

MARKETING SEMIOTICS: ANALYSIS OF CONNOTATIONS AND BRAND BUILDING

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ABSTRACT

Consumer behaviour based on the marketing semiotic study can help create high impact brand communications. Effective brand communication will help elevate an existing top brand to a super brand status. Consumer behaviour has long been studied and researchers have been exploring new ways to decipher the thoughts within the black box of decision making that exists in the minds of the consumers. Consumer not only looks at brand communication but analyses it too. Previous exposure to similar brand communication and memory of such brands can affect the future perception of a brand within a consumer's mind. Today, advertisers use a story telling mode, consumers assimilate and process that information to build contexts/connotations around the brand. This research was aimed at studying the connotations that a consumer associates with a brand and how it impacts his behaviour and the overall brand image. Quantitative data analysis had been used for two personal care brands used in the Indian market. The sample is restricted to Pune city between the age group of 18-24years, student population. Descriptive statistics as well as repeated measures MANOVA technique had been used in this research to conclude the relationship between brand building and consumer connotations.

KEYWORDS: *Connotations, Consumer Behaviour, Brand Communication, Black Box*

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