

# The success of lifestyle brands and consumer's consciousness through television advertisements - A research study

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## Abstract

Brand image is attained when brand attain a level that determine its success. Today many brands have concluded that the younger segment determine the unique selling proposition of a brand. Hence, segmenting and rightly targeting the younger section of society is one obvious approach used for existing as well as upcoming brands. While the subject research of this paper is restricted to the youth, lifestyle advertising has in reality penetrated the young and the old as well, the scope of which is beyond this paper. A research study was carried out to find the real meaning of success of a lifestyle brand .The research study was done by targeting the various youth of Delhi / NCR region that constitute the style statement in terms of brand image.This study is focused on lifestyle product in order to realize what youth think, conceive, feel, and learn upon lifestyle brands.A basic introduction to the core objective of research that is, understanding the impact of lifestyle branding in making the youth brand conscious and how such consciousness translates to the success of the brand and Proving Brand Success in terms of Brand Consciousness. With a dynamic TV market and entertainment industry; an emerging affluent class, opening of the economy, India seems to be among the most significant markets for lifestyle Brands. The splash of lifestyle programming is only indicative of the times to come. The rest of the document revolves around the 'Effectiveness of Lifestyle Advertising on television for brand success among youth', particularly elaborating on brand consciousness that percolates to making a brand successful. In order to assess these perceptions, this study employed Ajzen and Fishbein's (1980) theory of reasoned action as a conceptual framework for investigating the effect that lifestyle orientation has on consumer attitudes toward lifestyle advertising. This study is based on the assumption that intention to perform a given behavior can be predicted by the consumer's attitude toward the behavior (Ajzen & Fishbein, 1980) which will help the author to define success of brand.

**Keywords:** Lifestyle advertising, Lifestyle Brand, Brand Success, Brand Consciousness, Brand Image, Television Advertisements

## Objective of the Research

A basic introduction to the core objective of research that is, understanding the impact of lifestyle branding in making the youth brand conscious and how such consciousness translates to the success of the brand and Proving Brand Success in Terms of Brand Consciousness through case study. The relationship between brand success and brand consciousness is another objective to answer for the research question of how the relationship between brand success and brand consciousness is.

## Introduction

Brand is the image that consumers have in mind (Aaker, 1991). It is also the unique characteristics that have been developed all the time in order to differentiate actual products from the competitors (Murphy, 1990). The concept of lifestyle advertising has been present in the home furnishings industry since the 1920's (Kim, 2001). However, this concept has gained increased interest in recent years as consumer trends shifted toward cocooning and nesting. A number of apparel fashion designers

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(e.g. Oscar de la Renta and Vera Wang), and national brands (e.g. Dockers and Izod) have been crossing over into the home furnishings industry and presenting consumers with lifestyle collections and brand extensions. "Lifestyle", as a word was first coined by Alfred Adler in 1929, a Freudian psychiatrist, giving it the meaning of "a person's basic reactions and behavior". Danial Czitrom and David Marc (1985) provide a trace to the popularity of lifestyle to 1960s, when several lifestyles became known to individuals and groups, including: gay lifestyle, communal life style, student and youth lifestyle, all forming the new "alternative lifestyles" the world still observes. A concept of lifestyle defined as the means by which people live and spend time and money, mirroring a person's activities, interest, and opinions, as well as demographic variables (Blackwell, Miniard, & Engel, 2001).

The success of a Lifestyle brand among youth depends a lot on how well youth are familiarizing with the brand. A consumer's opinion and personal relevance that is felt toward presented references to one's self-concept or self-identity via a non-personal, sponsor-identified, paid message (Etzel, Walker, & Stanton, 2001). An average youth consumer comes across hundreds of advertisements each day through television, radio, hoardings, newspapers and magazines, internet, text messages, etc. However, the ones that appeal his/her needs, interests, imagination, thinking, behavior, and/or lifestyle tend to win over others when it comes to brand recall. At the end of the day, an individual remembers only few advertisements out of the major chunk that he or she comes across on that particular day.

Lifestyle brands focus on the values and dreams of the public. Thus, to grab their attention, they need to focus on a type of marketing that appeals to the viewer in terms of their aspirations, views, tastes and lifestyle. Thus, the brand needs to convince the potential customers that their identity will be strengthened if they associate themselves with that particular brand. For example, '**adidas originals**' is a life style brand, they focus on hip-hop culture and that is their USP. Millions of teenagers who are into hip-hop activities like 'break dancing', 'graffiti', 'skateboarding', etc shop from adidas originals to associate themselves with a hip-hop brand and its culture. All of adidas originals commercials focus on this culture and they show talented and famous hip-hop artists wearing the brands clothes, thus creating an appeal for the brand amongst the fans of these people.

Another such lifestyle brand is ZARA. Zara has created a lifestyle based on a young, stylish and experimental lifestyle. They reflect this lifestyle through very modern and classy visual merchandising i.e. store displays, mall installation, etc to show their customers what the brands lifestyle is about and those who wish to lead such a lifestyle automatically purchase from the brand.

Thus, the author feels that the products that a lifestyle brand offers should provide a consistent reminder about its identity i.e. they should pay attention to all aspects of advertising, which includes messaging, design, methods etc so that they reinforce the brands identity and its values. Thus, the main aim is to generate a value for the brand amongst its customers so that they associate themselves with the brand and connect on an emotional level too.

Another very important aspect for lifestyle brands is customer satisfaction and interaction. Lifestyle brands need their customers to be loyal, so that they keep coming back to the brand and slowly generate a passion for the brand and find an identity in the brand. For this loyalty, the brand needs to make sure their customers are satisfied on all grounds, be it the shopping experience, feedback response, easy online access, etc.

Thus, to create a successful lifestyle brand, a company needs to keep in mind all these factors that in return create loyal customers who start associating themselves with the brand and eventually the brand becomes a big part of their life, that is how lifestyle brands attract customers.

There are several businesses that consider social media as an expense rather than an investment. Conventional firms often stick to the traditional advertising vehicles and are reluctant to use social media tools, which is not a desirable move today. No doubt traditional mediums are important, but the growing significance of social media just cannot be ignored. It needs to be included while designing an integrated marketing plan.

## Review of Literature

Englis and Solomon (1995) investigated lifestyle advertising by examining how the media, merchandisers, and advertisers shape consumers' perceived realities regarding how others live. Television shows and advertisements in mass media were found to influence consumers' perceived reality of certain lifestyle categories. Consumers incorporate media depictions of these realities into their assumptions about how others live and what they consume, thus creating an aspired-to-lifestyle (Englis & Solomon, 1995). The concept of social reality is a meticulously contrived marketing strategy that involves a personal relationship between the product, retailer, and consumer (Englis & Solomon, 1995). A consumer cannot embrace a lifestyle by purchasing just one item. The totality of an experience is needed. For example, to enter into the affluent and sophisticated world of Ralph Lauren, the consumer would need to purchase not only the Ralph Lauren Home Collection chair, but also invest in the Ralph Lauren paint, wall coverings, fabrics, and accessories (Solomon & Englis, 1994; Greco, 1997). The desire to emulate an aspired-to-lifestyle can motivate consumers' purchase behavior and influence attitude toward lifestyle merchandising. Rabianski (2001) stated that use of the lifestyle concept may even facilitate product differentiation. However, lifestyle merchandising is only successful if these depictions are meaningful and have symbolic value to the consumer (Englis & Solomon, 1997; Helman & De Chernatony, 1999).

