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The Influence of Brand Age on Consumer Behavior in India

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Abstract

This research investigates the influence of brand age on consumer behavior. The study utilizes a survey methodology to gather data from a representative sample (size to be determined) of consumers. The questionnaire explores various aspects of the brand-consumer relationship, focusing on how a brand's established history or relative newness affects purchasing decisions, brand trust, and marketing effectiveness. The research aims to identify key insights such as:

- How brand age influences consumer perception of quality and trust.
- Whether brand heritage and nostalgia play a role in purchasing decisions for different age demographics.
- How consumers approach established brands versus newer, innovative brands.
- The impact of brand age on price sensitivity and willingness to pay a premium.
- The effectiveness of marketing strategies tailored to target audiences based on their brand age preferences.

The findings of this research will be valuable for marketing professionals across industries. Understanding how brand age interacts with consumer behavior can inform strategic decision-making in areas like:

- Brand positioning and messaging for established vs. new brands.
- Product development and innovation strategies.
- Customer loyalty programs and retention efforts.
- Developing effective marketing campaigns targeting specific age groups.

By analyzing the collected data, this research will contribute to a deeper understanding of the complex relationship between brand age and consumer behavior. This knowledge can be leveraged by companies to optimize their marketing strategies and ultimately achieve greater success in the marketplace.

Keywords: Brand age, consumer behavior in India, marketing

Introduction

In today's rapidly evolving consumer landscape, brands face a constant barrage of challenges. New technologies disrupt established industries, innovative competitors emerge overnight, and consumer preferences shift with lightning speed. Yet, amidst this sea of change, one factor endures: brand age. The legacy of a brand, whether rooted in decades of tradition or built on the fresh energy of newness, continues to exert a powerful influence on consumer behavior.

The relation between brand age and consumer behavior was a very intriguing area of exploration, which interested me as there was not much quality research done on this in an Indian context to understand how a consumer behaves and perceives a legacy brand and how differs from a startup or new brand.

This research delves into the intricate relationship between brand age and consumer behavior. By exploring how a brand's history or relative newness shapes purchasing decisions, trust perceptions, and marketing effectiveness, we

aim to illuminate the enduring power of brand age in the modern marketplace. This exploration is crucial for marketing professionals navigating the ever-evolving consumer landscape.

The Duality of Brand Age: Heritage vs. Innovation: Brands can be broadly categorized as established players with a long history (heritage brands) or newcomers vying for their place in the market (new brands). Both categories offer distinct advantages and disadvantages that influence consumer behavior.

Heritage Brands: Trust and Familiarity: Established brands boast a long track record, synonymous with quality, reliability, and a deep understanding of consumer needs. This history fosters trust, a valuable asset in a world saturated with choice. Consumers often perceive established brands as dependable, offering products with a proven track record of performance. Additionally, heritage brands often evoke a sense of nostalgia, particularly for older generations. Products

associated with childhood memories or cultural touchstones can trigger an emotional connection that translates into purchasing decisions.

However, established brands can also face challenges. Perceptions of being outdated or slow to adapt to changing trends can hinder their appeal to younger generations. The comfort of familiarity can also lead to complacency, potentially missing out on opportunities for innovation.

New Brands: Innovation and Excitement: New brands, on the other hand, bring a wave of excitement and innovation to the marketplace. Unburdened by legacy structures or established processes, they can be more agile and responsive to emerging trends and consumer preferences. New brands often offer cutting-edge features, disruptive technologies, or fresh approaches to product categories. This focus on innovation can be particularly appealing to younger consumers seeking the latest and greatest.

However, new brands lack the established trust and brand recognition enjoyed by their heritage counterparts. Building a strong reputation and customer loyalty takes time, and convincing consumers to break away from familiar choices can be a significant challenge. Without a proven track record, new brands may struggle to command premium prices or compete on brand perception alone.

The Consumer Lens: How Brand Age Shapes Behavior: The impact of brand age on consumer behavior manifests in various ways. Here are some key areas of exploration in this research:

- i). **Brand Perception and Trust:** How does a brand's established reputation influence perceptions of quality and reliability? Does brand nostalgia play a role in building trust for different age groups?
- ii). **Purchasing Behavior:** To what extent does brand age influence the information search process before a purchase? Do established brands enjoy an advantage in terms of brand loyalty? How does brand age interact with factors like price sensitivity and willingness to pay a premium?
- iii). **Marketing Effectiveness:** How should marketing strategies be tailored to target audiences based on their brand age preferences? Can established brands leverage their heritage while fostering an innovative image? Are new brands more successful using disruptive marketing tactics?

By investigating these questions, we aim to gain a comprehensive understanding of how brand age interacts with the various aspects of consumer behavior. This knowledge can be instrumental in creating effective marketing strategies that resonate with target audiences and ultimately drive brand success.

The Significance of this Research

This research project utilizes a survey methodology to gather data from a representative sample of consumers. The questionnaire will be designed to capture insights into brand perception, purchasing behavior, and marketing preferences across different age demographics. By analyzing the collected data, we aim to identify key trends and patterns that illuminate the multifaceted influence of brand age on consumer behavior.

The findings of this research will be of significant value to marketing professionals across industries. A deeper understanding of how brand age impacts consumer behavior will allow marketers to:

- Develop more effective brand positioning and messaging strategies for both established and new brands.
- Tailor product development and innovation initiatives to appeal to specific target audiences based on their brand age preferences.
- Design customer loyalty programs and retention efforts that cater to the unique needs and expectations of consumers with varying brand age perceptions.
- Craft effective marketing campaigns that resonate with different age groups by leveraging the strengths and opportunities associated with brand age.

Ultimately, this research seeks to contribute to a more nuanced understanding of the complex relationship between brand age and consumer behavior. This knowledge can empower marketers to navigate the ever-evolving marketplace and build stronger, more enduring connections with their target audiences.

Brand Age and Identifying Examples: A Spectrum of Heritage and Innovation:

Brand age is a spectrum, encompassing both established players with a long and storied history (heritage brands) and newcomers vying for their place in the market (new brands). While there's no universally accepted definition of how many years constitute an "established" brand, a helpful framework considers factors like brand recognition, market presence, and cultural impact. Here, we explore the concept of brand age and illustrate it with prominent examples across various industries.

Heritage Brands: Stewards of Tradition and Quality

Heritage brands, boasting a legacy spanning decades or even centuries, are synonymous with trust, quality, and a deep understanding of their customer base. They have weathered market fluctuations, adapted to changing trends, and built a loyal following. Here are some key characteristics of heritage brands:

- i). **Longstanding Market Presence:** These brands have been household names for generations. Consumers may have fond memories of their products from childhood, creating a sense of nostalgia and emotional connection.
- ii). **Proven Track Record of Quality:** Heritage Brands has established a reputation for consistently delivering high-quality products and services. This reputation is built on years of refinement, customer feedback, and continual improvement.

Strong Brand Recognition: With decades of consistent marketing and brand building, heritage brands enjoy high levels of brand recognition across generations. This recognition facilitates trust and familiarity for consumers.

Examples of Heritage Brands:

- **Technology:** Flipkart (founded 2007), Zomato (founded 2008), Paytm (founded 2010)
- **Retail:** Nykaa (founded 2012), Lenskart (founded 2010), Bigbasket (founded 2011)
- **Food and Beverage:** Yoga Bar (founded 2015), Baskin Robbins India (founded 2001-Franchise), Behrouz Biryani (founded 2008)

While heritage brands offer undeniable advantages, they also face challenges in the modern marketplace:

- i). **Perception of Outdatedness:** Some consumers may perceive established brands as slow to adapt to changing trends and lacking in innovation. This can be especially harmful to sectors of the economy where technology is advancing quickly.
- ii). **Complacency:** Relying on past success can lead to complacency, making established brands vulnerable to nimbler, more innovative competitors.

New Brands: Disruptors and Innovators: New brands, often born in the digital age, bring a wave of excitement and fresh perspectives to the marketplace. They are unburdened by legacy structures and can be more agile in responding to emerging trends and consumer needs. Key characteristics of new brands include:

Cutting-Edge Technology and Features: New brands are often at the forefront of technological innovation, offering the latest features and functionalities. This can be particularly appealing to tech-savvy consumers who seek out novelty and cutting-edge products.

- i). **Disruptive Approaches:** New brands may challenge established industry norms with innovative business models, pricing strategies, and product designs. This disruptive approach can attract consumers seeking alternatives to the status quo.
- ii). **Strong Digital Presence:** New brands leverage the power of social media and digital marketing to gain visibility and build brand awareness quickly. They often have a strong online presence and passionate communities of early adopters.

Examples of New Brands:

- **Technology:** Flipkart (founded 2007), Zomato (founded 2008), Paytm (founded 2010)
- **Retail:** Nykaa (founded 2012), Lenskart (founded 2010), Bigbasket (founded 2011)
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New Brands also Face Significant Hurdles

- i). **Building Trust and Reputation:** Establishing a strong brand image and customer loyalty takes time and consistent effort. New brands lack the established trust and brand recognition enjoyed by heritage brands.
- ii). **Limited Track Record:** Without a long history of success, new brands may struggle to convince consumers of their product quality or long-term viability.

Beyond the Binary: A Spectrum of Brand Age

The distinction between heritage and new brands is not always clear-cut. Many established brands have successfully reinvented themselves to stay relevant, blurring the lines between tradition and innovation. Here are some examples:

- **Revitalized Heritage Brands:** Apple (founded in 1976) revitalized itself with the introduction of personal computers and iPhones, embracing innovation while retaining its brand recognition.
- **Heritage Brands with New Ventures:** Nike (founded 1964) continues to innovate in sportswear while launching new ventures like Nike FuelBand, demonstrating its ability to adapt to changing consumer needs.

