

KNOWLEDGE OF CULTURE AND HERITAGE OF INDIA IN DESIGNING
MARKETING CAMPAIGNS

by

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Dedication

My mother, who left the world before I could get a prefix to my name. My wife, daughter and dad, who are always supportive. The spiritual giants, kings and the people who keep the culture and heritage alive. Last but not the least, the enterprises and entrepreneurs that either succeeded by taking advantage of culture and heritage or failed to take advantage to market its product and losing the game to giants now.

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Thank the chamber of commerce of each of these districts' the members of which helped me get the data. Some of these helpful people agreed to publish their photos by posing for photos with me.

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ABSTRACT

KNOWLEDGE OF CULTURE AND HERITAGE OF INDIA IN DESIGNING MARKETING CAMPAIGNS

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The primary purpose of this study was to investigate the role of cultural and heritage aspects in shaping the consumer perceptions and brand dynamics within the marketing campaigns. The research aims to explore that how cultural and heritage related elements can be leveraged in order to design more effective and relevant marketing strategies, their impact on the performance of campaigns, Return on Investment (ROI), environmental and social well-being initiatives, and finally, the consumer engagement and brand perception.

The study was based on the both primary and secondary data collection technique. In this, the primary data was collected with the help of structured questionnaire survey of various consumers of marketing campaigns using the simple random sampling technique. Total 105 respondents were surveyed with the help of emails, social media etc. The target area for this research was the southern states of India such as Karnataka, Tamil Nadu, Telangana, Andhra Pradesh and Kerala. On the other hand, the secondary data was collected from the obtained at the local chamber of commerce offices located in each temple town of southern India. For the purpose of data analysis both descriptive analysis, Correlation and Regression was used with the help of SPSS software.

The findings reveal a strong positive correlation between the incorporation of cultural and heritage aspects and the perceived relevance, effectiveness, and performance of marketing campaigns. Confirms the significant impact of cultural integration on campaign success, ROI, and consumer engagement. Brands strategically incorporating cultural elements

witness higher ROI and enhanced consumer engagement, fostering deeper connections and brand loyalty. Moreover, campaigns integrating cultural narratives contribute to positive environmental and social well-being perceptions, aligning brands with societal values and fostering goodwill.

In conclusion, this research suggests the cultural and heritage dimensions of contemporary marketing strategies are inherently transformative. Increasing campaign effectiveness by means of authentic cultural integration does not merely contribute to society's aspirations but also fosters environmentalist and socially responsible objectives. The results have important implications for marketers, underlining the importance of cultural responsiveness and relevance to connect with consumers from different segments effectively to establish long term brands.

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LIST OF ABBREVIATIONS

| Abbreviations | Full Form |
|---------------|--------------------------------|
| AMA | American Marketing Association |
| ROI | Return On Investment |
| CEM | Structural Equation Model |
| CFA | Confirmatory Factor Analysis |
| AFL | Art For Life |

CHAPTER I: INTRODUCTION

1.1 Introduction

For any enterprise, regardless of its size, headcount and type of business; that is manufacturing or services, marketing is a crucial aspect. There is always a debate about whether marketing is part of sales or sales is part of marketing. Some experts argue that effective marketing performs almost the entire sales cycle except for the exchange of goods or services for money (Dwivedi *et al.*, 2021).

Enterprises that have succeeded in a culturally diverse country like India understand the importance of connecting their products or services with the needs of the local people. These enterprises have succeeded irrespective of stage their product belongs to in the lifecycle in that region, the size or popularity of the competition or the marketing budget and the techniques used by the competition (Eriksson and Hägg, 2016).

The thesis is to highlight the importance of cultural understanding for the success of an enterprise in a diverse country like India. The author came across a small-time entrepreneur who started making and selling cola in the 21st century and was able to compete with giant corporations like Coca Cola and Pepsi. In under two decades of launch of the product, this enterprise became so successful that it attracted an offer to be bought out by one of the competing giants (Clifford, 2017). However, the giant corporation later introduced a similar tasting cola to compete with this David of the Indian Cola industry. This small-time entrepreneur's success was due to their knowledge of the cultural preferences of the target marketing in India (Kaur, 2023). It emphasises the significance of cultural awareness. and the role it plays in the success of an enterprise in a diverse country India, where the culture and taste of the 28 states and 8 union territories are diverse and unique.

The success story of this small-time cola from south western Karnataka is not the only example of the importance of cultural understanding for success of marketing that leads to successful enterprise in India (Lakkadghat, 2020). Another example is that of a market leader of a detergent soap in Tamil Nadu. For many years, people in Tamil Nadu

referred to any detergent by this brand name, such was the success and market dominance of the products of that enterprise (Karthik, 2019).

However, since 2012 despite being a native player and having knowledge of the regional dynamics, the brand is facing an existential crisis due to the lack of marketing efforts by the enterprise. On the other hand, multinational corporations that are yet to fully understand the local culture are gradually taking over the market. This highlights the importance of marketing efforts that are aligned with local cultural preferences and the dangers of neglecting cultural dynamics in a diverse country like India while arriving at a marketing campaign (Gao, 2023).

In Hinduism, the term “dharma” refers to the righteous way of living and over time, it has become synonymous with faith (American Humanist Association). Heritage plays a significant role in any culture and in India, temples and temple towns have always been instrument in promoting social well-being and not just spiritual activities or development. This remains the same in 2023 (Zhukova, 2022).

Multinational corporations with limited knowledge of the local culture have failed to take advantage of this cultural richness, despite numerous studies by well-known scholars in marketing and economics in the past two decades. Scholars like Dr. Bhatia have written extensively on the diverse cultures, spending patterns and consumption patterns in the peninsular Indian states of “Karnataka”, “Tamil Nadu”, “Andhra Pradesh” and “Telangana” (Bhatia, 2007).

Some of the startups are taking advantage of this cultural richness to market their products and achieve successful business growth with some even crossing the \$1 billion turnover mark (Wadhera, 2024). However, despite being leaders in their respective segment, there are also enterprises that are on the verge of closure due to their inability to appreciate and leverage their cultural knowledge and the local ecosystem to compete with larger corporations.

Commerce was originally promoted with a focus on social well-being, creating a complete loop of resources from upstream to downstream, leading to job creation at different levels and improving the economic conditions of the society (Patwa *et al.*, 2021). However, the industrial revolution, the focus shifted to profit maximization, leading to the current unsustainable economic model and the acceleration of global warming. Marketing that is aligned with culture and heritage encourages sustainable growth as evidenced by the success of startups that are supported by self-help groups created and guided by the Dharmasthala temple. The author has shared that particular entrepreneurial venture a women's hygiene product and its success story from Karnataka (Rakesh, 2020).

The Nudge Theory developed by Professor Thaler of Imperial College London discusses how behaviour can impact decision making but the question remained as to how it can lead to sustainable growth (Imperial College London) (Stevens, Mascarenhas and Mathers, 2009). The author encountered an entrepreneur who unintentionally benefited from the approach and culture of Dharmasthala Trust even though they were unaware of Nudge Theory. The entrepreneur's product was environment friendly and reusable, demonstrating the positive impact that understand cultural heritage can have on both social wellbeing and the success of an enterprise. Dharmasthala Trust's approach was a departure from conventional pop-up shops in popular temple towns and instead relied on self-help groups to reach target customers.

India's microeconomy and consumption patterns have a gap in customized marketing with the except of Kumba mela. Lack of this knowledge has resulted in losses for the organized sector across India (Castelino and Punamiya, 2020). Previous studies have noted the ineffectiveness of marketing campaigns and their inability to connect with local cultures, but only one scholar focused on the northern and western parts of India leaving out the southern part of the country. The author aims to address this gap and provide insights that could benefit enterprises.

The author provides a succinct overview of the history and evolution of marketing starting with its introduction and definitions. The author notes that the evolution of marketing is an ongoing process.

1.1.1 Marketing

Marketing, simply defined, is "the activity or business of promoting and selling products or services." It includes advertising and market research. The American Marketing Association (AMA) defined marketing as "the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large" in 2017 (American Marketing Association, 1960).

The first television advertisement was broadcast in the USA by the watchmaker Bulova in 1941. The first advertisement in Europe for a toothpaste was in 1955 (Vishwakarma, 2020). The most successful and memorable marketing campaign in history is the Santa Claus and Coca-Cola advertisement from 1931. Despite popular belief, Coca-Cola did not create Santa's red costume (Coca Cola, 2023).

Etymologists believe that the word "marketing" first appeared in dictionaries in the 16th century, describing the act of purchasing and selling goods in a market (GNKITM, 2023). Marketing gained prominence in the US economy, where it became as important as product conceptualization, production or sales in an organized manner. This is documented in books on marketing and in organizations' histories of their products dating back to the early 1900s (Fullerton, 1988). The effectiveness of marketing can be seen in the growth of companies like Coca-Cola and Pepsi who captured the global market. Companies like Gillette and 7'0 Clock also fought to stay relevant with Gillette using better marketing to beat its competitors and achieve a global monopoly in men's grooming products.

In the Indian subcontinent, plaques hero stones and temples were built with the signature style of each emperor or king to commemorate their conquests. Coins were minted to show that an area was now part of their empire or kingdom. The packaged potable water industry and photocopier market in India were marketed effectively taking advantage

of their status as first players in the market (Sahoo, 2020). For example, instead of asking for photocopies, people asked for Xerox, which is almost become a synonym for photocopies. Bisleri is still widely used to refer to bottled water in many parts of India.

Poems and biographies were written to record and publicize victories, which can also be considered as marketing. The emergence of marketing has two schools of thought, one that says it has always been there and another that says it evolved with the evolution of consumerism. Both schools agree that marketing continues to evolve as consumerism evolves.

Some archaeological findings give strength to the argument that marketing has always existed. These findings include:

1. A fish sauce manufacturer in Pompeii circa 35 CE, whose mosaic patterns in the atrium depict images of amphorae bearing his personal brand and quality labelling (Lotan *et al.*, 2018).
2. Elections for the senate in Rome, where campaign posters and wall plaques have been found.
3. Branding, according to British archaeologist David Wengrow, was an absolute need after the 4th century BCE urban development in Mesopotamia. This was due to large-scale production of alcohol, cosmetics, textiles (China/ India) and spices (India) (The Economics Times, 2008).
4. The practice of branding evolved from the practice of attaching plain stone seals to goods from a certain location to the practice of using clay seals imprinted with pictures linked to the producer's personal identification, which gave the product a distinct character.
5. Marketing gurus Moore and Reid, who were prominent among those who rejected this as branding, called it proto branding.

Looking at the issue through the prism of economics overrides the vision through the prism of humanity. Corporate Social Responsibility or CSR as it is commonly known, is often used for marketing purposes or brand building but this is incorrect and should be

treated as an investment in society which helps the organization thrive. Although different marketing approaches were taken by manufacturers, marketing heads and gurus for their products and clients' success, the classification for each of these approaches was named based on their strategy as outlined by Al Ries and Jack Trout in their ever-relevant book "Marketing Warfare" (Ries and Trout, 1986). Some classic examples of these approaches include the cases of the fight between Coke and Crown, Cadillac and Ford, Nike with other sports apparels.

In Apple's case, Steve Jobs was fired by the CEO he had hired himself due to Jobs' rigid approach towards technology evolution which caused a downturn for Apple. Later Jobs was hired back through an acquisition of one of his startups after his departure from Apple. Agility and relevance can cause the fall of legends as demonstrated by the case of Steve Jobs (Schlossberg, 2022).

Microsoft's approach remained similar to Nokia's limiting their hardware to the Symbian platform while they were the segment leader. After acquiring Nokia. Microsoft replace the Symbian platform with MS Window for their hardware. This approach ultimately led to failure under different leadership and with the wrong strategy. It took Microsoft only 5 years to declare that they were exiting the cell phone business (Panigrahi, 2020).

1.1.2 Culture

"That complex whole which includes knowledge, belief, art, law, morals, custom and any other capabilities and habits acquired by man as a member of society," was the definition provided in 1871 by English anthropologist (Tylor, 2010).

In sociology, culture is defined in a similar manner. The activities within a community or a social group. People from the same culture are bound together by their common cultural values, customs, and expectations. This is further divided into two types. One is material culture – that is physical things or tangible things produced created and consumed by society. Second type of culture is nonmaterial culture that includes intangible

products things produced by a society. This includes acceptable, exceptional and non-acceptable actions, celebrations, narrating experience or stories.

In short, culture conveys a framework that a society has for its members to lead their lives and operate. Culture carries with it a system of assumptions about the nature of reality and the proper structure of social relationships (Tylor, 1871).

1.1.3 Economics

Economics can be defined as the study of demand and supply, usage of resources and wealth distribution. According to the American Economic Association, it is a wide-ranging field that provides insight into past patterns, provides context for current events, and allows for the anticipation of future outcomes (Chen *et al.*, 2021). “Adam Smith” an 18th century philosopher is considered “the father of modern economics”. He was a major proponent of Laissez Faire, also means non-interference from government in economic policies (Bell, 1992).

Economics is studied at a very small or micro level and also at whole or macro level. Here in the thesis, the author captures the culture’s impact on micro economy. Those who study this and strategize accordingly will win and those who continue “one size fits all” lose the opportunity to survive and flourish (Mughan, 2007).

Weber school of thought had going by the then reading of the west and the rest of the world had decided that the western culture is the best and that was the reason for west’s success; the later studies proved him wrong and the last two decades again reiterate that Weber did not take the data precolonial era (Croxall and Brennan, 2017).

Speaking of Indian Culture, it is arguably the oldest and the study is still being done and every other day proof of some trace older than what was found earlier surfaces. While culture is very important part of this thesis, the discussion on culture in general may digress the thesis and hence limiting topic here to a superficial meaning of Culture (Satpathy, 2005).

1.2 Culture and Heritage

Cultural evolution is a process that unfolds across time. Many items were passed down from one generation to the next by our forefathers. Over time, people augmented it with their own experiences and removed those they found useless. From our forefathers, we have also learned a great deal. As time passes, we continue to add fresh ideas and concepts to the ones that already exist, and sometimes we discard ones that we no longer find to be relevant. This is the method by which culture is passed on to the next generation. Our cultural legacy is the culture we carry down from our ancestors (NIOS, 2020).

There are many facets to this legacy. A culture that may be referred to as human legacy has been passed down to humanity as a whole. A country also carries on its culture, which is referred to as its national cultural legacy. All facets or cultural values that have been passed down from ancestors to present generations of humans comprise cultural heritage. They take great pride in the fact that they have continuously loved, cared for, and preserved them. It might help to define the notion of heritage with a few instances. Important sites of our history that should be preserved include the Taj Mahal, the Jain caves at “Khandagiri and Udayagiri”, Bhubaneswar, Sun Temple Konark, Jagannath Temple, Puri, Lingaraja Temple, Bhubaneswar, Red Fort of Agra, Delhi's Qutub Minar, Mysore Palace, Jain Temple of Dilwara (Rajasthan), Nizamuddin Aulia's Dargah, Golden Temple of Amritsar, Gurudwara Sisganj of Delhi, Sanchi Stupa, Christian Church in Goa, India Gate, etc. (Mukherjee, 2021).

In addition to architectural works of art, monuments, and tangible artefacts, heritage also includes philosophical works, intellectual accomplishments, knowledge riches, scientific discoveries, and innovations. The contributions of Indian scholars such as “Baudhayana”, “Aryabhatta”, and “Bhaskaracharya” in the fields of mathematics, astronomy, and astrology; “Varahmihir” in physics; “Nagarjuna” in chemistry; “Susruta and Charak” in the field of medicine; and Patanjali in yoga are priceless gems of Indian cultural legacy (Singh, 2022). While culture is subject to change, our history is not. We, as members of a certain community or group, may pick up or appropriate some cultural characteristics from other groups or civilizations, but our connection to the Indian cultural

legacy will never alter. We shall be united by our common Indian cultural heritage. For instance, by giving moral advice and serving as models of suitable conduct and knowledge, Indian literature and texts—such as the Vedas, Upanishads, Gita, and Yoga System—have made enormous contributions to the growth of civilization.

1.3 Indian Culture

Indian culture is one of the oldest civilizations in the world. Only their remnants remain after the ancient civilizations of Egypt, Greece, Rome, and other locations were destroyed over time. However, Indian culture still exists today. Its fundamental concepts remain unchanged from antiquity. It is clear that caste systems, joint families, and panchayats exist in communities. The lessons imparted by the Buddha, Mahavira, and Lord Krishna are still applicable and inspirational today (Pye and Sen, 2006). Today's citizens of this country are likewise inspired by the same ideals: spirituality, prayerful nature, belief in karma and rebirth, truthfulness, non-violence, non-stealing, chastity, non-acquisitionism, etc. Culture is made up of conventions, traditions, and the Art of Living, whereas civilization is made up of material progress and materials. There is a limit to material evolution. Because spirituality, not money, served as the foundation for progress, this explains why other civilizations were destroyed but Indian culture has endured to this day. Indian culture is thus considered old since it is still relevant today. India has been the birthplace of human culture, as evidenced by the discovery of Stone Age remnants in Pallavaram, Chingalpet, Vellore, Tinnivalli near Madras, the Sohan Valley, the Pindhighev area in West Punjab, the Rehand area of Mirzapur in Uttar Pradesh, the Narmada Valley in Madhya Pradesh, Hoshangabad, and Maheshwar. The prehistoric period, which peaked about 3000 B.C., is known for its advanced civilization and culture because to excavations conducted in locations like Mohanjodaro and Harappa, among others. Indian culture is thus almost 5000 years old (NIOS, 2020).

1.4 Heritage Tourism in India

For people, ethnic groups, countries, and the global community, heritage is important. Heritage has many different values, including symbolic, historic, informative, artistic, and financial ones (Francioni, 2023). India's legacy and culture are divided into

two categories: tangible and intangible. Intangible cultural heritage is represented by people's ideas, attitudes, and ways of life that may have existed in the past in relation to the history of India, any region of India, or the history of an Indian group. Tangible cultural heritage is represented by buildings and objects (Munjeri, 2004).

In other words, cultural legacy can be observed in a wide range of settings and formats, including events, scenes, buildings, handicrafts, food, dance, clothes, values, and lifestyles. Given the value of cultural property, it created several problems when such things were removed, damaged, or destroyed from their original settings. These losses include the destruction or loss of historically significant buildings, archaeological sites, monuments, and artefacts; the loss of traditional knowledge and "scientific" information; the inability to access artefacts of national or cultural significance; and the alienation of individuals from their culture or sense of pride in their country (Dangi, 2017).

Cultural heritage interpretation is essential to the tourist experience and to heritage protection (Liu, 2020). As previously said, interpretation has to expand its discussion to include additional experience elements. Additionally, research on interpretation in the context of cultural heritage tourism is particularly needed, as opposed to more general interpretation or heritage interpretation study. The following are gaps in the state-of-the-art interpretation studies for cultural heritage tourism:

- The function of interpretation in accomplishing cultural heritage conservation and serving as a teaching and tourist experience instrument.
- Education and training in the creation, delivery, and evaluation of interpretations
- Reducing the discrepancy between management expertise and public perceptions
- Creating goods that support the creation of suitable interpretation
- Evaluating how well cultural heritage is interpreted
- The promotion and interpretation of unique or specialized facets of cultural heritage, such as the legacy of agriculture and industry
- Extending visitor experiences with a variety of interpretive methods
- Authenticity and verification in heritage travel.

The goal of heritage tourism is to visit historic, cultural, and natural sites as well as events that faithfully convey the histories and cultures of the people who live there. The appearance of a community's ways of life, including rituals, locations, artefacts, and creative expressions, that are handed down from one generation to the next is known as cultural heritage. Apart from that, cultural legacy may also be described as physical or immaterial. Three categories of cultural heritage exist: the physical environment, which includes structures like buildings and townscapes as well as archaeological remnants; the natural environment, which includes rural landscapes, coastlines, and agricultural legacy; and artefacts, which include items, photos, books, and documents (Bhargava, 2022).

A variety of goals related to sustainable development must be achieved in the context of cultural heritage tourism, including the preservation of cultural resources, proper interpretation of those resources, genuine tourist experiences, and the promotion of the generated income from those resources. Thus, cultural heritage tourism involves more than just identifying, managing, and safeguarding the heritage values; it also needs to take into account how tourism affects local communities and regions, how to achieve social and economic benefits, how to provide funding for preservation, and how to market and promote the destination (Joshi, 2013; Bhargava, 2022).

Table 1.1: Cultural Heritage Values

| S. No. | Values | Details |
|---------------|---------------|---|
| 1 | Symbolic | Cultural property fosters pride in one's cultural identity and knowledge of it. The concept of a national cultural legacy is particularly significant to developing countries in the postcolonial era, and cultural property preservation is a contentious topic. |
| 2 | Historic | Cultural legacy is a representation of past periods and sometimes even whole civilizations. A large portion of this legacy represents the blossoming of a locality's customs and cultures. For communities without written language or for |

| | | |
|----------|----------------------------------|--|
| | | sections of literate society that are often left out of traditional "historical" records, heritage is sometimes especially significant. Cultural heritage has an impact on reunifying Aboriginal communities with their history and preserving their traditional way of life in nations like Australia. |
| 3 | Informational | Cultural heritage is crucial for both public education and academic study. Material culture is studied by archaeologists, historians, and ethnographers to learn about ancient and traditional societies. Information on how previous cultures dealt with difficulties to their survival may help us fulfil the demands of our own planet. The study of various cultures may also lead to new intellectual breakthroughs. For researchers, the greatest informative value comes from researching cultural property in its original context. |
| 4 | Aesthetic | Cultural heritage may provide viewers an emotional and artistic experience that promotes human development. Additionally, both traditional and modern artists working in current forms might find creative inspiration in these structures, artworks, and artefacts. |
| 5 | Economic Cultural property | Archaeological sites, monuments, old homes and structures, and museum-exhibited archaeological and ethnographic artefacts are all major tourist destinations in many countries. Consequently, jobs and income are produced by this tourism, which might be regional, national, or worldwide. India has a rich history of tourism, drawing visitors captivated by the country's artwork, handicrafts, traditional clothing, music, and dance—all of which showcase the country's diverse past and fusion of cultures. India is home to several indigenous ethnic groups in addition to other Asian immigrant ethnic groups. |

Source: Costin, 1993

India's unique legacy has been created by the blending of numerous civilizations, even though each has maintained its own religion, traditions, and way of life. Our national identity and history are uniquely expressed via our Indian background. It enhances the quality of life in India and offers a substantial basis for the country's future growth. However, in many locations, new construction is putting priceless cultural property in jeopardy, mostly because people are unaware of its architectural and historical value. Travellers from outside and inside India are starting to consider cultural heritage tourism as an alternative to traditional tourism, which has coincided with the increase in tourism. Due to India's amazing cultural heritage resources, which are easily explorable and include historical buildings with a multicultural feel, vibrant local customs, and a welcoming atmosphere, the country has seen a rise in incoming tourist numbers each year (Dangi, 2017).

1.5 Research Problem

By 2025 India due to its demographic advantage will have 25% of the global workforce, which will boost income consumption spending and purchasing power. Given these aspects, marketing becomes the focal point for every enterprise in India. To plan their marketing approach, the target audience must be the primary focus. Culture, geopolitics and demography type determine the success of the marketing approach and campaign. The new world order that followed the late 1990s Hong Kong financial meltdown was globalization which was captured in a bestselling book by Thomas Friedman called “The World is Flat” (Mosley and Friedman, 2006).

Globalization made countries look beyond their borders for products and services either by setting up manufacturing plants, software development centres or manned call centres. This approach gave multinational organizations an opportunity to increase their efficiency and in turn their profits. Over a period of 8-9 years, the world faced another financial meltdown in the USA that resulted in major job losses globally. The job losses prompted analysts and policy makers to study and understand that faulty policies by one of

the largest economies in the world had led to hardships for the rest of the countries. This further led them to understand that a policy for one.

Country A's success many not necessarily translate to success for country B. by 2012, experts started pointing out that globalization's "one size fits all" approach was incorrect. One such publication was Thomas Friedman's another book called "The World is Not Flat" following his study on the subject. Post-pandemic many governments are rethinking their import and export policies to revitalize their industries and create local employment (Mason, 2017).

This shift towards a more inward-looking approach requires a better understanding of local culture and the need to redesign foreign trade policies. Mr. Bhatia's book "Advertising and Marketing in Rural India: Language, Culture and Communication" published in 2007, addressed this issue to some extent, but he limited his study to the northern regions of India, including Rajasthan, Maharashtra, West Bengal, Punjab, Uttar Pradesh, Haryana, and Madhya Pradesh. He focused on advertising campaigns and how regional culture and language can help connect with rural populations.

Marketing agencies should take this into consideration and study the diverse cultural aspects. Culture and Heritage are tied to the agriculture cycle and harvest season. Agriculture may only contribute to less than 20% of the GDP, but it creates jobs for close to 40% of the population across India (Banerjee, 2024). This puts more disposable income in the pockets of the people and directly affects their spending patterns. The author highlights the disconnect between marketing campaigns in the South Indian states of "Karnataka", "Tamil Nadu", "Andhra Pradesh" and "Telangana"; and local cultural and spiritual activities. This disconnect is especially pronounced since the agricultural activities, which are dependent on the monsoons, have different timelines in neighbouring states and result in different harvests.

Many enterprises take their global approach and make minor adjustments for festivals such as Dasara, Deepavali, Ugadi/ Baisakhi, Sankranti/ Pongal. Although these festivals are celebrated across India with some regions having different names for them,

most enterprises have failed to grasp the concept that Dr. Bhatia presents in his study of West and North India (Bhatia, 2007).

This study attempts to understand how some enterprises have succeeded by leveraging the culture and heritage of Karnataka, Andhra Pradesh, Telangana and Tamil Nadu. The author also highlights a case of an enterprise that failed to apply its knowledge of culture and heritage to its advantage. The one size fits all approach of marketing in India is incorrect and the study aims to present a customized marketing approach for Southern States which should be different from campaigns aimed at western or northern states (Mallya, 2011).

1.6 Purpose of Research

This research aims to improve marketing strategies for enterprises by enhancing their top and bottom line. The author has chosen four states in South India, specifically “Karnataka”, “Tamil Nadu”, “Andhra Pradesh” and “Telangana”, as the focus of the study to highlight differences and similarities between these regions. The objective is to help enterprises design marketing campaigns that are tailored to the specific regions rather than using a “one size fits all” approach (Tan, 2016).

The four states in South India form a triangular shape with the southern edge of North India as its base. South India covers approximately 1.6 million square kilometres or 5.83% of India’s total land area. The region is predominantly characterized by rivers that flow from west to east, except for the Narmada and Tapti rivers, which flow from east to west (Plato Online, 2023).

Karnataka occupies a coastline that faces the Arabian Sea and is situated in southwest India. Its capital, Bengaluru (formerly known as Bangalore) is a high-tech hub city. With a large concentration of software and information technology firms. The state is known for its culturally rich and heritage places such as Mysore, Hampi and Belur. Famous for its Chalukya, Vijayanagar, Ganga and Rashtrakoota architectural styles in Hindu and Jain temples.

Tamil Nadu is located to the right of Karnataka and has the Bay of Bengal as its coastline. Its capital, Chennai has a footprint in the IT industry and is considered the automotive hub of India. The state is known for its Chola and Pallava Hindu temple styles and its rich cultural and heritage places such as Tanjore, Madurai and Trichy.

Sankranti or Pongal is undoubtedly a major festival that boosts the market economy, but there are several other areas where spending occurs. However not many have been able to take advantage of this fact.

Telangana has a total land area of 112077 square kilometres and was created out of Andhra Pradesh in June 2014. Its population as of 2021 was 41 million with Hyderabad serving as the capital. Hyderabad like Bangalore is also a hub for software and hardware manufacturing by global giants. It shares borders with Karnataka, Maharashtra, Andhra Pradesh and Chhattisgarh and is landlocked. Telangana's culture and heritage have been influenced by the Satavahanas, Kakatiyas, Vijayanagar empire, Bahamanis and Nizams.

Andhra Pradesh the 7th largest state by area covers 162,975 square kilometres and is the 10th most populous state in India with a population of 527, 87,000 as of March 2021. It has a new capital, Amravati which is being built since the state was divided in 2014 for better governance. Hyderabad remains the capital of Telangana and will serve as Andhra Pradesh's capital until 2023, when it will move to Amaravati. Andhra Pradesh is rich in culture and heritage with influences from Kakatiya, Vijayanagar, Chalukya, Rashtrakoota and Odiya and Maratha dynasties. Some of the popular heritage sites chosen for study in this region are Tirupati, Kalahasti, Srisalilam, Ahobila, Penchalakona, Yaganti and Boikonda. It shares border with Karnataka, Telangana, Tamil Nadu and Orissa on one side and has a coastline facing the Bay of Bengal on the other, similar to Tamil Nadu and Karnataka. Most of Andhra Pradesh's districts are agricultural and its second largest source of income comes from quarry and granite stone mines (Mukherji and Zarhani, 2020).

1.6.1 Brief overview of Commerce

The exchange of products or services between two or more people is known as commerce. It is an area of business where the selling of completed or unfinished goods is

the main objective (Chen, 2022). It may be broadly defined as the trade of products and/or services for cash or equivalent value. Selling a single item is considered a transaction, according to James Chen. The term "commerce" refers to all of the transactions together. The study of business, finance, economics, and related subjects is known as commerce. According to Greek mythology Poseidon, the sea deity is the father of commerce. This is because maritime channels are crucial for trading and exchanging products as well as for importing and exporting goods (Capie, 2003).

Commerce, business and trade are not synonyms as it is generally used. In the pre historic days, human started exchanging goods and services with on another before the introduction of currency. This practice of exchanging goods and or services for goods and or services was introduced to the mankind by Mesopotamia tribes' way back in 6000BC. Commerce in the initial days was between two people who exchanged the goods and or services. Over a period of time, as the needs and opportunities increased, a medium of exchange was introduced that was later called money. This change subsequently introduced different modes of commerce (Britannica, 2024).

- B2C- business to consumer
- C2C- Consumer to consumer
- B2B- business to business
- C2B- consumer to business

A governing model across a world evolved with time and so did the population. The growth of population and progress in science made commerce across the globe easier. This volume of business bought with it organized and unorganized sectors in retail sector along with growth in commerce (Global Launch Base, 2023). The governments across the countries saw the need to regulate commerce and along with it came taxes. The tax was introduced for two reasons. One was to generate funds for governance and public welfare and the other one to control inflow of products from other countries. Controlling influx of foreign products was to encourage local produce. This is always done to create employment local employment and increase standard of living of the local people.

1.6.2 Brief overview of India's retail market

Given the size, variety, and complexity of our nation, retail in India has changed to meet the requirements of many societal groups. The majority of India is home to pop-up stores, weekend markets, and carnivals, all of which are vital to daily life and commerce in a variety of fields. Perhaps the biggest retail chain in India is the public distribution system (Sanjeev and Dadhabai, 2017). The British rationing system during World War II served as the model for the development of public grain distribution in India. Initiated in 1939 in what was then Bombay (modern-day Mumbai), this system was then expanded to other towns and cities. By the year 1946, this was spread to 771 cities and towns. This was abolished by the British after the 2nd world war. Post-independence, in the year 1950 as a measure to control inflation the then government reintroduced the public distribution system in India (Chakraborty, 2000).

Defence department has its own retailing arm called Defence Canteen, which is dedicated to defence staff and ex-service men and their family. Khadi & Village Industries (KVIC) was set up post-independence. By 2022 December, there were 7050 KVICs. The co-operative movement was promoted in a very big way by the government of India that set up Kendriya Bhandars in 1963. In Maharashtra, Mumbai got its first Co-operative store under the banner Sahakari Bhandar and Apna Bazaar. Their success had a cascading effect on other states of India (Verma, 2022).

From the 1950s to 1980s, due to the low purchasing power and limited or very less investments in private sectors across various industries, the purchasing power was low. This could have been the reason for the government policies favouring small scale sectors and small enterprises. The liberalization of 1990s many restrictions were removed and private companies were encouraged across many sectors and foreign direct investment was encouraged. These initiatives made India investor friendly (Panagariya, 2004).

India's retail market is predominantly controlled by unorganized sector. In 2018 when the total retail market was valued at US\$ 676 Billion, the unorganized sector took the lion share to the extent of 88%, while the organized sector share was limited to less

than 10% share of unorganized sector to the extent of 8.4%. The internet and smart phone boom in India had contributed to the growth of eCommerce that had a share of 3.6% of the total US\$ 676 Billion (Malhotra, Beveridge and Shinde, 2023).