In this research study the author takes a slightly broader approach by defining a brand as a collection of rational criteria (i.e., factual components and physical elements of the product or service) and emotional criteria (i.e., impressions, ideas, and opinions regarding the product or service) Fanning (1999). A brand is a term, label, identifier, symbol, sign, or any combination of the former, intended to distinguish and identify a product or service from the competition (Russell & Lane, 2002).

### Overview of Lifestyle Advertising

Lifestyle is expressed in both work and leisure behavior patterns and (on an individual basis) in activities, attitudes, interests, opinions, values and allocation of income. It also reflects people's self image or self concept; the way they see themselves and believe they are seen by the others. Lifestyle is a composite of motivations, needs and wants and is influenced by factors such as culture, family, reference groups and social class. The analysis of consumer life styles (called psychographics) is an important factor in determining how consumers make their purchase decisions.

Lifestyle marketing perspective recognizes that people group themselves into segments based on what they like to do and how they choose to spend their disposable income. Consumers often choose products, services and activities over other because they are associated with a certain lifestyle. For this reason, lifestyle-marketing strategies attempt to position a product by fitting it into an existing pattern of consumption.

Generally speaking, a brand that is designed for a lifestyle usually (and should) have a much higher emotional value to consumers than one based on features like cost or benefits alone. From morning 'Kellogg's breakfast to 'Subway' lunches and 'Georgia' Coffee to 'Barbeque Nation', people have defined brands synonymous to their way of living although each named above is a name of a brand and not the definition of the product itself.

### Brand Consciousness v/s Brand Success

Brand consciousness as being essential for the communications process to occur as it precedes all other steps in the process. Without brand consciousness occurring, no other communication effects can occur. For a consumer to buy a brand they must first be made aware of it. Brand attitude cannot be formed, and intention to buy cannot occur unless brand consciousness has occurred. Brand consciousness is positioned as a vital first step in building the "bundle" of associations which are attached to the brand in memory.

A further way brand consciousness may affect choice within the consideration set is by influencing perceived quality. A consumer may rationalize that if they have heard of a brand, the company must be spending a fair sum on advertising. If it is spending a lot on advertising, then the company must be reasonably profitable which means that other consumers must be buying the product and they must be satisfied enough with its performance; therefore the product must be of reasonable quality.

Brand consciousness, as one of the fundamental dimensions of brand equity, is often considered to be a prerequisite of consumers' buying decision. Brand consciousness can also influence consumers perceived risk assessment and their confidence in the purchase decision, due to familiarity with the brand and its characteristics. On the other hand, brand consciousness can be depicted into at least two facets – unaided (brand recall) and aided (brand recognition).

Each of the two facets has influence on buying decision and perceived risk assessment. Reflecting the importance of the brand in the customers mind, consciousness can be assessed at

several levels such as recognition, recall, top of mind, brand dominance (the only brand recalled), or, even more, brand knowledge (what the brand stands for is very well known by consumers) Brand consciousness is the first and for most prerequisite dimension of the entire brand knowledge system in consumers' minds, reflecting their ability to identify the brand under different conditions: the likelihood that a brand name will come to mind and the ease with which it does so.

Brand consciousness can be depicted into brand recognition (consumers ability to confirm prior exposure to the brand when given the brand as cue) and brand recall (consumers' ability to retrieve the brand when given the product category, the needs fulfilled by the category, or some other cues). Brand consciousness is essential in buying decision-making as it is important that consumers recall the brand in the context of a given specific product category, consciousness increasing the probability that the brand will be a member of the consideration set. Consciousness also affects decisions about brands in the consideration set, even in the absence of any brand associations in consumers' minds. In low involvement decision settings, a minimum level of brand consciousness may be sufficient for the choice to be final. Consciousness can also influence consumer decision making by affecting brand associations that form the brand image.

The ultimate goal of most businesses is to increase sales and income. Ideally, it attracts new customers to products and encourages repeat purchases. Brand consciousness refers to how aware customers and potential customers are of your business and its products. Within a week after its introduction, surveys found that more than 90% of US consumers had heard about the iPhone as a result of advertising and news reports. This is exceptionally high brand consciousness. Ultimately, achieving successful brand consciousness means that your brand is well known and is easily recognizable. Brand consciousness is crucial to differentiating your product from other similar products and competitors.

### Brand Identity v/s Brand Success

If a company is offering a product or service which is new or unique, in that case branding is made easier. Since there are no pre-existing biases toward the product or service, it will be easy to manipulate customer attitudes.

More often, the product or service will have been in existence for a while and have direct competition. And if it doesn't, it probably soon will. Therefore, products that may be roughly equivalent in terms of their features need to have a brand identity that will impact consumer choice.

Pricing is a component of value; higher prices may signify to consumer higher quality, and lower prices may suggest decreased value which is important component of Brand identity. The other component of Brand identity is Distribution i.e. availability; limited distribution of a product or service may imply exclusivity to discerning consumers. Quality is very important aspect of Brand identity which defines success of a Brand, which impacts satisfaction; obviously, higher quality will translate to more satisfied customers who come back again and again to purchase the offerings. Presence of the brand is also important component prominent in the paid and unpaid media;

products or services with a high-profile market presence will lead to brand recognition and increased sales. Awareness or we can say top-of-the-mind awareness, residual awareness and recognition, which are directly related to presence; the higher offering's awareness helps in the better sales results. Reputation of the brand, enduring public opinion of brand character, which is built over time and difficult to change once established. Brand Image or perceptions of brand traits/ prototypical buyers; often represented by qualities the consumer relates to. Like reputation, image is difficult to change once established. The Benefits brand is offering draws target audience and helps in building image which contributes in Brand success. Consumers may equate certain positive and negative consequences with use of the product or service; these may be warranted or unwarranted. Positioning salience differentiation from the competition, this is established by a combination of all elements of the brand. Preference, a predisposition to buy, displayed by consumers who are establishing brand loyalty. Share of market or increased market share is a direct result of a successful branding campaign. Customer commitment, loyalty is built through long-term branding and close consumer contact which leads to Brand Success.

#### **Brand Name**

The foundation of the success of a brand is quite dependent on its name as well. After its uniqueness wears off, it will be the brand name against the brand names of its competitors in the market place. "First, it should be able to communicate on its own without a lot of advertising," (James Dettore, president of the Brand Institute in Boston). "It has to be easy to pronounce and have neutral to positive associations around the world, or at least in various languages. Because of the high ethnic influences here in America, you still have to have a name that crosses over many ethnic and language barriers." James Dettore. Some extremely successful brand names include Google, Calvin Klein and McDonald's. More recently, marketers at Reebok obviously didn't do their homework when they named their women's running shoe "Incubus." Apparently, no one at Reebok was aware of the nightmarish nature of the name: An evil mythological spirit believed to descend upon and have sexual intercourse with women as they sleep. The company was mortified and looked into ways it could wipe out the offending name, which didn't appear on the \$57.99 shoes, but on boxes.