Understanding the nuances of brand age empowers marketers and businesses with a strategic advantage in the dynamic

Indian marketplace. Here's how this knowledge translates into actionable insights:

1. Crafting Effective Brand Positioning and Messaging:

- **Heritage Brands:** Leverage established trust and heritage to build brand equity. Highlight the brand's legacy and commitment to quality while demonstrating its ability to adapt to changing consumer needs.
- **New Brands:** Differentiate yourself from established players by emphasizing innovation, cutting-edge features, and catering to the evolving Indian consumer. Leverage digital marketing to build brand awareness and connect with your target audience.

2. Tailoring Product Development and Innovation Strategies:

- **Heritage Brands:** Balance innovation with tradition. Introduce new product lines that cater to changing consumer preferences while maintaining the brand's core values and quality standards.
- **New Brands:** Focus on identifying unmet needs in the Indian market. Leverage technology and data to develop innovative products and services that appeal to the tech-savvy Indian consumer.

3. Designing Customer Loyalty Programs and Retention Efforts:

- **Heritage Brands:** Utilize nostalgia to strengthen customer loyalty. Offer loyalty programs that reward long-term customers and evoke positive memories associated with the brand.
- **New Brands:** Focus on providing exceptional customer service and personalized experiences to build brand loyalty. Utilize social media to foster brand communities and engage with customers directly.

4. Developing Targeted Marketing Campaigns:

- **Heritage Brands:** Utilize a multi-channel approach that integrates traditional media with digital marketing strategies. Tailor messaging resonates with different age demographics, highlighting the brand's heritage for older generations and its innovative spirit for younger audiences.
- **New Brands:** Utilize social media influencers and content marketing strategies to reach your target audience. Leverage digital advertising platforms to create targeted campaigns that raise brand awareness and drive conversions.

By understanding the impact of brand age on consumer behavior, businesses can develop more effective marketing strategies that resonate with their target audience. This knowledge helps create a winning formula: leveraging the strengths of brand heritage or newness while adapting to the evolving needs and aspirations of the Indian consumer.

In conclusion, understanding brand age is not simply an academic exercise; it equips businesses with a strategic lens to navigate the complex Indian marketplace. By leveraging this knowledge, brands can build stronger connections with consumers, foster loyalty, and ultimately drive long-term success.

The Indian consumer landscape presents a unique challenge for brands. Consumers hold a deep respect for tradition and heritage, yet are increasingly drawn to innovation and convenience. This creates a dynamic environment where both

established "heritage brands" and young, disruptive "new brands" need to tailor their marketing strategies to resonate with their target audience. Let's delve into the distinct marketing approaches employed by these two categories of brands in the Indian context.

Marketing Strategies for Heritage Brands: Nostalgia, Trust, and Modernization

Heritage brands in India hold a unique position in the market. They boast a rich history, strong brand recognition, and a deep understanding of the Indian consumer. These advantages allow them to build trust and forge emotional connections with consumers across generations. Let's delve into some key marketing strategies employed by heritage brands in India:

1. Nostalgia Marketing: Tapping into Fond Memories:

- **Evoking Positive Associations:** Heritage brands can leverage nostalgia marketing to evoke positive memories associated with the brand. This can be achieved through:
- **Vintage Advertising Imagery:** Using familiar visuals from past advertising campaigns can trigger a sense of nostalgia in older consumers.
- **Celebrity Endorsements from Past Decades:** Partnering with celebrities popular during the brand's formative years can rekindle positive memories and create an emotional connection.
- **Sponsoring Cultural Events:** Sponsoring cultural events that resonate with older generations allows brands to become part of a shared experience and strengthen their emotional connection with consumers.

Example: Britannia Industries' "Treat Yourself" campaign featuring classic childhood biscuits like Tiger and Treat is a perfect example of nostalgia marketing. By showcasing familiar packaging and imagery, the campaign recreates a sense of nostalgia for older consumers and reminds them of the positive associations they have with the brand.

2. Building on Trust: Quality and Reliability:

- **Highlighting Long-Standing Commitment:** Heritage brands can emphasize their long-standing commitment to quality by showcasing their manufacturing processes, highlighting the use of time-tested methods, or emphasizing the use of trusted ingredients. This reinforces consumer perceptions of reliability and dependability.
- **Leveraging Heritage for Credibility:** Heritage brands can leverage their established reputation and heritage to build trust with consumers. Consumers often perceive heritage brands as having a proven track record and a commitment to providing high-quality products.

Example: Dabur, a leading Indian consumer goods company, emphasizes the use of Ayurvedic principles and natural ingredients in its marketing campaigns. By building on its heritage of offering effective and trusted healthcare products, Dabur reinforces consumer trust in its brand.

3. Striking a Balance: Modernization and Innovation

- **Adapting to Changing Preferences:** While heritage is valuable, successful heritage brands understand the need to adapt to changing consumer preferences. They can achieve this balance by:

- **Introducing New Product Lines:** Develop new product lines that cater to evolving consumer tastes and needs. This allows the brand to remain relevant while maintaining its core brand values.
- **Embracing Technological Advancements:** Integrate technological advancements into existing product lines or develop new products that leverage new technologies. This demonstrates the brand's ability to evolve and stay current.

Example: Bajaj Auto, known for its iconic scooters, has successfully navigated the changing Indian mobility landscape. The company launched new motorcycles and electric scooters while retaining its brand heritage. This demonstrates adaptability and a commitment to meeting the evolving needs of its consumers.

4. Reaching All Generations: Multi-Channel Marketing:

- **Optimizing Reach and Engagement:** Heritage brands need to adopt a multi-channel marketing approach to effectively reach a wider audience across generations. This can involve:
 - **Traditional Media:** Utilizing television and print advertising remains a valuable strategy for reaching older demographics who might not be as engaged with digital media.
 - **Digital Marketing Strategies:** Leveraging social media marketing, influencer marketing, and search engine optimization (SEO) allows brands to connect with younger, tech-savvy consumers.
 - **Tailored Messaging for Different Channels:** The messaging and visuals used in each channel should be tailored to resonate with the target audience on that specific platform.
- Example:** HUL (Hindustan Unilever Limited) exemplifies a successful multi-channel marketing approach. They use a combination of television commercials, print advertisements, and social media campaigns to promote their diverse portfolio of products. This allows them to reach both older and younger generations through the most relevant channels.

5. Building Loyalty Through Customer Service:

- **Fostering Long-Term Relationships:** Providing exceptional customer service is crucial for building long-term loyalty with consumers. Heritage brands can leverage their established reputation to assure customers of their commitment to satisfaction. This can include:
 - **Providing Personalized Service:** Offering personalized customer service experiences in-store and online can strengthen customer relationships.
 - **Investing in Customer Relationship Management (CRM):** Utilizing CRM systems allows brands to track customer interactions.
 - **Handling Customer Issues Effectively:** Promptly and efficiently addressing customer concerns reinforces trust and demonstrates the brand's commitment to customer satisfaction.
- Example:** Many Indian heritage brands like Titan and Raymond offer premium customer service experiences in their retail stores. This includes providing knowledgeable sales staff, personalized product recommendations, and efficient after-sales service.

These efforts foster a sense of trust and personalized care, building stronger customer relationships.

6. Corporate Social Responsibility (CSR) Initiatives:

- **Building Brand Image and Goodwill:** Engaging in CSR initiatives aligned with the brand's values and relevant to the Indian context can enhance brand image and generate goodwill among consumers. This can involve supporting local communities, environmental initiatives, or educational programs.
- **Connecting with Consumers on a Deeper Level:** CSR activities demonstrate that the brand cares about the well-being of society beyond just profit. This deeper connection with consumers can foster loyalty and positive brand perception.
Example: ITC Limited, a leading Indian conglomerate, undertakes various CSR initiatives through its "We Care" program. These initiatives focus on areas like education, women empowerment, and sustainable agriculture. This commitment to social responsibility strengthens ITC's brand image and creates a positive association with the brand among consumers.

7. Leveraging Storytelling and Brand Advocacy

- **The Power of Storytelling:** Heritage brands have a wealth of stories to tell. They can leverage storytelling to connect with consumers on a deeper emotional level. These stories can highlight the brand's history, the people behind it, or the impact it has had on Indian society.
- **Engaging Brand Advocates:** Partnering with brand advocates who embody the brand's values can be a powerful marketing tool. These advocates can be celebrities, influencers, or even loyal customers who share their positive brand experiences.
- **Creating User-Generated Content (UGC):** Encouraging consumers to create and share user-generated content (UGC) can be a cost-effective way to promote the brand and build brand loyalty. UGC can be anything from social media posts to product reviews or customer testimonials.
Example: Many heritage brands in India have successfully leveraged storytelling in their marketing campaigns. For instance, Amul, a leading dairy brand, uses heartwarming cartoons to tell stories about everyday life in India, often incorporating elements of its rich history. Additionally, brands can partner with social media influencers who resonate with their target audience to promote their products and generate UGC. This allows heritage brands to connect with younger generations in a contemporary and authentic way.

By employing these comprehensive marketing strategies, heritage brands in India can leverage their rich history, established reputation, and deep understanding of the Indian consumer to thrive in a competitive marketplace. Striking a balance between tradition and innovation, utilizing a multi-channel marketing approach, and building trust through exceptional customer service are all crucial for success. Furthermore, engaging in social responsibility initiatives, leveraging storytelling, and fostering brand advocacy can create deeper connections with consumers and elevate the brand image. Ultimately, a commitment to evolving alongside the Indian consumer while staying true to core brand values

will ensure the continued success of heritage brands in this dynamic and ever-changing market

Marketing Strategies for New Brands: Disruption, Innovation, and Digital Engagement

The Indian market presents a unique landscape for new brands. With a growing internet user base and a tech-savvy young population, agility and innovation are key differentiators. New brands capitalize on these dynamics to disrupt the market and capture consumer attention. Let's delve into some key marketing strategies employed by new brands in India.