India's retail market has 25 million and counting small merchants. The digitization of these merchants can provide a network for consumer brands and advertisers says the organized sector. The unorganized sector is taking advantage of its strength of personal touch, knowledge of local culture and dynamics. Entrepreneurs with the knowledge of culture take advantage of this (Seethamraju and Diatha, 2018). In this thesis, the success stories and failure both are discussed in detail for one's benefit. The food and grocery market are the largest retail category in India, accounting for 80% of the market share and it is expected to grow at 9% CAGR (Compound Annual Growth Rate) to reach US\$ 942 billion by 2025. Penetration of organized retail in food and grocery is low and is expected to grow from US\$20 billion in 2018 to US\$ 94 billion.

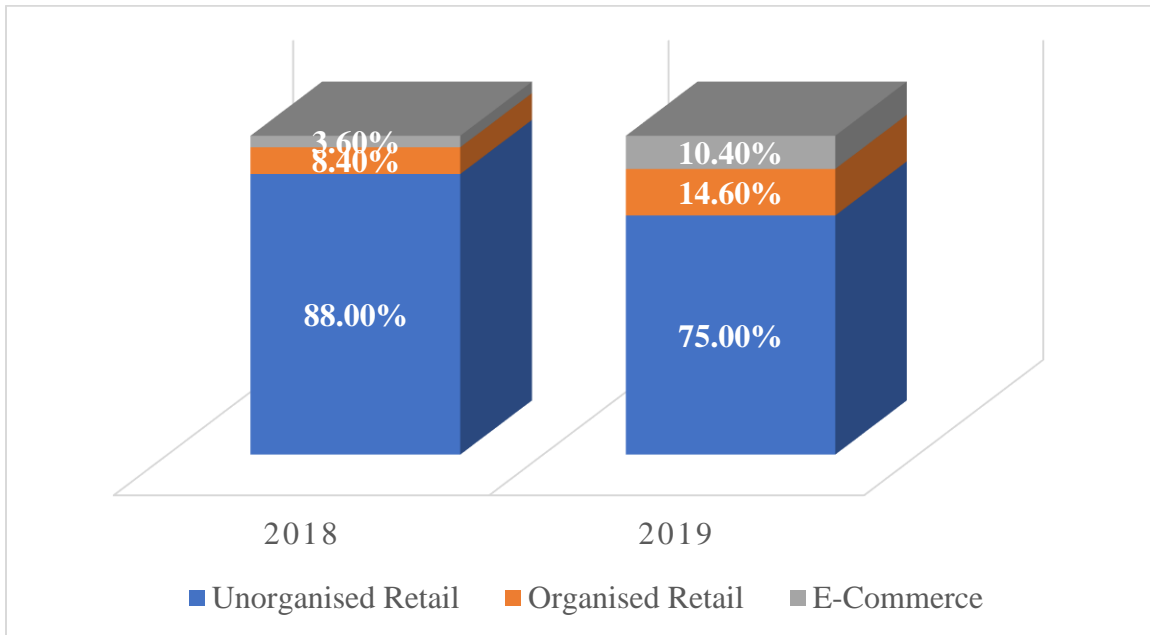


Figure 1.1: Organized and Unorganized Retail (Source: Rahul Malhotra et al., 2023)

New commerce, the B2B initiative by the likes of Amazon, Reliance, Flipkart and Tata, that involves the small grocery stores (mom and pop stores as they are called elsewhere in

the world, while in India these are called Kirana shops). These mom-and-pop shops size is about 25 million across India.

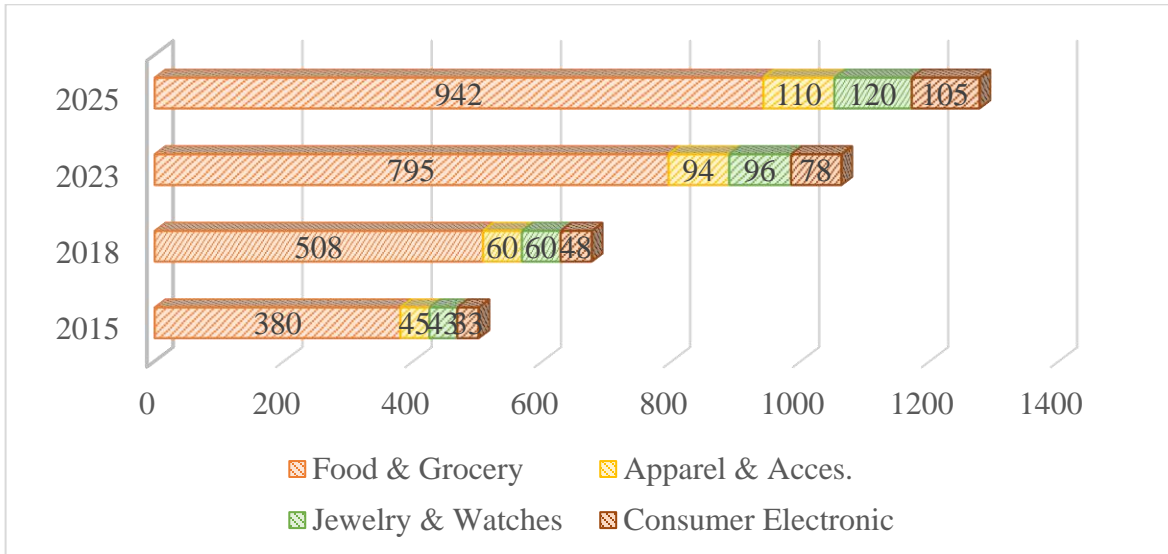


Figure 1.2: Food and Grocery for 2015, 2018, 2023 and 2025 (Source: Malhotra et al., 2023)

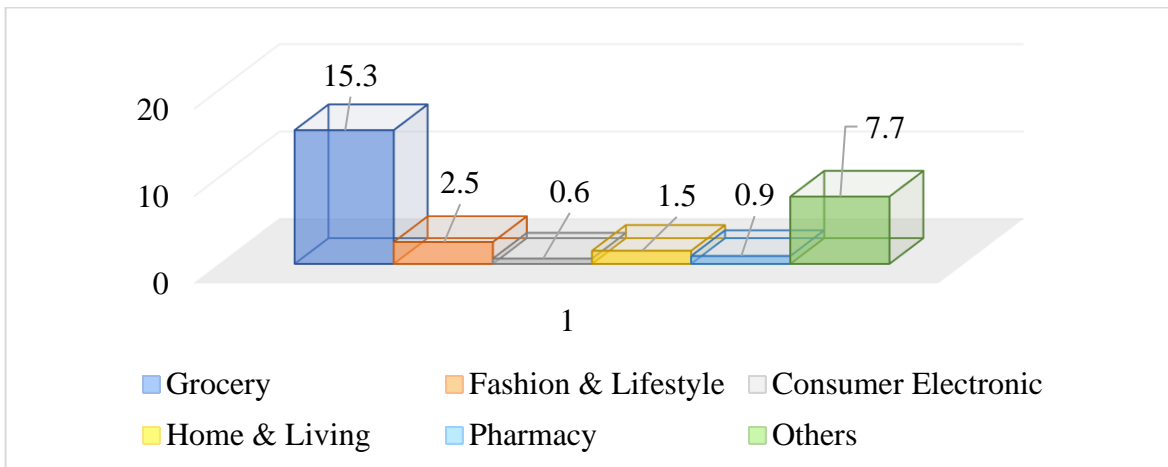


Figure 1.3: Merchants in unorganized retail (Source: Malhotra et al., 2023)

Of these 25 million plus shops, around 15 million shops average daily revenue is less than US\$ 200 a day. This is the revenue and not to be confused to turnover. These giants engage these small shops through new commerce. The manufacturers are yet to identify the potential the same small shops. They see that as a challenge to reach Tier II and Tier III

towns or cities citing marketing cost and lack of infrastructure. When they speak of infrastructure, it includes roads, resources for marketing and the market potential. Figure 1.4 shows that 63-77% of unorganized sector merchants get a revenue of around US\$200 a day.

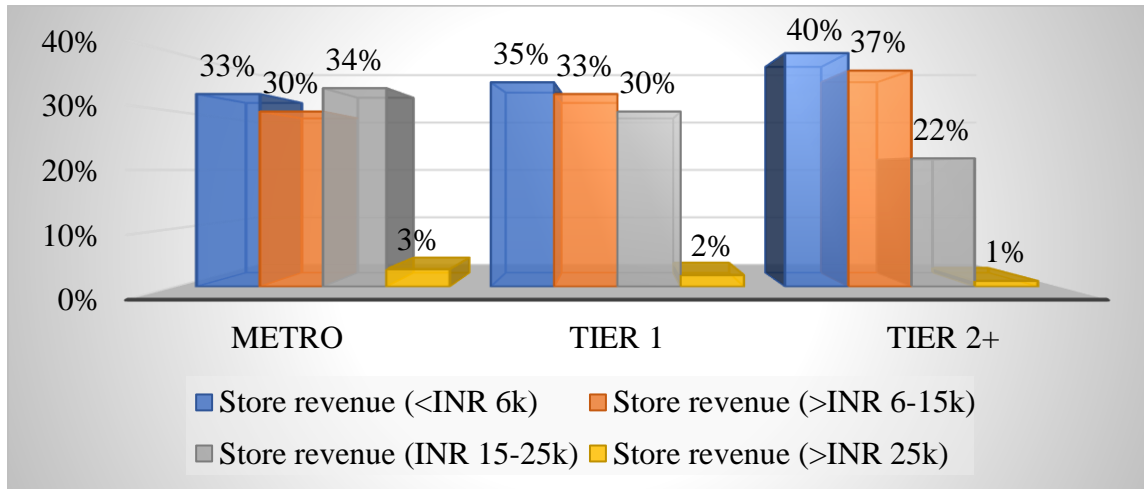


Figure 1.4: Store revenue across Metro, Tier1 and Tier2 cities in India (Source: Malhotra et al., 2023)

India's eCommerce potential is US\$ 133 Billion by 2025. This will further increase with further digital penetration and ever-increasing smart phone users and internet users (Malhotra, Beveridge, Shinde, 2023).

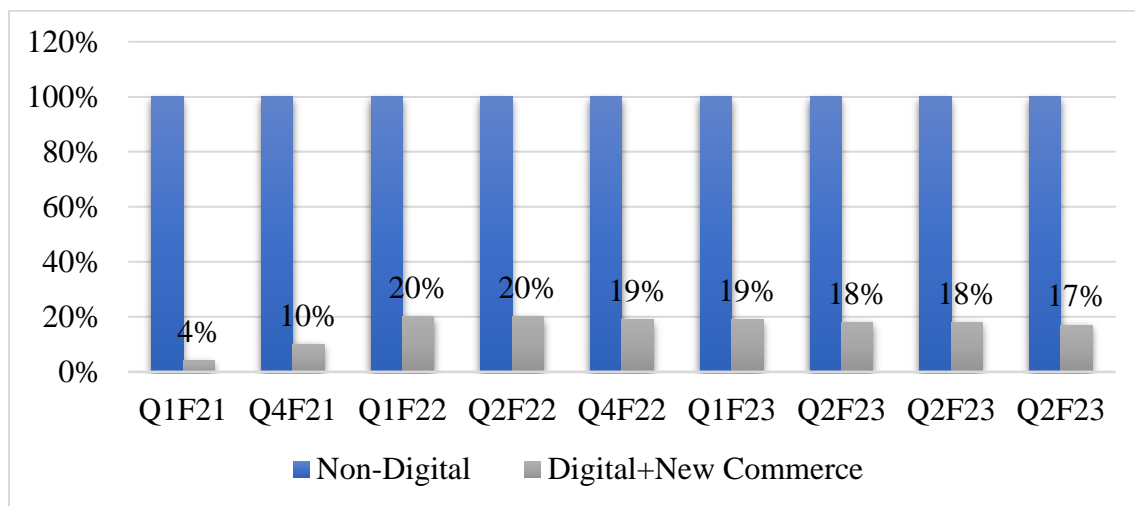


Figure 1.5: Revenue in digital and non-digital sector (Source: Malhotra et al., 2023)

Figure 1.6 shows the eCommerce Category mix- share of grocery to reach 16% of the total ecommerce business by 2025.

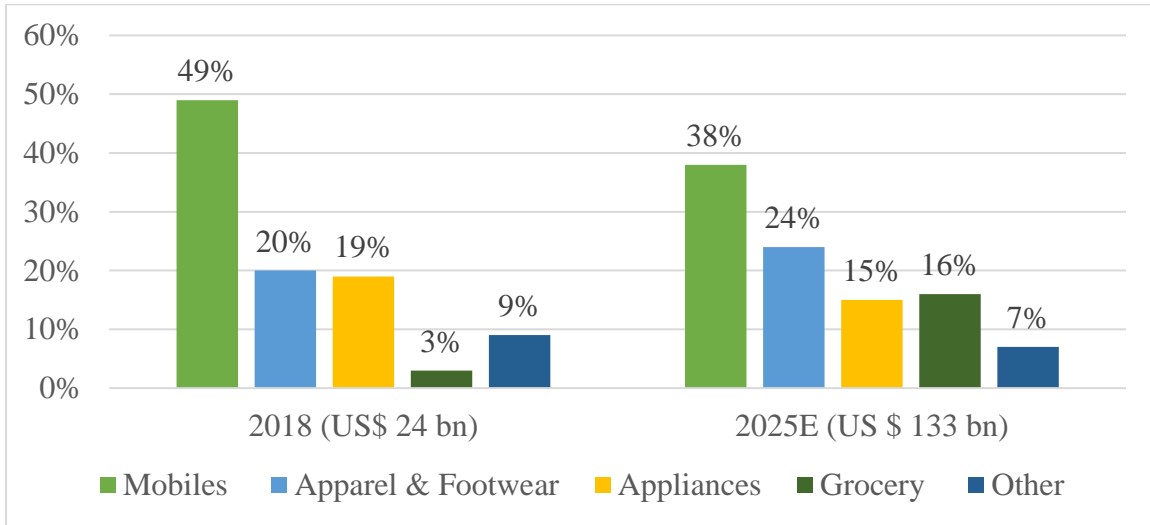


Figure 1.6: e-Commerce Category mix- share of grocery (Source: Malhotra et al., 2023)

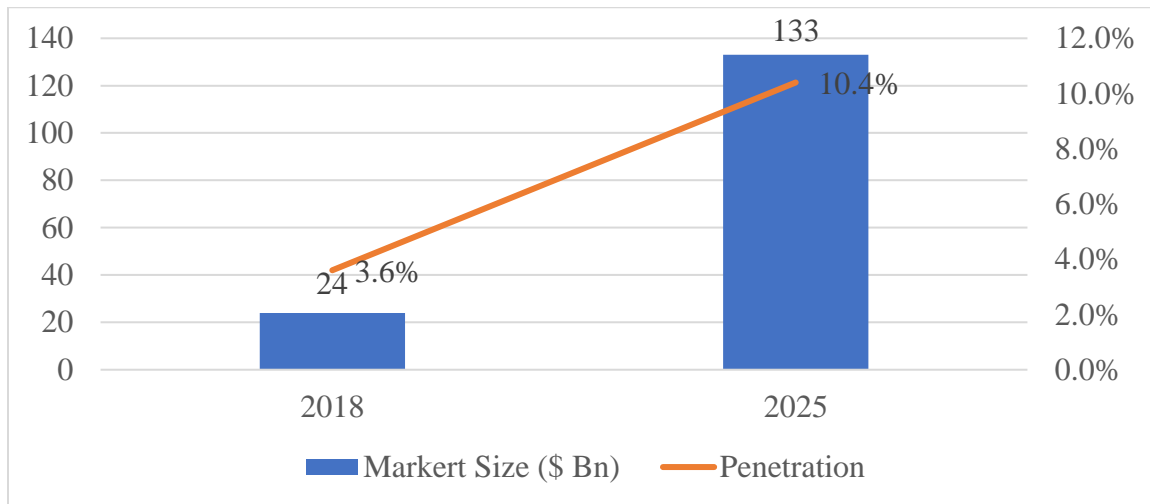


Figure 1.7: e-Commerce penetration or growth by 2025 (Source: Malhotra et al., 2023)

According to the Bernstein report shows that US\$ 900 billion worth of business was done in Indian retail industry. Of this US\$ 900 billion, 65% of the business was in Tier 2 cities and Rural India. This data was of calendar year 2021 (Malhotra, Beveridge, Shinde, 2023).

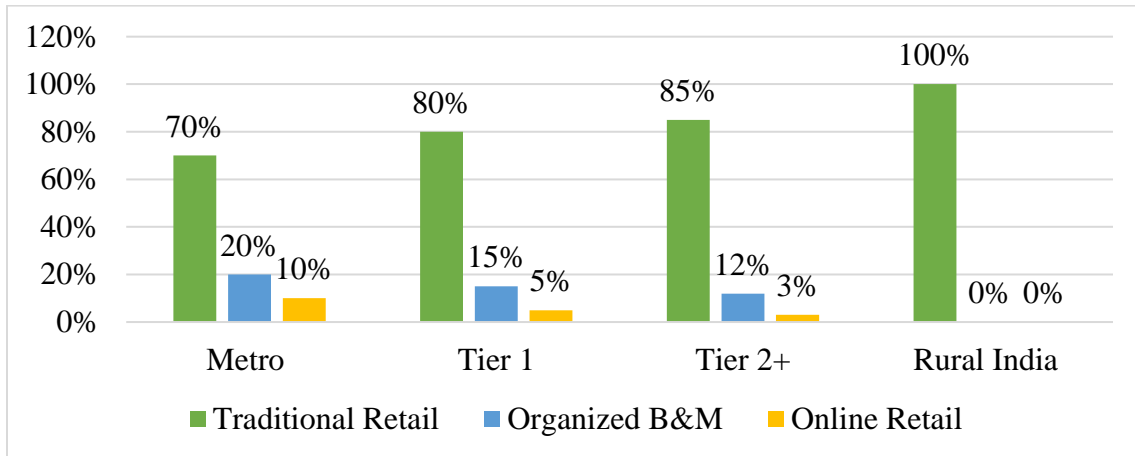


Figure 1.8: Share of Retail Channel by City/Tier (Source: Malhotra et al., 2023)

The same report of Bernstein data shows the Tier 2 cities and rural Indian retail industry is driven in entirety by general or unorganized trade. 80% plus of the traditional retain in Tier 2 cities. There is an effort and aggressively by the organized sector and eCommerce that has been increasing their market share in Tier 2 cities and rural areas. This includes lower population density, a weak supply chain at the depth and the lack of good distribution that makes it difficult to fulfil orders.

The population split concentration in metros, Tier 1 cities, Tier 2 cities and rural India with smart phone users, internet users, people active in social media, online transactions and online shoppers' data is another indicator of fast-growing eCommerce beyond Metros and Tier 1 cities.

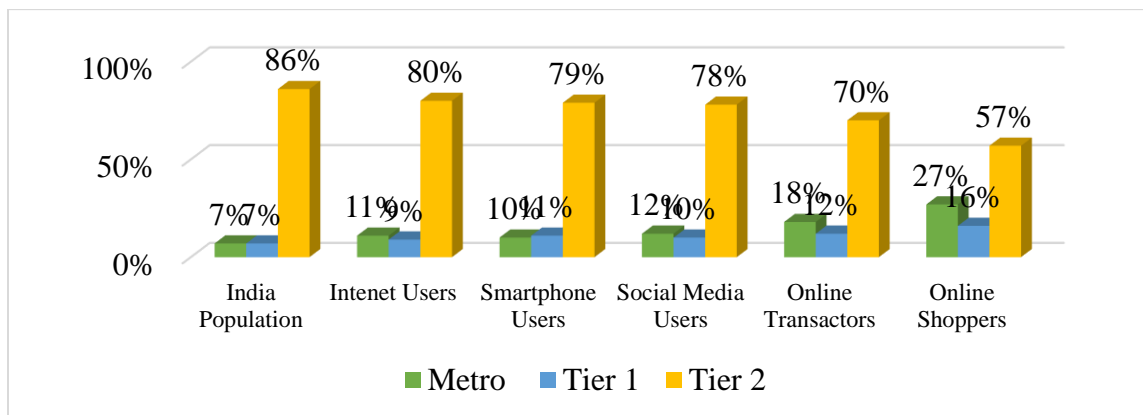


Figure 1.9: India Internet funnel by City Tier (Source: Malhotra et al., 2023)

1.7 Significance of the Study

This research is highlighting the importance of this study by presenting data on the tax contributions of each of the southern states in India. The data is used to demonstrate the spending patterns of people during different months of the year which help assess the market potential. This data further assists enterprises in planning production plan and marketing teams to create effective marketing campaigns. The tax contribution data of 2019 and 2022 is sourced from the ministry of finance, government of India and shows the growth in consumption during this time period. The data provides a real representation of the spending habits of the people in each state without being influenced by any government aids or incentives. The information presented in this table is helpful for readers to understand the high consumption levels in the identified regions and how a targeted marketing approach that takes into account the cultural and heritage aspects of each state can lead to better results for enterprises. The numbers to support this claim are here in the table below.

Table 1.2: Spend of people in each state in 2019 and 2022

| State | 2019 (April to Aug) | 2022 (April to Aug) |
|----------------|----------------------------|----------------------------|
| Karnataka | 343620.5 | 493015.3 |
| Tamil Nadu | 305279.3 | 424966.1 |
| Telangana | 159488.6 | 212568.5 |
| Andhra Pradesh | 111866.7 | 166818.4 |

Source: Ministry of Finance, Department of Revenue Press Note

The numbers mentioned above are in Indian Rupees and in millions by way of tax collection of 2019 and 2022 as on August, 2022 for each of the states, tax reader will understand the spend of people of each state (Ministry of Finance, Department of Revenue Press Note). This table helps readers understand consumption is quite high in the identified regions. A focused approach in marketing factoring the cultural and heritage of the concerned states will help enterprises achieve the desired results instead of sticking to the conventional approach of one size fit all.

The growth of each of these four states is more than 25% from 2019 to 2022 year on year sans 2020 and 2021, due to multiple lock downs and logistical issues. This further strengthens the author's argument for the enterprises to consider the culture & heritage while designing the campaigns for success of any business enterprise in these regions.

1.8 Research Questions

The research purpose of this study is to examine the current approach of marketing campaigns and to explore how cultural and heritage aspects can be used to improve their effectiveness. The research questions include:

1. How can cultural and heritage aspects be used to design marketing campaigns that are more relevant and effective?
2. What is the impact of cultural and heritage aspects on the performance of marketing campaigns?
3. How can cultural and heritage aspects be used to increase the return on investment for marketing campaigns?
4. How can cultural and heritage aspects be used to promote environmental and social well-being through marketing campaigns?
5. What is the impact of cultural elements on consumer engagement and brand perception in marketing campaigns?

By answering these questions, the study aims to provide insights into the role of cultural and heritage aspects in marketing campaigns and to offer practical recommendations for enterprises to improve their marketing strategies. To support this claim, the best data available is from the November 2022 Black Friday sale in India, particularly in the South Indian states that were selected for this study. Before presenting the sales data, let me provide a brief introduction to Black Friday for the reader's benefit. Similar to the festive season discounts in different parts of India, the festival shopping season begins around the last week of November. Shoppers are drawn to bulk purchases due to significant discounts as they start their Christmas shopping during this period.

There are various stories behind the name "Black Friday," and the most popular of these are:

1. The moniker meant to convey that these businesses were "no longer in the red" but were instead doing well.
2. More precisely, according to Britannica, the name "Black Friday" originated in the early 1960s when Philadelphia police officers coined it to characterize the mayhem that ensued when a large influx of suburban visitors descended upon the city to begin their shopping for the holidays. This large crowd put a significant strain on the police as they caused traffic jams, accidents, shoplifting/theft, and other law and order problems (Koblenz and Jackson, 2013).

Black Friday has been superseded in the last fifteen years by alternative shopping holidays, such as Small Business Saturday, which encourages customers to visit neighbourhood stores, and Cyber Monday, which stimulates virtual purchases. In an effort to promote charity giving, Giving Tuesday was created. This success in the United States has prompted multinationals and marketing firms to explore similar approaches in other countries, with some success in the EU region (Koblenz and Jackson, 2013).

Recently, there has been a growing movement against the Black Friday campaign, labelling it as a symbol of overconsumption. Critics argue that some of the products purchased during this season are not needed. To support this argument, environmentalists are presenting data showing that such shopping contributes to waste generation, leading to an increase in the carbon footprint. A few years back, activists in France staged protests against Amazon's Black Friday, blaming the company for exacerbating climate change through its rapid deliveries, in the very first year of Black Friday's introduction by Amazon.

Returning to the situation in India, it is important to note that there are cultural differences between the US and India that may not be fully taken into account when multinational companies introduce Black Friday campaigns. Some of these differences include:

The cultures of communities in North, West, and East India are different from those in South India and impact their spending patterns. The climates of different Indian states vary greatly, as does the impact of monsoon season on agriculture and festivals, which in turn influences spending. In the US, the highest spending typically occurs during Thanksgiving and Christmas, while in India, spending is more linked to vibrant festivals and gatherings at heritage sites.

In India, there is a high level of involvement of family and extended family in purchasing decisions, while in the US, the involvement of immediate family is more limited. Buying habits in India are influenced by relationships, while in the US they are more impulsive. Spirituality plays a large role in Indian society and affects cultural and consumption patterns. In India, saying "no" is considered rude, and body language and actions are often used to communicate decisions, while in the US, communication is more straightforward. The treatment of elders and women is different in India, where the decisions of elders are highly valued and women are revered as the Goddess of Power, Knowledge, and Wealth. Communication and decision making in India is influenced by these cultural differences, which will be explored further in this study (Mittal, Chawla and Sondhi, 2016).

The author cites the results of a Google study to support their claim that multinational giants have taken the wrong approach in extending Black Friday Sale marketing to India. The study, based on a survey of 2000 people in India, found that electronic goods such as gaming consoles and Apple products were popular among Black Friday shoppers. However, the author questions the accuracy of the study, considering that the sample size of 2000 people was taken from a population of 56 million, which is only a small portion of the total 1.3664 billion people in India. The author also cites that some brands have claimed to expect good sales in 2022 compared to 2019, but this claim was debunked by the same participants in the Google survey, with over 10% saying that prices were inflated and the discounts were not real. The author argues that such inaccurate data is used by enterprises to plan Black Friday Sale in India, which could result in a misaligned marketing campaign (Bell *et al.*, 2014).

The author's argument is further strengthened by the comparison of the popularity of purchasing electronic goods during the festivals of Dasara and Deepawali versus Black Friday Sale. According to the author's sources, the number of people purchasing white goods during the festival season is much higher, with close to 60% of the population in North, West, East, and part of South India participating. Similarly, in the states of "Karnataka", "Tamil Nadu", "Andhra Pradesh", and "Telangana", there is a similar level of participation during other festivals. The CEO of Dentsu, Mr. Anand Bhadkamkar, mentioned in an interview that 40% of the marketing budget is spent during the Dasara and Deepawali festival season, leaving 60% of the marketing budget that could be better planned to get a higher return on investment. This information supports the author's claim that there is a need for a better understanding of the market in India, as there is an opportunity to increase the return on investment in marketing by focusing on other popular festivals, rather than solely relying on the Black Friday Sale approach (Khanna and Sampatt, 2015).

The primary questions raised by the information referred to are:

- 1) Why are marketing campaigns in India customized to the state's festivals?
- 2) How is the existing campaign design not achieving its goals?
- 3) How will the proposed design be different from the existing one?
- 4) How will the proposed design achieve its claimed goals?
- 5) What are the desired outcomes of the proposed design?

These questions highlight the need for a more effective and efficient marketing strategy, specifically in the four southern states, that can maximize the return on investment in marketing spend. The existing Black Friday campaign in India, despite being popular in some states, does not seem to be achieving its desired outcomes. A research effort is needed to determine how the proposed design will differ from the existing one and how it will achieve its claimed goals, ultimately resulting in better outcomes for the marketing campaign.

1.9 Thesis Structure

This research project will be done under 6 chapters, the outlines of these chapters are as follows:

Chapter 1: Introduction – This chapter discussed about the research topic and some information regarding the cultural and heritage of India in the realm of Marketing campaigns. Also, this chapter included the research problem, research objectives and research questions.

Chapter 2: Review of Literature – This chapter will discuss about the existing studies conducted by various researchers and scholars in the field of this study topic.

Chapter 3: Methodology – This chapter will discuss about the methods and designs that will be applied in this study.

Chapter 4: Results – This chapter include the results and findings of this research project.

Chapter 5: Discussion – This chapter will discuss the various findings that are shown in the findings section.

Chapter 6: Summary, Implications, and Recommendations – In this, the final summary of the study, its implications and the further recommendations.

CHAPTER II: REVIEW OF LITERATURE

2.1 Theoretical Framework

In India, studies on targeted marketing campaigns have been conducted since the late 1990s with the aim of maximising their impact on the target audience and increasing sales. The global failure of the “one size fits all” approach has led to a growing recognition in India of the importance of understanding regional differences in marketing campaigns.

The author of this literature review argues that despite the opportunities presented by the digital age, increased smartphone penetration, and heightened market awareness and understanding of local heritage and culture, these factors are not being fully leveraged in marketing efforts. This presents a missed opportunity to better understand and target consumer behaviour in different regions.

2.2 Theory of Reasoned Action

Mahindra Finance, under the leadership of Mr. Ramesh Iyer, conducted a comprehensive study on rural India in the south to understand the agricultural cycle, income, and spending patterns of the region (The Economics Times, 2023). This information was used to improve their micro-finance offerings over the past decade. A similar study was conducted two decades ago by Professor Tej Bhatia, who focused on the semi-urban and rural areas of Hindi-speaking regions such as “Rajasthan”, “Uttar Pradesh”, “Madhya Pradesh”, “Bihar”, “Jharkhand”, and “Uttarakhand”. This study aimed to

demonstrate the potential for marketing campaigns to connect better with local communities by incorporating local culture and heritage. Despite these efforts, however, marketing organisations continue to employ a one-size-fits-all approach, rolling out the same campaigns across the country and ignoring regional differences. This overlooks the fact that people have a stronger connection to their heritage and culture. For instance, if the findings of Mr. Iyer's study were applied to marketing campaigns in Tamil Nadu or if the local history and culture were incorporated into campaigns in Karnataka, Andhra Pradesh, and Telangana, the marketing efforts would likely be more effective.

The Athi Varadar event, a once-in-40-years occurrence in Kancheepuram, 60 km from Chennai and towards Bangalore, took place in 2019. Unfortunately, businesses in consumer goods, including perishable goods, white goods, and automobiles, missed a valuable opportunity to boost their sales. In July-August, which is considered an inauspicious time for purchasing, the event saw a large turnout of 20 million people from across peninsular India despite minimal marketing efforts, even from the state government. This was in addition to VIPs, politicians such as neighbouring state Chief Ministers, celebrities like Rajnikanth, and other dignitaries.

The village Kelambakkam is decked up for the event that happens once in 40 years. The estimated value of India's television industry reached 13.6 billion US dollars in 2021, up from 11 billion dollars in 2019 (Bhati and Dubey, 2024). Television is classified as a brown segment of consumer durables in India. During the financial year 2020, TV penetration increased to 69%, with diversification into semi-urban and rural areas, where rural India accounted for 109 out of 197 TV sets (Singh, 2022). This is a significant market, as close to 55% of new TV purchases are made in rural areas, where local festivities and regional celebrations take place. Given these market trends, manufacturers are likely to see better results when targeting this demographic. The data supports this potential for success.

The CEO and Chairman of Salesforce India, Arundhati Bhattacharya, discussed the digital future of India at the India Global Forum in August 2021, where she predicted that there would be 1.25 billion e-money transactions by (Majumdar, 2023). However, at

present, only 5% of transactions are conducted digitally, even during the pandemic when eCommerce experienced a significant increase. This highlights the potential for growth in digital commerce in India (Majumdar, 2023).

Similarly, the study conducted by Tej K Bhatia (2000) focused on the role of language and culture in advertising campaigns in northern India. He showed how these factors can play a significant role in connecting with rural populations in regions such as “Rajasthan”, “Maharashtra”, “Uttar Pradesh”, “Madhya Pradesh”, “Punjab”, “Haryana”, and “West Bengal”.

In a similar vein, the author’s study focuses on the southern Indian states of Telangana, “Karnataka”, “Andhra Pradesh”, and “Tamil Nadu” and their culture, spiritual activities, heritage, and influence on buying and spending patterns. This study ascertained that the marketing campaigns in many crop types often yielded poor results due to differences cropping and harvesting seasons in most neighbouring states, which frequently varied by a reasonable margin. In order to collect data, various secondary sources were used, i.e., information on public domain, local administration office's record, like temple in specific district or the number of visitors during some special event.

As mentioned by author Tej Bhatia, the use of history, culture and heritage in the marketing and advertising campaigns can be more impactful for India market. According to Bhatia, providing a more accurate interpretation of these elements makes it possible for businesses to be closer to the target market which is the rural consumer. For this, we don’t have to look around, for this current focus of theirs is mostly on only matches of cricket and the special occasions like the Dasara and Diwali (Bhatia, 2000).