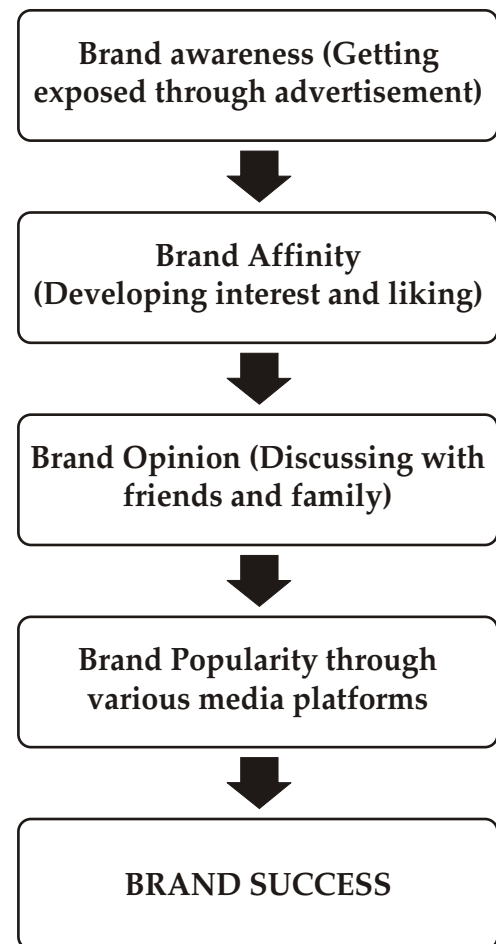
Besides making sure that people from all or most ethnic backgrounds will accept your brand's name, it should also be memorable and easy to communicate in packaging and advertising.

If possible, the name should also complement the overall core values of the company. For instance, Pampers was a perfect name for the diaper line that Procter & Gamble launched in the late 1970s. The name is easy to say, has positive associations, and links to the performance of the product. Besides that, the brand came out at a time when cloth diapers were still largely popular with mothers. By the name alone, mothers could make the switch to disposable diapers that were more convenient without feeling that the product would compromise the comfort, or pampering, of their child.

In cases of large companies, a brand name can help propel a product or service through the marketplace. In other instances,

particularly with younger brands, the descriptiveness of the name can have a strong influence on how well it's accepted (i.e., Aleve, America Online, Performa). For others, the name has no meaning at all until broader identity building programs are built around the name (such as ESPN, Foster's Lager, Tide laundry detergent).

Great brand names are memorable, personable, and emotional. They should roll off the tongue and be easy to spell. Take Nike, for example. Nike is the Greek goddess of victory, which is an excellent connotation for their products. Another great name is Roomba, the robot vacuum. Roomba, an invented word, kind of sounds like rumba, a Spanish rhythmic dance. So this vacuum basically "dances" around the room. What a pleasing thought from a vacuum cleaner!



The above diagram is drawn on the basis of information published on the survey done by Times of India. The information was collected from the youth of Delhi / NCR when brands like Westside did a survey to increase their market share in 2009-2010. (Source- Times of India, 23 December 2009).

#### **Creating Brand Consciousness Among Youth**

The advertisers are working for creating consciousness among youth. The message of what a brand is offering to the consumer is consistent then the brand will succeed in creating consciousness. Cadbury's Bournville for example, chocolate made from Coco of Ghana. The presentation of Cadbury's as a prominent player in providing quality chocolate is an example of high quality

ingredients used. The impressions you is to make on consumers and potential consumers should be consistent across various mediums, situations, and promotional attempt. The images advertisers are presenting should also be consistent in order to increase brand consciousness. It is important that you are consistent in your use of images so that you maximize recognition and positive impression. The Blackberry's logo is one of the similar kind which distinguishes itself from others in the smart phone category. The other element is slogans and taglines which should also be consistent throughout mediums and material. Once again, consistency is important in conveying the message that promotes consciousness of your brand in a organized, recognizable manner. 'Jago grahak jago' and 'aadhar' are some of the latest slogans and taglines used by the government on consumer consciousness about various products and protecting their rights and the issue of UID cards.

Increased brand consciousness lowers the customer acquisition costs. The cost of acquiring new customers is a major cost center for most businesses. Increased brand consciousness helps draw customers to the brand through low or no cost methods. Understanding the current cost of acquiring new customers and quantifying the benefits of lowering that through raised brand consciousness can be a compelling financial argument. Ongoing brand consciousness ramps up customer loyalty as acquiring new customers is a costly process. Retaining customers and bringing them back again and again is critical to long-term business sustainability. Brand loyalty creates a certain level of security for businesses. Brand consciousness plays an important role in repeat customer activity. Once a customer has purchased the brand, the brand should utilize tools such as newsletters, promotions, and satisfaction surveys to stay in touch. These simple actions can sustain brand consciousness among your pool of existing customers.

Retargeting is the process of reconnecting with customers who almost bought, and encourage them to close the sale. Transactions can be abandoned for any number of reasons, from tech issues to simple interruptions. Unaided vs. aided recall data can also help to create consciousness among customer. Aided recall research asks customers specifically what their thoughts, consciousness, or associations are with a specific brand. Unaided recall research will ask a subject to share all the brands of a specific product. Depending on the data that the research yields, brands can understand whether it's important to focus on getting their name in front of new customers or improving their image with people who already know about their brand.

Brand consciousness can also be a useful executive metric. While financial results and sales data trump most other inputs, increased brand consciousness can signal the yield on efforts to break into new markets and provide tangible evidence of a company's potential for growth. This alone can be a successful argument for why this is important to measure brand consciousness and then track it over time.

Brand consciousness is an important way of promoting commodity-related products. Therefore, the product that maintains the highest brand consciousness compared to its competitors usually gets the most sales. For example, in the soft drink industry, very little separates a generic soda from a brand-name soda, in terms of taste. However, consumers are very much

aware of the brands like Pepsi and Coca Cola, in terms of their images and names. This higher rate of brand consciousness equates to higher sales.

#### Analysis of Lifestyle by Mass Media

The usual topics of lifestyle media embark upon a non exhaustive list of cookery and other food and drink topics, fashion, style and grooming, home improvement, gardening, interiors and property development; self improvement (bodily, financially, spiritually etc); travel; shopping; consumer issues- including cultural consumption.

A look at the various shows across the channels reveals that channels are trying to evolve the genre as per their target audience and of course in the Indian context.

1. **Fox International Channels (Fic)** entered the lifestyle genre by re-branding Fox History and Entertainment as Fox Traveller. Armed with two strong brands in the portfolio, the aim was to build strong identities for National Geographic and Fox. Explains Fic India managing director Keertan Adyanthaya, "National Geographic is building on its brand values of knowledge, education and research to focus on Infotainment. Fox, on the other hand, is the lead brand in the lifestyle space. Lifestyle is the dark horse of TV and has immense potential."