1. Digital-First Approach: Redefining Reach and Distribution

- **Harnessing the Digital Landscape:** New brands leverage the power of social media platforms and e-commerce channels to bypass traditional distribution channels and reach a wide audience. This digital-first approach allows them to:
 - **Target Specific Demographics:** Social media platforms offer advanced targeting options, allowing brands to reach their ideal customer base with laser focus.
 - **Cost-Effective Reach:** Building an online presence can be significantly more cost-effective compared to traditional advertising methods.
 - **Scalability and Growth:** Digital marketing strategies can be easily scaled up or down based on the brand's budget and growth goals.
Example: Nykaa, a leading Indian online beauty retailer, exemplifies a successful digital-first approach. They built their brand through social media influencer marketing and a user-friendly e-commerce platform. By strategically utilizing these channels, Nykaa catered to the growing demand for beauty products among young Indian consumers, establishing a strong brand presence without relying on traditional brick-and-mortar retail channels.

2. Content Marketing and Storytelling: Building Brand Identity:

- **Educating and Engaging Consumers:** New brands can leverage content marketing and storytelling to create engaging content that educates consumers about the brand's story, values, and product offerings. This content can be distributed through various platforms like:
 - **YouTube:** Product demonstration videos, tutorials, and behind-the-scenes content can showcase the brand's personality and expertise.
 - **Social Media:** Informative blog posts, engaging infographics, and interactive polls can educate and engage consumers on various social media platforms.
 - **Building Trust and Transparency:** Content marketing allows brands to showcase their values and mission authentically. This fosters trust and transparency, crucial for building brand identity among new consumers.
Example: Bigbasket, a leading online grocery retailer in India, understands the importance of content marketing. They use informative blog posts and recipe videos to educate consumers about healthy eating and the convenience of online grocery shopping. This content not only educates potential customers but also

positions Bigbasket as a thought leader in the online grocery space.

and personalized information, increasing engagement and driving transactions through the Paytm app.

3. Building Brand Communities: Fostering Customer Loyalty:

- **Direct Customer Engagement:** New brands can create online communities where brand advocates can interact and share their experiences. Engaging with customers directly on social media fosters a sense of community and loyalty. This can be achieved through:
- **Social Media Contests and Giveaways:** Encouraging user-generated content through contests and giveaways incentivizes customer participation and increases brand awareness.
- **Interactive Social Media Campaigns:** Utilizing polls, Q&A sessions, and live streams allows brands to connect with consumers in real-time, addressing their concerns and building stronger relationships.
- **The Power of Word-of-Mouth Marketing:** By fostering a strong brand community, new brands can leverage the power of word-of-mouth marketing. Positive experiences shared online by brand advocates can significantly influence the purchase decisions of potential customers.

Example: Zomato, a food delivery app in India, demonstrates the success of building brand communities. They foster a strong community through user-generated content contests and interactive social media campaigns that incentivize customer participation. This approach allows Zomato to not only collect valuable customer feedback but also create a sense of loyalty and belonging among its user base.

4. Mobile-First Marketing: Reaching Consumers On-the-Go:

- **Optimizing for Mobile Devices:** A significant portion of Indian consumers access the internet on their smartphones. Therefore, new brands must optimize their marketing campaigns for mobile devices. This involves:
- **Responsive Website Design:** Ensuring websites display flawlessly across different screen sizes and devices, providing a seamless user experience for mobile users.
- **Mobile-Friendly Content:** Creating content that is easily digestible on mobile devices, such as short videos, snackable content like infographics, and mobile-optimized landing pages.
- **Utilizing Mobile Apps:** Developing branded mobile apps can enhance customer engagement and provide a convenient platform for transactions and accessing brand information.
- **Personalized Marketing through Mobile Data:** Mobile marketing allows brands to leverage user data to deliver personalized experiences. Location-based marketing can be used to target consumers with relevant offers and promotions based on their geographical location. Additionally, purchase history data can be used to recommend products that cater to individual customer preferences.

Example: Paytm, a digital payment platform in India, effectively utilizes mobile-first marketing strategies. They use location-based marketing and mobile app notifications to target consumers with relevant offers and promotions. This ensures that users receive timely

5. Strategic Partnerships and Collaborations: Leveraging Existing Networks:

- **Gaining Brand Recognition and Credibility:** New brands can partner with established brands or influencers to gain brand recognition and leverage their existing audience base. This collaborative approach can be mutually beneficial, allowing both parties to:
- **Reach New Audiences:** Partnering with established brands allows new brands to tap into a wider audience base, potentially acquiring new customers who already trust the partnering brand.
- **Enhance Brand Credibility:** Collaborating with a respected brand or influencer can add a layer of credibility to a new brand, especially in a competitive market.

Examples: Many new Indian fashion brands collaborate with established fashion designers or celebrities to launch exclusive collections. This strategy attracts a wider audience and provides instant credibility for the new brand within the fashion industry. Additionally, new beauty brands partner with beauty influencers to promote their products, leveraging the influencer's established audience and expertise in the beauty space.

The Indian market offers immense potential for new brands that can effectively navigate the digital landscape. By adopting a digital-first approach, utilizing content marketing and storytelling to build brand identity, fostering brand communities to cultivate customer loyalty, and implementing mobile-first marketing strategies, new brands can establish a strong presence and compete effectively. Additionally, strategic partnerships and collaborations can accelerate brand recognition and leverage existing audience networks. Ultimately, new brands in India that embrace agility, innovation, and a deep understanding of the evolving digital consumer will be well-positioned for success in this dynamic and exciting marketplace.

The Convergence of Strategies and the Future of Brand Marketing in India

The Indian brand marketing landscape is undergoing a fascinating transformation. The distinct lines that once separated heritage and new brand marketing strategies are blurring. This shift is driven by a growing convergence, where established brands are embracing new-age tactics, and new players are recognizing the enduring value of trust and quality. This fusion gives rise to "hybrid" brands that capitalize on the strengths of both approaches.

The Rise of "Hybrid" Brands: A Marriage of Old and New:

- **Heritage Brands Go Digital:** Traditionally known for established distribution networks and brand recognition, heritage brands are recognizing the importance of staying relevant in a digital world. They are adopting a more digital-first approach by:
- **Leveraging Social Media Platforms:** Engaging with consumers on popular social media platforms allows heritage brands to connect with younger demographics and build brand communities.
- **Influencer Marketing:** Partnering with social media influencers can introduce heritage brands to a wider

audience and leverage the influencer's credibility to promote products.

- **New Brands Build Trust and Quality:** New entrants understand the importance of building trust with consumers in a crowded marketplace. They are achieving this by:
- **Strong Brand Narratives:** Crafting compelling brand stories that highlight the brand's values, mission, and commitment to quality can resonate with consumers and build trust.
- **Emphasis on Quality and Reliability:** Focusing on using high-quality materials and implementing robust quality control processes assures consumers of product reliability and durability.

Examples of "Hybrid" Brands in Action:

- **Marico (founded 1988):** A heritage brand known for Saffola cooking oil, Marico launched a social media campaign featuring fitness influencers to promote its healthier product line. This demonstrates their ability to adapt to changing consumer needs and utilize new-age marketing tactics.
- **Nykaa (founded 2012):** Primarily a digital platform, Nykaa has opened physical experience stores to complement its online presence. This caters to consumers who prefer a traditional shopping experience and helps build trust with a wider audience.

Key Strategies for the Future of Brand Marketing in India:

The convergence of marketing strategies necessitates a focus on specific key areas to ensure success in the Indian market:

1. Storytelling: The Power of Narrative:

- **Compelling Narratives for All:** Both heritage and new brands can benefit from crafting compelling narratives that resonate with their target audience.
- **Heritage Brands:** Leverage their rich history and heritage to tell stories that evoke nostalgia, connect with emotional values, and showcase their enduring legacy.
- **New Brands:** Highlight their innovative spirit, focus on solving customer problems, and emphasize their commitment to creating a positive impact.

Example: Amul, a beloved Indian dairy brand, exemplifies the power of storytelling. They use heartwarming and humorous advertisements that celebrate family and togetherness. These stories effectively connect with consumers across generations, fostering brand loyalty and emotional attachment.

2. Embrace Personalization: The Power of Data:

- **Tailoring the Customer Journey:** Leveraging data and analytics is crucial for personalizing the customer experience across all touchpoints. This involves:
- **Personalized Marketing Messages:** Craft targeted marketing messages that resonate with individual customer interests and preferences.
- **Product Recommendations:** Utilize browsing behavior and purchase history to recommend products relevant to each customer's needs.
- **Loyalty Programs:** Design loyalty programs that reward customer engagement and offer personalized benefits based on individual preferences.

Example: Flipkart, a leading e-commerce platform in India, personalizes the customer experience by using customer purchase history and browsing behavior to recommend products. This not only increases customer satisfaction but also drives sales and engagement.

3. Omnichannel Marketing: A Seamless Experience:

- **Reaching Consumers Everywhere:** Consumers engage with brands across various channels, both online and offline. Therefore, brands need to adopt an omnichannel marketing approach that integrates traditional and digital strategies. This ensures:
 - **Maximum Reach:** The brand message reaches a wider audience across different platforms.
 - **Catering to Preferences:** Consumers can engage with the brand on their preferred channels, creating a more convenient and personalized experience.
- Example:** Many Indian brands successfully utilize omnichannel marketing. They might combine television commercials with influencer marketing on social media and in-store promotions. This creates a cohesive brand experience that reinforces the brand message across all touchpoints.

4. Building Brand Communities: Fostering Two-Way Communication:

- **Engaging with Customers:** Creating online communities where customers can interact and share experiences fosters two-way communication and builds brand loyalty. This can be achieved through:
- **Interactive Social Media Platforms:** Utilize social media platforms to host Q&A sessions, live events, and contests that encourage customer participation and create a sense of community.

Customer Loyalty Programs: Design loyalty programs that reward customers for engaging with the brand community, such as providing exclusive discounts or early access to new products.

Example: Many Indian beauty brands host online tutorials and Q&A sessions with makeup artists on social media. This not only educates consumers about their products but also fosters a sense of community and encourages customer engagement.