In the book, Bhatia divides the Indian population into two groups: those having monetary equilibrium and those getting ahead economically. The economically active section could be referred to as the rich and prosperous who can afford to spend and the focus of many firms’ attention. Emerging economically is a designation of the population which also signifies that the group may be economically weaker. According to Bhatia’s data, the urban-to-rural population ratio is 3:8, to a GDP that is 12% higher when just the

active part of the group's economy is accounted for, in comparison to the economy overall which stands at 9%. BPL (below poverty line) poverty stands only 1 in 4 (Bhatia, 2000).

The spending on ad in India was 3 billion, and at the time the book was published, US advertising amounted to 154 billion dollars. The contrast Bhatia highlights, however, lies in the ideas of ads being influenced by a Westerners weird perception of metropolises like Delhi, Mumbai, Kolkata, Hyderabad, Chennai, and Bangalore. Bhatia posits that taking into consideration the culturally, spiritually, and heritage specific preferences of the "Andhra Pradesh", "Karnataka", "Tamil Nadu", and "Telangana" can be leveraged by companies to know the spending tendency of the rural communities well and connect with them closely. For conducting studies, he used the recently published data from diverse sources like newspapers, the government website, and the District Commissioner's Office (Bhatia, 2000).

Tej Bhatia, the author of this article, delves into understanding the background situation in villages of India as well as the effect that this can have on marketing and advertisement processes destined for that region. He thinks the secret formula for marketing and advertising in rural India is to strike chord with audience on people-to-people level and stimulate their imagination to make ad storyline pertinent to their day-to-day life. In regard to that, she underscores the critical role that cultural trait such as regional, gender, religiosity, and others play in the decision-making process of shoppers (Bhatia, 2000).

Besides, he emphasizes the role of accurate dialogue that implies the multiplicity of languages and, of course, dialects in advertising, as it is no longer possible to promote products only in one language. Through this approach the author holds that a greater part of community can be reached in the rural area thus can aid companies and marketing organizations to create popular campaigns (Bhatia, 2000).

It is obvious that the book under the title of Mr. Bhatia suggests a general overview of the problems and options in advertising and marketing in the villages in India. He refers to a secondary data, government resources, and an overall understanding of the thing that

will make the rural Indian audience, his prospective customers, connect to his message. Mr. Bhatia emphasises comprehending the cultural significance of regional and linguistic settings such that to create efficient advertisements. He also cites the work of CK Prahalad, who has extensively studied the rural marketing landscape and the bottom of the pyramid, as a key reference in his book. Despite the rich cultural heritage of southern states, Mr. Bhatia notes that there has been a lack of focus on regional festivities and custom-made marketing campaigns that take into account the ethnography of these regions (Bhatia, 2000).

Mr. Bhatia or Mr. CK Prahalad's approach was certainly relevant for those times but certainly not to the South Indian states of "Telangana", "Tamil Nadu", "Karnataka", "Andhra Pradesh", and "Kerala". Mr. Bhatia, in his book, speaks of the similarity between the Indian urban population and Western US advertising in specific (Bhatia, 2000). This observation has been carried forward by the marketing departments of today, and events like Black Friday sale Thanksgiving week are celebrated with little success. As though to support the author's claims, the sales numbers of the Black Friday Sale after Thanksgiving were as disappointing. It is no longer giving desired results to brick-and-mortar setups even in the USA since 2011. This is the cannibalism of sales by Thanksgiving just before the Black Friday Sale (Tyko and Hines, 2021).

According to a study by the India Cellular and Electronics Association India in 2019, India was the fastest-growing app marketing in the world and number one in terms of app downloads (ICEA, 2020). The states taking note of this growth have got their governance initiatives to further boost governance by introducing digital services like mobile valets M-governance. Southern states like "Tamil Nadu", "Andhra Pradesh" and "Kerala" have emerged as the leading states of digital readiness; this has inspired states like Chhattisgarh and Jharkhand to introduce initiatives like Sanchar Kranti Yojana and Digital Agriculture, initiatives named so in those respective states.

2.2.1 Digital Disruption

Digital disruption refers to the transformation of traditional expectations and behaviours as a result of advancements in digital technologies and the increased use of digital channels and assets. It has brought a great impact on various fields like marketing that saw its sectors adopting new digital marketing models and approaches to reach their customers.

In comparison with the time when the internet was not so much popular among the society and smartphones were not used as much as now, the power of marketing has been thoroughly changed by that time. To that extent, we are facing a great challenge in terms of the amount of information that companies are able to gather about individuals. They can target their marketing efforts even more accurately using the information, such as browsing history, about individuals that has been already collected. Thus, these efforts will be more effective and streamlined. The application of algorithms which can analyse large volumes of data and generate insights which guide the business making decisions about marketing Department thereby enhancing they success rates. Traditional marketing methods buying and selling ads on TV or in print have been replaced with online marketing tactics such as website coding intended to market directly and individually.

The emergence of digital marketing has, practically, overturned the model for the means by which businesses can reach their customers. Nowadays, advertisers can hit users with the most relevant ads of the products and services they are looking for by tracking their online history, social media activity, or other digital behaviours. Digital revolution has further stolen the ground from advertisers by making this area democratic and with access to internet and mobile devices becoming increasingly available to different genders, ages and regions, it becomes more difficult to control the flow of information.

Nevertheless, even though electronic marketing keeps growing, traditional forms of communication and media remain extremely important especially in places, such as in rural areas, where trends and preferences shade out from those in urban ones. In our play,

through this, it means marketers must be careful when tailoring their marketing strategies to the varying needs of the people with an aim of meeting their desires.

The Ministry of Commerce and Industry of Government of India along with many private brands (IBEF) have formed a trust to help build the brand image of products and market information to the companies concerned. Based on data released by the India Brand Equity Foundation, the fast-moving consumer goods (FMCG) industry ranks fourth in terms of turnover in India. Fifty percent of FMCG sales in the country are made up of home and personal care items. The trust highlights that growing awareness, accessibility, and changing lifestyles have been key growth drivers for the FMCG sector (India Brand Equity Foundation website). However, there is surprisingly little information about the cultural impact of certain festivals on consumption patterns in certain geographies of peninsular India.

Considering that the smartphone user base has increased multi-fold, manufacturers and marketing agencies should have understood region-specific cultural practices and heritage sites and planned marketing campaigns accordingly for the South Indian states. However, this has not been the case. provides data about the growth of smartphone users and internet literacy in urban and rural India since 2015. Rural India has seen a year-on-year growth of 35%, compared to urban India's growth, which has been limited to 7% during the same period. Smartphones have penetrated rural India at an increasing rate, rising from 9% in 2015 to 25% in 2018, thanks to affordable smartphones and mobile data that have made it possible for lower-income groups to participate in the internet economy (IBEF, 2023).

Another factor contributing to the growth of internet usage and smartphones is the rise of vernacular users, as apps are available in regional languages. This has been a significant contributor to boosting net usage and smartphone growth in rural India. Online or offline businesses are the only channels; meeting customer expectations is just as crucial. Enterprises have realised that the channel can be introduced anytime during the process, and many are taking up the challenge to meet market demands.

Government of India ruling in 2016, which made it mandatory for all apps to have Hindi and at least one more regional language, digitising rural India has been made easier along with urban India. Rural India faces a language barrier when English is the only option, but this ruling has helped overcome the challenge by leaps and bounds. According to the report on 9 out of 10 users will access the internet in vernacular languages between 2016-2021 and English language users have also seen good growth (IBEF, 2023).

While Alphabet's marketing tools through Google and Facebook's tools, including the infamous Digital Analytica, have undoubtedly contributed to their clients' top line and bottom line, their contribution to the success of some of the products mentioned here or these new product launches has been limited. This is due to the new enterprises' inability to afford the services of these big companies, coupled with logistical challenges due to resource crunch and competition from market giants, including the last-mile point of sale.

2.3 Human Society Theory

A group of people with similar lifestyles, nationalities, ethnicities, religions, or other cultural characteristics is called a human society. Anthropologists often define and name these groups using the groups' method of subsistence. Similarly, sociologists map societies to eras that were characterised by certain types of economic activities, such as hunter-gatherer societies, pastoralist societies, agricultural societies, and industrial societies. The classic Human Society Theory has seven schools of thought named after the scholars. They are

1. Theory of Aristotle
2. Theory of Hobbes
3. Theory of Adam Smith
4. Theory of Karl Marx
5. Theory of Durkheim
6. Theory of Weber
7. Theory of Schultz

Theory of Aristotle – The theory of Aristotle is not correlated with the author’s research due to Aristotle’s certain views that confirm he was a chauvinist. While Aristotle acknowledged that the better gender is more compassionate, his chauvinistic side claimed that women were more complaining and deceptive. This regressive view does not align with the author’s research. The author respectfully disagrees with Aristotle’s point of view (DiMauro, 2020).

Theory of Hobbes – According to the theory of Hobbes, men are considered unsociable and self-centred. Hobbes believed that it is not in men’s nature to seek a life together but that they will establish a governing body to oversee all individuals. He argued that for the sake of survival, men would choose to stay in societies (Williams, 2015).

Theory of Smith – Adam Smith, considered the Father of Economics, was more balanced in his approach and did not have a gender bias. His emphasis was on wealth creation and community coming together to create a nation’s wealth. Smith believed that while individuals are selfish by nature, society’s well-being includes the well-being of individuals. He argued that if an individual is working towards their success without harming or causing damage to another person’s or society’s well-being, their effort to succeed should not be considered inappropriate (Hutchison, 1976).

Theory of human society by Karl Marx – Marx departed from French historians in emphasising class struggle as the central fact of social evolution. He famously claimed that “the history of class conflicts” encompasses every human culture that has ever existed.”. Marx gave greater emphasis to basic needs over other aspects of human life. He is best known for his conflict theory, which views capitalist societies as being built on conflicts b/w workers and ruling elites. This theory states that class struggle is the social mechanism by which the rich maintain their power and the poor remain subservient to the state.

Theory of Durkheim – It’s worth noting that Durkheim did not necessarily assume that humans are inherently egoistic. In fact, he argued that humans are fundamentally social beings and that social integration is essential for individual well-being (DiCristina, 2016).

Durkheim's theory of group dynamics consciousness denotes the commonly held principles, standards, and views that shape social life and create a sense of social solidarity. He believed that social integration is necessary for social order and that disruptions to the collective consciousness can lead to social pathologies such as anomie (Marks, 1974).

Additionally, while Durkheim believed that society and its elements could be studied scientifically, he emphasised the importance of qualitative analysis and the need to understand social phenomena in their own terms rather than reducing them to quantitative data.

The collective representations are stated by Durkheim as shared knowledge, norms, and values found in a society. According to him, although these collective representations may seem at some point to be the sum of individual beliefs, they are in fact social outputs that evolve through the interaction and experience of society. Collective representations are handed down by way of education, religion, and mechanisms that constitute social institutions including socialization, education and language. These narratives contribute to developing a framework for people to use the experiences to improve their understanding of the world, as well as a sense of belonging within a group (Marks, 1974).

Durkheim saw the study of collective mentalities or societies as essential in the explanation of how societies function. He went on to assert that strong and consistent collective representations within societies were the driving factor for the stabilization of the same societies. He grew the importance of combining social elements to have a healthy and well-functioning society. Durkheim elaborated processes of integration which he defined mainly as shared values, rituals, and norms but also as social institutions like family, religion, and the state.

Through those lines, the main idea of Durkheim's theory of knowledge is the fact that social context, i.e., collective representations, play the central role in defining personal ideas and worldview of the person. This is where Van Gennep acknowledges social interaction and the idea of sharing values and beliefs as crucial and most of the sociology students today consider this aspect as having significant applications.

Philosophy of Religion by Durkheim – Durkheim argued that religion does contribute to the social cohesion of society but like any other strong organizational principle; it can be a source of competitions and social division. In the same way with his work “The Elementary form of Religious Life”, he said that it was a way the people could express their being social, ‘reinforcing their social orientation and group identity (Mustofa, 2019). On the other hand, he noted that if religious beliefs and practice had power of resistance, but could also lead to discord and disputes between various social groups, such as between people of different religions or between religious and secular authorities.

For instance, to add, the social facts which appear to be external to the individual are nevertheless also taken into account by Durkheim, the individual agency which is domesticated, and the opportunity for social change. He said that social life is dynamic rather than settled and its processes, instead of being static, are constantly emerging in the course of one man’s actions and society’s development. Hence, it is clear that society tends to oppress the individual by dictating his/her actions, behaviours, and way of thinking, but he/she also has the ability to influence cultural values and transform society (Mustofa, 2019).

But conversely about the example of the self-help group idea that imperator of the Dharmasthala Manjunatha Swamy Temple trustee Veerendra Heggade recommended, it is very interesting example of social institutions. It is an example of positive social transformation. Groups of this type are capable of responding to the needs of the people by provision of the resources and support hence acting as an avenue through which social problems can be eliminated and social integration can be promoted (Kumar, 2015).

As time went on, Durkheim’s notions about social facts and the impact they have on man morphed. In early days, he however, reiterated that social structures make individuals to play different roles which sometimes are forceful or suppressive. On the contrary, during the later years, he saw how people are sometimes motivated to participate in social facts because these symbols and systems were important and worthy of being accepted. Furthermore, this transition in Durkheim’s conception of social order indicates a

reorientation in sociological thinking on the individual-society issue as a more complex mixture.

Durkheim's own causal law along with his comparative historical method for studying similar social laws still proves valuable in modern sociology. Social facts and relationships provide data for interpreting the complexities of human behaviours and for identifying the influential forces of social life. In addition, being exposed to these shifts in consumer behaviours in different countries shows how social, economic, and cultural factors influence marketing strategies, like Indian Prof. Bhatia's research. Therefore, it should be noted that cultural distinctness and regional diversities exist and these things have to be considered when producing marketing campaigns or generally social interventions. A general solution is seldom being the answer as distinct groups possess various values, beliefs and social norms that have a bearing on their behaviour. Through this understanding, we can look to create more useful programs that are tailored to the specific challenges of the different communities we are trying to assist.

While the author's thesis draws heavily from Durkheim's theory of human society, it is important to also consider the perspectives of two other scholars or philosophers to provide a more complete overview. Without this additional context, the discussion of Durkheim's theory alone may be incomplete.

Theory of Weber – Max Weber was a prolific and influential thinker in the late 19th and early 20th centuries, making important contributions to fields ranging from sociology and economics to law, theology, ethics, and commerce. *The Protestant Ethic and the Spirit of Capitalism*, his magnum opus, contends that capitalism's principles had superseded its Protestant origins, even if Protestant culture was a major factor in capitalism's emergence in Europe. Using urbanisation as a case study, Weber examined power dynamics. His theory of power went on to explain societal stratification, which he based on economic class, status, and power, drawing inspiration from Marx's work. As a separate academic discipline, social science owes a great deal to Weber, whose works laid the groundwork for theories like social action theory, which classifies human motivation

into four main drives. In addition to the “Protestant Ethic Thesis,” Weber also developed the “Rationalization Thesis,” a comprehensive examination of Western contemporary domination and the origins of capitalism.

Some critics have argued that Max Weber’s analysis was limited in that he focused mainly on Western cultures and failed to consider the contributions of non-Western cultures or the impact of colonialism on economic development. Had Weber considered the significant contributions of colonies to the GDP of the countries he chose to study, along with the previous three to four centuries of data, he may have reached different conclusions. For instance, India’s contributions to the United Kingdom from 1790 to 1947 demonstrate the impact of colonialism on economic development. Furthermore, if Weber had considered the GDP of India and China before the English invasion rather than only the pre-Mughal invasion, his analysis may have been more comprehensive.

Theory of Schultz – The Schultz Theory of Human Society is a contemporary school of thought that challenges the conventional concept of human capital (Le Chapelain and Matéos, 2020). According to Schultz, Because of its negative associations with slavery in the United States, the word “human capital” is now met with extreme sensitivity in modern culture. Schultz’s position offers a fresh perspective on the concept of human capital and highlights the importance of understanding historical contexts and cultural meanings associated with the terminology used in social sciences (Rothomi and Rafid, 2023).

2.4 Culture and Heritage

In this work, Xiaopeng Ren and Dongqin Kuai (2023) examined if the cultural background of Chinese arguments explains the more collectivistic nature of the Chinese compared to that of Indians. A total of 418 respondents from India and 398 from China filled out the online questionnaires ($N_{\text{China}} = 398$, $N_{\text{India}} = 418$), while 186 Americans made up the comparison group. While the Indian respondents ranked lower in assertiveness and argumentativeness, the Chinese respondents ranked higher in “holistic thinking”, “compatriotism”, “nepotism”, “familism”, and “self-interdependence”, according to the

many methodologies done here. While both India and China exhibited higher levels of collectivism compared to the US, these results lend credence to the idea that the Chinese are inherently more so than the Indians.

A study conducted by Iddrisu Mohammed *et al.* (2023) This study seeks to address research needs by examining how the cultural legacy of people from West African Indian migrant families affects their travel preferences while returning to their hometown. In this study, the theory of assimilation serves as the guiding principle. The data was analysed using regression analysis after being collected quantitatively from 312 diasporas. The research concludes that migratory tourists' cultural and familial history significantly and positively affects their propensity for travelling back to their home country. Indian Ghanaians and Ghanaian Indians have quite different perspectives on cultural heritage, according to further independent sample t-test research. Having said that, when it came to family history and preferred methods of returning home, there were no discernible distinctions between Indian Ghanaians and Ghanaian Indians.

In, Parul G. Munjal (2023), emphasised the need to preserve history from the viewpoint of businesspeople and hospitality workers in nations like India, which has an abundance of historical and cultural artefacts. In doing so, the researchers want to shed light on the ways in which history and hospitality connect with one another and with challenges both locally and globally. Natural and cultural artefacts, as well as the more nebulous oral histories, procedures, and practises ingrained in traditional knowledge, are all considered part of the heritage in its expansive and all-encompassing definition. As a heritage specialist and consumer of historic hospitality, the author mostly draws on secondary sources to illustrate patterns that have been mapped out in previous research. However, the primary narrative is based on the author's observations of gaps and possibilities in the market. Awareness of heritage resources and their integration into the curation of creative visitor experiences, the incorporation of traditional sustainable practises into the operating procedures of hospitality services, and the promotion of heritage entrepreneurship are the three current points of intersection between the hospitality industry and heritage.

In, Suman Lata, K. Mathiyazhagan and Aruditya Jasrotia (2023), learned how the 4 aspects of sustainability—environmental, economic, socio-cultural, and institutional—impacted inhabitants’ happiness at the UNESCO historic site. Residents of Delhi were surveyed to get information on the three “UNESCO World Heritage sites” in the city. “Red Fort”, “Qutub Minar”, and “Humayun Tomb” are these cultural landmarks. About 220 people living in Delhi filled out the survey. After collecting the necessary data, “structural equation modelling” was used to analyse it using partial least squares (PLS). Environmental sustainability was not determined to be a major predictor of resident happiness, according to this study’s results. However, economic, socio-cultural, and institutional sustainability did favourably impact resident satisfaction. Implications for local citizens, government, and private players are provided by this research. The economic factor needs more attention in order to limit economic leakages and ensure that gains are transferred to the local community. Because this research was carried out in an Indian environment, it is not possible to extrapolate the results to other nations. This study stands out among the few that have been carried out in the context of Indian UNESCO historic sites.

In this work, Jyoti Rohilla Rana and Rana P.B. Singh (2023) aimed to investigate the significance of legendary texts that bestowed the location with the power of “sacrality” by spatially transposing the pilgrimage centre at Jagannatha. Cultural and symbolic value, architectural symbolism, iconography, rituals, and customs pertaining to intangible cultural assets are also explored, as are the difficulties stakeholders have in preserving these traditions and ensuring the long-term viability of historic landscapes. The ancient Hindu practice of visiting four holy places on a pilgrimage known as the Char Dham Yatra is being practised today. One of the most popular pilgrimage destinations is the Puri temple of “Lord Jagannatha”, a manifestation of Vishnu in Odisha, in ‘eastern India’ (ca. 4.5 million in 2017). You may find the smaller version of the “Jagannatha temple” all around India, especially in Varanasi (Uttar Pradesh). Many diverse religions, civilisations, and ways of life from all across India have left their mark on this city, making it one of the oldest continuously inhabited places on the planet. The temple of Jagannatha in Puri is one

of many pilgrimage centres spread out over India that have been spatially transposed into it. Many believe that visiting this temple in its imitation version bestows the same benefits as visiting the original. What makes the Jagannatha temple in Varanasi special is that, while on a much smaller scale, it follows almost identical procedures as the original “Jagannatha Temple of Puri”. These include the daily worship (Dainik puja), the offerings (bhoga), and the yearly “Chariot festival” (Rathayatra). Along with being a component of one of the many distinctive pilgrimage pathways, it stands as a symbol of the universal meaning found in the holy city of “Varanasi” (also known as Kashi).

2.5 Culture and Marketing

In, Reni Diah Kusumawati *et al.* (2021), centred on examining how marketing mix, culture, and experience affect online music product purchase intents and decisions in Indonesia. The theories of reasoned action and planned conduct, which provide the theoretical groundwork for this research, are used to derive inferences from consumer behaviour. These ideas postulate that cultural background and life experiences influence the relationship between purchasing intent and actual purchase behaviour. In order to understand how each constituent and the interaction between them affect purchase intention and reassurance, an inspection of the influence of the marketing mix, better known as the seven 7Ps, is being implemented in the model of the study. In the present study, “structural equation models” (SEM) with the approach of “confirmatory factor analysis” (CFA) are used to examine the impact. The products and ads spark the choice to purchase, while distribution, price, and physical indicators decide the decision to purchase, according to the research. Purchase intention of music products via online can be affected by different aspects that including cultural trends and personal experience leading to mediate roles. The impacts for the Indonesian music business are also fully elucidated in the report.

In this work, Laurent Busca and Laurent Bertrandias (2020), offered a comprehensive structure for studies in “digital marketing” based on research on the evolution of the Internet. An innovative kind of institutional labour, imprinting work, is described by scholars drawing on practise theory and institutional theory. In order to

analyse secondary sources from the past, researchers used this approach. The authors identify four cultural repertoires—traditional market, collaborative, co-creation, and presumption market—on the Internet and detail the imprinting processes that gave rise to each, demonstrating how new systems are born out of the appropriation and assimilation of old ones. A cultural framework and theory outlining the processes of the production of four cultural repertoires were given to the digital marketing literature by them. In addition, they provided three possible future directions for the digital environment. Managers may find their digital strategy and the many Internet systems easier to understand with the aid of their framework.

In this work, Anh Loan Nguyen (2014), centred on a comparison of two countries—Finland and Vietnam—and how their cultural values reflect on the advertising appeals in print ads. Researching the function of the product category in the selection of advertising appeals and the interaction between cultural values and these appeals is the primary goal of this research. It does this by comparing and contrasting the cultural traits of Vietnam and Finland. This thesis's central argument rests on an earlier study's theoretical foundation: the application of Pollay's value system to Hofstede's cultural framework. Researchers take a look at the advertising appeals used in 36 print ads from Vietnam and 36 print commercials from Finland across eight different product categories. While the findings reveal a value contradiction in the Vietnamese instance as well as the Finnish one, the latter group's findings are particularly striking across four cultural dimensions: power distance, masculinity/femininity, long-term orientation, and short-term orientation. Regarding the uncertainty avoidance component, Vietnam, however, just exhibits a single value paradox occurrence. Thus, it suggests that more cross-cultural or intra-societal comparative studies on value paradox might shed light on the nature of the bond between a society's cultural norms and the advertising messages it promotes.

Transnational firms, global capitalism, the need for material items, and worldwide consumer homogeneity are all factors that are helping to promote global culture. Researchers in international marketing have argued over how far national cultural values have converged. Nevertheless, in order to establish effective worldwide marketing

strategies, multinational enterprises need a cross-national and cross-cultural method of market segmentation. This research found that James Agarwal, Naresh K. Malhotra and Ruth N. Bolton (2010) examine the use of cross-national vs. cross-cultural methods of market segmentation in the banking industry with a thorough empirical study. Global market segmentation methods for services have received little attention despite the fact that they are the fastest-growing economic sector in the world. By generating a structural model of customers' perceived service quality using survey data from two countries—India and the US—the authors examine theory-based cross-national assumptions. They estimate the same model on culture-based clusters to explore cross-cultural hypotheses. They show how cross-cultural research methods are becoming more important and how there are clear distinctions in models of perceived service quality across countries and cultures. In a broader sense, businesses may benefit from a more effective worldwide marketing strategy for their services by adopting a cross-national and cross-cultural approach to market segmentation.

Ananya Bhattacharya and Madhura Dutta (2022) examined the process of creating rural, community-based businesses in India as a means of addressing the difficulties and possibilities presented by heritage marketing in the context of a massive creative economy. An innovative concept for empowering rural communities via entrepreneurship and community-led micro-enterprises, the art for life (AFL) method has been developed by the non-governmental organisation “banglanatak dot com” in an age generally dominated by market-driven techniques. In addition to a strong rights-based commitment, ongoing innovation, branding, and marketing tools, the AFL model is sensitive to concerns of cultural integrity and ownership. Among them, researchers may highlight the need to collaborate with the travel sector, using social media and enhancing digital capabilities. An absence of cultural sensitivity among stakeholders collaborating with traditional artists, insufficient market awareness of the inherent and exceptional worth of a specific craft or art form, and the repeated infringement of makers' creative rights are all hallmarks of the banglanatak experience, which is a reaction to the rapidly shifting consumer trends of an increasingly digital and globalised world. Efforts in West Bengal, an eastern Indian state,

to position tradition bearers as central figures in heritage enterprises are the focus of this article, which presents lessons learned from such initiatives. They provide guidance and hope based on their experience, which was severely challenged by the worldwide epidemic.

Parul Goyal Wasan and Gaurav Tripathi (2014) gives the campaign planner a chance to be creative, original, and thorough while also providing a structure for coming up with ideas. On the other hand, the social marketing mix pays little heed to cultural considerations, in contrast to the commercial marketing mix that makes extensive use of them. The purpose of this study is to widen the marketing mix to include sociocultural aspects in order to provide research proposals for social marketing. Developing a theoretical relationship between socio-cultural elements and the social marketing mix is the primary research topic that this study aims to address.

According to Nirupam Bajpai and Anchal Sharma (2022), a study by the India Cellular & Electronics Association India 2020 says In 2019, India was the fastest-growing app marketing in the world & #1 in terms of app downloads. The states taking note of this growth have got their governance initiatives to further boost governance by introducing digital services like mobile valets M-governance. Southern states like Tamil Nadu, Andhra Pradesh & Kerala have emerged as the leading states of digital readiness; this has inspired states like Chhattisgarh & Jharkhand to introduce initiatives like Sanchar Kranti Yojana & Digital Agriculture (initiatives named so in those respective states).

2.6 Summary

In the current age, several smaller brands valued at \$1 billion or more have been exploring new approaches to contribute to the top and bottom lines of businesses. Many have taken advantage of their knowledge of religious events in temple towns to drive growth. In recent years, Tier 2 cities, also called semi-urban areas and rural areas, have been growing rapidly and now account for 50% of FMCG products consumption and spending, up from 45% in 2017. The retail market was valued at \$1.1 trillion in 2020 and is expected to reach \$5 trillion by 2025, with a remarkable growth rate from \$2.9 trillion in

2022. In September 2021, rural consumption of FMCG products increased by 58.2% YoY, which is twice as much as urban consumption, which was 27.7%.

As mentioned earlier, major studies have focused on the northern part of India, particularly in the Hindi-speaking regions, for good reason. However, it's important to note that the peninsular region of India, which includes Karnataka, Andhra Pradesh, Telangana, Tamil Nadu, and Kerala, is also incredibly diverse in terms of culture, spiritual practices, and heritage. Therefore, it's essential to study the spending habits of rural and semi-urban areas in these regions during different seasons. This is especially important given that rural areas account for almost 50% of the FMCG sector's spending, while urban areas contribute an equal amount. By examining these areas, we can gain a more comprehensive understanding of India's consumer behaviour in the FMCG sector.

CHAPTER III: METHODOLOGY

3.1 Overview of the Research Problem

This study underscores the importance of creating marketing campaigns that are tailored to a specific region's culture and heritage. A region's demographics and buying patterns are often heavily influenced by its cultural roots. Despite the previous research conducted by Mr. Bhatia in 1999-2000 and his book in 2007, which highlighted the significance of culture and heritage on the people of Northern and Western India, many marketing departments and agencies still fail to fully understand the importance of these factors when developing marketing campaigns, even today. There is an assumption among marketers that what works for Northern and Western India will also work for the rest of the country, including the South, also known as Peninsular India. However, this study shows that a more targeted and culturally sensitive approach is necessary for effective marketing in all regions of India (Bhatia, 2000; Bhatia, 2007).

It is important to recognize the diversity in market and spending patterns across India, including the southern part of India. Under Mr. Ramesh Iyer's direction, Mahindra Finance has effectively used this knowledge to their product offerings and marketing efforts, which has led to substantial growth and made them a household brand in rural Tamil Nadu.

It is important to understand the history, legacies, and cultural issues that define a region in order to develop a winning marketing campaign, according to study. It emphasizes on the importance of understanding a region's demographer and purchasing trends that are greatly affected by its culture. The study further stresses the importance of customizing marketing approaches for different districts because they have varying market environments as well as expenditure models. Thus, the researcher's study seems to indicate

that efficient marketing approaches could significantly benefit from understanding of a place's historical context, native heritage and regional culture.

3.2 Operationalization of Theoretical Constructs

The author visited a few of these well-known pilgrimage sites and spoke with representatives of the local Chamber of Commerce to get information on the quantity of pilgrims and tourists to these temple towns on ordinary days as well as on special days. Their average spends for rituals linked to the faith, average spend on things other than accommodation, breakfast, lunch and dinner, as and where applicable.

It is interesting to see how understanding the local culture and heritage can lead to successful marketing campaigns and product offerings in pilgrimage destinations. The case of the struggling enterprise highlights the importance of adapting to changing market conditions and customer preferences. It's important to keep an eye on customer feedback and market trends, even in well-established businesses, to remain relevant and competitive.

The products that were launched in these places that went on to become \$ billion enterprises or those heading in that direction. Also, there was a case of an enterprise with first mover advantage, that is struggling as the entrepreneur fails to take advantage of the goodwill his grandfather, the founder of the business, commands and make necessary minor changes to the product that demand no change to the product but only to the packing and approach to marketing to reach the pilgrims & visitors who are end users.

Cultural and heritage factors and the main results of marketing efforts are the theoretical building blocks of this research. These building blocks help form a thorough theoretical framework; they are based on the study hypothesis. An initial theoretical framework is based on the idea of "Cultural Relevance in Marketing Campaigns," which stresses the need of including culturally relevant components. This structure encompasses the concept that advertising campaigns that are customised to certain regions' cultural and historical details are more likely to be seen as relevant and effective.

When it comes to “Campaign Performance,” this whole effect and success of advertising campaigns relate to the culturally significant. This strategy reconciles the truth that the culture and traditions are the actual drivers of all the campaigns and that consumers only respond positively to a campaign that is identity touchy.

The third concept “return on investment (ROI)” is about economically significant effects of strategically planned advertising campaigns related to cultural and historical heritage (Nikhil, 2021). The hypothesis suggests that ads with a cultural context provide greater ROI as they have been fine-tuned based on the circumstances in specific geographical regions. The other concept is called “social and environmental well-being initiatives” that also take This stand for the fact that the cultures and history should be taken into consideration as one of the most important steps in marketing any pro-social or green programs.

Lastly, the article “Consumer Engagement and Brand Perception” emphasizes how culture and tradition have an effect on consumer decision making and the way brands are perceived (Escalas and Stern, 2003). This phrase proves that ads which have cultural background and distinctive features will attract the attention of purchasers and allow make them have an opinion.