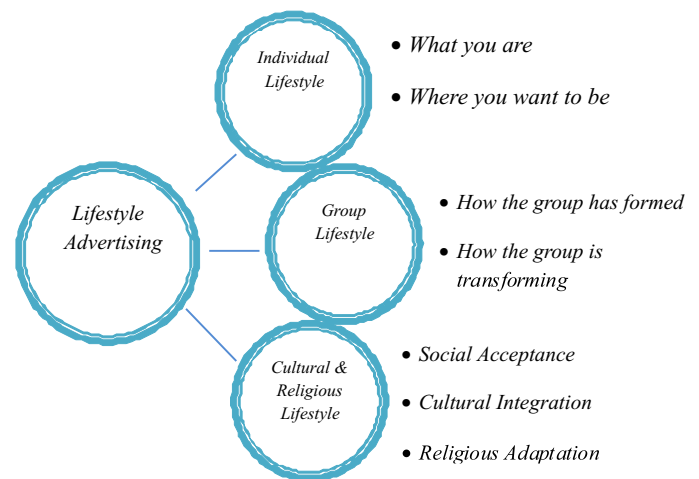
2. **NDTV Good Times** is hyper active on social media and stresses on building a loyal community on its website. It was rather one of the first lifestyle channel promoted in India.

With "Young and Happening" being the buzz word, along with the money to buy the lifestyle they want; Indians are becoming increasingly savvy to leading a way of life that enhances his/her experience at any given point; be it entertainment, lifestyle or shopping. Globetrotting Indians want to live it up with style, as they plan their vacation to virgin beaches across the world, shop for hi-tech gizmos and designer wear, and aspire for the latest cool car that has been launched in the market.

3. **Zoom channel** has a whole line-up of celebrity anchors and offers a peek into the lives of the celeb crowd. Currently it has, The Manish Malhotra show, Simone Singh and Sunita Menon doing The Kosmic Chat, Not Just Page 3, Dance Divas and a mix of international E! True Hollywood Stories, E! Celebrity Homes. Some of the other celebrities who have been roped in to add the Page 3 element are Vir Das, Dipannita Sharma, Kamal Sidhu, Rohit Roy and the Indian cricket wizard Navjyot Singh Sidhu who has a show of his own.

4. **Discovery Travel and Living hosts** some of the programmes like Celebrity Travelogues, Globetrekker, Floyd's India, Cooking for Love (a blind date show blended with cookery), Date Patrol, Biker Build-Off, He's Gotta Have It, Great Vacation Homes, Superhomes, Other Peoples' Homes, While You Were Out, The Chris Lowell Show, Tim Brooke-Taylor's Golf Clubs and World Poker Tour.

5. **Channel [V]** has had its share of lifestyle programming with Cool Stop, Get Gorgeous shots, [V] Style Junkie.
6. **MTV** has a show called Style Check, Desi Ra] and the Page 3 Style Awards.
7. **For AXN**, which now calls itself an action and adventure and lifestyle channel the line-up has been Who Dares Wins, The Amazing Race and Are You Hot.
8. **Zee's fashion channel Trendz** has launched its fashion and lifestyle show Diabolical. The show anchored by ex-Grasim Mr India Vivan Bathena is a guide to the best hangouts in cities all over the country. They showcase food, fashion, décor, music, celeb clientele with a hope to capture the pulse of urban nightlife.



Market experts predict that the fight earlier restricted to other genres will now slowly move on to the Lifestyle genre. Research conducted by the Discovery channel reveals that there is a fundamental shift in the consumption pattern of the Indian consumer. There are today 10 million credit card holders; disposable income in the country has risen over 270 per cent since 1990; dual income families are now a widespread urban phenomenon.

According to Price water house Coopers, the three principles of Lifestyle Advertising can be relevant. Marketers have to understand the issues that are important to customers' lives and build strategies around them. The second principle is to engage them. Converged media redefines engagement as it combines both brand-level and product-level interactions in the same consumer experience. The most important principle is to build trust. To successfully engender trust with the consumer, efforts must be genuine and transparent, and companies must act on what they hear when listening to consumers.

#### **The Lifestyle Advertising path needs to implement new media strategies and significant organizational changes.**

The company needs to view their audience not as a collection of consumers or a portfolio of demographic profiles but rather as individual customers. Change and respond is very important strategy to implement, maximize and monetize Lifestyle Advertising potential, the brand have to be more open, have real-time flexibility and enable informed risk-taking capacities. The brand must communicate with the target audience by organizing around the ongoing conversations in which youth can participate.

#### **The Advertising Process of Lifestyle Products**

Framework of Lifestyle Advertising can be based on the following principle of three set of independent variables.

- Individual Lifestyle
- Group Lifestyle
- Cultural & Religious Lifestyle

Lifestyle Advertising is "Communication by means of different media that is personal in nature as it focuses on the way of living or projected image of an individual, or target audience, but remains non personal when looked against standardization of all audiences as not being independent in thought and reception".

#### **The Brand Game**

The word brand comes from the Old Norse or Germanic root meaning "burn". WE use this meaning literally when we talk about branding an animal, or an amphora of wine to indicate its owner and figuratively when we talk about the attributes of a product that make a lasting impression in the customer's mind. There are many definitions of a brand.

Aaker (1991), Keller (1998), Kotler (1994) and Lovelock (1999) defined brand as a "distinguishing name symbol intended to identify and differentiate".

Brandt and Johnson (1997) and Gilmore (1997) defined it as a "tangible product plus intangible values".

The elements that make up a brand and work towards building the trust include the brand promise, as the brand Nike promises a better athletic and fashionable experience through the use of its product. They promise a lifestyle where the buyers can be a part of crowd that includes sports and music stars. Brand personality is the other way a brand speaks and behaves. It means assigning human personality traits/characteristics to a brand so as to achieve differentiation. These characteristics signify brand behaviour through both individuals representing the brand (i.e. it's employees) as well as through advertising, packaging, etc. When brand image or brand identity is expressed in terms of human traits, it is called brand personality. For instance - Allen Solley brand speaks the personality and makes the individual who wears it stand apart from the crowd. Infosys represents uniqueness, value, and intellectualism. Some are quirky (Volkswagen) while some are refined (say Jaguar).

#### **The Unique Selling Proposition (USP):**

A brand is a promise of satisfaction. It is a sign, a metaphor

operating as an unwritten contract between a manufacturer and a consumer, a seller and a buyer, a performer and an audience, an environment and those who inhabit it, an event and those who experience it. A brand resides primarily in the minds of customers and is often synonymous with reputation. Expressed as an equation, Promise + Experience = Relationship. A strong brand creates differentiation, Inspires loyalty, Inspires trust, Endures and becomes memorable, creates evangelism; invites press coverage.

Research by McKinsey & Company, a global consulting firm, in 2000 suggested that strong, well leveraged brands produced higher returns to shareholders than weaker, narrower brands.

## Research Methodology

### Type of Research

It is a combination of both qualitative and quantitative research. It explores the depth, richness and complexities of the phenomena. It was conducted on working professionals and students. The data is less expensive; data can be reused by other academicians. Several case studies are researched upon to find out the success of brand in terms of consciousness.

### Research Approach

Inductive approach is used for this research. It involves uncertainty. As the researchers are uncertain about defining brand success. The success is a broad term and the researchers are looking for a definition of brand success. The observation was based and involved informal logic. Observed data and facts were used to create assumptions and then define a problem.

### Research Design

This is an experimental research design. It was being conducted in the cause and effect way. Both independent and dependent variables were used. Two variables were manipulated and compared.

It is particularistic, descriptive, inductive and provides new perspective to the problem under the study. Surveys were conducted to know the views and opinions of the people regarding the particular advertisement. There were certain limitations such that secondary information was not sufficient or was manipulated, when people were asked about the preference between price tag and quality of the product they felt reluctant to answer, they got confused, the effectiveness of the advertisements was not instant. Further study would show whether the brands and their advertisements had any direct impact on the audiences or not.