5. Prioritizing Customer Experience: Building Trust and Loyalty:

- **Delivering Exceptional Service:** Focusing on exceptional customer service across all touch points is crucial for building trust and loyalty. This includes:
 - **Prompt and Efficient Issue Resolution:** Address customer concerns and inquiries promptly and efficiently to demonstrate the brand's commitment to customer satisfaction.
 - **Hassle-Free Returns and Exchanges:** Offering convenient return and exchange policies allows customers to shop with confidence and reduces purchase anxiety.
- Example:** Many new Indian brands like Lenskart, an online eyewear retailer, offer virtual try-on options and hassle-free returns to address customer concerns and provide a convenient shopping experience. This focus on customer experience builds trust and encourages repeat purchases.

The Indian brand marketing landscape is evolving rapidly. Brands that excel at storytelling, embrace personalization, and prioritize customer experience will be best positioned for success. By leveraging the strengths of both heritage and new-age marketing strategies, brands can create a winning formula that resonates with the evolving Indian consumer. This convergence towards "hybrid" brands that combine tradition with innovation, coupled with a focus on data-driven personalization and omnichannel engagement, will be the key to thriving in this dynamic and exciting marketplace.

Importance & Relevance of the Study Overview

The Indian marketplace presents a unique and dynamic landscape for brands. Consumers, particularly with a growing young demographic, are tech-savvy and receptive to innovation. However, there remains a deep respect for tradition and heritage. This complex interplay between the new and the established makes understanding the impact of brand age on consumer behavior critical for success. This research paper delves into this crucial topic, offering valuable insights for both established heritage brands and emerging new brands.

Significance for Marketers and Businesses:

Understanding how brand age influences consumer perceptions and purchasing decisions empowers marketers to develop targeted strategies and gain a competitive edge. Here's how this research empowers businesses:

1. Informed Marketing Strategies: The research findings provide a deeper understanding of how brand age influences:

- **Consumer Perceptions:** Consumers often associate brand age with established trust, quality, and reliability. Heritage brands can leverage this perception to build stronger brand equity. Conversely, new brands may need to work harder to establish credibility.
- **Purchasing Decisions:** Consumers might perceive heritage brands as offering superior quality and be willing to pay a premium. New brands might need to focus on competitive pricing and innovative product features to attract customers.
- **Brand Loyalty:** Heritage brands often benefit from established customer loyalty due to positive past experiences and emotional connections. New brands need to focus on building trust and exceeding customer expectations to foster loyalty.

2. Competitive Advantage: By understanding the strengths and weaknesses associated with brand age, businesses can create a competitive advantage:

- **Heritage Brands:** Leverage their established trust, reputation, and emotional connection with consumers. They can focus on brand revitalization strategies to maintain relevance with evolving consumer preferences and embrace digital marketing to connect with younger demographics.
- **New Brands:** Capitalize on their agility, innovative spirit, and ability to cater to the latest consumer trends. They can leverage digital-first marketing strategies and disruptive approaches to gain market share.

3. Tailored Customer Experiences: Personalization is key in today's marketing landscape. Understanding how

brand age influences customer expectations allows businesses to design targeted customer experiences:

- **Heritage Brands:** Focus on providing a sense of nostalgia, tradition, and familiarity in their customer interactions. They can also offer premium customer service to reinforce their reputation for quality and reliability.
- **New Brands:** Highlight their innovative approach, focus on providing a seamless digital experience, and prioritize customer engagement through social media and interactive platforms.

Relevance for Academics and Researchers:

This research contributes to the growing body of knowledge on brand age and consumer behavior, particularly within the Indian context. Here's how this research benefits academics:

- **Filling a Knowledge Gap:** The nuances of brand age in a rapidly developing and culturally diverse market like India present unique research opportunities. This study explores these nuances, contributing to a more comprehensive understanding of consumer psychology in the Indian marketplace.
- **Stimulating Further Research:** The study findings open doors for further exploration:
- **The Role of Nostalgia in Marketing:** Research can delve deeper into how heritage brands can leverage nostalgia to connect with consumers across generations and evoke positive emotional responses.
- **The Impact of Digital Technologies:** The study can be expanded to explore how digital technologies are changing brand perception across different age groups in India. This includes understanding how established brands can adapt their marketing strategies to the digital landscape.
- **Evolving Preferences of Indian Consumers:** Longitudinal studies can track how the preferences of different generations of Indian consumers evolve over time, informing marketing strategies for the future.
- **Informing Marketing Education:** The research findings can be incorporated into marketing education to equip students with a deeper understanding of:
- **Consumer Behavior:** Students can gain valuable insights into how consumers make purchasing decisions, considering factors like brand age and emotional associations.
- **The Importance of Segmentation:** The research reinforces the need for market segmentation based on age demographics to develop targeted marketing campaigns.

By understanding how brand age influences consumer behavior in India, businesses and academics alike can gain valuable insights. Marketers can leverage this knowledge to develop successful marketing strategies that resonate with specific consumer segments. Academics can contribute to the advancement of marketing knowledge in the Indian context and explore new avenues for further research. Ultimately, understanding the power of time and its influence on consumer behavior is crucial for navigating the dynamic Indian marketplace and achieving long-term success.

Scope of the Study

This research paper focuses on the impact of brand age on consumer behavior within the dynamic Indian marketplace. The study aims to provide valuable insights for both

established heritage brands and emerging new brands operating in India. Here's a breakdown of the scope of this research:

- i). **Focus:** The primary focus is on understanding how a brand's age (heritage vs. new) influences consumer perceptions, purchasing decisions, and brand loyalty in the Indian context.
- ii). **Geographical Scope:** The research specifically examines consumer behavior within India. This allows for a deeper understanding of the unique cultural and economic factors that influence consumer preferences in this developing market.
- iii). **Brand Age Categories:** The study defines and analyzes two distinct brand age categories:
 - **Heritage Brands:** Established brands with a long history and strong brand recognition in India.
 - **New Brands:** Relatively young brands challenging the market with innovative products and approaches.

4. Consumer Behavior Aspects

The research explores how brand age influences various aspects of consumer behavior, including:

- **Brand Perception and Trust:** How consumers perceive brands based on their age and how this perception affects trust.
- **Purchasing Behavior:** How brand age influences consumer decision-making processes for different types of purchases.
- **Marketing Effectiveness:** How marketing strategies need to be tailored based on the target audience's brand age preferences.
- **Brand Loyalty and Advocacy:** The extent to which brand age influences consumers' loyalty towards a brand and their willingness to advocate for it.
- **Perceived Value and Quality:** How brand age impacts consumers' perceptions of value and quality associated with a brand's products or services.

Review of Literature

Understanding the impact of brand age on consumer behavior has been a topic of growing interest in marketing research. Here's a look at some key studies and existing literature that explore this relationship:

1. Brand Age and Consumer Trust:

- Zhang, Kashmiri, & Cinelli (2019) introduced the concept of "perceived brand age" and its influence on consumer-based brand equity. Their research suggests that consumers perceive established brands as more reliable and trustworthy, leading to higher brand equity.
- Aaker & Keller (2016) discuss the concept of brand image, highlighting how a brand's history and heritage can contribute to positive brand associations and trust. Consumers may perceive well-established brands as having a proven track record and a commitment to quality.

2. Brand Age and Nostalgia:

- Holbrook & Schindler (1987) explored the concept of nostalgia in marketing, suggesting that brands associated with positive childhood memories can evoke emotional connections and influence purchasing decisions. Established brands may benefit from nostalgic marketing campaigns that resonate with older generations.

- Verhoef, Hoekstra, & Smeesters (2003) examined the role of nostalgia in consumer behavior, finding that nostalgia can increase brand preference and willingness to pay a premium for products associated with positive past experiences. This effect may be particularly strong for established brands with a long history.

3. Brand Age and Information Search:

- Lastovica & Gwinner (2014) investigated how brand reputation influences consumer decision-making. Their research suggests that consumers may conduct less research before purchasing from established brands with a strong reputation for quality. Conversely, newer brands may need to provide more information to build trust and encourage purchase.
- Eagly & Chaiken (1993) explored the Elaboration Likelihood Model, which suggests that consumers may engage in more extensive information searches when encountering unfamiliar brands compared to established ones with which they already have positive brand associations.

4. Brand Age and Price Sensitivity:

- Dellaert & Helsen (2003) examined the relationship between brand equity and price sensitivity. Their research suggests that established brands with strong brand equity may enjoy a higher price premium compared to newer brands. Consumers may be willing to pay more for established brands due to perceptions of quality and trust.
- Dichter (1966) introduced the concept of "prestige pricing," suggesting that some consumers associate higher prices with higher quality, particularly for luxury goods. Established brands may leverage this perception to command premium prices.

5. Brand Age and Marketing Strategies:

- Van Reijen & Soetevent (2008) explored the concept of brand revitalization, which involves established brands updating their image and marketing strategies to remain relevant to modern consumers. They highlight the importance of balancing heritage with innovation to maintain brand appeal across generations.
- Muniz & O'Guinn (2001) investigated the role of brand communities in consumer behavior. Established brands may benefit from fostering strong brand communities that connect with consumers on an emotional level and promote brand loyalty.

Objectives of the Study

The Indian market presents a unique and dynamic landscape for brands. Consumers possess a complex decision-making process, and brand age plays a significant role in how they perceive and interact with brands. This research paper delves into this crucial relationship, aiming to achieve the following key objectives:

- i). Defining and Categorizing Brand Age in the Indian Context
- ii). Analyzing the Impact of Brand Age on Consumer Perception
- iii). Examining Brand Age and Purchasing Behavior
- iv). Evaluating the Effectiveness of Marketing Strategies Across Brand Age
- v). Identifying Trends and Future Implications

1. Defining and Categorizing Brand Age in the Indian Context:

- **Establishing Definitions:** The research will establish clear definitions for "heritage brands" and "new brands" within the Indian context. This might involve considering factors like brand origin (domestic vs. international), market presence duration (e.g., established before or after economic liberalization in 1991), and brand recognition levels across different generations.
- **Identifying Key Characteristics:** For each brand age category (heritage and new), the research will identify key characteristics that influence consumer perception. These characteristics might include:
- **Heritage Brands:** Brand legacy, established distribution networks, strong brand image, focus on quality and craftsmanship.
- **New Brands:** Innovative product features, focus on technology and user experience, strong online presence, and a willingness to disrupt established market norms.