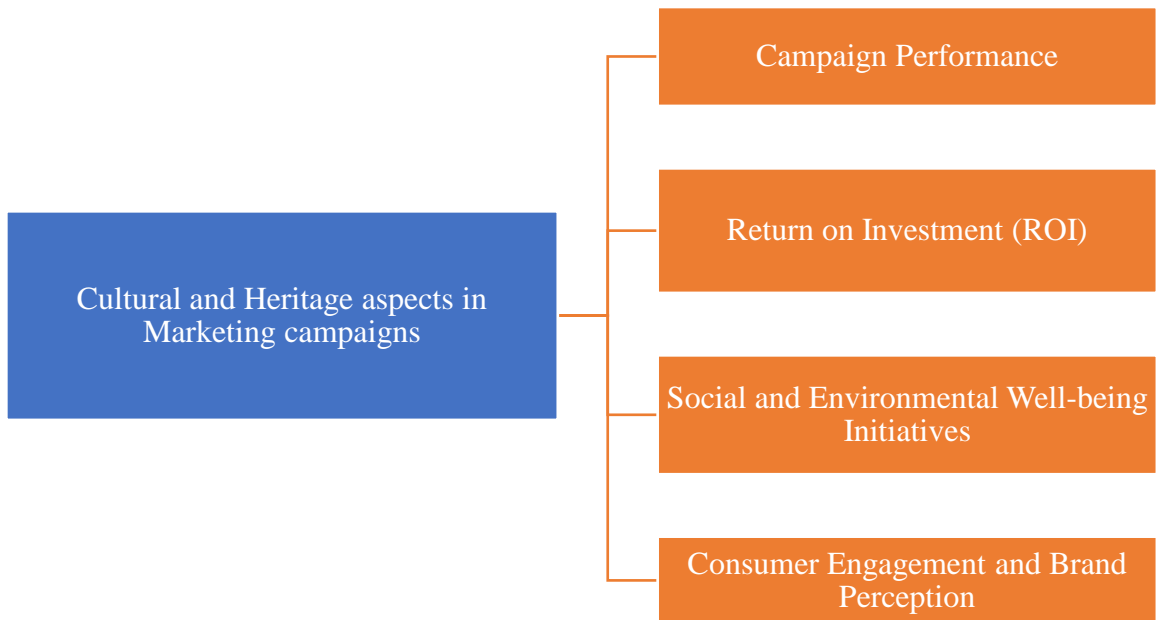


Figure 3.1: Conceptual Framework

3.3 Research Purpose and Questions

The major purpose of this research is to conceptualize and gain knowledge on how cultural and heritage factors in the marketing campaigns are capable of uplifting the society's welfare through social and environmental perspectives. An in-depth analysis of the part of cultural constituents in marketing campaigns will be the main component of the research. This area will explore tactics for the better development of sustainable promotion initiatives, engagement of targeted audiences, and strengthening of consumer attitude. This endeavour is attempting to address the following research questions:

- **RQ1:** How can cultural and heritage aspects be used to design marketing campaigns that are more relevant and effective?
- **RQ2:** What is the impact of cultural and heritage aspects on the performance of marketing campaigns?
- **RQ3:** How can cultural and heritage aspects be used to increase the return on investment for marketing campaigns?

- **RQ4:** How can cultural and heritage aspects be used to promote environmental and social well-being through marketing campaigns?
- **RQ5:** What is the impact of cultural elements on consumer engagement and brand perception in marketing campaigns?

3.4 Research Design

The research in this study applied a mixed-method approach combining both “qualitative and quantitative elements” to detect the social and environmental consequences associated with advert campaigns based on cultural and heritage aspects (Almalki, 2016). Each campaign's promotion factors were diversified including consumer engagement, brand image, relevance to their life, performance, ROI, environmental and social aspects, and cultural and historical elements. The independent variable that was targeted at the marketing campaigns was their cultural and heritage components. However, this site layout has been chosen to present the infrastructure of this intricate environment in the best possible way.

In order to collect numerical data, structured questionnaire surveys were conducted online and on social media platforms. By using a random sample of around 105 respondents, it was aimed to effectively gather a diverse spectrum of opinions and beliefs. The quantitative technique can examine the importance or magnitude of these correlations in depth because it works well with numbers and can locate statistical associations in variables.

For the qualitative side of things, this study has gathered data from District Chamber of Commerce officials. The cultural and heritage aspects of marketing campaigns can be better understood with the use of these interviews, which will enable a more thorough investigation of the contextual factors that could impact the study's results. With a qualitative undertone, a study can be deeper thus making a generalized outcome more valid.

By providing a well-rounded and all-encompassing strategy for investigating the complex relationships between cultural and heritage elements in marketing campaigns and their effects on social and environmental wellbeing, this mixed-method research

methodology is in line with the study's aims (Wooddell and Kaplan, 1997). This is particularly true of this study as it employed a mixed methods' approach that combines both quantitative rigor and qualitative depth, whose findings hold much significance to scholars, marketers, politicians among others.

3.5 Population and Sample

A primary data for this research was collected through online surveys using a random sample technique. The subjects of this study will be tourists and pilgrims who have been to the stated temple cities. Researchers use a technique called sampling, where they choose a small group of people selected randomly out of the bigger population of possible participants (Etikan, 2017). A strategy of random sampling was used in the investigation. A sort of probability sampling known as "simple random sampling" involves the researcher choosing a selection of participants at random from a population (West, 2016; Etikan, 2017).

This is an online questionnaire concentrating in the mentioned temple towns to gather information regarding the effects of marketing that considers cultural and historical attributes in the society and environment. Through participating in the subtle cultural factors involved, pilgrims and visitors could shed some light on how culturally embedded marketing activities are perceived, understood and accepted overall.

There are a lot of various subjects included in research. Some of them include demographics, views on marketing efforts in a temple town, how participants' experiences were influenced by cultural & historical features, and their attitudes towards social & environmental well-being. After ensure a more representative sample, a survey makes employ of social media and other online channels to get responses by a diverse group of individuals. Because it allows for simple and fast data collection from persons who have first-hand knowledge of the subject, the random sampling approach is justified in this specific case (Cekim and Kadilar, 2020). The research acknowledges the limitations of random sampling but strive for a comprehensive understanding of the cultural components' impact on marketing activities in the temple town context.

Alternatively, this study focused on Boyakonda Gangamma Devi Temple in Andhra Pradesh, “Sri Dharbaranyeswaraswamy Devasthanam”, “Sri Saneeswara Baghawan Temple Thirunallar” in Karaikal, Thiruvannamalai Arunachaleshwara Temple in Tamil Nadu, and Dharmasthala in Karnataka. To do this, it employed a secondary data methodology. There are 2,737 people living in Boyakonda Temple currently. On certain occasions and during festivals, Thirunallar, a subdistrict with 59,681 residents, is researched. A district known for its distinctive temple town features is Thiruvannamalai, home to 2,604,569 people. Standing in for the temple town of Dakshina Kannada, Karnataka, is Dharmasthala, a village of 10,878 residents. The whole population of these temple towns is examined by the study using information from census reports, government agencies, and temple-specific details. To obtain understanding of the cultural and economic effects of temple visits in these areas, the researcher plans to record expenditure trends and pilgrimage data for every site.

3.6 Participant Selection

This research used a mixed-methods approach, collecting primary and secondary data from each pilgrimage site's Chamber of Commerce. The majority of the entrepreneurs the author contacted were happy to share their experiences, but one was reluctant to have their name, business name, or product specifics published, even though they had given all the requested information.

People who took part in the study were those whose companies went from humble beginnings with minimal funding to dominant forces in their industries. Because of the meteoric rise of some of these start-ups, established multinational corporations are seriously considering entering the market with products that compete with those of these smaller firms. A benchmark firm in the same segment is worried about one particular organisation's meteoric climb to prominence; in fact, the benchmark company has even granted this enterprise permission to adopt a design identical to the front grill of one of its own successful items.

People who have been to the temple towns of Boyakonda Gangamma Devi in Andhra Pradesh, “Sri Dharbaranyeswaraswamy Devasthanam”, “Sri Saneeswara Baghawan Temple Thirunallar” in Karaikal, Thiruvannamalai Arunachaleshwara Temple in Tamil Nadu, and Dharmasthala in Karnataka are the ones this study is aimed at. Travellers and pilgrims who have immersed themselves in the history and culture of these places inform the selection process.

People who have direct experience with the cultural and heritage elements advertised in the chosen temple towns are chosen to participate in the questionnaire survey. Collecting a varied variety of thoughts and opinions is crucial for the study's conclusions to truly capture the different backgrounds, goals, and expectations of individuals who have engaged with these places. An original plan for this research's sample size was to include 105 people. Good news for a research's final dataset: 105 respondents' questionnaires were included.

Study primarily focused on tourists' consumption & purchase behaviours at a specified pilgrimage site. Based on a study's outcomes, multiple shops adjusted their models to better accommodate a pilgrims & follow local traditions.

3.7 Instrumentation

A primary tool for data collection in this research was a structured online questionnaire (Brace, 2013). Thirunallar, Dharmasthala, Sri Dharbaranyeswaraswamy Devasthanam, and Boyakonda Gangamma Devi Temple are across a town that are part of a study. It was an intention of a creators of this survey to gather exhaustive information on how cultural & historic elements in advertising campaigns affect societal & ecological welfare.

A survey covers a huge range of areas, such as demographics, opinions on temple town marketing campaigns, cultural factors influencing like opinions, and views on different social & environmental welfare projects (Ziegenfuss *et al.*, 2021). To give a comprehensive analysis of a participants' thinking, questions are designed to elicit a range of replies.

After make sure a survey is legitimate & reliable, it is pilot tested with a small group of people to find out what questions want answering and how to fix them. After a poll has been posted on social media, it can be administered utilizing an online survey platform. As a outcomes, everybody can take part (McLafferty, 2016).

A structured questionnaire was utilized to collect information by a broad set of participants in order to thoroughly assess a study's research problem (Brace, 2013). Digital tools for data collection ensure that voting is readily available and efficient for people of all types, including those who are expected to answer, and which involve practical problems like inconvenient sampling.

3.8 Data Collection Procedures

In order to thoroughly investigate the effects of cultural and heritage elements in marketing campaigns on social and environmental wellbeing in particular temple towns, the data gathering processes for this study combine “primary and secondary” data collection methodologies.

3.8.1 Primary Data Collection

- **Online Questionnaire Survey:** To collect primary data, an organized online questionnaire was administered to those who have been in the nominated temple towns. Some of the issues that the study looks into include culturally influenced perspectives on the society, personal sentiments about certain marketing campaigns, demographics, as well as attitude towards community-social and eco-friendly undertakings (McLafferty, 2016). After reach as many individuals as possible, a questionnaire is disseminated on a number of social media & internet channels.
- **Random Sampling:** The travelers, pilgrims, and all those interested in these communities' historical heritage was appreciate this handy sample randomly (Latpate *et al.*, 2021). A sample strategy that utilizes internet as a medium for collecting information from people who experienced the said problem first hand.

3.8.2 Secondary Data Collection

- **Chamber of Commerce Data:** Reliable secondary statistics can be obtained at the local chamber of commerce offices located in each temple town. Other sources are used in improving and enhancing the primary data that pertains to the economic impact, historical background, and visitor density of every region.
- **Government Census and Demographic Data:** The government-collected census and demographic statistics form the basis of the study. This improves our comprehension of the social and economic background by describing the demographics, economic indicators, and physical traits of the temple towns.

3.9 Data Analysis

In order to extract pertinent insights from the data, this study's data analysis integrates qualitative and quantitative approaches. It takes a whole-hearted attitude. Statistics are often employed in the analysis of quantitative data, and SPSS is the most widely used application for this purpose.

3.9.1 Quantitative Data Analysis

- **Descriptive Statistics:** A summary and characterization of the principal features of the collected data are produced using descriptive statistics. The measurements of dispersion and central tendency are included in these statistical analyses (Yellapu, 2018). This gives a summary of the survey takers' demographic information and the answers they gave to the questions.
- **Inferential Statistics:** Inferential statistics are used to investigate associations between variables like correlation, and regression, (Kulaylat *et al.*, 2023; Liu and Wang, 2021). Correlation analysis might be used to investigate the relationship between cultural aspects of the marketers and effectiveness of the marketers' perceived effort (Sen and Das, 2023). Thereafter, it would be possible to conduct the hypothesis testing.

3.9.2 Qualitative Data Analysis

- Qualitative data analysis is used to look for commonalities, trends, and opinions expressed by participants about their encounters with cultural elements in marketing campaigns (Sutton and Austin, 2015).

3.9.3 Data Analysis Tools and Techniques

A number of Statistics tools and techniques was applied on the dataset employing the SPSS software:

- **Descriptive Statistics:** Brief informational coefficients known as descriptive statistics are used to provide an overview of a specific data collection, which may be a sample or a representative of the full population. measurements of central tendency and measurements of variability (spread) are the two categories into which descriptive statistics fall. The standard deviation, variance, minimum and maximum variables, and skewness are measurements of variability, whereas the mean, median, and mode are measures of central tendency (Rendón-Macías, Villasís-Keever and Miranda-Novales, 2016). In this study, the descriptive statistics was employed to understand the dataset trends and other details.
- **Kendall tau-b Correlation:** The nonparametric Kendall's tau-b (τ_b) correlation coefficient, often known as Kendall's tau-b, measures the degree and direction of the relationship between two variables when they are measured on at least an ordinal scale (Walker, 2016). It is considered a nonparametric alternative to the Pearson's product-moment correlation when the data has failed one or more of the assumptions of this test. It is also considered an alternative to the nonparametric Spearman rank-order correlation coefficient.
- **Ordinal Regression:** An ordinal dependent variable is predicted using ordinal logistic regression, also commonly referred to as "ordinal regression," given one or more independent variables. It can be seen, as a step beyond binomial logistic regression or as a step beyond multiple linear regression (Garcia, 2021). Ordinal regression works in the similar way other types of regression do. They can use the

interaction of independent variables to come up with the dependent variables or the predictor.

3.10 Research Design Limitations

It should be mentioned though that there were also some limitations to the research design used in this study, although its main purpose was to provide useful data on how the cultural heritage is embedded in marketing campaigns that can affect social and environmental wellness. The scope and accuracy of the study's findings might be impacted by several constraints: constraints:

- **Limited Geographical Scope:** The research could become less relevant as it only involved a few of Indian temple towns. Implementing temple town strategies into other regions may be difficult because of cultural and religious differences between the chosen cities (Monteiro, Davis and Fonseca, 2016).
- **Secondary Data Reliance:** There is more room for error & potential omission in secondary data sourced by chamber of commerce offices. If the study uses outdated or incomplete data, it might not be able to provide a comprehensive analysis.
- **Cross-Sectional Nature:** The cross-sectional approach of the study makes it impossible to assess trends or changes over time because the data is only collected once. The evolution of cultural elements in marketing efforts requires additional analysis through longitudinal study (Solem, 2015).
- **Hypotheses Generalization:** It is possible that not all temple towns or marketing contexts may be addressed by the proposed assumptions. It may be challenging to apply the outcomes to other marketing contexts due to a fact that every field and advertising campaign is unique.

It is essential to acknowledge these limits in order to comprehend the extent and possible limitations of the research design. A more accurate interpretation of the research findings will result from minimising these limits where feasible and placing the study's conclusions within these restrictions.

3.11 Conclusion

The study addresses a major gap in marketing strategies by stressing the significance of cultural & heritage themes, as discussed in this chapter. Several Indian temple towns might give a good illustration of the ways in which these factors influence ecological and human well-being. This study uses a mixed-methods approach to thoroughly examine an intricate relationship among cultural aspects in marketing campaigns & their broader effects. By combining primary and secondary data collected by online surveys and a Chamber of Commerce's offices, this study surpasses others in terms of thoroughness and reliability.

Researchers and professionals in a field of marketing are hoping that this research will shed light on some important questions. Companies who have fully embraced cultural diversity have achieved incredible success, which displays how important it is to understand and incorporate local culture into marketing strategy. In times of difficulty, they see first-hand how ignoring these cultural subtleties has negative consequences. The study is forthright in its discussion of its limitations, which include the possibility of bias due to random sampling and the study's cross-sectional design. The necessity for careful extrapolation to more generalised marketing situations is highlighted by the acknowledgement of the spatial focus on certain temple towns.

Essentially, the groundwork is laid in this chapter for understanding how culture, legacy, and successful marketing strategies interact with one another. A more complex explanation of how cultural factors contribute to effective marketing tactics, which in turn improve social and environmental wellbeing, will be provided in the following chapters, which will devote more space to the data analysis.

CHAPTER IV: RESULTS

4.1 Qualitative Findings

Data analysis include preparing data for use in decision-making by cleaning, analysing, and organizing it. This section included the findings that has been collected with the help of on-site interviews and visits conducted by researcher. The author to prove his thesis or to support his claim considered the following data from the selected pilgrim places across Telangana, Andhra Pradesh, Karnataka and Tamil Nadu. The data considered from each of the selected places of these states are:

- 1 Pilgrims visiting on regular days
- 2 Pilgrims visiting on special days
- 3 Pilgrims spend at the temple
- 4 Pilgrims spend for things other than meal and accommodation

The reason for considering the spend for religious or spiritual activities, fees to get convenience and spend beyond meal shows their willingness to spend for convenience, meeting the demands of the spouse or children or siblings to express love and give confidence. And towards the product, for reasons ranging from need to memento to blessings of the deity of the place, depending on the way the product is consumed.

Boyakonda – Visiting to the Boyakonda has revealed a number of findings regarding the cultural and heritage marketing campaigns. The impact of the pandemic on Boyakonda can be seen in the removal of convenience fees and the introduction of free entry. Prior to the pandemic, pilgrims were categorized based on the options they chose for Darshana of the deity. Though the interviews it was found that, the different categories included Free Darshana, which had an average of 5500 to 6000 pilgrims, VIP Darshana, which was opted by around 3000 pilgrims by paying Rs. 200 as the convenience fees, and Darshana tickets of denominations Rs. 50 and Rs. 100, which were bought by around 5000 pilgrims each.

On Sundays and festivals, offerings included 1000 goats or sheep and about 2000 chickens. On other days, the offerings were around 100 sheep or goats and about 150 to 175 chickens. However, due to the pandemic, it is unclear how these offerings have been affected.

The temple operates between 6AM and 8PM. Boyakonda has no facility for accommodation, with an exception of one very poorly maintained Oyo and two ugly places for accommodation, if pilgrims wish to stay overnight. The temple authorities are building a shopping complex that has about 10 small shops of 10 feet by 20 feet dimension. These shops currently do about Rs. 300,000 worth of sales per day with about Rs. 650,000 - 700,000 on weekends and special days. Interesting thing one gets to notice is that there is no sales promotion or marketing effort around or at the temple shopping complex.

The number of shops at the so-called complex is 10 with 4 shops outside the complex selling beverages and snacks. The shops are bid for and the bid is ranging from Rs. 800,000 -1100,000 per year. Four shops sell flowers & coconuts and such articles that are needed for ritual or puja as called in Hinduism. The prices of the articles sold in these four shops

are regulated by the temple authorities. They dictate the pricing here that are influenced by the market prices on a daily basis.

The offerings like chicken, goat and are auctioned on a daily basis. These auctioned offerings are considered as blessings of the goddess, the deity of the temple. Such auctioned items fetch about Rs. 60,00,000 per year. Beverage and snacks shops are auctioned at Rs. 700,000 per year. These auction base prices were due for revision in 2021. Due to the prevailing pandemic situation that has had major impact on everything in an individual's life, the base price for auction has been retained as is. This base price revision is now likely to happen in 2024.

According to one interviewee, during Aashada, a Hindu calendar month that falls between July and September every year, the footfall is around 300,000. The average spend during Aashada is 30% more. This is the data considered for the study from Boyakonda, Andhra Pradesh. The spend detail here by the pilgrims at the temple is around Rs. 1000 and Rs. 1000 towards other things at the shops in the complex. This does not include Rs. 100 - 150 that is spent towards getting their meal cooked by the locals who have about 14 - 15 shops. Such food cooked is offered to the deity and then consumed by the pilgrims.

Thirunallar – Similarly, after the Boyakonda, the next pilgrim place chosen for the study is Thirunallar. According to the survey, the temple town has a footfall of about 12 - 15000 on daily basis during November and December. Number of pilgrims on special days is 60000 - 62000. Around 25000 pilgrims come every Friday night and check out on Sunday after breakfast. Another 35000 - 45000 people visit the temple on Saturday on a day visit. Number of pilgrims on a daily basis from Monday to Friday morning is about 7000 - 8000.

It was found that, on an average, about 12000-15000 pilgrims pay convenience fees of Rs. 100 per person and take the quick darshan option. On top of this, each pilgrim or each pilgrim family spends about Rs. 350-400 on different poojas or offerings or prayers as they are called at the temple. To perform these rituals, they buy fruits and flowers and some buy

oil or oil lamps and the cost of each of such ranges from anywhere between Rs. 100 to Rs. 500. The average rotation for these rituals in that small town is about Rs. 500,000.

Since the temple doesn't provide any sort of meal, the average spend on food is about Rs. 150 for people spending very less. This brings an average of about 3500 families (3 people a family for ease of calculation) spending Rs. 150 each meal for all the 3 people of the family. This can be considered as the least spending not well to do visitors to the temple town for pilgrimage purpose.

While about 5000 families spend Rs. 450 per each time meal, that is it could be breakfast or lunch or dinner. This is again a minimum. The crème de la crème of such pilgrimage here spends about Rs. 750 for the same family size for each of the meal, that could be breakfast or lunch or dinner.

The spend for accommodation ranges from something as low as Rs. 250 to Rs. 2500 for an A/C room for 2 people. The locals say water source is good in this region and if the place is marketed in a right way, the town could generate easily about Rs. 1 million on a daily by the same tourists only during weekends with amusement park or theme parks.

Thiruvannamalai – From Thirunallar, the author and his two friends headed to Thiruvannamalai, which is in southern Tamil Nadu. The footfall here every full moon is around hundreds of thousands of people. As per the people out there, on particular full moons, this pilgrim count can go up to a couple of million. The pilgrims go around the hill lock of 8.5 miles on foot, and this walk takes about 4-5 hours depending on one's fitness.

Average footfall on regular days (As per the interviewee):

1. Footfall on full moons – 90000 to 100,000
2. Footfall on special full moons – recorded in 2021 was 20 lakhs on a special or very auspicious full moon day
3. Footfall on festival days – more than 20 lakhs on Kartika Deepa. And during the month starting from Deepawali, all the Mondays the pilgrim count has been 9 - 10 lakhs every Monday.

The average spends by a pilgrim at the temple ranges from Rs. 50 to Rs. 200 for the entry fee. This is more a matter of convenience and physical proximity to the main deity. While there is free Darshana available, the queue for it is longer, whereas the number of people paying the convenience fees is relatively lesser. There are also spends for different pujas, ranging from Rs. 10,000 to Rs. 15,000. The average spends in the town range between Rs. 100 to Rs. 500 for a meal for two, and the price of lodging ranges from Rs. 700 to Rs. 5500.

The average spend in the town for non-breakfast, lunch, or dinner is about Rs. 400-500 per person for Indian cuisine. The average spends per day in the town by foreigners outside of Ramanashree Ashram is Rs. 400-500 between October and February every year. During this time, the population of visitors from outside India is 20%. However, this populations spend is not considered for the study as they do not explore beyond the known places limited to the Ashram and temple, and neither do they contribute to any new product or ventures that generally target Indian pilgrims.

An entrepreneur in this temple town, which incidentally is also the 4th largest and youngest district, had such a successful product that it became very popular among people not only in the town but across the state. Whenever people needed it, they would come and ask for that brand instead of bathing soap or detergent. However, competition became very strong in the second generation of the business, and at that point, the entrepreneur failed to change their marketing game and packaging to address consumers across the socioeconomic spectrum.

By the time the third generation took over the business, the approach became much more conservative. The business diversified from their primary line of work, which was a completely new direction. This entrepreneur also introduced new businesses with newer revenue models. The entrepreneur did not give permission to publish their enterprise's name or the names of their family members. Photographs, as expected, were not allowed. Author was not able to meet the entrepreneur the next day for any further discussions as promised by the third-generation person running the business. The entrepreneur did not

show up at his office and his staff were non-co-operative the three hours the author spent in their premises.

The author's next visit is to his home state of Karnataka. To the west is the “Arabian Sea”; to the northwest is “Goa”; to the north is “Maharashtra”; to the northeast is “Telangana”; to the east is “Andhra Pradesh”; to the southeast is “Tamil Nadu”; and to the southwest is “Kerala”. Karnataka's borders go along these lines. Out of the five sister states in southern India, this one is unique in having geographical boundaries with each of them. At 191,791 square kilometres (74,051 square miles), the state accounts for 5.83 percent of India's total geographical area.

Some of the most powerful Indian dynasties of antiquity and mediaeval times were based in Karnataka, a region with a history stretching back to the Palaeolithic period. These dynasties' patronage of thinkers and musicians gave rise to literary and social revolutions that are still with us today. Both the Carnatic and Hindustani genres of Indian classical music may trace their roots back to Karnataka.

With a GDP of 16.65 trillion rupees (about \$210 billion) and a GDP per capita of 226,000 rupees (about \$2,800), Karnataka is the sixth-largest Indian state economically. According to the Human Development Index, Karnataka is the nineteenth most developed state in India.

Findings of hand axes and cleavers in Karnataka's prehistoric past attest to the region's association with a Palaeolithic hand-axe civilization. There is evidence of Megalithic and Neolithic civilizations in the state as well. Gold unearthed in Harappa was imported from Karnataka mines, leading scholars to speculate about links between ancient Karnataka and the Indus Valley civilization about 3300 BCE. The majority of what is now Karnataka was ruled by the Nanda Empire until Emperor Ashoka's Mauryan Empire took over in the third century BCE. After this, Karnataka was under the dominion of the Satavahanas Empire for four centuries. Karnataka became its own political entity after the Satavahanas lost control and the region's first indigenous kingdoms, the Kadambas and the Western Gangas, rose to

power. Banavasi was the capital of the Kadamba Dynasty, which Mayura Sharma established; Talakad was the capital of the Western Ganga Dynasty, which he established.

According to the Halmidi inscription and a copper coin found in Banavasi dating back to the fifth century, the first kingdoms to employ Kannada for administrative purposes were the Kadambas and the Western Gangas. After these dynasties, imperial Kannada empires like the Western Chalukya, Rashtrakoota, and Badami Chalukya reigned over huge swaths of the Deccan from their capitals in modern-day Karnataka. Prior to the Hoysala art of the 12th century, the Western Chalukya supported a distinct architectural style and Kannada literature. The Chola Empire ruled over what is now Southern Karnataka about the year 1000. (Gangavadi). The area was contested between the Cholas and the Hoysalas in the early 12th century, leading to its final conquest by the Hoysalas. When the first millennium began, the Hoysalas were the dominant force in the area. The literary flourishing of this period saw the rise of unique Kannada literary metres and the building of temples and sculptures in the Vesara style. A little portion of what is now Tamil Nadu and Andhra Pradesh was ruled by the Hoysala Empire as it expanded.

Located in what is now the Bellary district on the banks of the Tungabhadra River, Harihara and Bukka Raya founded the Vijayanagara Empire in the early fourteenth century. The capital of this empire was Hosapattana, which was renamed Vijayanagara. When Krishnadevaraya was in power, a new literary and architectural style emerged. For about 200 years, the empire dominated all of southern India, acting as a barrier to the spread of Islam across the subcontinent.

The territory around the fort that Kempe Gowda I, a Vijayanagara Empire leader and generally considered the origin of contemporary Bangalore, constructed in 1537 was named Bengaluru Pete. At the Battle of Talikota in 1565, a coalition of Islamic sultanates defeated the Vijayanagara empire, causing a dramatic change in the geopolitical landscape of South India, including Karnataka. The Deccan was quickly conquered by the Bijapur Sultanate, which arose after the decline of the Bahmani Sultanate of Bidar. In the late 17th century, the Mughals were able to vanquish it. Indo-Saracenic architecture and literature

were fostered by the Bahmani and Bijapur kings. One of the best examples of this style is the Gol Gumbaz.

Most Konkani Hindus settled in Karnataka from Salcette, Goa, in the 16th century. North Canara and South Canara also saw migrations of Goan Catholics in the 17th and 18th centuries, with the majority coming from Bardes, Goa. Reasons for this action were food scarcity, diseases, and the Portuguese's excessive taxes. The population of Karnataka as per the 2021 government census department is 7.16 crore or 71.6 million, which represents about 8.3% of India's total population. The state is home to several popular pilgrimage sites that are not only significant from a spiritual perspective but also from a cultural heritage standpoint. Some of the notable temple towns include Dharmasthala, Udupi, Kollur, Kukke, Bagamandala, Hampi, Pattadakal, Aihole, Belur, Halebeedu, Somanathapura, and Mysore. These places attract a large number of visitors every year, making them an important part of Karnataka's tourism industry.

Dharmasthala – Dharmasthala is considered and believed to be the land of righteousness and piety, and one of the most renowned religious towns with about 800 years of history. The chief deity is Eshwara/Shiva, called Manjunatha in the form of a Shivalinga. The reason why many consider this temple exceptional is that the temple's priests are Vaishnavites and administered by Jain descendants. The meaning of Dharmasthala is the "Abode of Dharma." In Hinduism, Dharma means righteousness.

Recorded history states that this place was called Kuduma and was ruled by a Jain Chieftain named Birmanna Pergade and his wife Ammu Ballalthi. According to folklore, the guardian angels of Dharma (righteousness) assumed human form and arrived here to propagate it. As a result, Lord Eshwara/Shiva, one of the most venerated deities in Hinduism, resides here in the form of Manjunatha and is widely worshipped.

Today, this tribe which has traditionally ruled over the town is there as shepherds rather than rulers and Dr. Veerendra Heggade is the Dharmâdikhari and executive officer of these local shrines. During the duration, many grand occasions are taken place in the temple on the top Ganesha Chaturthi (1 day), Navarathri or Dasara (10 days), Deepavali (3days) and

Lakshadeepotsava (festival of lights held between October and December) -an annual festival of lights that is commemorated in October to December. Along with other days in this month, the officials draw attention to the fact that they do Mondays as well because of these regular days having huge attendance too. Additionally, to those there are events significant for Maha Shivarathri and Car festival (2 days) which are more popular among walkers and even the night programs are arranged. Moreover, Chandramana Ugadi (1 day), the Hindu new year is celebrated, as well as a popular festival in April known to natives so redoubtable; it continues for 9 days – Annual Jathre.

This pilgrim place, which is considered very holy, particularly among Shaivites, attracts an average of 15,000 people per day from Tuesday to Saturday. On weekends and Mondays, the number of pilgrims increases to 22,000-23,000. Ugadi, the Sanskrit name for the start of a new year, and Ganesha Chaturthi, the special day that attracts the most people, usually attract 22,000 to 25,000 people each. To start the year on a good note, believers come to this place on Ugadi, and around 150,000 pilgrims visited the temple town during the 2022 Ugadi festival.

Navarathri, like in the rest of India, is celebrated here for nine days, with the town hosting many entertainment programs featuring music, folk dance, and enactments of folklore stories. In every one of these days, an average turnout is 28,000 and even close to 30,000 people. It usually has between about 5,000-6,000 pilgrims on overnight stay.

This season is considered holy and Deepavali, the festival of lights marks beginning of annual ceremonies at this site. The festival takes three days in Delan with a deity's chariot procession. In a day, there is an average attendance during the batting industry wherein each of the three days attracts 28,000 to 30,000 pilgrims with about 5,000 to 6,000 staying overnight. Among other festivals, the second largest light festival celebrated here is Laksha Deepotsava which spans for five days in Hindu calendar month of Kartika (November-December). This festival is comprised of the celebration itinerary consisting items such as literature festivals, sermons from different religious and a day should be set apart for crafts

byproducts. Laksha Deepotsava is quite popular among tourists, drawing up to 450,000 – 500,000 visitors celebrating over five days.

Shivarathri, another major festival, attracts a massive number of pilgrims, ranging from 950,000 to 1,000,000 people. In 2022, over 20,000 pilgrims walked up to the festival to take part in the overnight ritual, during which pilgrims stay awake all night singing devotional songs or performing plays based on Hindu beliefs. The photo of 2018 Shivarathri night that was provided by the temple trust is here:

The Annual Jathre is a nine-day festival held in April that begins with the worship of the deities considered natives of this holy site. The district of Dakshina Kannada has a total population of 2,248,670 as per UIDAI.GOV. In in December 2020. According to Aadhaar (the Indian government's identity card provided to citizens) data, the local population is evenly spread between urban and rural areas, with a gender ratio of 49:51 (male to female). Over 80% of the total locals in this district are educated.

According to the finding, spending at the temple ranges from as low as Rs. 2 up to Rs. 500, with one exception of a ritual priced at Rs. 18,500. On average, this Rs. 18,500 ritual occurs 4 to 5 times a month, except for August or September, when it goes up to 12 to 15 times. The average spend per pilgrim at the temple ranges from Rs. 3,200 to Rs. 4,000. As per the trust management, there are more than 1300 rooms owned and rented out by the temple trust, with rates ranging from Rs. 500 to Rs. 2000 depending on facilities such as air conditioning and hot water. Additionally, there are over 200 hotels and resorts that can accommodate another 15,000 visitors. Wedding halls are also available for rent on a daily basis, with pricing depending on the type of wedding being held. Private hotels charge anywhere from Rs. 800 to Rs. 4600 per night for 2 to 3 people. More than 80% of the pilgrims eat breakfast, lunch and dinner at the dining hall maintained by the temple and this food is free. Less than 20% consume food in restaurants outside this dining area. This spend is on an average of Rs. 200 on such meals. Other than these expenses, the spend on purchase of other things is around Rs. 500 on other days. On special days, the spend goes up to as much as Rs.1500.