### Sample of the Study

Demographic data were collected about the participants.

### Tools

A structured questionnaire is prepared to support the research study. The age group varied between 21-38 years. The group was divided into male and female. After the case studies were done, the questionnaire was formulated accordingly and then the survey was conducted among 125 employees of different companies and students; then again the group was further divide into 15 respondents for the focus group study and finally the findings were concluded based on the final approach to the

study. There were ten major questions out of which two questions were subjective and eight questions were objective.

### Validation of Tools

The tool were checked for the adequacy of the content. Two experts, who had done research on issues related brands and their impacts on the youth or on issues of youth's psychology of brand consciousness, were chosen to check the validity of the tool. The suggestions were provided mainly for changes in the response system and certain terms to be operationally defined in a tool itself. Pretesting on ten respondents was done to check the clarity of the content, language and the time taken for responding to the questionnaire.

### Collection of Data

The data collection device was designed after discussion with the experts in the field of research. The data was collected in the month of January to March 2013.

### Data Collection Process

A questionnaire was prepared and survey was conducted among 125 working professionals in different brands and students in different colleges doing their Masters.

### Analysis of Data

Data was analyzed through graphical representation of pie charts.

### Scoring of Data

Percentages were used for neutral, positive and negative responses. Even for statements regarding the sample's views and opinions percentages are used. The percentages were depicted in a pie chart.

### Time Line of Few Lifestyle Brands

The time frame might be considered according to the launch dates of the three brand samples used for the research study:-

Dove – launched in U.S. – 1957; Launched in India - 1993

L'oreal – launched in Paris – 1909; Launched in India - 1997

Samsung – launched in Seoul – 1938; Launched in India - 1995

### Time Frame of The Study

The complete research study was conducted from January 2013 to April 30, 2013.

### Variables

**Educational qualification of the sample:** This is an independent variable. The educational qualification of the individual directly has an impact over the analysis that the individual makes of the advertisements and its messages. The educational level defines the extent of interpretation the viewer will make. This variable cannot be manipulated or changed and is not dependent.

**Impact of advertisements on the viewers:** This is a dependent variable. The impact of the advertisements depends on the viewer, how they interpret it and take action accordingly. The impact varies from person to person. A particular advertisement may be meaningful and logical for a viewer but the same advertisement may prove to be illogical and meaningless to

another. Their interpretations differ and hence the impact is dependent on the viewers.

**Income of the middle class and the upper middle class people:**

This is an independent variable. People's lifestyle changes according to their earning capacity, the more they earn, the more they spend. In this research study, the earning capacity of the youth have been analysed to understand that they actually buy products according to their earning or they push themselves economically to buy the product of their own brand choice.

**The society:** This is an independent variable. The people or the sample will not vary, though their mentality or interpretation of the advertisements may vary.

**Their job place:** It may at first sound little out of place, but in actual life the job place has a huge effect on the psyche of the young employees. They get deeply influenced by their co-employees.

### Limitations of Research

People were not much serious to answer correctly.

1. At first respondents were replying the same way.
2. Some people were reluctant to admit that they are attracted towards the price tag of the brands.
3. During the focus group study the conversation was becoming more of a chaos.
4. People were confused regarding brand awareness and brand consciousness.
5. Some of the participants were totally unaware of the brands that are researched upon in this study.

Drawing out conclusion out of their replies in the focus group study was a big hurdle.

### Hypothesis

The researcher had set the hypothesis in order to measure the success of lifestyle Brands in terms of consumer's consciousness.

1. The higher the consciousness levels of consumers for a particular brand the higher will be the success rate of that particular brand.
2. Television Lifestyle Advertisement has made the youth brand conscious.
3. Brand consciousness has a significant positive effect on brand success.

### Utility

Lifestyles and lifestyle values globally have many common factors other than the effect of cultural and religious orientation of individuals within a particular society. With the development of lifestyle segmentation and the use of such segmentation for advertising and marketing, there is emerging a perspective on

lifestyle advertising.

The emergence of lifestyle segmentation allowed the marketers to look at global consumers as a heterogeneous group of individuals evolved into the advertising practices around the world, where today lifestyle advertising takes the same segmentation as a basis for the development of campaigns and content.

## Findings of The Research Based upon The Questionnaire Response and Analysis

### Results and Observations

#### Tabular and graphical representation

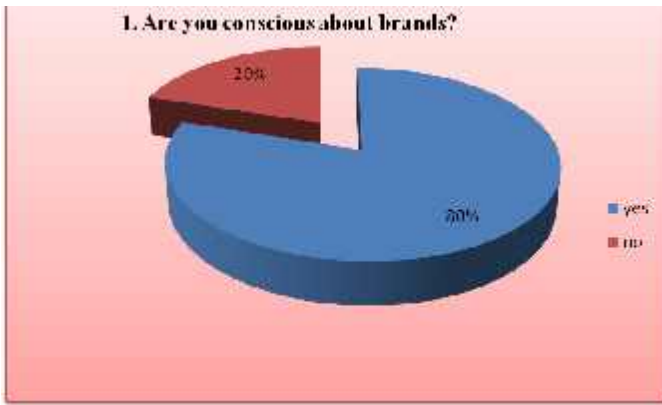
We have chosen 125 as our sample size (a total of 125 responses including 50 male and 75 female) over a three month of period for the entire study. The sample is collected from students of Amity School of communications and working professionals in various brands who were known to the researcher who could devote their time for the focus group interview and filling questionnaire. The average duration of the survey (asking questions, focus group interview & filling questionnaire) was 90 minutes approximately for each session. Out of 125 respondents, 25 respondents were not aware of the term brand consciousness so 25 respondents were rejected from the sample for open space research and were not called for focus group interview. The sample size was 125 out of which 100 students and working professionals came for discussion and filling questionnaire. In the seminar hall of Amity School of communication, the respondents in each group were collected for the collection of data on the specified date and at specific time that was started on 11th feb'13, Monday at 11:00 am. There were five groups, it continued on 18th Feb'13, 25th Feb'13, 4th March'13 and 11th March'13. The selected respondents were informed one week before about the interview and the reminder was given by email and phone call. Activities were developed on a week by week basis depending on the numbers of participants attending the meeting, the response of participant and data collected from them. The most common method used was focus group interview (feedback interview). On a couple of occasions, participants were given closed as well as open ended questionnaire. Although the selection of these activities were subject to researcher's biasness, these tasks provided a Springboard for debate and discussion which compared the perceptions and experiences of the group members which includes the researchers

As participants became more comfortable and confident within the group we found it productive to facilitate group discussions.

During the discussion participants were asked to arrange issues in order of importance which will measure their consciousness drive. This opportunity made the participants confident enough to express their opinions.