2. Analyzing the Impact of Brand Age on Consumer Perception:

- **Consumer Perceptions:** The research will explore how Indian consumers perceive brands based solely on their age (heritage vs. new). This might involve investigating perceptions related to:
- **Trust:** Do consumers inherently trust heritage brands more, or are new brands establishing trust through innovative practices?
- **Brand Loyalty:** How does brand age influence brand loyalty? Do heritage brands benefit from established customer relationships?
- **Perceived Quality:** How do consumers perceive the quality of products offered by heritage vs. new brands?

3. Examining Brand Age and Purchasing Behavior:

- **Decision-Making Processes:** The research will analyze how brand age affects consumer decision-making processes for different types of purchases. This could involve categorizing purchases as high-involvement (e.g., cars, electronics) or low-involvement (e.g., groceries, personal care products).
- **Perceived Risk and Brand Age:** The research will explore how the perceived risk associated with the product category might influence purchase behavior based on brand age. For instance, consumers might prioritize established brands for high-involvement purchases with higher perceived risk, while being more open to trying new brands for low-involvement purchases.

4. Evaluating the Effectiveness of Marketing Strategies Across Brand Age:

- **Tailoring Marketing Strategies:** The research will investigate how marketing strategies need to be tailored to resonate with target audiences based on their brand age preferences. For example:
- **Heritage Brands:** Leverage brand storytelling highlighting heritage and legacy, emphasize quality and craftsmanship, utilize traditional media channels that reach older demographics alongside exploring targeted digital marketing strategies.

- **New Brands:** Focus on innovative features and user experience, utilize social media influencer marketing and user-generated content to build brand awareness, and prioritize digital marketing channels to reach younger, tech-savvy consumers.
- **Marketing Channels:** The research will explore the effectiveness of different marketing channels (traditional vs. digital) for reaching consumers who favor heritage or new brands. This analysis can help brands optimize their marketing budgets and reach target audiences more effectively.

5. Identifying Trends and Future Implications:

- **Convergence of Marketing Strategies:** The research will analyze how the convergence of traditional and digital marketing strategies is impacting brand age perception. Consumers increasingly engage with brands across both traditional and digital touchpoints. Understanding how these channels work together to influence brand perception is crucial.
- **Storytelling and Personalization:** The research will explore the evolving role of storytelling and personalization in marketing for both heritage and new brands in the Indian context. Heritage brands can leverage storytelling to connect with consumers through shared history and nostalgia, while new brands can utilize data-driven personalization to create targeted messaging and build stronger customer relationships.

By achieving these objectives, this research paper aims to contribute significantly to a deeper understanding of how brand age shapes consumer behavior in India. The insights gained can empower marketers to develop more effective brand communication strategies and marketing campaigns tailored to specific brand age categories and target audience preferences. This will ultimately lead to greater success in the ever-evolving Indian marketplace.

Research Methodology

Research Design: Descriptive research.

Sample Design: Random sampling techniques.

Primary Data: Survey Conducted

Sample Size: My target population for the study is made up of 100 individuals. The target population influences the sample size. The target population is a representation of India. The individuals come from various professional backgrounds. Below is the further bifurcation:

Table 1: Survey Data Snapshot

Gender	63 Males and 37 Females
Age	95 are aged between 18-24 & 5 are aged between 35-44
Geography	84 live in West India, 11 in South India, and 5 live in East India.
Education	16 are Undergraduates, 52 are Graduates and 32 are Postgraduate.
Marital status	95 are Single and 5 are Married

Data Collection Method: A 25 Question online survey was conducted.

Limitation of the Study

1. Sampling and Data Collection Issues:

- **Survey Bias:** The research relies solely on a self-administered survey, which introduces the possibility of response bias. Participants may provide socially desirable answers or misinterpret questions. For instance, consumers may hesitate to admit they are swayed by brand reputation or might misinterpret the concept of "brand age."
- **Sampling Limitations:** The chosen sampling method (e.g., online survey) might not capture the entire target population. Certain demographics, particularly those with limited internet access or residing in rural areas, may be underrepresented. This can lead to an incomplete picture of consumer sentiment across India's diverse population.
- **Geographic Bias:** If the majority of respondents reside in a specific region (e.g., West India), the study might not accurately reflect pan-Indian consumer behavior. Consumer preferences and brand age perceptions can vary significantly between urban and rural areas, or across different states with distinct cultural influences.
- **Demographic Bias:** If a significant portion of respondents are a particular gender (e.g., male) or fall within a specific age group (e.g., 20-30 years old), the research findings might not be generalizable to the entire Indian market. Gender roles and generational differences can significantly impact brand preferences and how consumers perceive brand age.

2. Focus and Scope Limitations:

- **Focus on Brand Age as a Broad Concept:** The research focuses on the broad concept of brand age. However, consumer behavior might be influenced by more specific factors related to brand age, such as a brand's heritage, reputation for innovation, or ability to adapt to changing trends. Further research could delve deeper into specific product categories or brand strategies to see how consumer perceptions of brand age vary in those contexts.
- **Limited Cultural Context:** The research focuses on the Indian market. However, consumer behavior and brand age perception can vary significantly across different cultural contexts. Understanding how cultural values and historical experiences might influence how consumers perceive brand age is crucial for a more comprehensive understanding.
- **Limited Exploration of External Factors:** The research might not explicitly address external factors that can influence consumer behavior and can also be intertwined with brand age perception. These factors might include economic conditions, social trends, technological advancements, and the competitive landscape. For instance, the rise of e-commerce and the dominance of certain online marketplaces can influence how consumers perceive established brands compared to newer ones

Data Analysis and Interpretation

1. What is Your Gender?

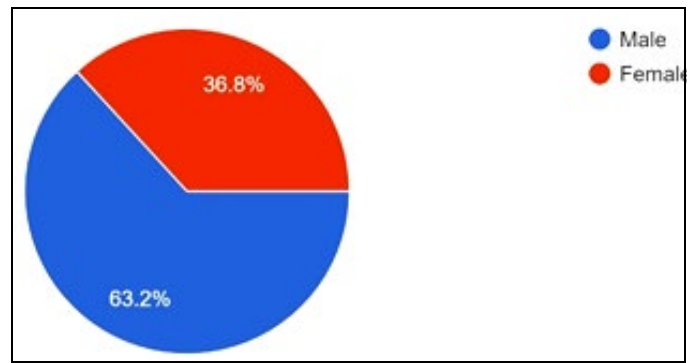


Fig 1: Gender Distribution

Analysis: The above pie chart shows that 63.2% of people are male while 36.8% are female.

Interpretation: The above pie chart shows that around 63% of respondents were male while the rest were female. This shows the male were slightly more interested in the brand age while making their decision on purchases

2. What is Your Age?

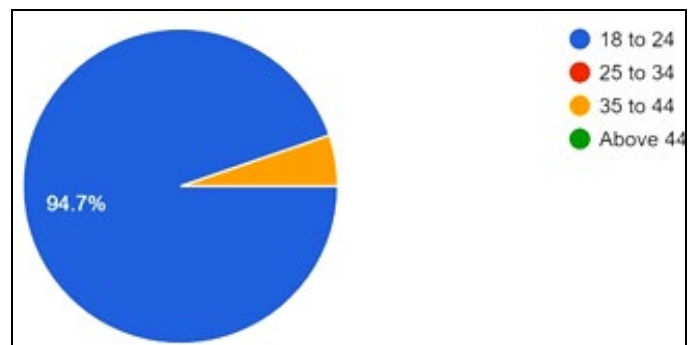


Fig 2: Age Distribution

Analysis: The above pie chart shows that 94.7% of the respondents are between the age of 18-24 yrs which is the biggest group in this survey.

Interpretation: The above pie chart shows that 94.7% of the respondents are between the age of 18-24 yrs, 5.3% were aged 35-44 and the rest of the age group didn't take participation in this survey. The 18-24 age group showed more interest compared to the other age group

3. Where do You Stay?

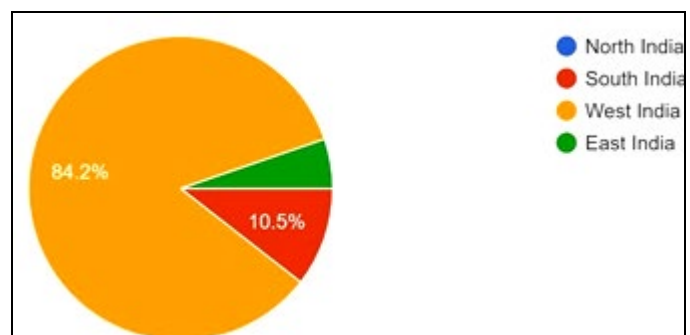


Fig 3: Location Distribution

Analysis: The above pie chart shows that 84.2% of respondents live in West India which is the largest group.

Interpretation: The above pie chart shows 84.2% live in West India, 10.5% of respondents reside in South India, 5.3% of respondents live in East India and there was no representation from North India

4. What is Your Education?

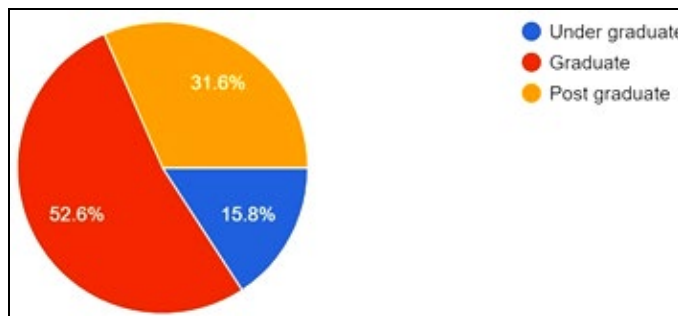


Fig 4: Education Distribution

Analysis: The above pie chart shows that 52.6% of respondents are graduates, which is the largest group.