4.2 Quantitative Findings

The collection and analysis of numerical data is known as quantitative research. Finding averages and trends, making forecasts, testing causal linkages, and extrapolating findings to larger groups are all possible with its help. In this section, the quantitative findings of this study are discussed. In this, the detailed analysis of the sample respondent's data with the help of various statistical tests and tools such as frequency analysis, descriptive statistics, regression, correlation are mentioned. Through these statistics, the various hypotheses formulated for this study are tested whether they should be accepted or rejected.

4.3 Reliability Analysis

A statistical measure called Cronbach's Alpha was used to examine the dataset's reliability in this research. Cronbach's alpha is a reliability measure that compares the total variance to the amount of shared variation (covariance) among the items that make up an instrument.

Table 4.1: Reliability Statistics

| Cronbach's Alpha | N of Items |
|-------------------------|-------------------|
| .934 | 20 |

The dataset's dependability statistics are shown in table 4.1 above. A good Cronbach's Alpha value is over 0.7, while a great score is above 0.9. A Cronbach's Alpha of .934 indicates that the 20 items are highly consistent with one another, suggesting that they are closely connected and a valid measure.

4.4 Demographic Profile of the Respondents

Here, the demographic's details of the sample respondents are discussed.

Table 4.2: Demographic Profile

| | Frequency | Percent |
|--------------------------------|------------------|----------------|
| What is your age group? | | |
| 18-24 | 31 | 29.5 |

| | | |
|---|-----|------|
| 25-34 | 24 | 22.9 |
| 35-44 | 22 | 21 |
| 45-54 | 26 | 24.8 |
| 55 and above | 2 | 1.9 |
| Total | 105 | 100 |
| How do you identify your gender? | | |
| Male | 71 | 67.6 |
| Female | 34 | 32.4 |
| Total | 105 | 100 |
| Which state of South India do you currently reside in? | | |
| Karnataka | 56 | 53.3 |
| Tamil Nadu | 16 | 15.2 |
| Telangana | 9 | 8.6 |
| Andhra Pradesh | 18 | 17.1 |
| Kerala | 6 | 5.7 |
| Total | 105 | 100 |
| What is your highest level of education completed? | | |
| High School or equivalent | 3 | 2.9 |
| Bachelor's Degree | 53 | 50.5 |
| Master's Degree | 47 | 44.8 |
| Doctorate | 1 | 1 |
| Other | 1 | 1 |
| Total | 105 | 100 |
| How do you primarily access information and entertainment? | | |
| Television | 18 | 17.1 |
| Social media | 47 | 44.8 |
| Newspapers | 12 | 11.4 |
| Radio | 1 | 1 |

| | | |
|----------------------------|----|------|
| Online Streaming Platforms | 27 | 25.7 |
|----------------------------|----|------|

The above table 4.1 shows the distribution of the sample respondents based on their age, gender, residential state, and primary way used for the entertainment.

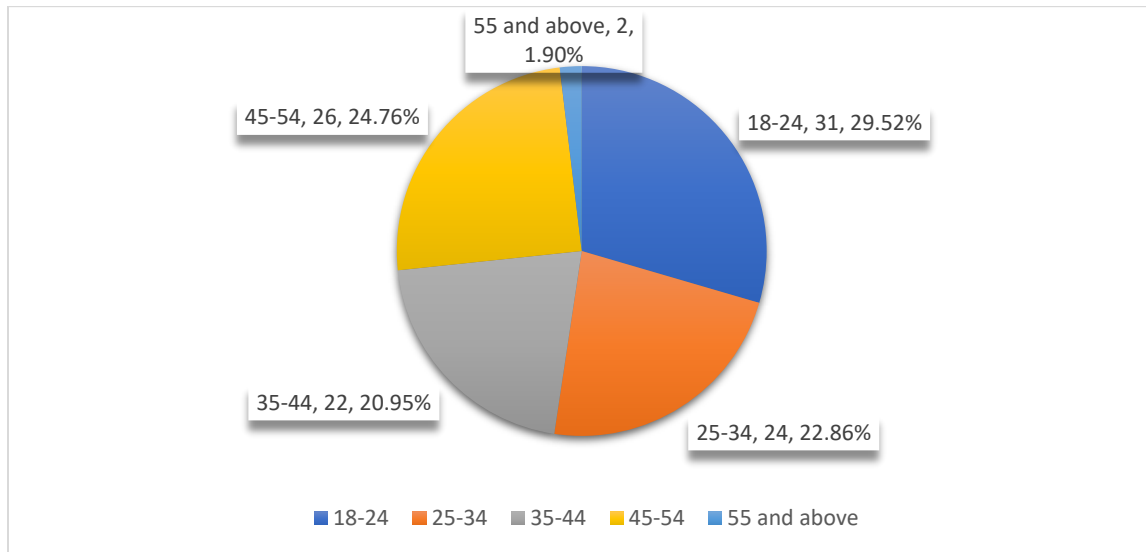


Figure 4.1: Age Group

The above figure 4.1 shows the frequency and percentage distribution of each age group as it pertains to the respondents. Of the whole sample, 31 people (or 29.5% of the total) fell into the 18–24 age bracket, making it the largest fraction. Another group of 26 people, or 24.8% of the total, fall into the 45-54 age range. On the other hand, just 2 people (or 1.9% of the total) fell into the "55 and above" category, which had the lowest frequency and percentage.

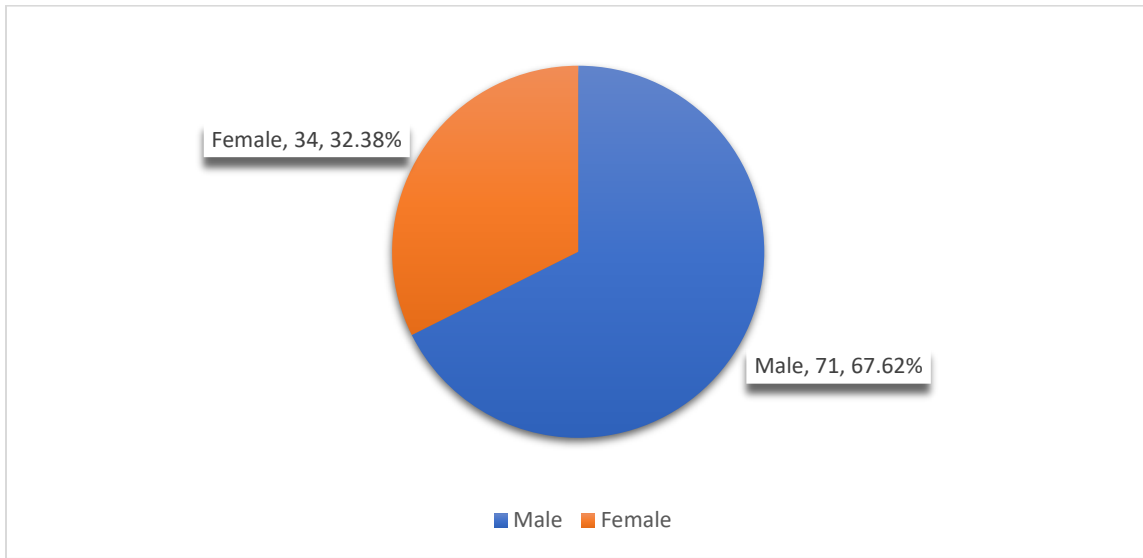


Figure 4.2: Gender of the respondents

With a total of 105 respondents (71 men and 34 females), the above figure 4.2 displays data on gender identification. There are more men than women; 67.6% of the population is male and 32.4% are female. There is a clear gender imbalance with a higher representation of males in the sample, as indicated by the percentages, which reflect the distribution of gender identities within the surveyed population.

The above figure 4.3 shows the breakdown of respondents' home states in South India. Karnataka is the most common, with 56 responders (or 53.3% of the total) from that state. Andhra Pradesh has the highest number of responses (18, or 17.1%), followed by Telangana with 9, or 8.6%, Tamil Nadu with 16, or 15.2%, and Kerala with 6, or 5.7%. According to the percentages, Karnataka is the most represented state in South India, which is a reflection of the regional distribution of responses.

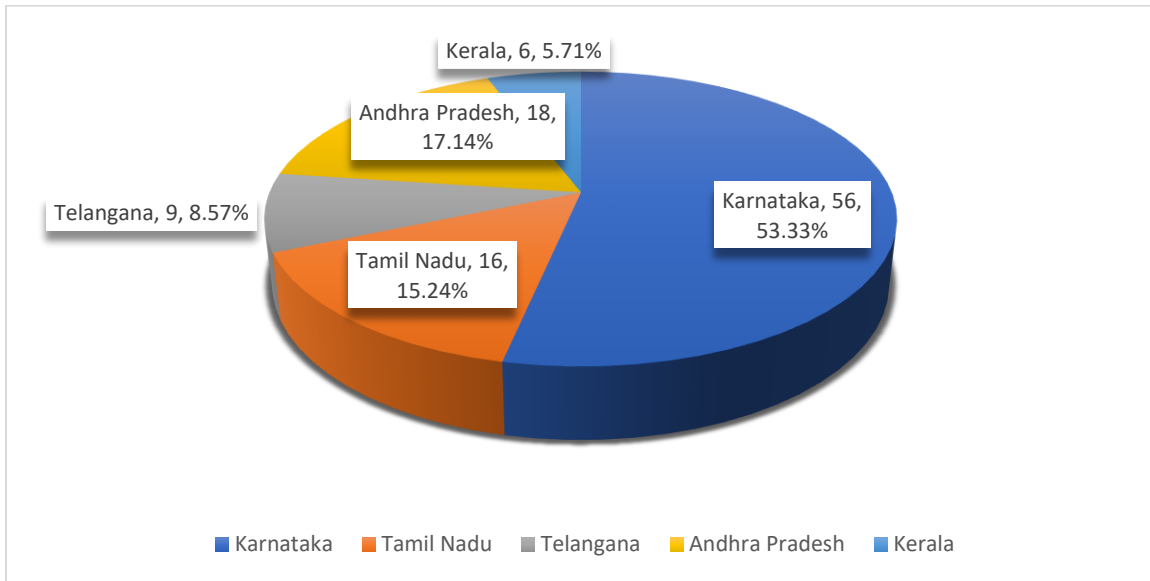


Figure 4.3: Which state of South India do you currently reside in?

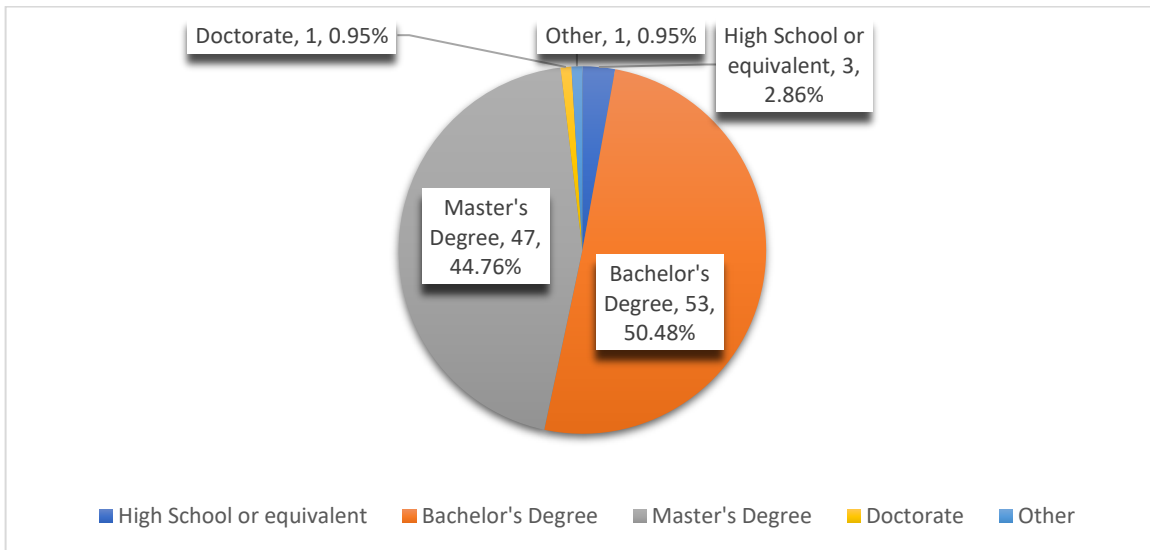


Figure 4.4: What is your highest level of education completed

With percentages and frequencies broken down by educational category, the above figure 4.4 the greatest level of education that respondents have completed. With 53 people (or 50.5% of the total) holding a Bachelor's Degree, the majority of respondents are well educated. A total of 47 responders (44.8%) have earned a Master's degree. The lowest represented category, with 3 respondents (2.9% of the total), is those with a high school diploma or its equivalent. Furthermore, one responder falls into the other category, and one

into the Doctorate category; together, these individuals constitute one percent of the whole sample. A smaller percentage of respondents reported finishing high school or having any other advanced degree, whereas a larger percentage held a bachelor's or master's degree.

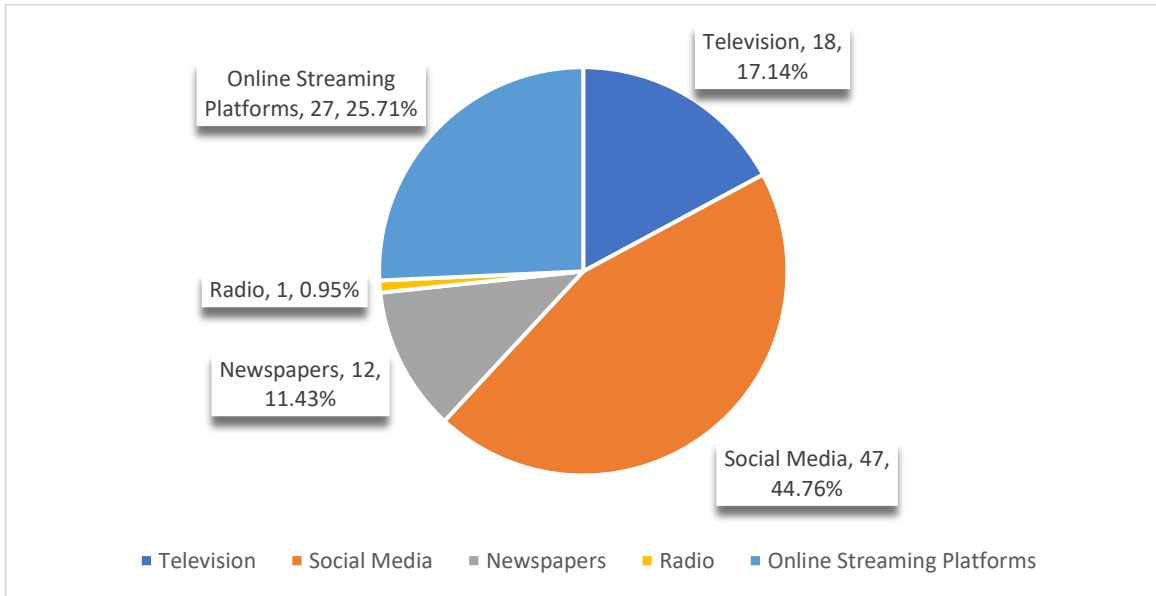


Figure 4.5: How do you primarily access information and entertainment

The main ways that people get their news and entertainment are shown in the above figure 4.5. Among the available options, 47 people (or 44.8% of the total) have shown a preference for social media. Next on the list with 27 people (25.7% of the total) are online streaming platforms. Out of the total number of responses, 18 (17.1%) are from television and 12 (11.4%) are from newspapers. Only one responder (or 1% of the total) said they mainly use radio, making it the least used medium. The percentages show that people have different tastes when it comes to how they get their news and entertainment, but the most common responses were social networking and streaming video online.

4.5 Research Question One

RQ1: How can cultural and heritage aspects be used to design marketing campaigns that are more relevant and effective?

4.5.1 Cultural and Heritage Aspects on Marketing Campaigns

Table 4.3: Descriptive Statistics

| | N Statistic | Mean Statistic | Std. Deviation Statistic | Skewness | |
|--|----------------|-------------------|--------------------------------|-----------|---------------|
| | | | | Statistic | Std. Error |
| The marketing campaigns effectively incorporate cultural elements relevant to the target audience. | 105 | 3.14 | 1.164 | -.321 | .236 |
| The use of heritage symbols in marketing adds authenticity to the brand. | 105 | 3.56 | 1.018 | -.589 | .236 |
| Cultural sensitivity is considered in the language and visuals used in marketing materials. | 105 | 3.29 | 1.141 | -.386 | .236 |
| The marketing campaigns respect and reflect diverse cultural perspectives. | 105 | 3.24 | 1.033 | -.335 | .236 |
| Cultural traditions and rituals are respectfully represented in the marketing content. | 105 | 3.30 | 1.110 | -.202 | .236 |

The table 4.3 shows participants' statistical answers to marketing campaign effectiveness and cultural sensitivity assertions. The mean score for "The marketing campaigns effectively incorporate cultural elements relevant to the target audience," is 3.14, with a standard deviation of 1.164, suggesting moderate agreement among the 105 respondents. An overall balanced answer distribution is shown by the small negative skewness of -0.321. Mean estimate accuracy is shown by the standard error of 0.236. For the statement "The use of heritage symbols in marketing adds authenticity to the brand," the mean score is 3.56 and the standard deviation is 1.018, indicating greater agreement. A distribution with a negative skewness of -0.589 is left-skewed. For "Cultural sensitivity is

considered in the language and visuals used in marketing materials," the mean score is 3.29, with a standard deviation of 1.141, indicating considerable agreement. -0.386 skewness indicates a somewhat negatively skewed distribution. For "The marketing campaigns respect and reflect diverse cultural perspectives" and "Cultural traditions and rituals are respectfully represented in the marketing content," mean scores are 3.24 and 3.30, with standard deviations of 1.033 and 1.110. With balanced skewness values, both propositions agree somewhat. All assertions have 0.236 standard errors, indicating medium estimate precision. Participants agree somewhat to strongly on the usage of historical symbols, cultural sensitivity, and respectful depiction of varied cultural viewpoints and traditions in marketing.

Table 4.4: Cultural and Heritage Aspects on Marketing Campaigns

| | | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Total |
|--|-----------|-------------------|----------|---------|-------|----------------|-------|
| The marketing campaigns effectively incorporate cultural elements relevant to the target audience. | Frequency | 12 | 17 | 31 | 34 | 11 | 105 |
| | Percent | 11.4 | 16.2 | 29.5 | 32.4 | 10.5 | 100.0 |
| The use of heritage symbols in marketing adds authenticity to the brand. | Frequency | 4 | 12 | 27 | 45 | 17 | 105 |
| | Percent | 3.8 | 11.4 | 25.7 | 42.9 | 16.2 | 100.0 |
| Cultural sensitivity is considered in the language and visuals used in | Frequency | 10 | 12 | 36 | 32 | 15 | 105 |
| | Percent | 9.5 | 11.4 | 34.3 | 30.5 | 14.3 | 100.0 |

| | | | | | | | |
|--|-----------|-----|------|------|------|------|-------|
| marketing materials. | | | | | | | |
| The marketing campaigns respect and reflect diverse cultural perspectives. | Frequency | 6 | 19 | 33 | 38 | 9 | 105 |
| | Percent | 5.7 | 18.1 | 31.4 | 36.2 | 8.6 | 100.0 |
| Cultural traditions and rituals are respectfully represented in the marketing content. | Frequency | 5 | 23 | 27 | 35 | 15 | 105 |
| | Percent | 4.8 | 21.9 | 25.7 | 33.3 | 14.3 | 100.0 |

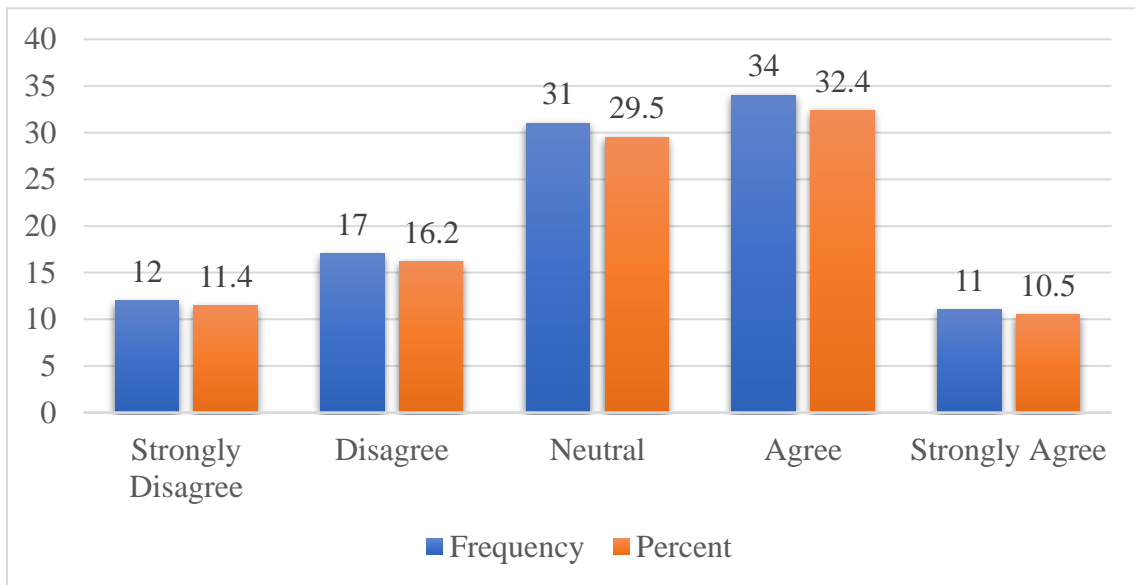


Figure 4.6: The marketing campaigns effectively incorporate cultural elements relevant to the target audience

This Figure 4.6 shows, the most common response is from the "Agree" group, with 34 people (32.4%) saying ads work when they include culture-related stuff well. Behind these, 31 people (29.5%) feel 'Neutral' about this issue. On the other hand, 17 people (or nearly 16.2% of respondents) chose 'Disagree,' while 'Strongly Agree' had only 11 picks or around

a tenth-5%. Lastly, there were just over ten percent with most picking to say they strongly disagreed in that poll: which amounted up to twelve persons involved. These numbers show that a lot of people know marketing uses cultural parts. But there are different thoughts on this matter and many others still don't have an opinion about it.

The figure 4.7 shows what people think about the use of heritage signs in making brands more real during marketing. About 45 people (42.9%) said "Agree," meaning they think using traditional symbols makes a brand seem real and honest. Moreover, 17 people (or 16.2%) 'Strongly Agree' with this statement. On the other hand, 27 people (which is about a quarter of them) have a "Neutral" attitude. Also, from these numbers there are 12 who say they disagree and four that strongly do not agree with this idea at all. This suggests most normally feel-good things when it comes to heritage symbols having true value for a brand, but many still don't know.

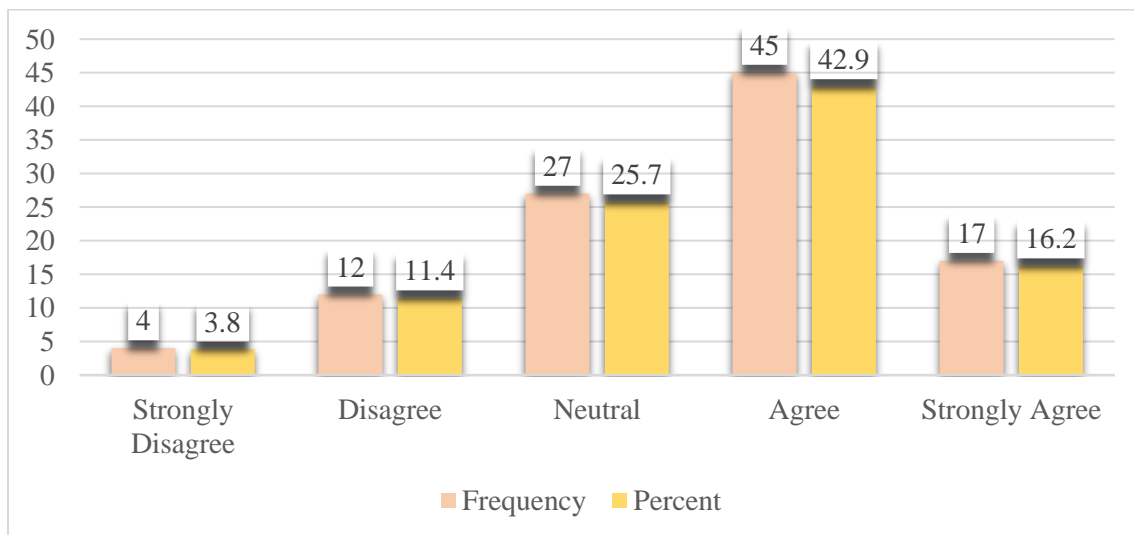


Figure 4.7: The use of heritage symbols in marketing adds authenticity to the brand.

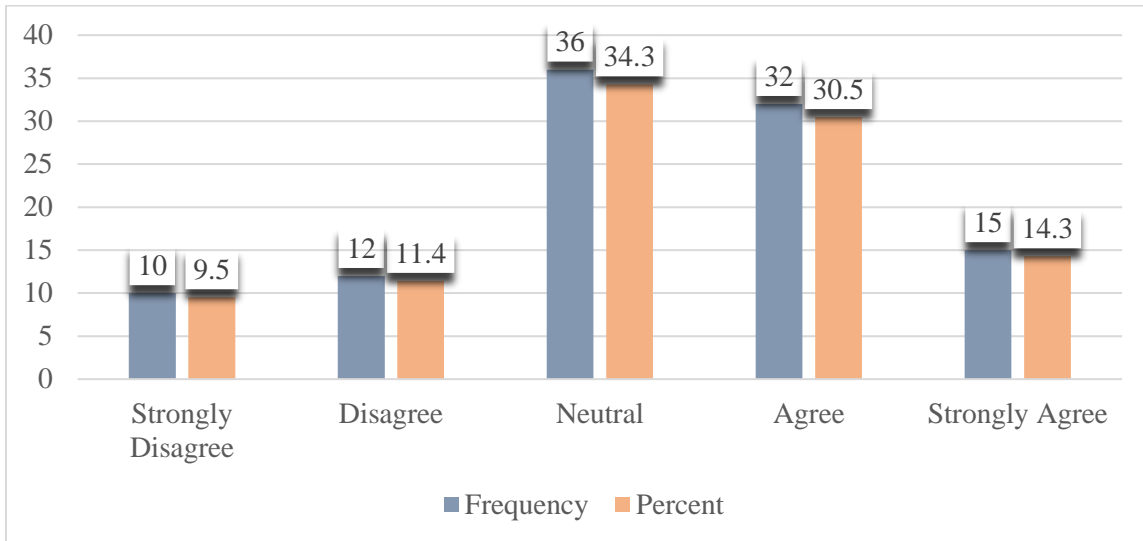


Figure 4.8: Cultural sensitivity is considered in the language and visuals used in marketing materials

The above figure 4.8 shows what people think about how much culture awareness should be in language and pictures used for marketing stuff. Importantly, about 32 people (or 30.5%) 'Agree' that the importance of respecting other cultures is included in these materials and followed properly. On the other hand, around 15 individuals (equal to 14.3%) strongly agree with this idea or insisting thoroughly on it. Also, 36 people (34.3%) feel 'Neutral' about the issue. On the other hand, 12 people (which is like saying out of a class or group with 50 students) 'disagree' and ten folks (around two from each classroom you might have when growing up) 'Strongly disagree'. They think cultural sensitivity isn't being considered in these marketing materials. These numbers show that many people say they think about being sensitive to culture, but a big group isn't sure. A smaller number even disagree with this idea from others.

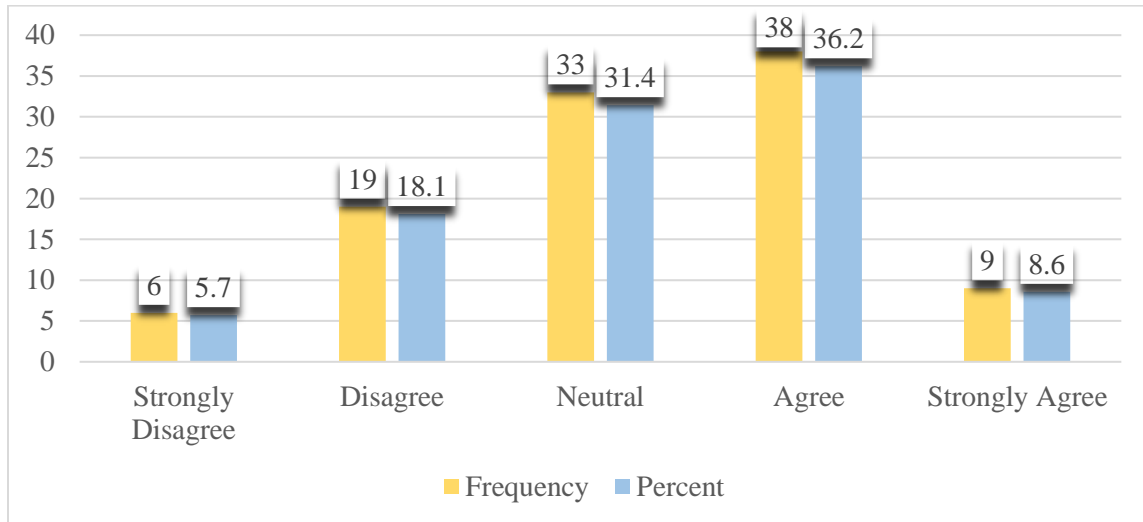


Figure 4.9: The marketing campaigns respect and reflect diverse cultural perspectives

The figure 4.9 shows what people think about if marketing campaigns respect and show different cultures. Out of the people asked, 38 (which is 36.2%) say they agree that these campaigns show respect and understand different cultural views. And meanwhile, another thirty-three respondents (or around 31%) are not sure what to think about it all together so their thoughts on this matter land somewhere in between both 'Agree' and 'Disagree Also, nineteen people (18.1%) said "Disagree," and nine others (8.6%) strongly agreed with the statement. The smallest number is in the 'Strongly Disagree' group, with 6 people (5.7%). These numbers show that many people are aware of marketing campaigns which include different cultural ideas. But some remain unsure and others do not agree or strongly support this idea.

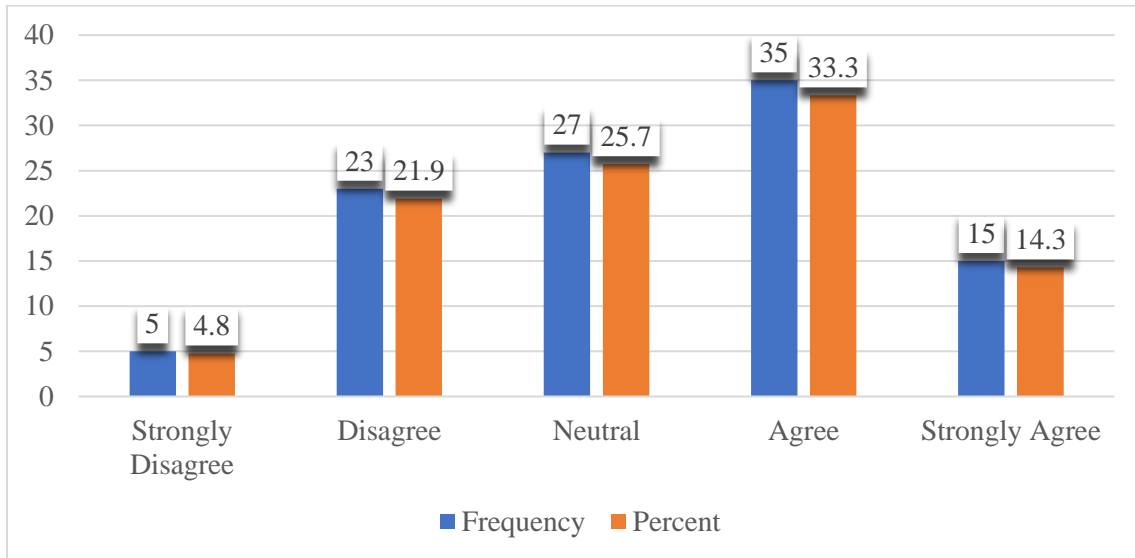


Figure 4.10: Cultural traditions and rituals are respectfully represented in the marketing content

This figure 4.10 displays what people think about how cultural traditions and rituals are shown in marketing content. A big part, 35 people (33.3%) said they 'Agree' that these traditions are shown with respect in marketing stuff. Fifteen others (14.3%) strongly agreed with it too. On the other side, 27 people (25.7%) have a 'Neutral' opinion and 23 others (21.9%) disagree with it as well. The smallest number of responses was in the strong disagreement group where there were only five participants out of our total number of respondents which was 4.8 percent. These numbers show that there is a big acceptance for respectful use of cultural traditions in marketing. However, some people still don't agree or aren't sure about it.