Selected sample -100

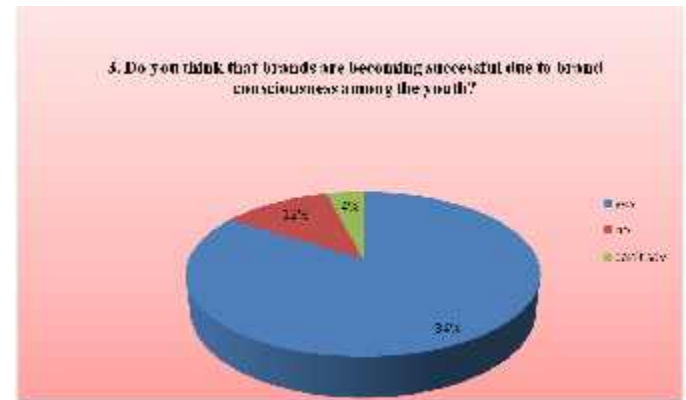
Rejected sample - 25



Response	No. of Respondents	Percentage (%)
Yes	80	80%
No	20	20%

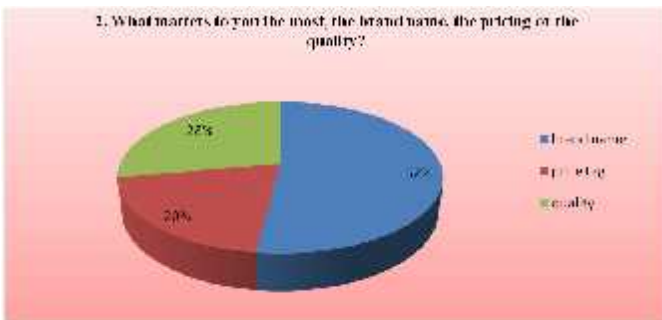
**Inference:** The researchers enquired the respondents about its awareness of various products' brands that are available in the market. It was found out that 80% of the respondents are branding conscious and a meager 20% said that they are not brand conscious. These 20% respondents believe that time speaks better about a brand. It better to use the product and test it. If the product of a particular brand is time tested only then than that brand is acceptable. Therefore, they are not brand conscious.

product and test it. If the product of a particular brand is time tested only then than that brand is acceptable. Therefore, they are not brand conscious.



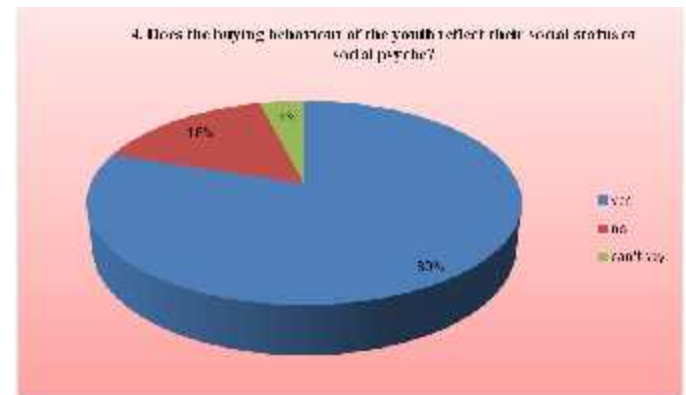
Response	No. of Respondents	Percentage (%)
Yes	84	84%
No	12	12%
Can't Say	4	4%

**Inference:** It was proved from the respondent's answer that the brands are successful due to brand consciousness of the youth. 84% Of the respondents believe the statement.



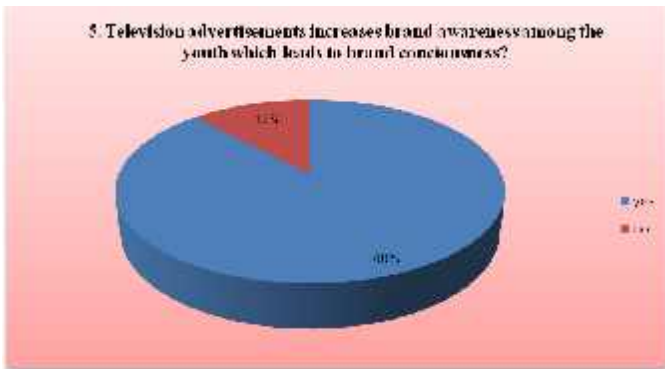
The Elements that affect the Buying Behavior of Respondents	No. of Respondents	Percentage (%)
Brand Name	52	52%
Pricing	20	20%
Quality	28	28%

**Inference:** It was found out that the brand name matters the most for the consumers. The researchers enquired the respondents about its awareness of various products' brands that are available in the market. It was found out that 80% of the respondents are brand conscious and a meager 20% said that they are not brand conscious. These 20% respondents believe that time speaks better about a brand. It's better to use the



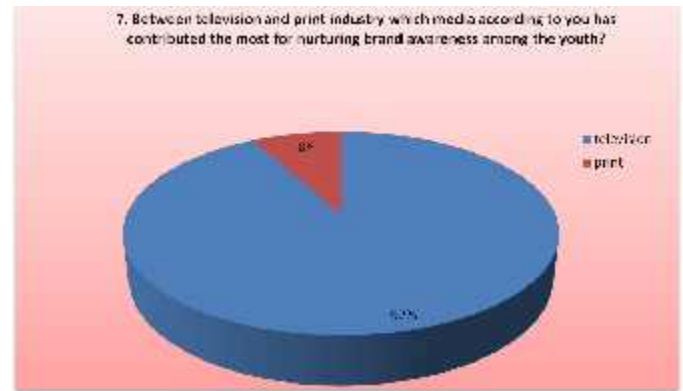
Response	No. of Respondents	Percentage (%)
Yes	80	80%
No	16	16%
Can't Say	4	4%

**Inference:** This answer of the respondents depends on their upbringing, culture and statuses. Generally the information and peers pressures are some of the issues which speak of the buying behavior of the respondents. Social statuses and social psyche are some of the factors which influence the buying behavior of the consumers.



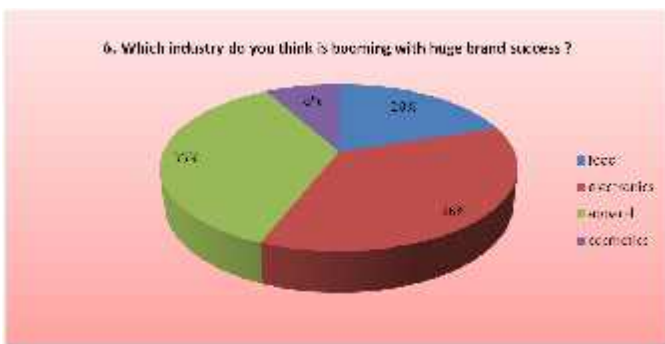
Response	No. of Respondents	Percentage (%)
Yes	88	88%
No	12	12%

**Inference:** Television is an extremely attractive form of mass media. 88% of the respondents agree to the question.



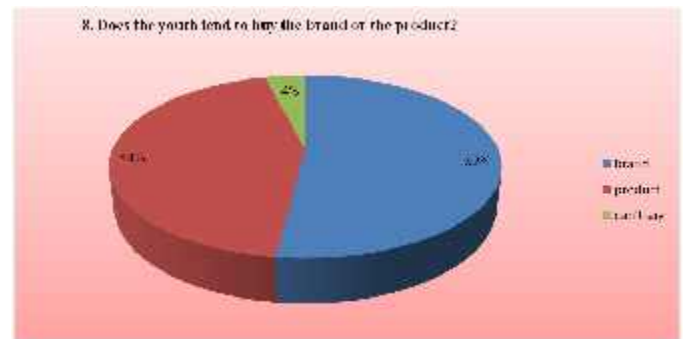
Response	No. of Respondents	Percentage (%)
Television	92	92%
Print	8	8%

**Inference:** Although both, print and television are informative, still the respondents prefer television. Television is comparatively more liked by the respondents. Television is an audio-visual medium, therefore, its contribution is higher in giving maturity to the brands amongst the youth. 92% of the respondents say this.



