remarks:

A company's brand heritage can serve as a significant competitive advantage when expanding into global markets. Brand managers must analyze the cultural differences between markets and develop a marketing plan that aligns with these differences. Simply put, enterprises can evaluate their comparative advantage in each target country by connecting the brand's history with the cultural history of the desired country. We derived the aforementioned propositions from our theoretical discourse and case illustrations, and additional research is required to substantiate their validity. We recommend that future research should prioritize identifying the specific conditions in which cultural heritage holds greater significance and when it holds lesser significance. We should assess the applicability of the brand-legacy idea across various product categories, considering the strength of heritage in the nation of origin, as well as the familiarity and traditions of the product category in the target market. In conclusion, further empirical study is necessary to evaluate the accuracy of the proposed operationalizations. The intersection between corporate and product brand heritage may potentially impede the implementation of the concepts. That being said, we anticipate that this work will serve as a foundation for future discourse and a catalyst for additional empirical research.

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