4.5.2 Crosstabulation

This section includes the perception of the respondents based on the distribution of their residential areas. In this, the responses of the respondents were divided according to their state from where they belong.

*Table 4.5: Which state of South India do you currently reside in? * Cultural and Heritage aspects on marketing campaigns Crosstabulation*

| | | Cultural and Heritage aspects on marketing campaigns | | | | Total |
|--|----------------|--|---------|-------|----------------|-------|
| | | Disagree | Neutral | Agree | Strongly Agree | |
| Which state of South India do you currently reside in? | Karnataka | 5 | 19 | 22 | 10 | 56 |
| | Tamil Nadu | 3 | 5 | 6 | 2 | 16 |
| | Telangana | 0 | 6 | 2 | 1 | 9 |
| | Andhra Pradesh | 0 | 7 | 10 | 1 | 18 |
| | Kerala | 0 | 2 | 1 | 3 | 6 |
| Total | | 8 | 39 | 41 | 17 | 105 |

The above table 4.5 shows that the Participants' South Indian state residences are used to cross tabulate cultural and heritage responses in marketing initiatives. Karnataka's 56 respondents agreed to varied degrees. Five people disagreed, 19 were Neutral, 22 agreed, and 10 strongly agreed that marketing efforts should include cultural and historical elements. Tamil Nadu had 16 respondents: 3 disagreed, 5 Neutral, 6 agreed, and 2 strongly agreed. No one disagreed, 6 were Neutral, 2 agreed, and 1 strongly agreed in Telangana. Andhra Pradesh had 18 respondents: none disagreed, 7 Neutral, 10 agreeing, and 1 strongly agreeing. Kerala had 6 participants: none disagreed, 2 Neutral, 1 agreed, and 3 strongly agreed. 105 people from all states responded. The crosstabulation shows that Karnataka has the most respondents agreeing with cultural and historical components in marketing initiatives, whereas Kerala has mixed responses.

4.5.3 Relevance and Effectiveness of Marketing Campaigns

Table 4.6: Descriptive Statistics

| | N | Mean | Std. Deviation | Skewness | |
|---|-----------|-----------|----------------|-----------|------------|
| | Statistic | Statistic | Statistic | Statistic | Std. Error |
| Relevance and Effectiveness of Marketing Campaigns [The marketing campaigns align well with the target audience's interests and preferences.] | 105 | 3.37 | 1.112 | -.354 | .236 |
| Relevance and Effectiveness of Marketing Campaigns [The messaging in the marketing campaigns is clear and easily understandable.] | 105 | 3.50 | 1.057 | -.510 | .236 |
| Relevance and Effectiveness of Marketing Campaigns [The visuals used in the marketing campaigns are appealing and capture attention.] | 105 | 3.63 | 1.058 | -.445 | .236 |
| Valid N (listwise) | 105 | | | | |

The table 4.6 shows three-dimensional descriptive data for participants' marketing campaign relevance and effectiveness replies. For "The marketing campaigns align well with the target audience's interests and preferences," the mean score is 3.37 and the standard deviation is 1.112. A slightly left-skewed distribution with a negative skewness of -0.354 suggests a balanced response range. Mean estimate accuracy is shown by the standard error of 0.236. For "The messaging in the marketing campaigns is clear and easily understandable," the mean score is 3.50 and the standard deviation is 1.057. A left-skewed

distribution is shown by the negative skewness of -0.510. For "The visuals used in the marketing campaigns are appealing and capture attention," the mean is 3.63 and the standard deviation is 1.058. A distribution with -0.445 skewness is somewhat left-skewed. Participants generally assess marketing initiatives as successful and relevant across the defined criteria with moderate to high mean ratings. Negative skewness values indicate a leftward skewness and a more conservative response spread at the lower end.

Table 4.7: Relevance and Effectiveness of Marketing Campaigns

| | | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Total |
|--|-----------|-------------------|----------|---------|-------|----------------|-------|
| The marketing campaigns align well with the target audience's interests and preferences. | Frequency | 7 | 14 | 34 | 33 | 17 | 105 |
| | Percent | 6.7 | 13.3 | 32.4 | 31.4 | 16.2 | 100.0 |
| The messaging in the marketing campaigns is clear and easily understandable. | Frequency | 5 | 13 | 29 | 41 | 17 | 105 |
| | Percent | 4.8 | 12.4 | 27.6 | 39.0 | 16.2 | 100.0 |
| The visuals used in the marketing campaigns are appealing and capture attention. | Frequency | 4 | 9 | 34 | 33 | 25 | 105 |
| | Percent | 3.8 | 8.6 | 32.4 | 31.4 | 23.8 | 100.0 |

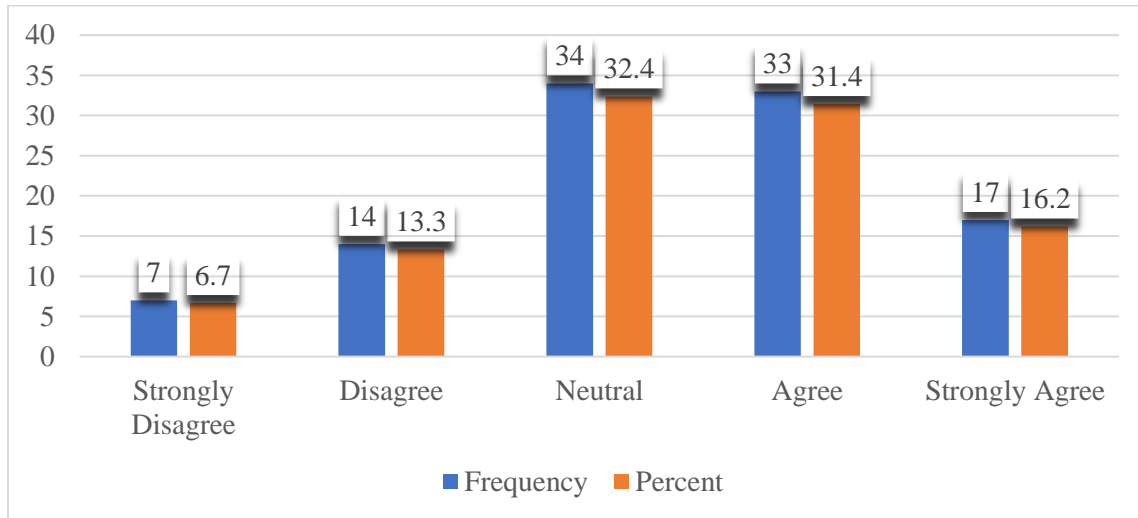


Figure 4.11: The marketing campaigns align well with the target audience's interests and preferences

In this figure 4.11 shows, how respondents felt about how well marketing initiatives catered to the needs and wants of their intended demographic. A sizeable percentage, totalling 33 respondents (31.4%), 'Agree' that these advertisements are in line with the audience's interests, and 17 respondents (16.2%) 'Strongly Agree' with this idea. Additionally, 34 respondents (32.4%) take a 'Neutral' position about the issue. On the other hand, 13% of respondents (14 people) 'Disagree,' and 6.7% (seven people) 'Strongly Disagree' that these ads successfully target their interests. These numbers show that most people are in agreement with what the audience wants, but there is a sizable minority that is either ambivalent or has strong opinions on the matter.

The above figure 4.12 shows how the respondents felt about the simplicity and straightforwardness of the marketing campaign's message. The majority of respondents, 41 (or 39.0%), "Agree" that the campaigns' messaging is clear and easily understandable, while 17 (or 16.2%) "Strongly Agree" with this description. Also, 29 people (or 27.6% of the total) are 'Neutral' on the subject. On the flip side, 13 people (12.4%) don't think the message is clear and understandable, and 5 people (4.8%) don't think it is very clear and understandable. While a sizeable portion stays neutral or disagrees with this viewpoint, these figures show that clear message is acknowledged inside marketing campaigns.

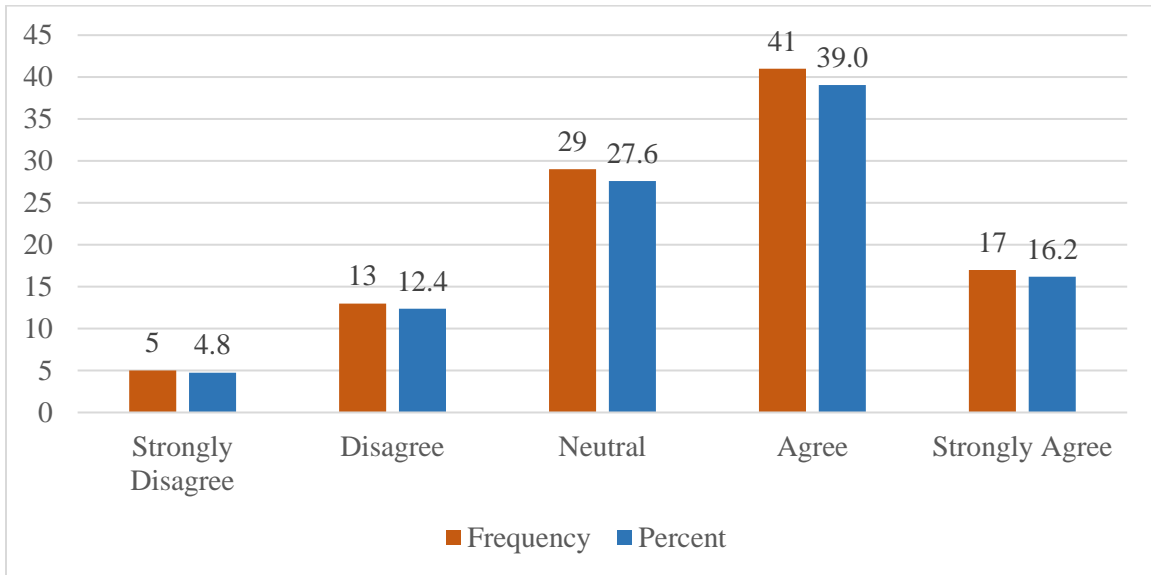


Figure 4.12: The messaging in the marketing campaigns is clear and easily understandable

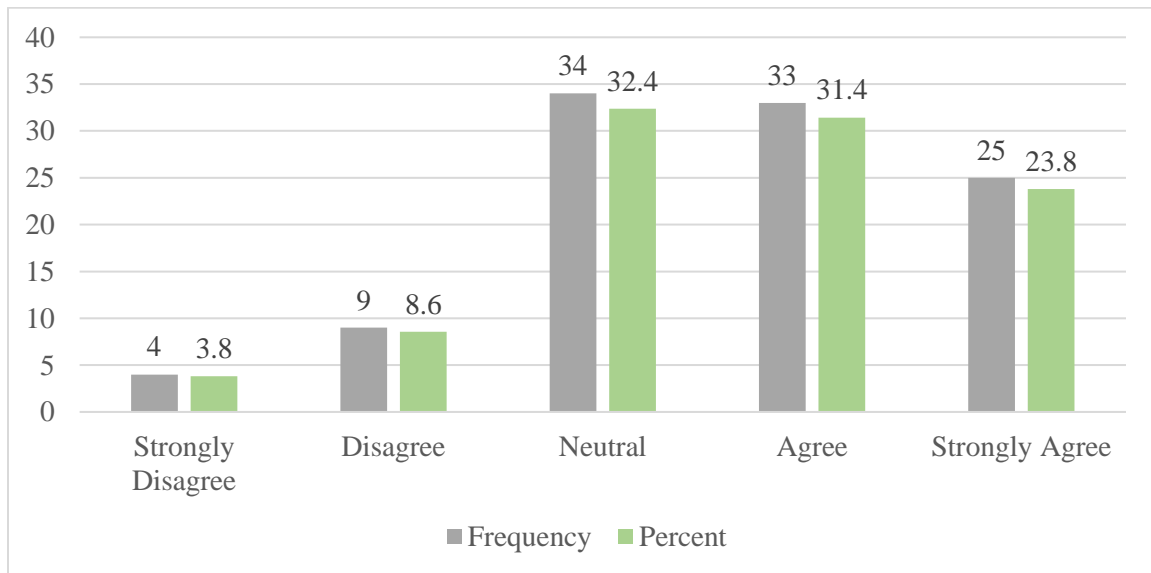


Figure 4.13: The visuals used in the marketing campaigns are appealing and capture attention

The above figure 4.13 shows how people felt about the eye-catching and appealing features of marketing campaign graphics. A sizeable percentage, or 33 people (31.4%), "Agree" that these graphics are attractive and have the ability to grab attention, while 25 people

(23.8%) "Strongly Agree" with this assertion. Also, 34 people (or 32.4% of the total) are 'Neutral' on the subject. Contrarily, a total of 9 respondents (8.6%) and 4 respondents (3.8%) strongly disagree that the campaign images are captivating. Although a large portion is either agnostic or has a different view on this matter, these numbers show that visual appeal and attention-capturing potential are widely acknowledged in marketing campaigns.

4.5.4 Crosstabulation

Table 4.8: Which state of South India do you currently reside in?

| | | Relevance and effectiveness of marketing campaign | | | | | Total |
|--|----------------|---|----------|---------|-------|----------------|-------|
| | | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | |
| Which state of South India do you currently reside in? | Karnataka | 1 | 4 | 13 | 22 | 16 | 56 |
| | Tamil Nadu | 0 | 4 | 4 | 6 | 2 | 16 |
| | Telangana | 0 | 0 | 5 | 3 | 1 | 9 |
| | Andhra Pradesh | 0 | 1 | 6 | 5 | 6 | 18 |
| | Kerala | 0 | 0 | 1 | 4 | 1 | 6 |
| Total | | 1 | 9 | 29 | 40 | 26 | 105 |

In the crosstabulation table 4.8 shows, participants from various South Indian states rank marketing campaign relevance and effectiveness. In Karnataka, 56 people participated, with 1 Strongly Disagree, 4 disagreeing, 13 neutral, 22 agreeing, and 16 strongly agreeing with campaign efficacy. None strongly disagreed, 4 disagreed, 4 were indifferent, 6 agreed, and 2 strongly agreed in Tamil Nadu. None Strongly disagreed, none disagreed, 5 were indifferent, 3 agreed, and 1 strongly agreed in Telangana. Andhra Pradesh had 18 participants: none Strongly disagreeing, 1 disagreeing, 6 neutral, 5 agreeing, and 6 strongly agreeing. Kerala had 6 participants: none Strongly disagreeing,

none disagreeing, 1 neutral, 4 agreeing, and 1 highly agreeing. 105 people from all states responded. The crosstabulation shows that Karnataka has a large number of participants who agree with marketing campaign effectiveness, while other states have mixed responses, suggesting regional differences in marketing campaign relevance and effectiveness.

4.5.5 Hypothesis Testing

- **H01:** There is no relationship between the incorporation of culturally relevant aspects in marketing campaigns and the perceived relevance and effectiveness of those campaigns.
- **H1:** There is a positive relationship between the incorporation of culturally relevant aspects in marketing campaigns and the perceived relevance and effectiveness of those campaigns.

Table 4.9: Correlations

| | | | Cultural and Heritage aspects on marketing campaigns | Relevance and effectiveness of marketing campaign |
|--|--|-------------------------|--|---|
| Kendall's Tau | Cultural and Heritage aspects on marketing campaigns | Correlation Coefficient | 1.000 | .516** |
| | | Sig. (2-tailed) | . | .000 |
| | | N | 105 | 105 |
| | Relevance and effectiveness of marketing campaign | Correlation Coefficient | .516** | 1.000 |
| | | Sig. (2-tailed) | .000 | . |
| | | N | 105 | 105 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | | |

The correlation analysis in Table 4.9 reveals a statistically significant positive relationship (Kendall's Tau = 0.516, $p < 0.05$) between the incorporation of culturally relevant aspects in marketing campaigns and the perceived relevance and effectiveness of those campaigns. This suggests that as cultural and heritage elements are integrated into marketing strategies, there is a heightened perception of campaign relevance and effectiveness. The strong correlation, supported by a substantial sample size ($N=105$), lends empirical support to the research hypothesis (H1) that posited a positive association between cultural incorporation and campaign success. These findings underscore the importance of cultural relevance in enhancing marketing campaign impact.

4.6 Research Question Two

RQ2: What is the impact of cultural and heritage aspects on the performance of marketing campaigns?

4.6.1 Performance of marketing campaigns:

Table 4.10: Descriptive Statistics

| | N | Mean | Std. Deviation | Skewness | |
|---|-----------|-----------|----------------|-----------|------------|
| | Statistic | Statistic | Statistic | Statistic | Std. Error |
| The marketing campaigns effectively convey the historical significance of the brand or product. | 105 | 3.07 | 1.068 | -0.28 | 0.236 |
| The cultural and heritage elements in the marketing campaigns are effectively integrated and enhance the overall message. | 105 | 3.37 | 0.983 | -0.252 | 0.236 |
| The use of cultural symbols and traditions in the marketing | 105 | 3.35 | 1.056 | -0.351 | 0.236 |

| | | | | | |
|--|--|--|--|--|--|
| materials resonates well with the target audience. | | | | | |
|--|--|--|--|--|--|

The table 4.10 shows participants' ratings of marketing efforts' ability to communicate historical relevance, integrate cultural and heritage components, and resonate with the target population via cultural symbols and customs. The mean score for "The marketing campaigns effectively convey the historical significance of the brand or product," is 3.07, with a standard deviation of 1.068. The somewhat left-skewed distribution of -0.280 suggests a balanced reaction range. Mean estimate accuracy is shown by the standard error of 0.236. For "The cultural and heritage elements in the marketing campaigns are effectively integrated and enhance the overall message," the mean score is 3.37 and the standard deviation is 0.983. Negative skewness of -0.252 shows a left-skewed distribution. The mean score for "The use of cultural symbols and traditions in the marketing materials resonates well with the target audience," is 3.35, with a standard deviation of 1.056. A distribution with -0.351 skewness is somewhat left-skewed. Moderate mean scores indicate that participants generally liked how marketing initiatives conveyed historical relevance and integrated cultural features. Negative skewness values indicate a leftward skewness and a more conservative response spread at the lower end.

Table 4.11: Performance of marketing campaigns

| | | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Total |
|---|-----------|-------------------|----------|---------|-------|----------------|-------|
| The marketing campaigns effectively convey the historical significance of the brand or product. | Frequency | 10 | 19 | 37 | 32 | 7 | 105 |
| | Percent | 9.5 | 18.1 | 35.2 | 30.5 | 6.7 | 100.0 |

| | | | | | | | |
|---|-----------|-----|------|------|------|------|-------|
| The cultural and heritage elements in the marketing campaigns are effectively integrated and enhance the overall message. | Frequency | 3 | 17 | 35 | 38 | 12 | 105 |
| | Percent | 2.9 | 16.2 | 33.3 | 36.2 | 11.4 | 100.0 |
| The use of cultural symbols and traditions in the marketing materials resonates well with the target audience. | Frequency | 5 | 18 | 30 | 39 | 13 | 105 |
| | Percent | 4.8 | 17.1 | 28.6 | 37.1 | 12.4 | 100.0 |

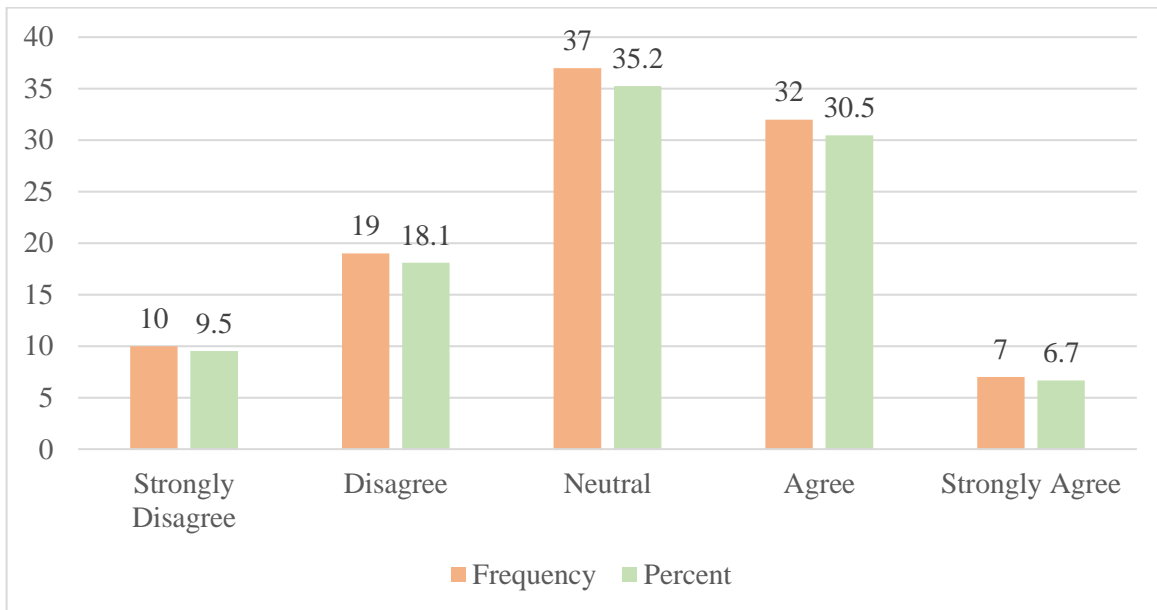


Figure 4.14: The marketing campaigns effectively convey the historical significance of the brand or product

Above figure 4.14 shows, how people feel about how well marketing efforts portray a product's or brand's historical importance. An important portion, including 32 people (30.5%), 'Agree' that these campaigns do a good job of conveying the historical importance. At the same time, 35.2% of respondents (37 people) are 'Neutral' on the subject. In contrast, 19 people (18.1%) said they "Disagree," and 10 people (9.5%) said they "Strongly Disagree" that these ads represent the historical importance well. Also, 7 people (or 6.7% of the total) said they "Strongly Agree" with the statement. Although some respondents strongly agree with this approach, these figures show that most are neutral or have no opinion either way on the advertising's ability to convey historical relevance.

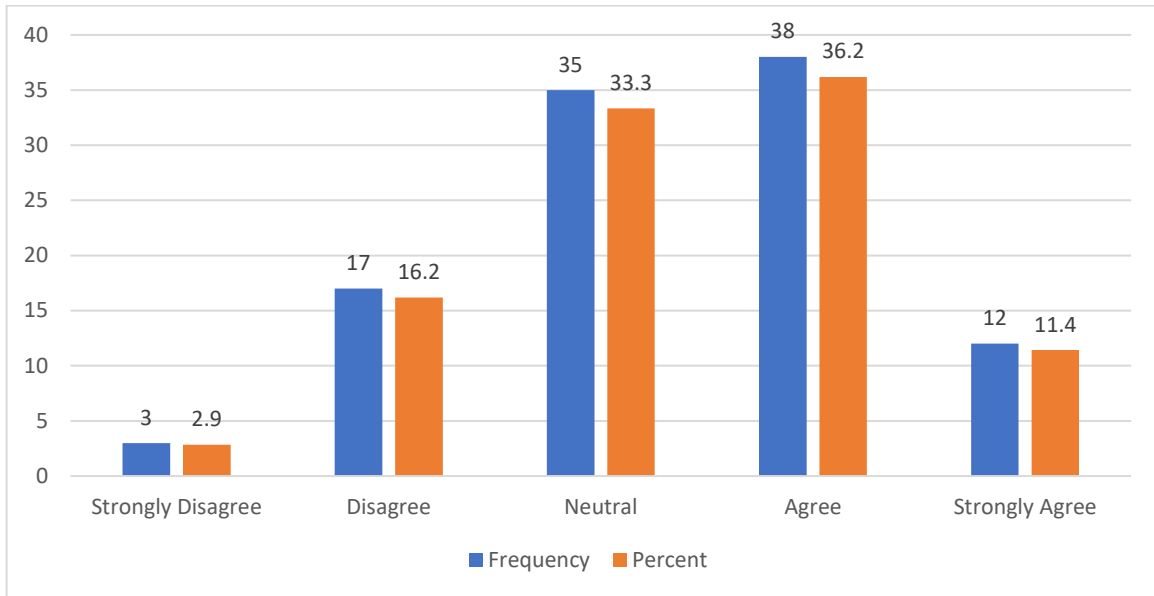


Figure 4.15: The cultural and heritage elements in the marketing campaigns are effectively integrated and enhance the overall message.

The above figure 4.15 shows how people feel about the use and effect of cultural and heritage aspects in advertising campaigns. The majority of respondents (38 out of 104; 36.2% to be exact) think that the campaigns' messages are strengthened by the seamless integration of these components. In addition, twelve people (or 11.4% of the total) expressed strong agreement with this viewpoint. On the other hand, 35 people (or 33.3% of the total) are 'Neutral' on the subject. On the other hand, 17 people (16.2%) said they "Disagree," and 3 people (2.9%) said they "Strongly Disagree" that the campaign message is improved by cultural and heritage features. Although a sizeable portion is either agnostic or disagrees with this assessment, these figures show that the integration's effect on message improvement is widely acknowledged.

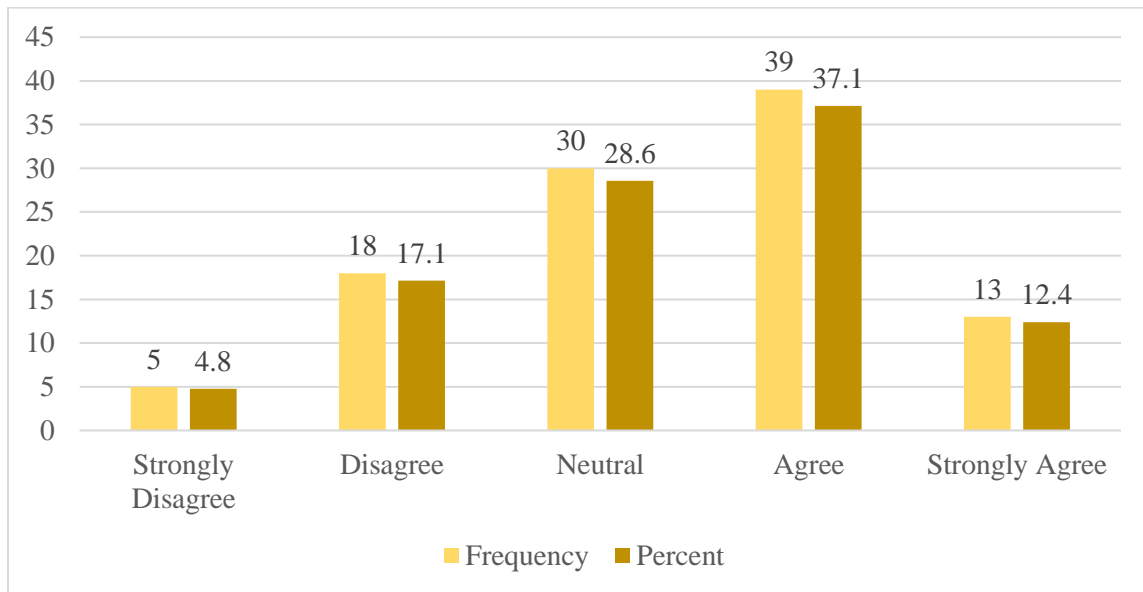


Figure 4.16: The use of cultural symbols and traditions in the marketing materials resonates well with the target audience

This figure 4.16 shows how respondents felt about how well cultural symbols and traditions were received by the intended consumers when employed in advertising. A considerable number of respondents, comprising 39 people (37.1%), 'Agree' that the cultural symbols and traditions ring true for the intended audience, and thirteen people (12.4%) 'Strongly Agree'. 'Neutral' is also the stance held by 30 responders, or 28.6% of the total. In contrast, 18 people (17.1%) said they "Disagree," while 5 people (4.8%) said they "Strongly Disagree" that the intended audience loves these cultural touches. These numbers show that the public is mostly in accord, but there is also a sizeable minority that is either ambivalent or disagrees with this viewpoint.

4.6.2 Crosstabulation

The respondents' perceptions according to the dispersion of their residence areas are included in this section. The replies from the participants were categorised based on their respective states.

Table 4.12: Which state of South India do you currently reside in? * Performance of marketing campaign Crosstabulation

| | | Performance of marketing campaign | | | | | Total |
|--|----------------|-----------------------------------|----------|---------|-------|----------------|-------|
| | | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | |
| Which state of South India do you currently reside in? | Karnataka | 2 | 6 | 22 | 17 | 9 | 56 |
| | Tamil Nadu | 0 | 1 | 7 | 8 | 0 | 16 |
| | Telangana | 0 | 0 | 6 | 2 | 1 | 9 |
| | Andhra Pradesh | 0 | 1 | 7 | 6 | 4 | 18 |
| | Kerala | 0 | 0 | 1 | 4 | 1 | 6 |
| Total | | 2 | 8 | 43 | 37 | 15 | 105 |

This table 4.12 shows Marketing campaign performance answers from South Indian participants are shown in the crosstabulation table. In Karnataka, 56 people participated, with 2 highly disapproving, 6 disagreeing, 22 neutral, 17 agreeing, and 9 strongly agreeing with campaign performance. None strongly disagreed, 1 disagreed, 7 were neutral, 8 agreed, and none strongly agreed in Tamil Nadu. None severely disagreed, none disagreed, 6 were indifferent, 2 agreed, and 1 strongly agreed in Telangana. Andhra Pradesh had 18 participants: none severely disagreeing, 1 disagreeing, 7 neutral, 6 agreeing, and 4 highly agreeing. Kerala had 6 participants: none severely disagreeing, none disagreeing, 1 neutral, 4 agreeing, and 1 highly agreeing. 105 people from all states responded. Karnataka has a varied variety of reactions to marketing campaign performance, whereas Tamil Nadu, Telangana, Andhra Pradesh, and Kerala have various patterns.

4.6.3 Hypothesis Testing

- **H2:** It has a major effect of cultural and heritage aspects on the performance of marketing campaigns.
- **H02:** The effect is insignificant of cultural and heritage aspects on the performance of marketing campaigns.

Table 4.13: Case Processing Summary

| | | N | Marginal Percentage |
|-----------------------------------|-------------------|-----|---------------------|
| Performance of marketing campaign | Strongly Disagree | 2 | 1.9% |
| | Disagree | 8 | 7.6% |
| | Neutral | 43 | 41.0% |
| | Agree | 37 | 35.2% |
| | Strongly Agree | 15 | 14.3% |
| Valid | | 105 | 100.0% |
| Missing | | 0 | |
| Total | | 105 | |

The table 4.13 summarizes feedback on a marketing campaign, with 105 valid responses. Notably, 41.0% of participants had a neutral stance, while 49.5% expressed agreement or strong agreement, reflecting a generally positive reception. On the contrary, 9.5% indicated disagreement or strong disagreement. The results suggest a predominantly favourable view of the marketing efforts, though a notable proportion remained neutral or held contrasting opinions.

Table 4.14: Model Fitting Information

| Model | -2 Log Likelihood | Chi-Square | df | Sig. |
|-----------------------|-------------------|------------|----|------|
| Intercept Only | 92.468 | | | |
| Final | 50.258 | 42.210 | 1 | .000 |
| Link function: Logit. | | | | |

Table 4.14 presents model fitting information for a logistic regression analysis. The "Intercept Only" model provides a baseline with a -2-log likelihood of 92.468. The final model, however, significantly improves the fit with a lower -2 log likelihood of 50.258, indicating a reduction in deviance. The chi-square statistic of 42.210 with 1 degree of

freedom and a significant p-value of .000 suggests that the final model. According to the statistics criteria, the significant value must be less than 0.05 and after examined the result sig. value was (.000) that define the rejection of null hypothesis.

Table 4.15: Goodness-of-Fit

| | Chi-Square | df | Sig. |
|-----------------------|------------|----|------|
| Pearson | 26.554 | 11 | .005 |
| Deviance | 22.682 | 11 | .020 |
| Link function: Logit. | | | |

Table 4.15 provides goodness-of-fit statistics for a logistic regression model. The Pearson chi-square statistic is 26.554 with 11 degrees of freedom, yielding a significant p-value of .005. Similarly, the Deviance chi-square is 22.682 with 11 degrees of freedom and a significant p-value of .020. These results suggest that there is a significant difference between the observed and expected values in the model.

Table 4.16: Pseudo R-Square

| | |
|-----------------------|------|
| Cox and Snell | .331 |
| Nagelkerke | .359 |
| McFadden | .157 |
| Link function: Logit. | |

Table 4.16 displays pseudo R-square values for a logistic regression model, indicating the goodness of fit. The Cox and Snell pseudo R-square is .331, Nagelkerke's is .359, and McFadden's is .157. These values suggest a moderate to good fit.