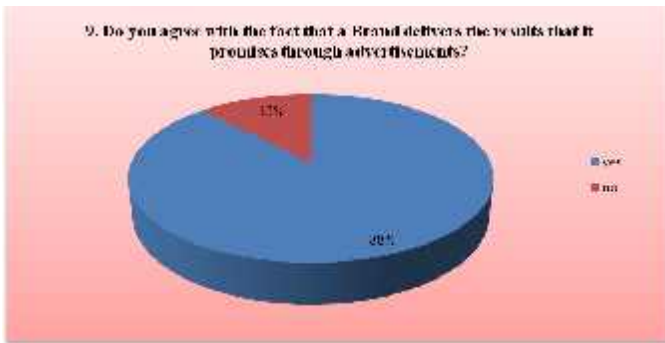
Kinds of Industries booming	No. of Respondents	Percentage (%)
Food	20	20%
Electronics	36	36%
Apparel	36	36%
Cosmetics	8	8%

**Inference:** Categories of the products are divided and the respondents are asked to rate it according to their success rate. The brands of electronics goods and apparels are mostly demanded and comparatively successful over other product's brands. It was observed that the success rate of both the categories are also same.



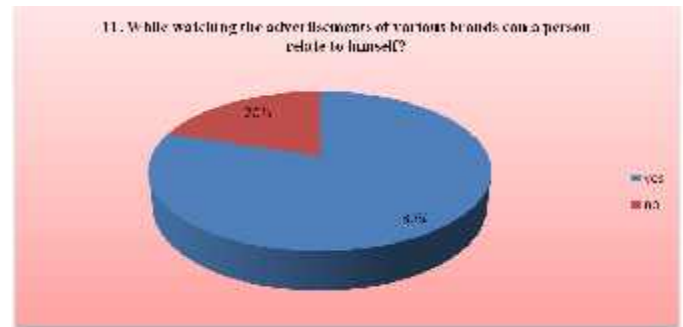
Response	No. of Respondents	Percentage (%)
Brand	52	52%
Product	44	44%
Can't Say	4	4%

**Inference:** More than half of the respondents tend to go for the brands whereas 44% goes for the products. A small percentage of 4% is undecided and is not sure.



Response	No. of Respondents	Percentage (%)
Yes	88	88%
No	12	12%

**Inference:** According to 88% respondents brands delivers the result that it promises through advertisements. This is because as the brands always try to build their good image. They try to give their best to the consumers, so that consumers will never lose their trust on the brands and switch over. But 12% respondents do not agree to it. They don't trust the brands. They don't have faith on the brands.



Response	No. of Respondents	Percentage (%)
Yes	80	80%
No	20	20%

**Inference:** According to 80% respondents they do relate themselves with brands when they see the advertisements. They try to relate with their needs, preferences, and see the various traits of the products that are advertised by the brands. 20% respondents feel that they don't relate themselves with the brands when they come across the advertisements.

### Findings and Discussions

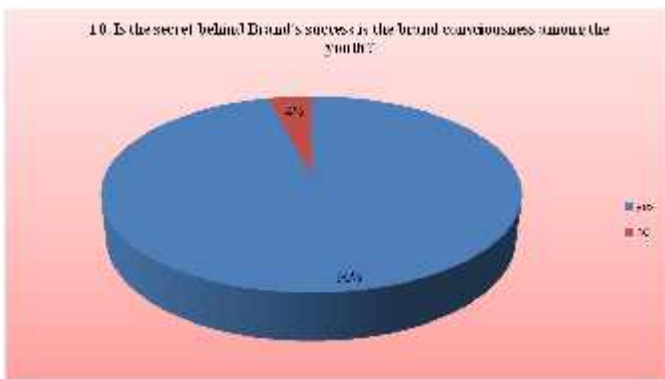
Lifestyle brands try to present themselves as more of a culture than a consumer good. Rather than making factual (and falsifiable) claims that may be subject to government regulation, lifestyle branding tries to convince you that their brand is the embodiment of a set of values or aspirations that you desire. In practice, this can be as simple as presenting the product in a fun situations with attractive people enjoying themselves. Most cigarette and alcohol advertisements of the last several decades are good examples of this approach. Companies rely heavily on repetition to embed complex, subtle, and nuanced perceptions of their brand in the minds of the public.

It is not only lifestyle brands that make use of extensive branding and advertising tactics. However, they make the most effective use of the power of advertising and branding, turning low quality products into 'must have' social symbols without producing appropriate tangible benefits. Branding is used to let physically inferior products masquerade as superior ones in the eyes of consumers and investors alike. A lifestyle brand perpetuates its profits and popularity with branding, not with product quality.

#### Respondents' Analysis

Many respondents claimed that TV advertising was an excellent source of information to new and upcoming brands but some did stress that advertisements sometimes get overwhelming and go beyond extents to prove a point when in actuality, the possibility does not exist. Dew was the favorite example.

Most respondents were brand conscious; Janpath and Sarojini Nagar shopping was probably a long lost chapter for them since most believed that 'you are being watched' and that differentiation from the rest of the crowd made a phenomenal difference to their lives. One of the respondents for example



Response	No. of Respondents	Percentage (%)
Yes	96	96%
No	4	4%

**Inference:** According to 96% respondents the secret of brand's success is due to brand consciousness among youth. The youths are exposed to lot of information everyday through internet, television, newspapers, magazines and other forms of mass communication. Only 4% respondents don't believe it.

(unnamed) who recently turned 30, stated that she bought Olay Regenerate because she couldn't live with the idea of 'signs of aging' so early in life and wanted to deter it as much as possible.

Then there was another who couldn't adapt to any extra ounces of weight and therefore resorted to Kellogg's Special to get that envious shape.

The following action/series of reactions were observed while asking about brand success among the youth of Delhi/NCR region. It is the common attitude of youth observed while talking about brands in various categories of lifestyle like clothing, food joint brands etc.

- 1) They come across a television commercial that captures their attention because of its uniqueness, creativity, easy understandability, relevancy, and/or need solving ability.
- 2) The commercial is shown a number of times throughout the day so that it gets registered in their mind.
- 3) Next time onwards, whenever they listen to the signature tune of that brand, or see a particular character in the advertisement, they make sure to see the commercial entirely. These are the signs of your liking towards that brand/advertisement.
- 4) They start discussing about the brand with their family and friends, and ask their views regarding the advertisement.
- 5) Then suddenly, they come to know that the character from your favorite commercial or the brand itself is available on Face book, Twitter, or any other social media site. Thereafter they start following it, become its fan, use applications related to it, etc. to express your liking towards it.
- 6) Their connections, which also like the advertisement, follow your foot-steps and do exactly the same things like becoming a fan and so on.
- 7) The brand becomes a hot topic of discussion amongst their friends, and thus gains 'extended' popularity with the help of social media and social networking'. So consumers became conscious about the brand when they go to take the purchase decision also.

**Inference:** The effect is the impact the consistent brand experiences have on consumer's life which is likely to generate emotions listed in the following:

The youth long to have the kind of life they live.