Interpretation: The above pie chart shows that the respondents who have completed graduation are showing more interest while compared to others. About 15.8% of respondents are undergraduates, 52.6% of respondents are graduates and 31.6% of the respondents are postgraduate.

5. Marital Status?

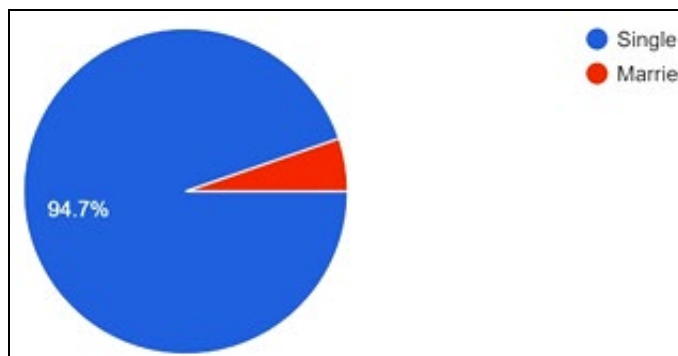


Fig 5: Marital status Distribution

Analysis: The above pie chart shows 94.7% of respondents are single, which is the most in this survey.

Interpretation: The above pie chart shows that single respondents are showing more interest when compared to married, which is 5.3%

6. When Making a Planned Purchase (not an Impulse buy), How Much Influence does a Brand's Established Reputation have on Your Decision-Making Process Compared to Factors like Price and Features?

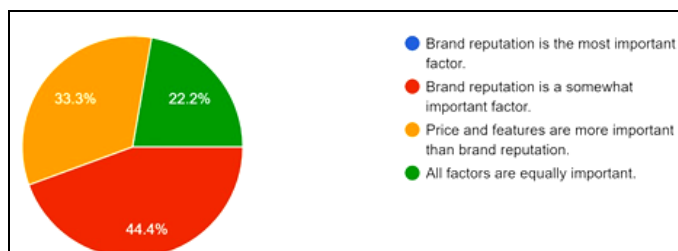


Fig 6: Planned Purchase

Analysis: The above pie chart shows that 44.4% consider brand reputation as a somewhat important factor.

Interpretation: It can be interpreted that brand may not be the most important factor in the Indian consumer's mind but it is one of the factors along with price and features, considered by them while deciding on purchases.

7. In General, how does the Level of Information Search You Conduct before a Purchase Vary Depending on the Age of the Brand you're Considering?

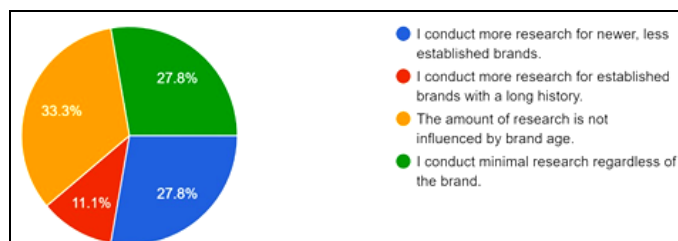


Fig 7: Level of Information Search

Analysis: The above pie chart shows people 33.3% of respondents don't consider brand age to influence the amount of research by them.

Interpretation: As shown around 27.8% of respondents conduct minimal research but those who do consider brand age in their research. Around 11.1% conduct research for established brands while 27.8% conduct research for newer brands. And 33.3% don't consider brand age as a factor in their research.

8. Imagine you are considering buying a new pair of shoes. Would you be more likely to consider a brand with a long history and reputation for quality footwear, even if a newer brand offered a similar product at a lower price?

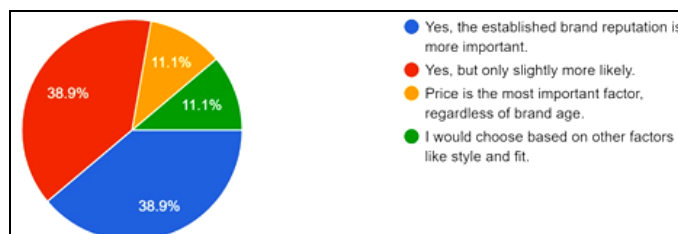


Fig 8: Price Sensitivity

Analysis: The above pie chart shows 38.9% of respondents believe an established brand's reputation is more important while the same amount of respondents consider it as slightly more likely to buy from established brands.

Interpretation: It can be interpreted that a positive brand reputation and age play an important role in purchase decisions by consumers, especially in the consumer goods segment,

9. When making a high-involvement purchase (e.g., a new laptop), how much does a brand's established reputation influence your willingness to pay a premium price compared to a newer, less established brand?

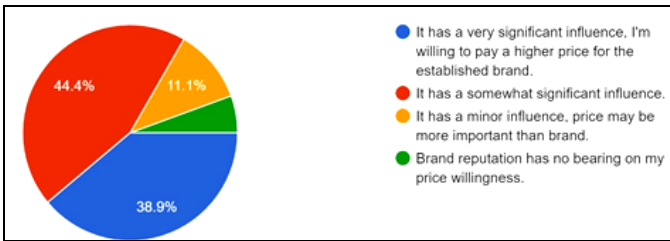


Fig 9: High-Involvement Purchase

Analysis: The above pie chart shows that 44.4% of people believe brand age has a significant influence on the willingness to pay higher prices.

Interpretation: The survey shows that Brand age helps in building a brand reputation which in turn plays a significant role in Indian consumers paying higher prices for a high-involvement purchase.

10. How likely are you to be influenced by a celebrity endorsement of a product if the celebrity is associated with a brand with a long history?

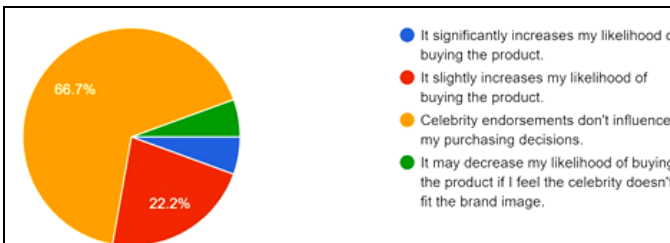


Fig 10: Celebrity Endorsement

Analysis: 66.7% of respondents feel celebrity endorsements don't influence their purchase decisions.

Interpretation: Irrespective of the brand age, celebrity endorsement plays a minor or no role at all in the purchase decisions of the respondents.

11. Compared to yourself, which generation do you believe places greater emphasis on brand heritage and history when making purchasing decisions?

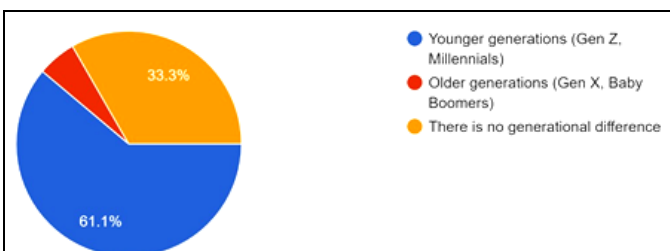


Fig 11: Generation Difference

Analysis: 61.1% of respondents believe that the younger generation, which is Gen Z and Millennials place greater importance on brand age during their purchase decisions.

Interpretation: Brand age is going to be a significant factor in the purchase decisions of the upcoming Indian population and companies should focus on the same.

12. Imagine you are shopping for a gift for your parents. How likely are you to consider a brand with a long history and established reputation when compared to a trendy new brand, assuming both offer similar products?

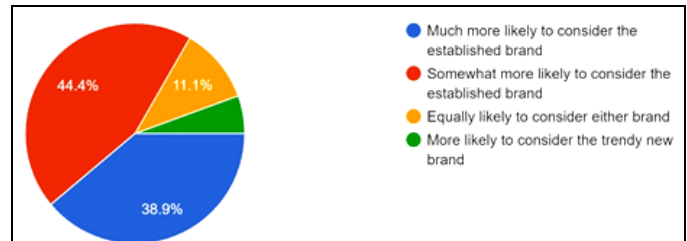


Fig 12: Interpersonal Relationship

Analysis: 44.4% believe established brands to be considered in their decision.

Interpretation: Brand age plays the deciding factor when similar products are offered by a newer and established brand.

13. Marketing campaigns often leverage nostalgia to connect with consumers. How susceptible are you to marketing campaigns that use nostalgia for brands associated with your childhood or upbringing?

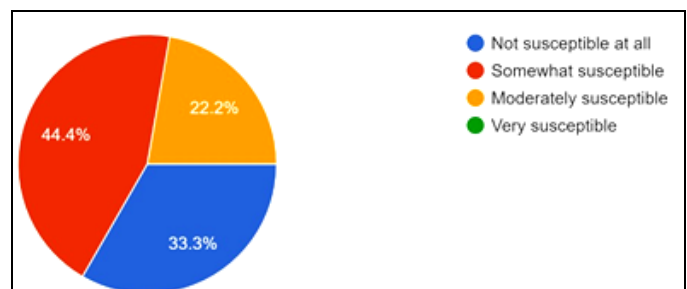


Fig 13: Nostalgia

Analysis: 44.4% of respondents are somewhat susceptible to nostalgic ad campaigns by companies.

Interpretation: There is a very small difference in the nostalgic ad having an impact on the consumer or not, so brands should consider their target audience thoroughly before launching a nostalgic ad.

14. In your opinion, how should a brand's marketing strategy differ when targeting younger consumers (under 35) compared to older consumers (over 50)?

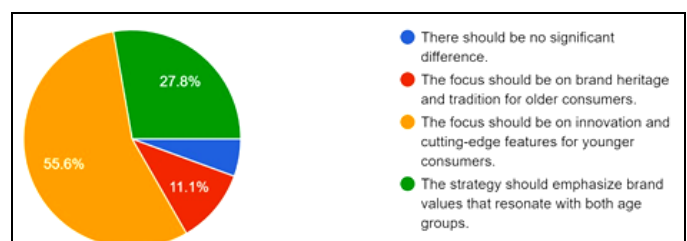


Fig 14: Campaign Targeting

Analysis: 55.6% believe that brands must focus on innovation and features to lure in younger consumers.