Table 4.17: Estimates of Parameters

| | | Estimate | Std. Error | Wald | df | Sig. | 95% Confidence Interval | |
|-----------------------|------------|----------|------------|--------|----|------|-------------------------|-------------|
| | | | | | | | Lower Limit | Upper Limit |
| Threshold | [PMC1 = 1] | 1.255 | 1.061 | 1.399 | 1 | .237 | -.825 | 3.335 |
| | [PMC1 = 2] | 3.188 | .896 | 12.660 | 1 | .000 | 1.432 | 4.944 |
| | [PMC1 = 3] | 6.027 | 1.017 | 35.112 | 1 | .000 | 4.033 | 8.020 |
| | [PMC1 = 4] | 8.414 | 1.177 | 51.079 | 1 | .000 | 6.106 | 10.721 |
| Location | CHAMC | 1.658 | .272 | 37.060 | 1 | .000 | 1.124 | 2.191 |
| Link function: Logit. | | | | | | | | |

The parameter estimates in Table 4.17 indicate that the cultural and heritage aspects significantly impact the performance of marketing campaigns. For each increase in the cultural and heritage level (PMC1), there is a corresponding substantial increase in the estimated log odds of campaign success. The estimates range from 1.255 to 8.414, with corresponding Wald statistics highly significant ($p < 0.001$). Additionally, the location (CHAMC) has a positive estimate of 1.658, signifying its significant influence on campaign performance. These results strongly support H2, emphasizing the considerable impact of cultural and heritage aspects on enhancing marketing campaign outcomes.

4.7 Research Question Three

RQ3: How can cultural and heritage aspects be used to increase the return on investment for marketing campaigns?

4.7.1 Return on Investment (ROI) in Marketing Campaigns:

Table 4.18: Descriptive Statistics

| | N Statistic | Mean Statistic | Std. Deviation Statistic | Skewness | |
|--|----------------|-------------------|--------------------------------|-----------|---------------|
| | | | | Statistic | Std. Error |
| The cultural and heritage marketing campaigns have led to a measurable increase in brand awareness. | 105 | 3.49 | .982 | -.550 | .236 |
| The marketing campaigns strategically incorporating cultural and heritage elements are more likely to provide a higher return on investment (ROI). | 105 | 3.52 | .921 | -.260 | .236 |
| The return on investment (ROI) for cultural and heritage marketing campaigns is easily quantifiable. | 105 | 3.45 | 1.019 | -.106 | .236 |

This table 4.18 shows Participants' cultural and heritage marketing campaign effect and measurability replies are summarized in the table. For "The cultural and heritage marketing campaigns have led to a measurable increase in brand awareness," the mean score is 3.49 and the standard deviation is 0.982. Left-skewed distributions with skewness of -0.550 imply a concentration of responses towards higher scores. Mean estimate accuracy is shown by the standard error of 0.236. For "The marketing campaigns strategically

incorporating cultural and heritage elements are more likely to provide a higher return on investment (ROI)," the mean score is 3.52, with a standard deviation of 0.921. A left-skewed distribution is shown by the negative skewness of -0.260. The mean score for "The return on investment (ROI) for cultural and heritage marketing campaigns is easily quantifiable," is 3.45, with a standard deviation of 1.019. The skewness of -0.106 suggests a fairly symmetric distribution. Participants gave moderate mean scores, indicating a good view of cultural and heritage marketing projects' brand recognition and ROI. Skewness values indicate variation in distributions, with most responses positive.

Table 4.19: Return on Investment (ROI) in Marketing Campaigns

| | | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Total |
|--|-----------|-------------------|----------|---------|-------|----------------|-------|
| The cultural and heritage marketing campaigns have led to a measurable increase in brand awareness. | Frequency | 5 | 8 | 37 | 41 | 14 | 105 |
| | Percent | 4.8 | 7.6 | 35.2 | 39.0 | 13.3 | 100.0 |
| The marketing campaigns strategically incorporating cultural and heritage elements are more likely to provide a higher return on | Frequency | 2 | 10 | 39 | 39 | 15 | 105 |
| | Percent | 1.9 | 9.5 | 37.1 | 37.1 | 14.3 | 100.0 |

| | | | | | | | |
|--|-----------|-----|------|------|------|------|-------|
| investment (ROI). | | | | | | | |
| The return on investment (ROI) for cultural and heritage marketing campaigns is easily quantifiable. | Frequency | 2 | 17 | 36 | 32 | 18 | 105 |
| | Percent | 1.9 | 16.2 | 34.3 | 30.5 | 17.1 | 100.0 |

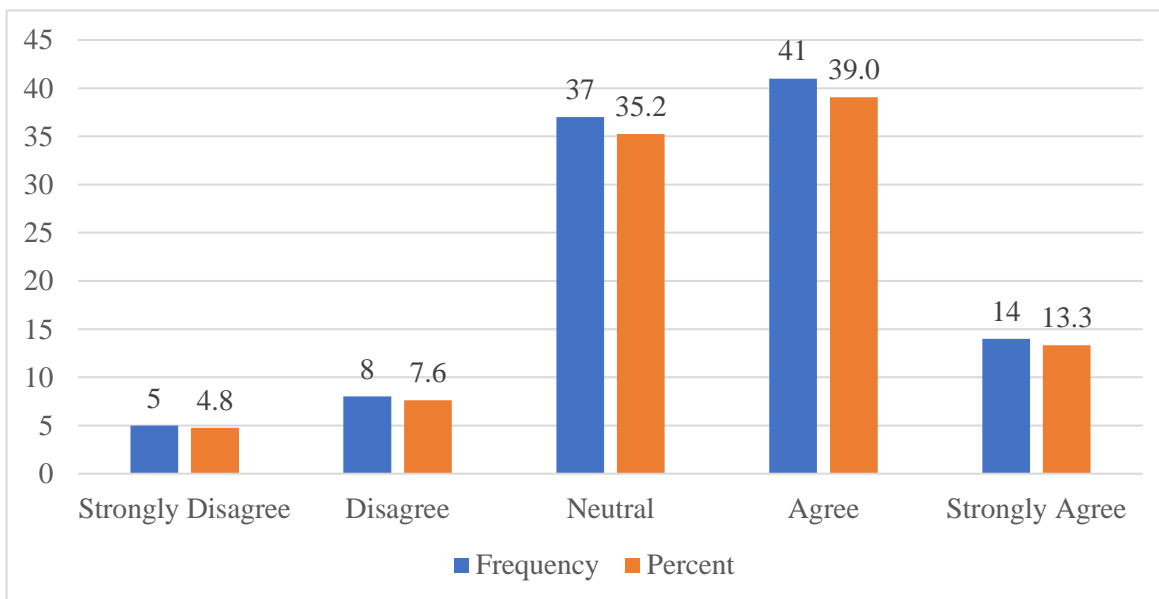


Figure 4.17: The cultural and heritage marketing campaigns have led to a measurable increase in brand awareness

Effective cultural and heritage marketing initiatives were in raising consumer awareness of the brand is seen in the above figure 4.17. Out of the total number of respondents, 39.0% or 41 people 'Agree' that these ads have significantly raised brand recognition. Also, 13

percent of people who took the survey "Strongly Agree" with the statement. The 'Neutral' position is held by 37 respondents (35.2%). In contrast, 8 people (7.6% of the total) said they "Disagree," while 5 people (4.8%) said they "Strongly Disagree" that these ads have helped increase brand recognition. These figures show that most people recognize the advertising' influence on brand recognition, yet there is a sizable minority that doesn't care or has other opinions.

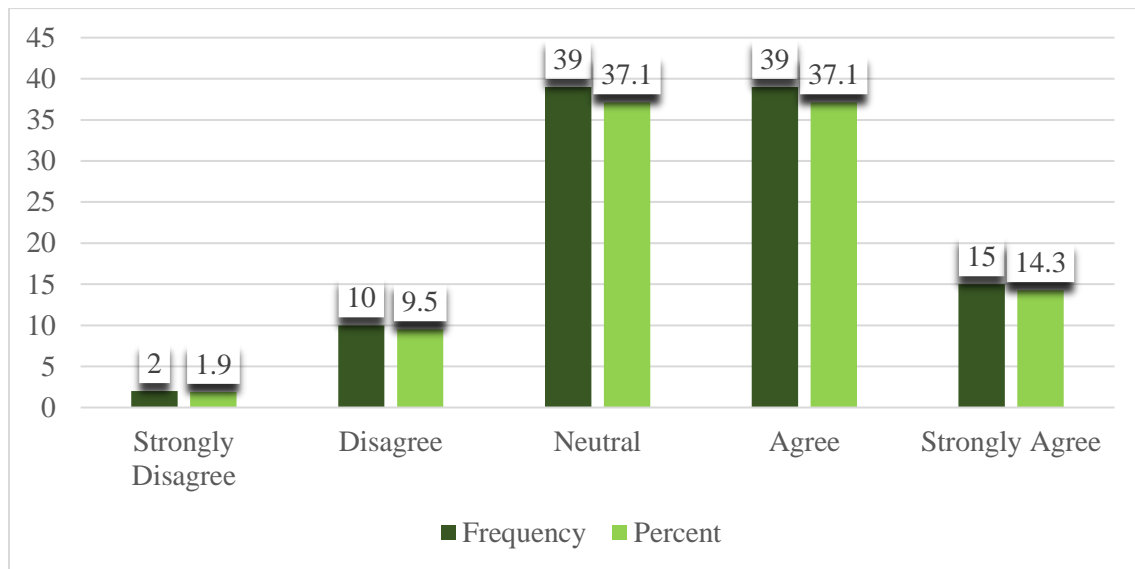


Figure 4.18: The marketing campaigns strategically incorporating cultural and heritage elements are more likely to provide a higher return on investment (ROI)

The figure 4.18 defined the total number of respondents, 37.1% "Agree" and 14.3% "Strongly Agree" that these types of initiatives are more likely to bring in more money. In addition, 37.1% of the respondents (39 people) are 'Neutral' on the subject. Ten people (9.5%) disagreed, with two people (1.9%) strongly disagreeing, that these efforts will likely deliver a higher return on investment (ROI). The statistics show that many people recognize the possibility of increasing return on investment (ROI) by strategically including cultural and heritage elements, however a large portion either doesn't care or disagrees with this view.

How people feel about the feasibility of measuring cultural and heritage marketing projects' return on investment (ROI) in this figure 4.59. Some thirty-two people (or 30.5% of the total) "Agree" that these initiatives' return on investment (ROI) can be easily measured, while eighteen people (17.1% of the total) "Strongly Agree" with this statement. Additionally, 36 respondents (34.3%) have a position of "Neutral" regarding the subject. On the other hand, 17 people (16.2%) said they "Disagree," while 2 people (1.9%) said they "Strongly Disagree" that efforts like these have a clear return on investment (ROI). Based on these percentages, it's clear that some respondents notice how ROI in cultural and heritage initiatives may be easily quantified, while others are unsure or disagree with this.

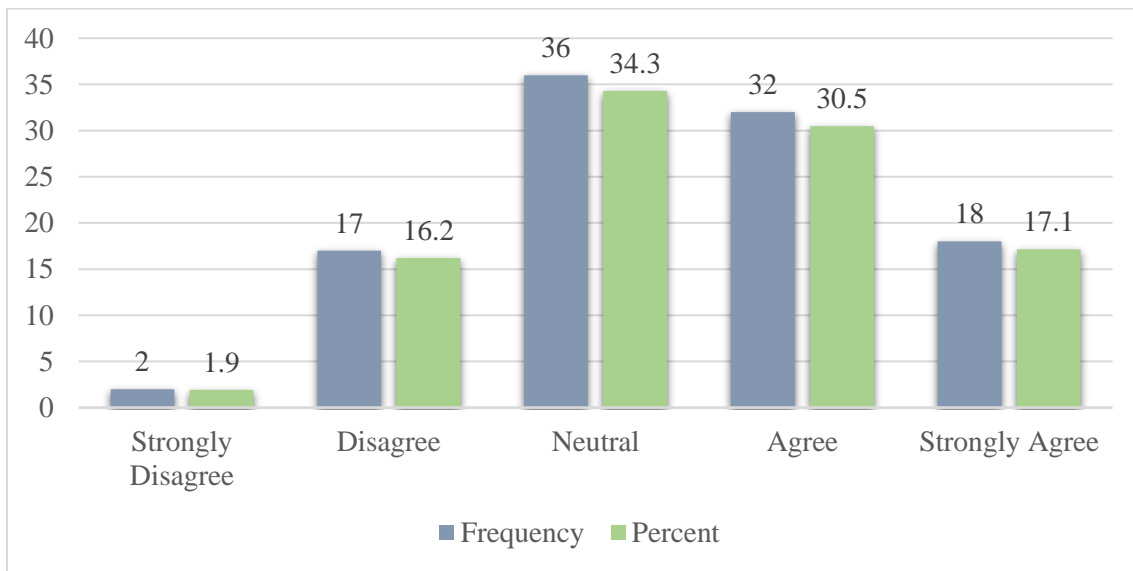


Figure 4.19: The return on investment (ROI) for cultural and heritage marketing campaigns is easily quantifiable

4.7.2 Crosstabulation

This section includes the perception of the participants using the data from the distribution of their residential areas. In this, the responses of the respondents were divided according to their state from where they belong.

*Table 4.20: Which state of South India do you currently reside in? * Return on Investment in marketing campaign Crosstabulation*

| | | Return on Investment in marketing campaign | | | | | Total |
|--|----------------|--|----------|---------|-------|----------------|-------|
| | | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | |
| Which state of South India do you currently reside in? | Karnataka | 1 | 0 | 18 | 23 | 14 | 56 |
| | Tamil Nadu | 0 | 1 | 8 | 6 | 1 | 16 |
| | Telangana | 0 | 0 | 4 | 4 | 1 | 9 |
| | Andhra Pradesh | 0 | 1 | 6 | 9 | 2 | 18 |
| | Kerala | 0 | 0 | 1 | 4 | 1 | 6 |
| Total | | 1 | 2 | 37 | 46 | 19 | 105 |

In this table 4.20, participants from various South Indian states rated marketing campaign ROI. In Karnataka, 56 people participated, with 1 Strongly Disagree, none objecting, 18 neutral, 23 agreeing, and 14 strongly agreeing with campaign ROI. Tamil Nadu had 16 participants: Strongly disagreeing, 1 disagreeing, 8 neutral, 6 agreeing, and 1 highly agreeing. None Strongly disagreed, none disagreed, 4 were neutral, 4 agreed, and 1 strongly agreed in Telangana. Andhra Pradesh had 18 participants: none Strongly disagreeing, 1 disagreeing, 6 neutral, 9 agreeing, and 2 highly agreeing. Kerala had 6 participants: none Strongly disagreeing, none disagreeing, 1 neutral, 4 agreeing, and 1 highly agreeing. 105 people from all states responded. Karnataka has distinct ROI views in marketing efforts, whereas Tamil Nadu, Telangana, Andhra Pradesh, and Kerala have different patterns.

4.7.3 Hypothesis Testing

- **H03:** The strategic inclusion of cultural and heritage elements in marketing campaigns do not correlates with a higher return on investment (ROI).

- **H3:** The strategic inclusion of cultural and heritage elements in marketing campaigns positively correlates with a higher return on investment (ROI).

Table 4.21: Correlations

| | | | Cultural and Heritage aspects on marketing campaigns | Return on Investment in marketing campaign |
|--|--|-------------------------|--|--|
| Kendall's tau_b | Cultural and Heritage aspects on marketing campaigns | Correlation Coefficient | 1.000 | .379** |
| | | Sig. (2-tailed) | . | .000 |
| | | N | 105 | 105 |
| | Return on Investment in marketing campaign | Correlation Coefficient | .379** | 1.000 |
| | | Sig. (2-tailed) | .000 | . |
| | | N | 105 | 105 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | | |

The correlation analysis in Table 4.21 indicates a statistically a strong positive correlation (Kendall's tau_b = 0.379, $p < 0.01$) between the strategic inclusion of cultural and heritage elements in marketing campaigns and higher return on investment (ROI). This supports H3, suggesting that campaigns incorporating cultural and heritage aspects are more likely to yield a favourable ROI. The substantial correlation coefficient, supported by a robust sample size (N=105), underscores the importance of cultural strategy in achieving financial success. These findings provide empirical evidence that aligns with the hypothesis, emphasizing the positive correlation between cultural inclusion and enhanced marketing campaign ROI.

4.8 Research Question Four

RQ4: How can cultural and heritage aspects be used to promote environmental and social well-being through marketing campaigns?

4.8.1 Promotion of Environmental and Social Well-being:

Table 4.22: Statistical Descriptions

| | N | Mean | Std. Deviation | Skewness | |
|---|-----|------|----------------|------------|------------|
| | | | | Statistics | Std. Error |
| The marketing campaigns effectively communicate the brand's commitment to environmental sustainability. | 105 | 3.07 | 1.162 | -.094 | .236 |
| The cultural and heritage marketing materials highlight the brand's efforts to support social causes and community well-being | 105 | 3.16 | 1.084 | -.376 | .236 |
| The marketing campaigns effectively communicate the positive outcomes of the brand's environmental and social initiatives. | 105 | 3.29 | 1.124 | -.339 | .236 |
| Valid N (listwise) | 105 | | | | |

This table 4.22 shows Participants' ratings on marketing efforts' capacity to convey a brand's environmental and social responsibility are shown in the table. Average results for "The marketing campaigns effectively communicate the brand's commitment to environmental sustainability," is 3.07, with a standard deviation of 1.162. The skewness of

-0.094 suggests a nearly symmetrical response distribution. Mean estimate accuracy is shown by the standard error of 0.236. For "The cultural and heritage marketing materials highlight the brand's efforts to support social causes and community well-being," the mean score is 3.16 and the standard deviation is 1.084. Negative skewness of -0.376 shows a modest leftward distribution skew. For "The marketing campaigns effectively communicate the positive outcomes of the brand's environmental and social initiatives," the mean is 3.29 and the standard deviation is 1.124. A distribution with -0.339 skewness is somewhat left-skewed. The moderate mean scores indicate that participants believe the marketing initiatives successfully communicate the brand's commitment to environmental sustainability and social reasons. Skewness values indicate variation in distributions, with most responses positive.

Table 4.23: Promotion of Environmental and Social Well-being

| | | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Total |
|---|-----------|-------------------|----------|---------|-------|----------------|-------|
| The marketing campaigns effectively communicate the brand's commitment to environmental sustainability. | Frequency | 10 | 26 | 27 | 31 | 11 | 105 |
| | Percent | 9.5 | 24.8 | 25.7 | 29.5 | 10.5 | 100.0 |
| The cultural and heritage marketing materials highlight the brand's efforts to support social | Frequency | 9 | 19 | 31 | 38 | 8 | 105 |
| | Percent | 8.6 | 18.1 | 29.5 | 36.2 | 7.6 | 100.0 |

| | | | | | | | |
|--|-----------|-----|------|------|------|------|-------|
| causes and community well-being | | | | | | | |
| The marketing campaigns effectively communicate the positive outcomes of the brand's environmental and social initiatives. | Frequency | 8 | 17 | 31 | 35 | 14 | 105 |
| | Percent | 7.6 | 16.2 | 29.5 | 33.3 | 13.3 | 100.0 |

The above figure 4.20 shows, marketing campaigns effectively communicate the brand's commitment to environmental sustainability. notably, 31 respondents (29.5%) 'Agree' that these advertisements successfully convey the brand's dedication to environmental sustainability, and 11 respondents (10.5%) 'Strongly Agree' with this idea. The 'Neutral' position is also held by 27 responders (25.7% of the total). The effectiveness of these ads in conveying the brand's commitment to environmental sustainability was, however, 'Disagreed' by 26 respondents (24.8%) and 'Strongly Disagreed' by 10 respondents (9.5%). With these numbers, it's clear that many people agree that these campaigns have been successful in getting the word out about environmental obligations, but there's also a sizeable minority that doesn't agree or is outright opposed.

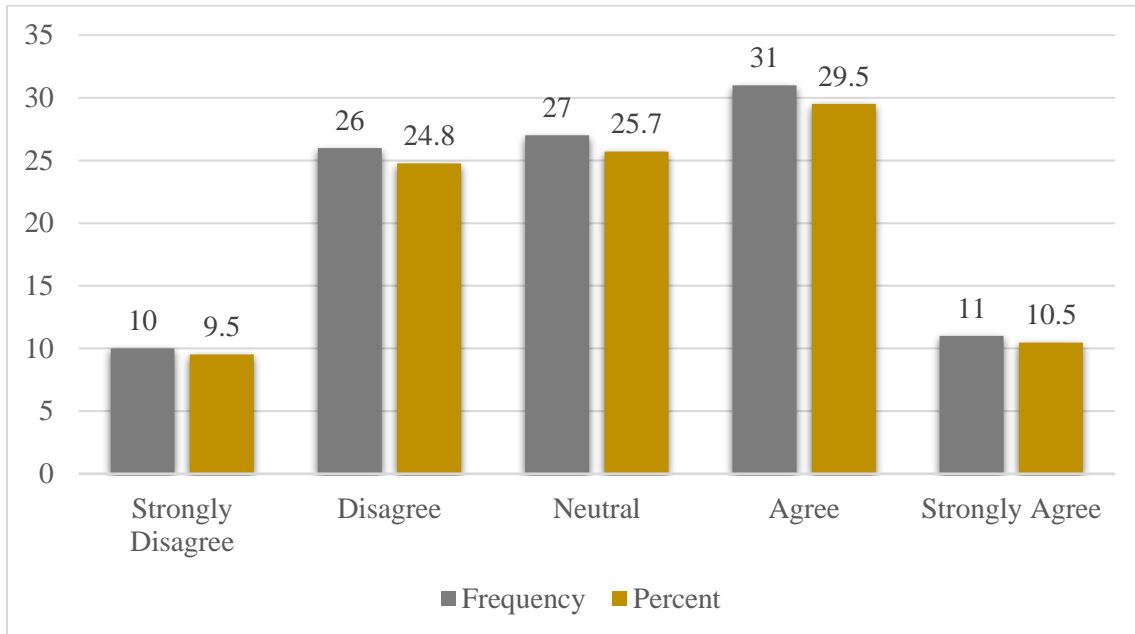


Figure 4.20: The marketing campaigns effectively communicate the brand's commitment to environmental sustainability

In this figure 4.21 shows how people think a brand's cultural and heritage marketing materials show that they care about social issues and the welfare of their communities. A considerable number of respondents, 38 (36.2%), 'Agree' that these materials do a good job of showcasing the brand's commitment to social problems, and 8 (7.5%) 'Strongly Agree'. Additionally, 31 respondents (29.5%) hold a 'Neutral' position about the issue. That being said, nine people (8.6% of the total) "Strongly Disagree" and nine people (18.1% of the total) "Disagree" that the brand's support for social causes is effectively highlighted in these marketing materials. While a sizeable portion stays neutral or disagrees with this viewpoint, these figures show that these materials are effectively bringing attention to social concerns.

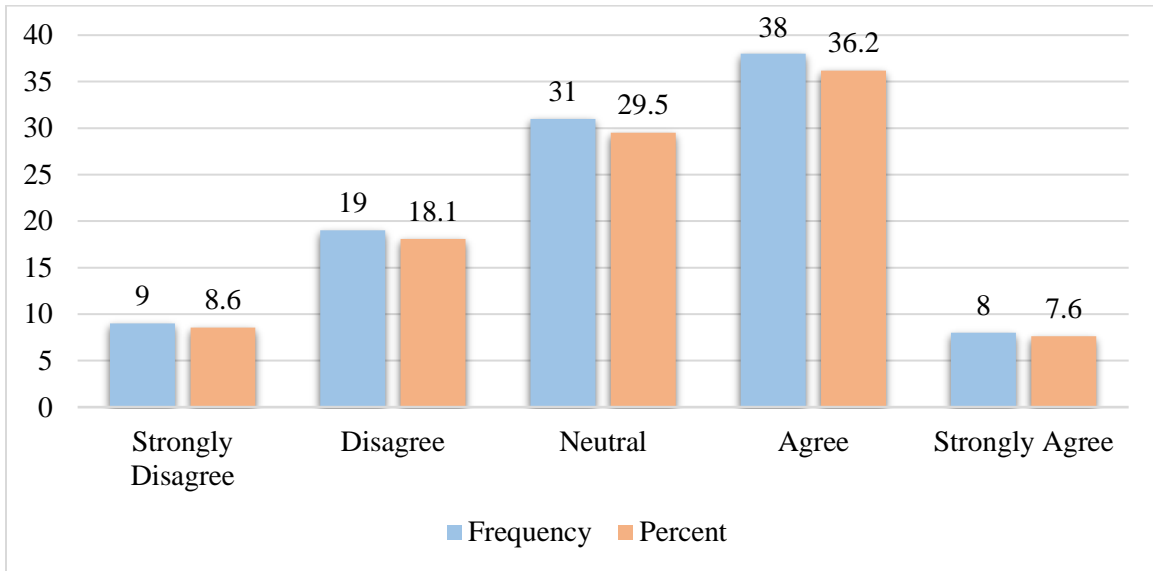


Figure 4.21: The cultural and heritage marketing materials highlight the brand's efforts to support social causes and community well-being

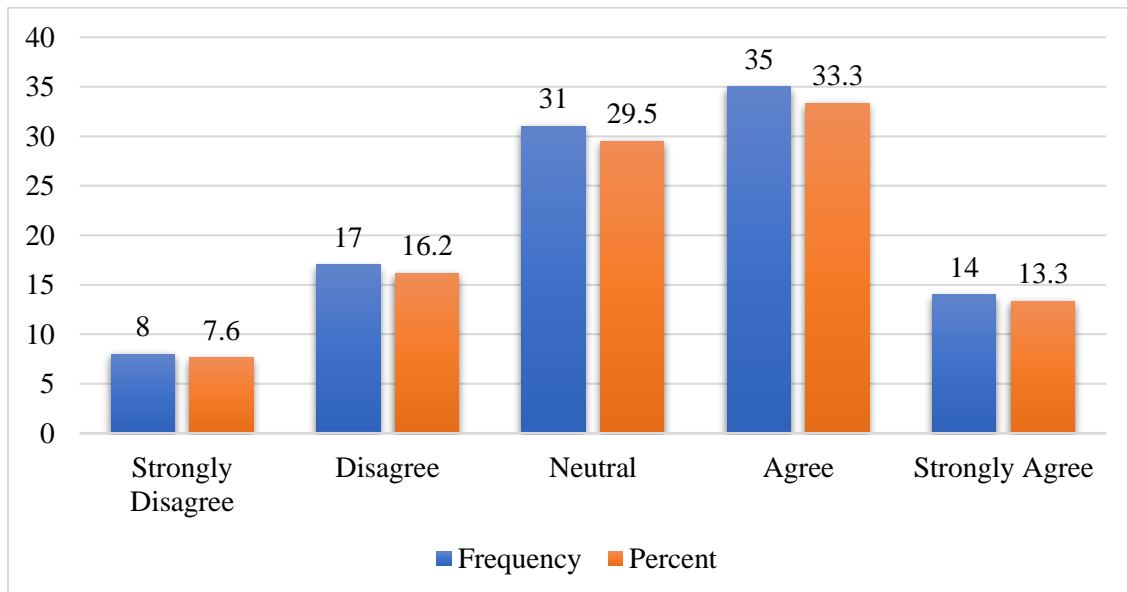


Figure 4.22: The marketing campaigns effectively communicate the positive outcomes of the brand's environmental and social initiatives.

The results of a brand's social and environmental initiatives can be seen in the above figure 4.22, which shows how respondents feel about the efficacy of these campaigns. A significant number of respondents, 35 (33.3%), 'Agree' that these campaigns successfully

convey the benefits, and another 13 (33.3%) 'Strongly Agree'. Additionally, 31 respondents (29.5%) hold a 'Neutral' position about the issue. That being said, 16.2% of respondents (or 17 people) 'Disagree,' and 7.6% (or 8 people) 'Strongly Disagree' that these ads successfully sell the benefits of the brand's work. These figures show that many people recognize that these campaigns have been successful in conveying positive outcomes, yet a large portion of the population is either indifferent or disagrees.

4.8.2 Crosstabulation

The respondents' perceptions according to the dispersion of their residence areas are included in this section. The replies from the participants were categorised based on their respective states.

*Table 4.24: Which state of South India do you currently reside in? * Promotion of environmental and social well-being Crosstabulation*

| | | Promotion of environmental and social well-being | | | | | Total |
|--|----------------|--|----------|---------|-------|----------------|-------|
| | | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | |
| Which state of South India do you currently reside in? | Karnataka | 5 | 9 | 13 | 19 | 10 | 56 |
| | Tamil Nadu | 0 | 2 | 6 | 7 | 1 | 16 |
| | Telangana | 0 | 1 | 5 | 2 | 1 | 9 |
| | Andhra Pradesh | 0 | 1 | 10 | 5 | 2 | 18 |
| | Kerala | 0 | 1 | 0 | 3 | 2 | 6 |
| Total | | 5 | 14 | 34 | 36 | 16 | 105 |

The table 4.24 shows participants' thoughts on marketing efforts that promote environmental and social well-being by South Indian state. Karnataka had 56 responses: 5 strongly disagreed, 9 disagreed, 13 neutral, 19 agreed, and 10 highly agreed. Tamil Nadu had 16 responses: 2 disagreed, 6 indifferent, 7 agreed, and 1 strongly agreed. Telangana had 9 responses: 1 disagreed, 5 indifferent, 2 agreed, and 1 strongly agreed. Andhra Pradesh

had 18 responses: 1 disagreed, 10 indifferent, 5 agreed, and 2 strongly agreed. Kerala had 6 responses: 1 disagreed, 3 agreed, and 2 strongly agreed. A cross-tabulation of state answers shows geographical differences in thoughts on marketing initiatives that promote environmental and social well-being.

4.8.3 Hypothesis Testing

- **H4:** Incorporating cultural and heritage aspects in marketing campaigns positively influences the environmental and social well-being initiatives.
- **H4:** Incorporating cultural and heritage aspects in marketing campaigns do not influence the environmental and social well-being initiatives.

Table 4.25: Case Processing Summary

| | | N | Marginal Percentage |
|--|-------------------|-----|---------------------|
| Promotion of environmental and social well-being | Strongly Disagree | 5 | 4.8% |
| | Disagree | 14 | 13.3% |
| | Neutral | 34 | 32.4% |
| | Agree | 36 | 34.3% |
| | Strongly Agree | 16 | 15.2% |
| Valid | | 105 | 100.0% |
| Missing | | 0 | |
| Total | | 105 | |

The table 4.25 summarizes responses to a survey on the promotion of environmental and social well-being, comprising 105 valid responses. Notably, 49.5% of participants expressed agreement or strong agreement, reflecting a positive reception to the efforts. Conversely, 17.1% indicated disagreement or strong disagreement. The majority of respondents, at 32.4%, maintained a neutral stance. These findings suggest a generally favourable perception of initiatives promoting environmental and social well-being, with a noteworthy proportion remaining neutral or holding dissenting opinions.

Table 4.26: Model Fitting Information

| Model | -2 Log Likelihood | Chi-Square | df | Sig. |
|-----------------------|-------------------|------------|----|------|
| Intercept Only | 77.964 | | | |
| Final | 50.542 | 27.422 | 1 | .000 |
| Link function: Logit. | | | | |

The results of the logistic regression analysis's model fitting are summarized in the above table 4.26. The final model that incorporates predictor variables greatly improves the fit with a lower -2 log likelihood of 50.542, compared to the "Intercept Only" model's -2 log likelihood of 77.964. The resulting model outperforms the intercept-only model in terms of data fit, as shown by the chi-square statistic of 27.422 with 1 degree of freedom and a p-value of .000. According to this model fitting information table, there is the significant value .000 and the rule of this table is, the significant value must be less than 0.05 that define rejection of the alternative hypothesis.

Table 4.27: Goodness-of-Fit

| | Chi-Square | df | Sig. |
|-----------------------|------------|----|------|
| Pearson | 14.815 | 11 | .191 |
| Deviance | 10.999 | 11 | .443 |
| Link function: Logit. | | | |

A logistic regression model's goodness-of-fit statistics are shown in the above table 4.27. A non-significant p-value of .191 was produced using the Pearson chi-square statistic, which has 11 degrees of freedom and a value of 14.815. Further analysis reveals a non-significant p-value of .443 from the Deviance chi-square test, which stands at 10.999 with 11 degrees of freedom. These results show that there is a good match between the model's predicted and observed values, suggesting that there is no substantial difference.