- The youth wish their lives were just as exciting.
- The respondents wish they had such close relationships and friends.
- The youth wish they would run into that kind of luck they see on TV advertisements.
- The youth consumers wish they can live just as recklessly, perhaps promiscuously without consequences.
- The respondents wish they could be as happy as the people they see.
- They wish to look the way they look, have the body shape as they do etc.

Television adverts, it appears have shown a monumental effort in bringing about the awareness. This, I say so because of the live examples that respondents have shared in buying a brand based on lifestyle advertising.

When we parch for a coffee, consumers pitch as 'Let's go to CCD' (Café Coffee Day); the breakfast is symbolized with Kellogg's and not cornflakes; a small bruise is called for help through Band Aid and the list goes endless.

The point is due to excessive, repetitive, and effective advertising, a brand name becomes so popular that it becomes a part of our daily lexicon. We don't even realize the difference between the product and the brand and often use them synonymously such that they become a part of our lifestyle.

#### **Results of the subjective questions:-**

1. The lifestyle brand which respondents prefer the most.

There was variety of answers to this question. The participants even named such brands which didn't even entered the Indian market, brand preference of some participants being international. From dove to pears; from Adidas to Reebok; from spirit to Vero Moda; from Saffola to Nature Fresh; from Revlon to L'oreal; from Channel to Dior; from Gucci to Jimmy Choo and the names were endless. Every individual had an array of brand preferences for each product they use in their daily lifestyle. Some participants were modest enough to confess that for them it doesn't matter that the product is satisfying their daily lifestyle need or not, what matters for them is the fact that they are using a highly priced branded product, which according to them is "in" nowadays.

2. The extent to which an advertisement serve up as a buying decision maker for the target audience.

Most of the participants had a unanimous opinion that advertisement serves up as the best media for the target audience as far as buying decision is concerned. An appealing and compelling advertisement will get the highest engagement of the target audience with the brand or the product. The person will be mentally compelled to buy that particular branded product. The advertisements somehow develop a trust within the target audience about the brand. The participants had their favorites picks, such as Nestle Maggi advertisement, Nescafe coffee advertisement, Olay cream advertisement, Fritolay Lays advertisement, Ponds white beauty cream advertisement, Gillete advertisement (soldiers needed for protecting women), Tanishq jewellery advertisement, and others.

#### **Conclusion**

The researcher had set the hypothesis in order to measure the success of lifestyle Brands in terms of consumer's consciousness. All the three hypotheses are proved true. The hypotheses can be accepted.

1. The higher the consciousness levels of consumers for a particular brand the higher will be the success rate of that particular brand.
2. Television Lifestyle Advertisement has made the youth brand conscious

### 3. Brand consciousness has a significant positive effect on brand success

Brands have always been the identity of any products; the product sells as the brand sells. They are directly proportional to each other. Youngsters are the main target for the brands; they are the ones who get highly influenced by some superfluous brand name or advertisements. Highly priced and advertised brands such as L'oreal, Dove, Lakme, Reebok and others are in vogue with the youth of today. For them the brand name matters the most. In some families has become a pain for the elder people, especially the parents, as the youth will not accept anything that is not branded or which doesn't have a well established brand name.

Shoe brands such as Reebok, Nike, Adidas, Rockfort have become a household name, and Bata, Khadims, Ajanta are becoming passé. The Gen X youth wants comfort but in a classy and flamboyant way. For them the idea that the same product is available at the flea market for the half the price doesn't bother anymore. If they endorse the original brand they would be able to attract the limelight among their colleagues. Thus their brand consciousness is eventually escalating the brand's success in the market.

More than the benefits of their skin, they are concerned about the brand name they are using for their skin. They don't even check the ingredients involved in the making of the skin product. There are some people who are very fickle minded, and uses an array of skin products from different brands. Few youth are variety seekers they use one particular brand, after watching an advertisement they change the current brand and start using the brand advertised if the advertisement is appealing, But there are also some contrary situations; few people are so brand loyal that no matter how many new brands get launched in the market, they would never barge away from the brand they use religiously. They are brand conscious and dedicated towards that particular brand. There are certain brands which the skin or hair gets used to and thus the person gets addicted to it, and no matter what happens they demand for the same brand.

The brand consciousness is the same even for apparels. Though there are huge variety of dress materials and apparels in the local flea market, which is cheaper and has a variety of designs, but the youth are fascinated towards the endorsement of branded apparels, be it - Zara, Vero Moda, Mango, Guess, Levi's, Only, Promod, and so on.

In a competitive market today the brand makers have to really work hard and fulfill every need of the consumer so that it is:

- It is able to identify itself on its own (brand identity).
- It is able to make the consumers believe that it the product and brand they are actually looking for (brand recognition)
- Brand recognition will only happen if there is awareness about your brand in the market so 4.brand awareness is very important in making it a success.
- Also brand association helps in brand recognition as consumers can relate to what brand they wear and use. There should be some unique in it so that every consumer relates to it in its own way.
- Brand loyalty is one of the factors that a brand would only create if it has positioned its brand properly and also has

made the consumers aware of its brand and its advantages and usage.

In short, defining brand success in today's world is quite a big task as it has lot of factors to look into for any company who wants its product to be hit in the market. Today it's not about the market but only about the consumers and their needs and perceptions. So researchers feel that if the consumer is conscious about a brand when he/she is going to take a purchase decision and the brand is one of the options which can be the final choice then the brand is successful as the brand occupied a specific, distinct and valued point or space in the mind of consumer.

### Future Propects

There are many aspects of the lifestyle concept that, if investigated could provide valuable information for retailers and manufacturers. Understanding consumers' perceptions of merchandising and advertising tactics can lead to more targeted and effective communication approaches. Recommendations for future research in the area of lifestyle merchandising and lifestyle advertising are discussed in this section.

A primary issue with regard to the lifestyle concept is the lack of a formal or established definition of lifestyle merchandising and lifestyle advertising. Future studies could explore the need and methods for developing a standardized definition. A larger sample of consumers and industry professionals would lend itself to comparative content analysis of various consumer segments' and industries' definition of the lifestyle construct.

Another aspect of lifestyle merchandising and advertising that could reveal significant implications for the home furnishings industry would be consumers' perceptions or differentiations of lifestyle merchandising as compared to traditional strategies of merchandising. Comparing the effect the two types of merchandising strategies have on consumers could reveal the effectiveness of each, by analyzing attitudes and past purchase patterns.

The concept of the brand and brand community plays an integral role in the effectiveness of lifestyle merchandising and lifestyle advertising. Future research could examine these specific roles. It would also be beneficial to explore if and how the home furnishings industry could employ brand community concepts in order to increase awareness and preference for lifestyle collections.

Results of this study indicated that lifestyle advertising efforts may not be resonating with consumers. Future studies could compare advertising expenditure and lifestyle brand awareness. In addition, evaluating the media used to communicate the lifestyle message and lifestyle brand awareness could offer valuable insight into effective means of conveying the lifestyle concept to consumers.

Numerous implications of lifestyle merchandising and lifestyle advertising exist in today's home furnishings industry. Despite its abundant use further empirical research is needed to better understand consumers perceptions of the lifestyle construct, as well as its effectiveness as a selling tool.

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