Interpretation: Through the survey, 55.6% of respondents believe features and innovation of the product will impact for younger population compared to the older generation.

15. When a brand with a long history launches a new product line, how does your perception of the brand's age influence your initial interest in trying the new product?

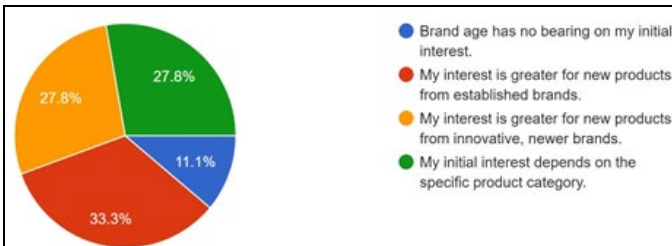


Fig 15: Product Launch

Analysis: 33.3% believe they are more interested in newer products by established brands.

Interpretation: There is a very small difference in relation of brand age to product launch. The product itself is the deciding factor to pique the interest of Indian consumers rather than the brand age that is launching it.

16. How likely are you to be influenced by a brand's established reputation when making impulse purchases, such as grabbing a snack at the grocery store?

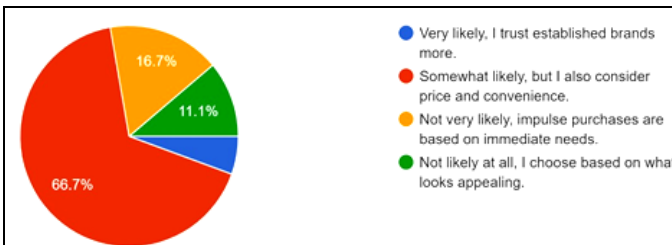


Fig 16: Impulse Purchases

Analysis: 66.7% of respondents consider brand age as one of the factors along with price and convenience in impulse purchases but not as the most important factor.

Interpretation: In impulse purchase, wherein the consumer doesn't invest much time while making purchase decisions, brand age is one of the factors but not as important factor.

17. When considering a new service (e.g., streaming platform), how does the brand age of established players compared to a new, innovative competitor influence your decision?

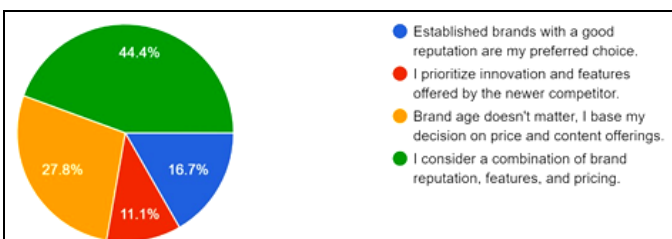


Fig 17: New Services

Analysis: 44.4% of respondents feel brand age is one of the factors while making their purchase decision for new services like streaming platforms.

Interpretation: Brand as a whole isn't a significant factor for Indian consumers but is one of the factors and consumer takes into account along with features and price. A brand must focus on the product and pricing, and not solely rely on its brand age.

18. How much does a brand's legacy of social responsibility initiatives (e.g., environmental

sustainability) influence your willingness to pay a premium price for their products, especially for established brands companies that provides more offers and promotions?

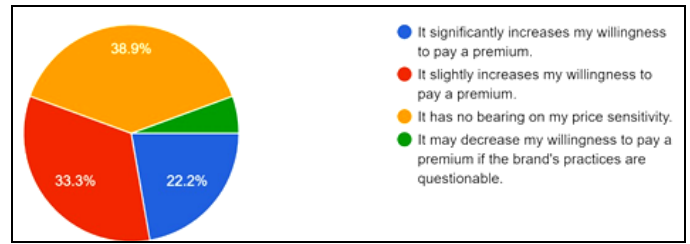


Fig 18: CSR Impact

Analysis: 38.9% believe the CSR activities of any brands have no impact on their price sensitivity.

Interpretation: The Indian consumer will have slight to no impact by the CSR activity of the brand while making their purchase decisions so the brands must refocus their energy on the product.

19. Imagine you're looking for a new pair of jeans. Knowing that a well-established brand uses high-quality materials and a newer brand offers a trendy design, how does brand age influence your choice if both are similarly priced?

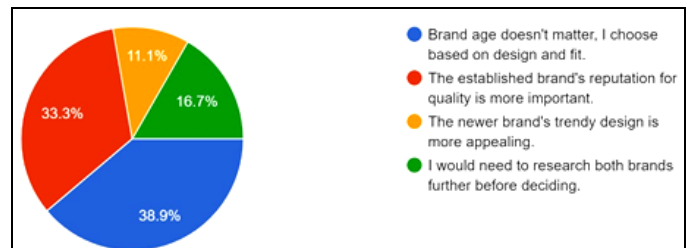


Fig 19: Design vs Quality

Analysis: 38.9% of respondents feel that brand age doesn't matter, they choose based on design and fit.

Interpretation: Brand age has an impact but not a significant one in the purchase decisions of Indian consumers on their purchase decisions of consumer goods.

20. How likely are you to switch from a brand you've been loyal to for a long time (an established brand) to a newer brand offering a significant price advantage on a similar product?

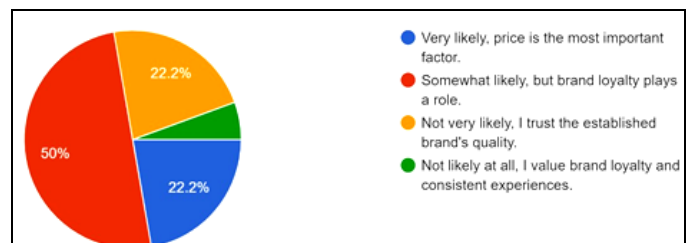


Fig 20: Brand Loyalty

Analysis: 50% believe that brand loyalty plays a role but they are somewhat likely to make a switch if price advantage is given by the newer brands.

Interpretation: Brand loyalty is a factor but not as significant as the price for Indian consumers while making their purchase

decisions. So, brands must prioritize product and price over brand age.

21. When a well-established brand attempts to update its image, what is most important for you to see in their efforts to maintain a positive perception?

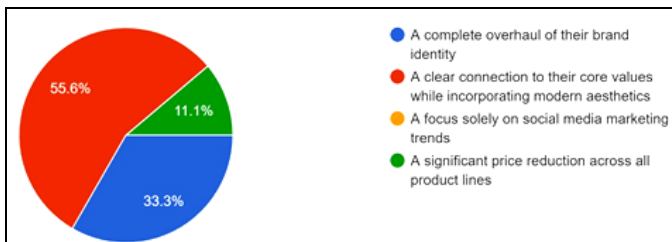


Fig 21: Brand Image Update

Analysis: 55.6% of respondents believe an established brand must clearly connect its core values with modern aesthetics while updating its brand image.

Interpretation: Established and Legacy brands must not completely overhaul their core values and isolate their consumers while updating their brand image. They must take incremental steps towards clearly connecting core values to modern aesthetics.

22. How likely are you to trust a brand's ability to successfully enter a new product category if they have a long history of innovation in their existing categories?

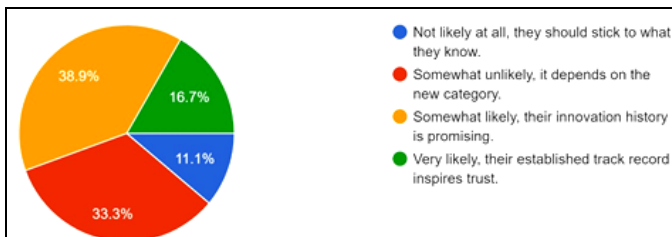


Fig 22: New Product Category

Analysis: 38.9% feel that the brand's innovative history helps in building a perception in the minds of consumers that may be successful while entering a new product category.

Interpretation: Brands age plays a major role for any brands to believe a perception of being successful in a new product category but in the long run the product must speak for itself.

23. Imagine a brand with a long history traditionally known for high-quality, durable products. They are launching a new product line with a focus on cutting-edge technology. How could this impact your perception of the brand?

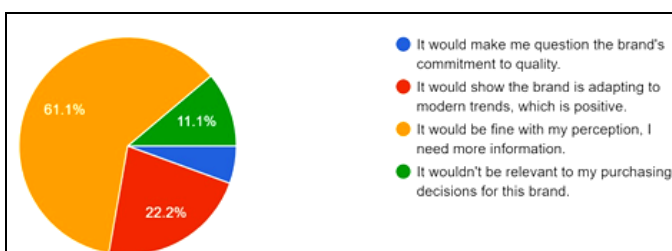


Fig 23: Brand Perception

Analysis: 61.1% of respondents feel that it will have a small impact but more information would be needed by them to make an accurate assessment.

Interpretation: The consumers are fine when durable brands enter a cutting-edge technology product line showcasing that Indian consumers do not have a very stringent brand image for a company and are open to brands entering new and innovative products or industries.

24. In your opinion, how can a brand with a long history best leverage its heritage while also appearing innovative to attract new customers?

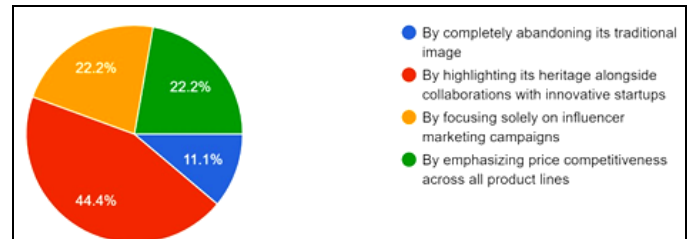


Fig 24: Innovative

Analysis: 44.4% believe that heritage brands must utilize their heritage along with collaborating with innovative startups to appear innovative to attract new consumers.

Interpretation: Indian consumers believe that collaborating with innovative startups is the way for heritage brands to be perceived as innovative by newer consumers rather than changing their brand identity or collaborating with influencers.

25. Social media presence is crucial for brands today. How does the digital marketing strategy of a well-established brand (website, social media) influence your perception of their ability to stay relevant and innovative?

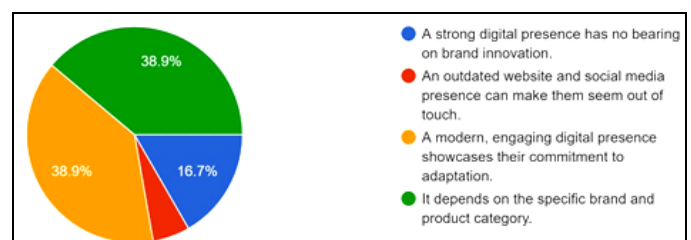


Fig 25: Social Media

Analysis: 38.9% of respondents believe established brands with engaging digital presence showcase their commitment to adaptation.

Interpretation: The digital and social media presence of established brands directly impacts the perception of Indian consumers that the brand is willing to adapt to modern times.

Finding of the Study

This research delves into the intricate relationship between brand age and consumer behavior within the dynamic Indian market. While brand age undoubtedly plays a role, the findings reveal a more nuanced landscape where factors like price, product quality, and the ability to adapt to modern trends significantly influence consumer decisions.

1. Beyond Brand Age: Price, Quality, and Innovation:

- **Shifting Priorities:** While brand age holds a certain level of importance for Indian consumers, it's not the sole determinant of purchase decisions. Consumers prioritize value for money and are attracted to brands that offer competitive pricing and high-quality products. This highlights the need for brands, regardless of age, to maintain a strong focus on price competitiveness and product quality to thrive in the Indian market.
- **Collaboration, Not Rebranding:** Interestingly, the research revealed a surprising preference when it comes to how heritage brands can project an innovative image. Consumers view collaboration with innovative startups as a more effective strategy compared to rebranding or influencer marketing. This suggests a potential aversion to drastic changes to a brand's established identity and an appreciation for authenticity. Brands can leverage the dynamism of newer companies through strategic partnerships, allowing them to tap into cutting-edge ideas while maintaining their brand heritage.

2. Digital Presence: A Sign of Modernity:

- **Digital Relevance:** The research underscores the critical importance of a strong digital and social media presence for established brands. Consumers perceive a robust online presence as a clear indicator of a brand's willingness to adapt to modern times. This emphasizes the need for brands of all ages to actively engage with consumers on their preferred digital platforms. Building a strong online presence can go beyond just having a website and social media profiles. It involves creating engaging content, fostering online communities, and providing exceptional customer service through these channels.

3. Embracing Change While Maintaining Identity:

- **Evolution, Not Erasure:** The findings reveal a fascinating insight into how Indian consumers perceive established brands adapting to modern times. Consumers don't necessarily expect a complete overhaul of core values. Instead, they favor an incremental approach where brands clearly connect their established values with modern aesthetics and messaging. This allows for a sense of familiarity and trust built over generations while creating a fresh appeal that resonates with younger consumers.

4. Openness to Innovation, Regardless of Brand Age:

- **Beyond Traditional Perceptions:** The research challenges the notion that consumers rigidly associate established brands with specific product categories. Consumers appear open to established brands entering new product lines, even those involving cutting-edge technology. This indicates that Indian consumers are not rigidly attached to a brand's traditional image and are receptive to innovation. This finding presents exciting opportunities for established brands to expand their product portfolios and tap into new markets. However, it's crucial for brands to ensure a strategic fit between their existing brand identity and the new product line. A sudden foray into a vastly different product category might create confusion and dilute the brand image.

5. Balancing Tradition with Modernity:

- **The Importance of Balance:** Established brands need to strike a delicate balance between preserving their core values and adapting to modern aesthetics. Consumers appreciate brands that maintain their core identity, the values they stand for, and the trust they've built over time. However, a complete disconnect from modern trends can alienate younger consumers.
- **Incremental Change, Lasting Impact:** Brands can effectively navigate this balance by adopting an incremental approach. This involves connecting their established values with modern visual elements and messaging. For instance, a heritage brand known for its quality craftsmanship can update its packaging design with a clean, modern aesthetic while highlighting the traditional methods used to create its products. This allows the brand to retain its core identity and connect with a wider audience.

These findings provide valuable insights for brands operating in the Indian market. By understanding the nuances of consumer behavior and the role of brand age, brands can develop strategies that resonate with consumers across generations. The key lies in creating a balance between tradition and modernity, prioritizing price, quality, and innovation, and building a strong digital presence to stay relevant in the ever-evolving Indian market landscape.

Recommendation

1. Implications for Marketers and Brands

This research on the impact of brand age on consumer behavior in India offers valuable insights that can be leveraged by marketers and brands to develop more effective strategies. Here are some key recommendations based on the study findings:

- **Tailored Marketing Messages:** Understanding how brand age influences consumer perceptions (trust, quality) allows brands to craft targeted marketing messages that resonate with specific age demographics. Heritage brands can emphasize their established reputation and legacy, while new brands can highlight their innovative spirit and agility.
- **Segmentation and Targeting:** Implement segmentation strategies based on brand age perception and consumer preferences. Develop marketing campaigns that cater to the specific needs and expectations of consumers who favor heritage vs. new brands.
- **Channel Optimization:** Analyze how brand age influences preferred marketing channels (traditional vs. digital). Allocate resources effectively, focusing on channels that best reach target audiences based on their brand age preferences. For example, heritage brands may benefit from leveraging established media outlets, while new brands can capitalize on social media and influencer marketing.
- **Omnichannel Experience:** Consumers today expect a seamless experience across all touch points. Develop an omnichannel strategy that integrates traditional and digital channels, ensuring consistency in brand messaging and customer experience regardless of the brand's age.
- **Building Trust for New Brands:** New brands can counter the trust advantage often held by heritage brands by focusing on transparency, authenticity, and building strong customer relationships. Engaging storytelling and user-

generated content can be effective ways to build trust and brand loyalty among younger consumers.

- **Innovation and Rejuvenation for Heritage Brands:** Heritage brands need to adapt and innovate to remain relevant in the face of competition from new players. Modernizing brand visuals, embracing digital marketing strategies, and exploring new product categories can help heritage brands stay fresh and appealing to younger generations.
- **Leveraging Brand Heritage:** For heritage brands, their established history and legacy can be a powerful asset. Highlighting brand heritage through storytelling, nostalgic marketing campaigns, and celebrating milestones can build emotional connections with consumers and strengthen brand loyalty.

2. Future Research Opportunities

This research opens doors for further exploration and investigation into the dynamic relationship between brand age and consumer behavior, particularly within the Indian context. The following are some possible directions for further study:

- **The Role of Nostalgia:** Research the role of nostalgia in marketing to different age groups. Explore how heritage brands can leverage nostalgia to connect with consumers and evoke positive brand associations. Investigate the effectiveness of nostalgic marketing campaigns across various product categories.
- **The Impact of Social Media:** Analyze how social media platforms influence brand perception and consumer behavior based on brand age. Explore how consumers of different age groups engage with brands on social media platforms. Investigate the effectiveness of influencer marketing for reaching target audiences based on their brand age preferences.
- **Evolving Preferences of Generations:** With changing demographics and the rise of Gen Z as major consumers, research generational differences in brand preferences and how these preferences evolve. Explore how brand age may influence purchase decisions for different generations.
- **Cross-Cultural Comparisons:** Conduct comparative studies to understand how the impact of brand age on consumer behavior varies across different cultures. Investigate potential differences in brand perception and purchase behavior towards heritage vs. new brands in developed markets compared to developing markets like India.
- **The Future of Branding:** Explore how the concept of "brand age" might evolve in the digital age. Investigate the potential impact of emerging technologies like virtual reality and augmented reality on consumer perception of brand age and brand experience.

By pursuing these research avenues, we can gain a deeper understanding of the complex interplay between brand age and consumer behavior. This knowledge can empower marketers and brands to develop effective strategies that resonate with consumers across all generations and contribute to long-term success in the ever-evolving Indian marketplace.

Conclusion

The study on the impact of brand age on consumer behavior across India has provided significant insights into the complex relationship between brand longevity and consumer preferences on a national scale. Through a comprehensive analysis of consumer perceptions and behaviors, this research

has illuminated the varying influences of brand age across different regions and demographic segments.

One of the primary findings of this study is the substantial role that brand age plays in shaping consumer trust and loyalty across India. Established brands with a long history tend to evoke a higher level of trust and credibility among consumers, fostering greater brand loyalty and repeat purchases. Conversely, newer brands may encounter challenges in establishing their credibility and gaining consumer trust in a highly competitive market environment. Recognizing and leveraging these dynamics is essential for businesses seeking to cultivate a strong and enduring brand identity nationwide.

Furthermore, our analysis has underscored the evolving nature of consumer behavior in the digital age. With the widespread adoption of online platforms and digital marketing channels, consumers have access to an abundance of choices and information, influencing their perceptions and purchasing decisions. Brands that effectively harness digital technologies can enhance their visibility, engage with consumers more meaningfully, and adapt to changing preferences and behaviors across different regions of India.

Importantly, our research has highlighted the strategic implications of brand age for businesses operating nationwide. By understanding the significance of brand longevity and investing in brand-building initiatives, companies can strengthen their competitive position, foster deeper connections with consumers, and drive sustainable growth across diverse markets in India. Moreover, our findings emphasize the importance of adopting agile and innovative marketing strategies that resonate with the diverse needs and preferences of consumers across different regions and demographic segments.

In conclusion, this research contributes valuable insights to the field of marketing by examining the pan-India impact of brand age on consumer behavior. By elucidating how brand age influences consumer perceptions and preferences on a national scale, businesses can develop more targeted and effective marketing strategies, enhance brand equity, and achieve long-term success in the dynamic and diverse Indian market. Looking ahead, further research could explore additional factors shaping consumer behavior and delve deeper into regional nuances and trends to inform strategic decision-making in an increasingly interconnected and competitive marketplace.

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