Table 4.28: Pseudo R-Square

| | |
|-----------------------|------|
| Cox and Snell | .230 |
| Nagelkerke | .244 |
| McFadden | .091 |
| Link function: Logit. | |

Pseudo R-squared values for logistic regression models are shown in the above table 4.28. With a Cox and Snell pseudo R-square of .230, the model successfully accounts for around 23.0% of the range of values for the dependent variable. A corrected measure of explanatory power, Nagelkerke's pseudo R-square is .244, which is somewhat higher. A proportional decrease in probability is shown by the McFadden pseudo R-square value of .091. The numbers indicate a decent match, with the most optimistic being Nagelkerke's.

Table 4.29: Parameter Estimates

| | | Estimate | Std. Error | Wald | df | Sig. | 95% Confidence Interval | |
|-----------------------|------------|----------|------------|--------|----|------|-------------------------|-------------|
| | | | | | | | Lower Bound | Upper Bound |
| Threshold | [PESW = 1] | 1.070 | .885 | 1.464 | 1 | .226 | -.663 | 2.804 |
| | [PESW = 2] | 2.665 | .839 | 10.103 | 1 | .001 | 1.022 | 4.309 |
| | [PESW = 3] | 4.490 | .905 | 24.617 | 1 | .000 | 2.716 | 6.264 |
| | [PESW = 4] | 6.573 | 1.022 | 41.396 | 1 | .000 | 4.571 | 8.575 |
| Location | CHAMC | 1.241 | .243 | 26.141 | 1 | .000 | .765 | 1.717 |
| Link function: Logit. | | | | | | | | |

The parameter estimates in Table 4.29 reveal that incorporating cultural and heritage aspects in marketing campaigns significantly influences environmental and social well-

being initiatives. As the level of cultural integration increases, there is a corresponding positive effect on the estimated log odds of positively impacting environmental and social well-being. Estimates range from 1.070 to 6.573, with all Wald statistics highly significant ($p < 0.001$). Additionally, the location (CHAMC) has a positive estimate of 1.241, indicating its significant influence on the initiatives. These results strongly support H4, emphasizing the positive impact of cultural and heritage elements in fostering environmental and social well-being initiatives.

4.9 Research Question Five

RQ5: What is the impact of cultural elements on consumer engagement and brand perception in marketing campaigns?

4.9.1 Consumer Engagement and Brand Perception:

Table 4.30: Descriptive Statistics

| | N | Mean | Std. Deviation | Skewness | |
|---|-----|------|----------------|----------|------------|
| | | | | | Std. Error |
| The cultural and heritage marketing campaigns have increased my interest in the brand. | 105 | 3.28 | 1.087 | -.344 | .236 |
| I actively engage with the brand's cultural and heritage content on Social Media platforms. | 105 | 3.24 | 1.156 | -.062 | .236 |
| The brand's cultural and heritage campaigns contribute to a positive image and perception in my mind. | 105 | 3.31 | 1.129 | -.199 | .236 |

The above table 4.30 presents statistical data related to respondents' perceptions of cultural and heritage marketing campaigns conducted by a brand. Indicated by the mean values are the average ratings for each statement on a scale of 1 to 5, where higher scores suggest a more positive response. The first statement, "The cultural and heritage marketing campaigns have increased my interest in the brand," received a mean score of 3.28, with a standard deviation of 1.087, suggesting a moderate level of interest with some variability in responses. The skewness value of -0.344 indicates a slightly negatively skewed distribution. The second statement, "I actively engage with the brand's cultural and heritage content on Social Media platforms," received a mean score of 3.24, with a higher standard deviation of 1.156, suggesting a slightly more varied level of engagement. The skewness value of -0.062 suggests a relatively symmetrical distribution. Lastly, the third statement, "The brand's cultural and heritage campaigns contribute to a positive image and perception in my mind," received a mean score of 3.31, with a standard deviation of 1.129. The skewness value of -0.199 indicates a slightly negatively skewed distribution. Overall, the findings suggest that respondents generally have a moderate level of interest and positive perceptions regarding the brand's cultural and heritage marketing efforts, with some variability in responses and slightly negatively skewed distributions for two out of the three statements.

Table 4.31: Consumer Engagement and Brand Perception

| | | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Total |
|--|-----------|-------------------|----------|---------|-------|----------------|-------|
| The cultural and heritage marketing campaigns have increased my interest in the brand. | Frequency | 8 | 14 | 37 | 33 | 13 | 105 |
| | Percent | 7.6 | 13.3 | 35.2 | 31.4 | 12.4 | 100.0 |

| | | | | | | | |
|---|-----------|-----|------|------|------|------|-------|
| I actively engage with the brand's cultural and heritage content on social media platforms. | Frequency | 7 | 21 | 35 | 24 | 18 | 105 |
| | Percent | 6.7 | 20.0 | 33.3 | 22.9 | 17.1 | 100.0 |
| The brand's cultural and heritage campaigns contribute to a positive image and perception in my mind. | Frequency | 7 | 16 | 37 | 27 | 18 | 105 |
| | Percent | 6.7 | 15.2 | 35.2 | 25.7 | 17.1 | 100.0 |

The figure 4.23 shows how respondents felt about how culture and heritage marketing affected their interest in a certain business. Notably, 33 respondents (31.4%) 'Agree' that these efforts have piqued their interest in the brand, while 13 respondents (12.4%) 'Strongly Agree' with this idea. Also, 35.2% of the people who took the survey are 'Neutral' on the subject. On the flip side, 13.3% of respondents think these efforts have increased their interest in the brand, while 7.6% of respondents think the opposite. While a sizeable portion stays neutral or disagrees with this viewpoint, these figures show that these advertisements' influence in generating interest is substantially acknowledged.

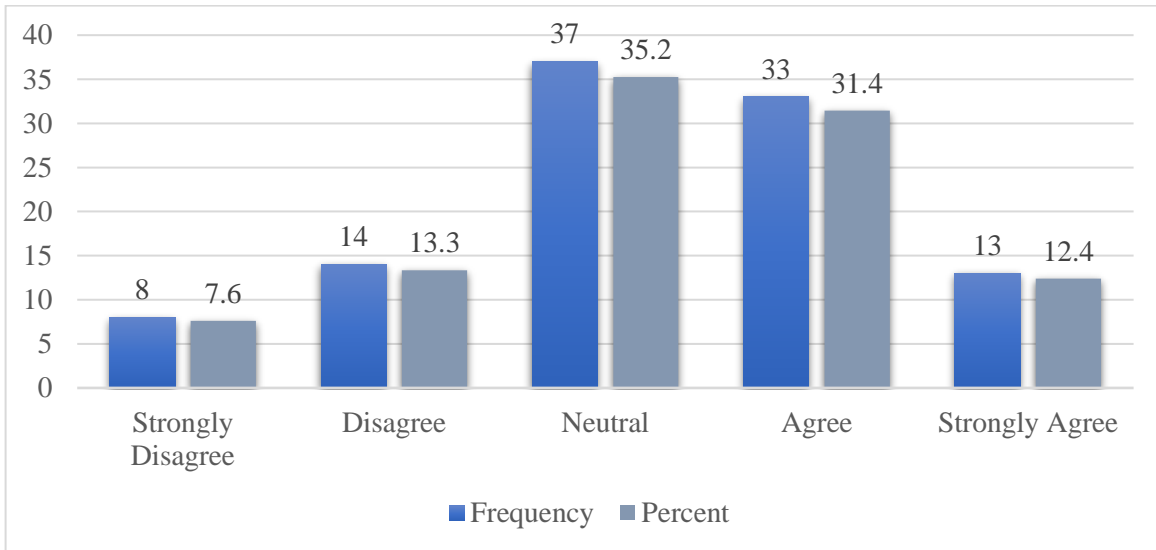


Figure 4.23: The cultural and heritage marketing campaigns have increased my interest in the brand

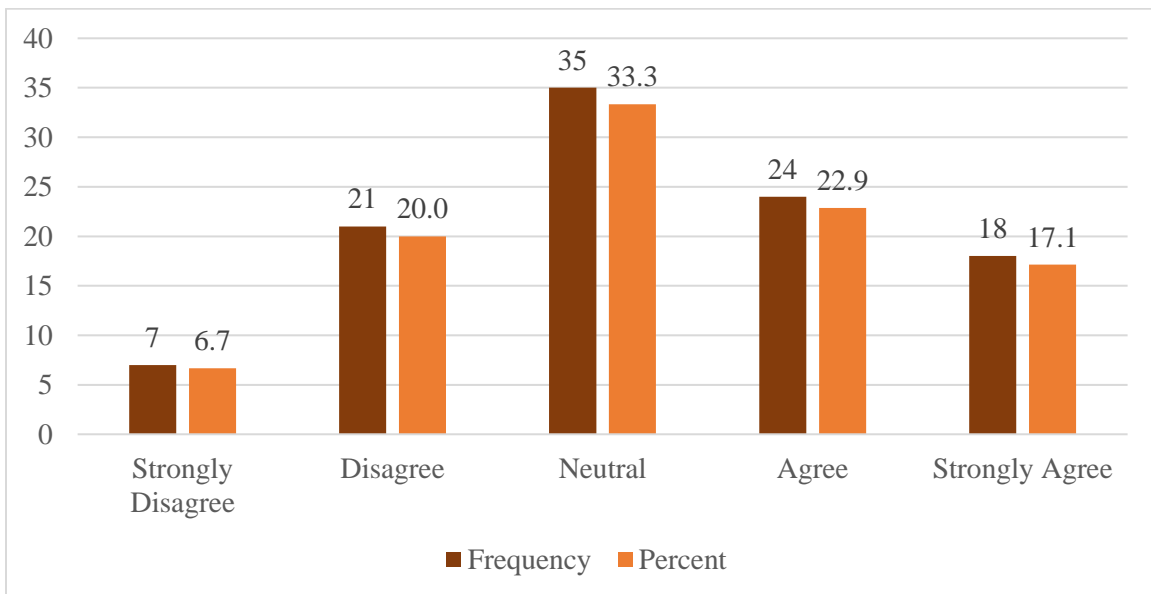


Figure 4.24: I actively engage with the brand's cultural and heritage content on social media platforms.

The above figure 4.24 shows how involved respondents were with a brand's historical and culture content. A significant number of respondents, 24 (22.9%), 'Agree' that they actively engage with this content, while 18 (17.1%) 'Strongly Agree'. The 'Neutral' position, which

indicates neither active participation nor apathy, is held by 35 respondents (33.3%) as well. There were 21 people who said they "Disagree" (20.0%) and 7 people who said they "Strongly Disagree") that they interact with the cultural and heritage content of the brand on these two channels. A considerable number of these percentages reflect involvement of some kind, while others show varying degrees of disengagement or neutrality towards this information.

The brand's cultural and heritage ads affect the way respondents saw themselves? That's what this figure 4.25 is trying to convey. Nearly a quarter of respondents (27 people) 'Agree' that these efforts help build a positive impression of the brand, and nearly a fifth (17 people) 'Strongly Agree'. There is a lack of strong view on the topic, since 37 respondents (35.2%) maintain a 'Neutral' posture. In contrast, 16 people (15.2%) said they "Disagree," and 7 people (6.7% of the total) said they "Strongly Disagree" that these ads improve the way they see the company. The percentages show that people have different opinions; some see a good effect, while others are unsure or disagree to varying degrees.

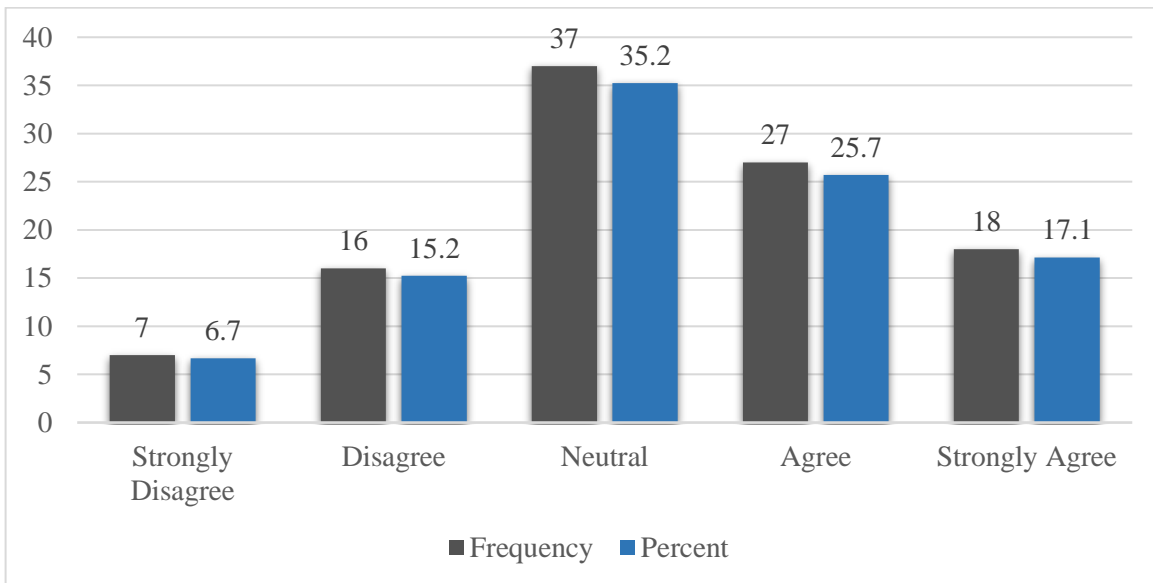


Figure 4.25: The brand's cultural and heritage campaigns contribute to a positive image and perception in my mind.

4.9.2 Crosstabulation

This section includes the perception of the respondents based on the distribution of their residential areas. In this, the responses of the respondents were divided according to their state from where they belong.

*Table 4.32: Which state of South India do you currently reside in? * Customer Engagement and Brand perception Crosstabulation*

| | | Customer Engagement and Brand perception | | | | | Total |
|--|----------------|--|----------|---------|-------|----------------|-------|
| | | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | |
| Which state of South India do you currently reside in? | Karnataka | 2 | 9 | 18 | 14 | 13 | 56 |
| | Tamil Nadu | 1 | 2 | 6 | 6 | 1 | 16 |
| | Telangana | 0 | 0 | 6 | 2 | 1 | 9 |
| | Andhra Pradesh | 0 | 0 | 9 | 4 | 5 | 18 |
| | Kerala | 0 | 0 | 1 | 4 | 1 | 6 |
| Total | | 3 | 11 | 40 | 30 | 21 | 105 |

The above table 4.32 provides a crosstabulation of customer engagement and brand perception based on the respondents' current residence in South India. The rows represent different states, including Karnataka, Tamil Nadu, Telangana, Andhra Pradesh, and Kerala, while the columns represent levels of customer engagement and brand perception ranging from "Strongly Disagree" to "Strongly Agree." The counts within each cell indicate the number of respondents falling into the respective categories. For example, in Karnataka, 2 respondents strongly disagree, 9 disagree, 18 are neutral, 14 agree, and 13 strongly agree. The total count for Karnataka is 56. Similar counts are provided for each state. The table allows for an examination of regional variations in customer engagement and brand perception, highlighting potential differences in responses across the states of South India. Overall, it appears that Karnataka has the highest total count, indicating a substantial number of respondents, while Telangana has the lowest. Further analysis could explore the

factors contributing to these variations and their implications for customer engagement strategies in each state.

4.9.3 Hypothesis Testing

- **H05:** There is no significant impact of cultural and heritage aspects on consumer engagement and brand perception in marketing campaigns.
- **H5:** There is a significant impact of cultural and heritage aspects on consumer engagement and brand perception in marketing campaigns.

Table 4.33: Case Processing Summary

| | | N | Marginal Percentage |
|--|-------------------|-----|---------------------|
| Customer Engagement and Brand perception | Strongly Disagree | 3 | 2.9% |
| | Disagree | 11 | 10.5% |
| | Neutral | 40 | 38.1% |
| | Agree | 30 | 28.6% |
| | Strongly Agree | 21 | 20.0% |
| Total | | 105 | 100.0% |

The following table 4.33 provides 105 valid answers to a survey measuring consumer involvement and opinion of the brand. A five-point scale from "Strongly Disagree" to "Strongly Agree" was employed by the participants to convey their views. It is worth mentioning that 38.1% of the participants remained neutral, while 48.6% were leaning towards agreement, with 28.6% picking "Agree" and 20.0% selecting "Strongly Agree." On the other hand, 13.4% disagreed, with 10.5% selecting "Disagree" and 2.9% selecting "Strongly Disagree." Respondents, on the whole, had a good impression of customer involvement and brand perception, according to the data. However, a sizeable minority either doesn't have an opinion or has strong reservations about the matter, indicating that what we see in this sample does not reflect the whole population.

Table 4.34: Model Fitting Information

| Model | -2 Log Likelihood | Chi-Square | df | Sig. |
|-----------------------|-------------------|------------|----|------|
| Intercept Only | 74.821 | | | |
| Final | 48.824 | 25.998 | 1 | .000 |
| Link function: Logit. | | | | |

Details about the logistic regression model's fit are shown in the above table 4.34. A -2 log likelihood of 74.821 is associated with the "Intercept Only" model, but a -2 log likelihood of 48.824 is associated with the final model that incorporates predictor variables and much improves the fit. With a p-value of .000 and a chi-square statistic of 25.998 with 1 degree of freedom, the final model outperforms the intercept-only model in terms of data fit.

Table 4.35: Goodness-of-Fit

| | Chi-Square | df | Sig. |
|-----------------------|------------|----|------|
| Pearson | 11.832 | 11 | .376 |
| Deviance | 13.755 | 11 | .247 |
| Link function: Logit. | | | |

In table 4.35, you can see the logistic regression model's goodness-of-fit statistics. The Pearson chi-square statistic, which has 11 degrees of freedom and a value of 11.832, is not statistically significant with a p-value of .376. Deviance has a non-significant chi-square value of 13.755 with 11 degrees of freedom and a p-value of .247. These findings suggest that the observed and projected values in the model are not considerably different as the p-values are not statistically significant.

Table 4.36: Pseudo R-Square

| | |
|-----------------------|------|
| Cox and Snell | .219 |
| Nagelkerke | .234 |
| McFadden | .089 |
| Link function: Logit. | |

The above table 4.36 displays pseudo-R-squared values, which provide light on the logistic regression model's goodness-of-fit. A Cox and Snell pseudo R-squared value of .219 indicates that the model adequately accounts for about 21.9% of the variation in the dependent variable. With an adjusted value of .234 for the Nagelkerke pseudo R-square, the model's explanatory power is marginally greater. With a McFadden pseudo R-square of .089, the fitted model reduces the probability from the null model proportionally.

Table 4.37: Parameter Estimates

| | | Estimate | Std. Error | Wald | df | Sig. | 95% Confidence Interval | |
|-----------------------|------------|----------|------------|--------|----|------|-------------------------|-------------|
| | | | | | | | Lower Bound | Upper Bound |
| Threshold | [CEBP = 1] | .382 | .959 | .159 | 1 | .690 | -1.497 | 2.261 |
| | [CEBP = 2] | 2.228 | .837 | 7.089 | 1 | .008 | .588 | 3.868 |
| | [CEBP = 3] | 4.521 | .916 | 24.375 | 1 | .000 | 2.726 | 6.316 |
| | [CEBP = 4] | 6.069 | .996 | 37.099 | 1 | .000 | 4.116 | 8.022 |
| Location | CHAMC | 1.210 | .243 | 24.874 | 1 | .000 | .735 | 1.686 |
| Link function: Logit. | | | | | | | | |

The parameter estimates in Table 4.37 demonstrate a significant impact of cultural and heritage aspects on consumer engagement and brand perception in marketing campaigns. As the level of cultural and heritage aspects increases, there is a corresponding positive effect on the estimated log odds of enhancing consumer engagement and brand perception. Estimates range from 0.382 to 6.069, with all Wald statistics highly significant ($p < 0.01$). Furthermore, the location (CHAMC) has a positive estimate of 1.210, indicating its significant influence on consumer engagement and brand perception. These results strongly support H5, underscoring the substantial impact of cultural and heritage elements in positively shaping consumer engagement and brand perception within marketing campaigns.

4.10 Summary of Findings

The study has given a valuable insight regarding the cultural and heritage marketing campaigns. Important details about the study's subjects may be gleaned from their demographic profile. Based on the data, the age bracket of 18–24 years old had the greatest response rate at 29.5%, followed by the 45–54 age bracket at 24.8%. With 67.6% of the total, men respondents outnumbered female respondents by a margin of 32.4%. With 53.3% of the vote, Karnataka was the most populous state, while Andhra Pradesh came in second with 17.1%. The participants' educational backgrounds were varied; 50.5% had a Bachelor's degree and 44.8% had a Master's degree. Notably, 44.8% of those who took the survey favoured social media as their primary source of news and entertainment.

Cultural and heritage factors' effects on advertising campaigns are explored in the research, which reveals complex views. The effectiveness of cultural elements in marketing campaigns was seen as limited, and responses were mixed. A more favourable reaction was recorded for the employment of historical symbols, which might indicate that they contribute to the validity of the brand. The level of attention used in evaluating marketing materials for cultural sensitivity was inconsistent. A diverse variety of opinions was obtained about the use of cultural components into marketing. A third of the respondents agreed, while 16.2% disagreed and 29.5% were unsure.

The research indicated a modest level of congruence with the target audience's interests when investigating the relevance and effectiveness of marketing initiatives. The messaging of the marketing campaigns was seen as simple and easy to understand. When asked about the beauty of marketing images and how well campaigns appeal to target audience interests, respondents had mixed answers. The research also took marketing efforts' results into account, which showed that they were successful in improving the message and expressing historical significance. Analysed was the return on investment (ROI) of heritage and culture-themed marketing efforts, with an emphasis on how such ads seemed to boost brand awareness. Although there was some apprehension and doubt, most respondents believed that strategically incorporating cultural and heritage aspects may increase ROI.

There was a little effect on environmental sustainability-related brand awareness from marketing strategies that promoted social and environmental well-being. When asked how successfully they think brands communicate their dedication to social causes and community welfare via marketing, responses were all over the map. The research discovered that cultural and heritage marketing methods led to a slight uptick in brand interest when it came to customer involvement and perception. Participation in such discussions on social media was moderate, and the impact on consumers' impressions of the brand as a whole was small. Respondents from Karnataka had the most favourable interaction across the regions when it came to customer involvement.

Conclusively, the connections between cultural factors and ROI, social and environmental impact, and marketing efficacy by testing hypotheses. The results showed positive correlations, which means that marketing initiatives that include cultural and historical features significantly affect how consumers perceive such advertisements and how successful they are.

4.11 Conclusion

In conclusion, the research sheds light on how South Indian marketing efforts use cultural and historical elements. A broad respondent base was found in the demographic profile. The 18 to 24 age group, mostly male, and located in Karnataka stood out. Cultural components in marketing are typically well-received, according to the results, and the use of historical symbols adds credibility. Nevertheless, marketing materials included nuanced viewpoints on cultural awareness, highlighting the need of thoroughly examining regional variances.

The marketing initiatives were found to be somewhat relevant and successful in terms of appealing to the target audience's interests, with clear language and visually appealing visuals. There was a lot of good feedback on the cultural and historical component campaigns, so it must have been successful. Despite initial scepticism, the return on investment (ROI) for culturally-integrated marketing initiatives was deemed good.

There was a moderate effect of marketing initiatives promoting social and environmental well-being, with differing viewpoints throughout the states. Cultural and heritage marketing has a good impact on consumer involvement and brand impression, especially in Karnataka. Perceived efficacy, performance, ROI, and impact on social and environmental activities are all positively correlated with cultural factors, according to the hypothesis testing. According to these results, marketers should take regional subtleties into account when developing strategies in order to increase the efficacy of their campaigns and foster positive customer interaction.

CHAPTER V: DISCUSSION

5.1 Discussion of Results

The research sought to assess the marketing campaigns' cultural and heritage factors on consumers views. Arguing the findings of this study points out a relationship in understanding that cultural and heritage factors can contribute to the strategies carried respectively by marketing techniques, describing them as effective dimensions which hold power on customer definitions. The central tendency, which can be derived from the data highlights that consumers are quite receptive to marketing efforts in such campaigns when cultural aspects of life get included. From consumer's view, as a matter of fact there is evident respect to business that genuinely weave cultural and heritage elements into their ads due to gradual nature in which someone traverse an ever more interdependent culture diverse habitat according this research.

The results of descriptive statistics show that the accurate sentiment among sample respondents' is on more dominant settlement on agreements concerning effectiveness and efficacy in marketing campaigns guided with cultural aspects or heritage relevant practices. The high relative means values indicate a general consensus among the sample respondents thus, imply good performance and effectiveness of these campaigns in effectively communicating diverse cultural and heritage related differences. This positive reaction to the respondents is in line with modern consumer desire for brand stories which appear authentic and culturally appropriate. Furthermore, the findings of research show a symmetrical transactive relation between the incorporation of cultural and heritage lanes with consumers' perceptive. Remarkably, the influence goes beyond simply perceptions, infiltrating into areas of brand loyalty and intents to make a purchase. Consumers not only show a willingness to accept cultural stories but also demonstrate a higher probability of forming loyalty towards firms that skillfully include these elements into their marketing strategies.

Collectively, this discussion section serves as a comprehensive reflection on the transformative impact of the heritage and culture related aspects in shaping the perceptions of consumer. The consumers' positive response shows that cultural and heritage elements are important in modern marketing campaigns. They allow companies to connect with a wide range of people and make a big contribution to societal and environmental well-being. Specific cultural characteristics effective cultural integration, elements that strongly appeal to consumer groups, as well as cultural implications are the areas that need elaboration. Under the light of the multicultural world, marketing brands' strategies for their consumers in which perceptions are one of the most crucial issues that brands need to pay attention for better understanding of the whole process and the yielding results from this culture smart's approach seems to be way more successful than others in this competitive market. And the following parts of the discussion will unfold further layers of research findings revealing the complexities of cultural and heritage marketing effects on consumer behavior and brand dynamics.

5.2 Discussion of Research Question One

Research Question 1: How can cultural and heritage aspects be used to design marketing campaigns that are more relevant and effective?

The above research question one tried to unveil the extent to which aspects of cultural and heritage can be used in order to design the marketing campaigns that are essential to make the marketing campaigns more relevant and effective in getting the positive consumer perceptions.

The present research reveals a striking correlation between making connections with cultural and heritage aspect and authenticity in evaluating marketing initiatives. Through response by participants collective acknowledgment is suggested that campaigns of cultural context have the more authentic and thus more powerful effects. This coincides with the current consumer preference which has a tendency to relish brands with genuine connections by what so represents are cultural tapestry. Furthermore, the qualitative inferences drawn from the comments of the respondents clarifies the subtlety of how cultural aspects contribute to the pertinence of the campaign. More than mere symbolism,

cultural resonance extends to the participants who prefer campaigns that immerse cultural milieus into narrative. In turn, this infuses the campaigns with an element of relatability that goes beyond cultural divides, translating into a universal voice and message.

Secondly, the study highlights the need for cultural consciousness in innovative marketing initiatives. It is not as simple as inserting cult elements but understanding the complexities of the culture by creating stories that appreciate and give props to the diversity in the consumer community. The implications stress the fact that campaigns with this kind of complexity of cultural understanding, as minute as it is, are perceived as more relatable and consumers' reception of these campaigns tends to be better.

Additionally, the findings of hypothesis 1 revealed the positive relationship between incorporating cultural and heritage-related aspects in marketing campaigns and the perceived relevance and effectiveness of those campaigns. The statistical analysis, with a significant p-value, substantiates that as brands strategically infuse cultural elements, there is a tangible enhancement in the perceived effectiveness of their marketing initiatives.

Essentially, the discussion about Research Question One points to the need for marketers to venture into cultural hermeneutics. Amalgamating the components of authenticity, relatability and cultural sensitivity becomes a new formula for creating effective marketing campaigns that not only make an impact but ultimately embed brands in the memories of a diverse and critical population.

5.3 Discussion of Research Question Two

Research Question 2: What is the impact of cultural and heritage aspects on the performance of marketing campaigns?

The second research question of this study aimed to examine the influence of cultural and heritage aspects on the performance of marketing campaigns, by combining the qualitative and quantitative, both kinds of findings dimensions. The study offers a variety of perspectives that taken together highlight the significant impact of cultural factors on marketing effectiveness.

The descriptive statistics represented a significant trend of positive mean which illustrates that the various aspects of culture and heritage influence the performance of marketing campaigns. Additionally, the crosstabulation between the respondents' residential state and campaign's performance also illustrated that differences throughout South Indian states highlight the subtle influence of cultural components, demonstrating that advertisements customised to certain cultural contexts have a higher chance of connecting with and succeeding in those areas.

These findings indicating a robust correlation between the cultural and heritage relevance and perceived campaign success, as the respondents consistently rated the cultural and heritage aspects higher.

From the two, H2 assumed a major influence that aspects of culture and heritage had on performance in marketing campaign, while H02 postured a no significant impact. The statistical analyses with large p-value validate H2 to assert that the incorporation of cultural and heritage components significantly enhanced the effectiveness of the marketing campaigns. This suggests that recognizing cultural undertones in campaigns and working towards incorporating cultural nuances in campaigns can impact consumer responds along with campaign effectiveness. While, H02 is rejected by the data. The results dismiss the assertion that cultural and heritage dimensions have no effect on performance of campaigns. This stresses the fact that a tactical incorporation of culture aspects is not decorative but a key factor behind the achievement many campaigns desire to attain.

The findings of this study align with the transformative consumer landscape that pursues cultural and heritage aspects in the brand marketing campaigns. Cultural values act as a connecting point in relation to brand and consumer, enabling it to suggest a sense of familiarity. Campaign design should also ensure cultural sensitivity, with the regional differences in responses highlighting the need for customization of campaigns in different cultural settings.

In other words, cultural and heritage elements are not just decorative but significant contributors to the effectiveness and impact of marketing initiatives. Thus, the strategies of

recognizing and accepting cultural diversity appear to be key tactics that brands going to apply in order to boost their campaign performance in a fast-changing and multi-cultural market.

5.4 Discussion of Research Question Three

Research Question 3: How can cultural and heritage aspects be used to increase the return on investment (ROI) for marketing campaigns?

Research question three aims to examine that how do the cultural and heritage aspects of a marketing campaigns plays a significant role in increasing the return on investment (ROI). The research has found that the strategic incorporation of cultural and heritage related aspects positively correlates with the higher ROI. The findings of descriptive analysis also justified this correlation as a maximum number of respondents agreed in mentioning the supportive role of cultural and heritage aspects in enhancing the campaigns' ROI.

In term of hypothesis testing, H3 suggested a positive correlation between the strategic incorporation of cultural aspects and high ROI while H03 refused to correlate cultural aspects with ROI. In this study, H3 is adequately reinforced with a very small p-value by the statistical means employed. The interpretation of this statement is that campaigns that have been focused strategically touch on culture, are likely to give a good return on investment. Whether one might be dissatisfied with the null hypothesis H03, the data seems to be crushing this hypothesis since the incorporation of cultural and heritage features is not an insignificant factor but rather, a significant contributor to enhanced ROI. Hence, this statistical analysis of the research also justified the correlation between the cultural and heritage related aspects with the ROI of marketing campaigns.

The results corroborate to the changing nature of consumer's behaviours that have dominated authenticity and cultural relevancy. Cultural cues stimulate consumers differently, deepening brand loyalty and having a positive effect on their buying behaviour. If positive relation between cultural and heritage parameters and ROI is being interpreted as a measure of success, then promoting understanding and incorporating

cultural beliefs is not only a cultural sensitivity initiative but also a worth investment which potentially maximizes earning.

The acceptance of H3 emphasises the correlation between ROI and cultural and heritage related aspects indicated that the marketing campaigns that strategically employs the cultural and heritage related elements are likely to witness a much better and favourable ROI. This suggests that brands in a marketing campaign should recognise and leverage the cultural and heritage related elements which will help them in poised not only to increase their ROI but also to build a significant relationship with the culturally diverse consumer base.

5.5 Discussion of Research Question Four

Research Question 4: How can cultural and heritage aspects be used to promote environmental and social well-being through marketing campaigns?

The above research question four try to explore the influence of cultural and heritage aspects of a marketing campaign in promoting environmental and social well-being. The findings of this research revealed a significant influence of the cultural and heritage aspects on the environmental and social well-being initiatives. The responses from participants suggest that marketing initiatives with a cultural touch effectively communicate a brand's commitment to sustainability and community welfare.

In the hypothesis testing of the hypothesis 4 (H4) which is based on the fourth research question of this study posited a significant influence of the cultural and heritage related aspects on the environmental and social well-being initiatives was supported by the statistical analysis, with a highly significant p-value. These findings highlighted that the cultural and heritage elements play a noteworthy role in fostering a positive environmental and social well-being in marketing campaigns.

The positive association between cultural aspects and environmental and social well-being conforms to the tendency that consumers have to require socially responsible and sustainable policies and practices. The integration of cultural and cultural aspect in the message reaffirms the commitment to value that the product appeals to the consumer. The

cultural stories have proven to convey a message of a brand that believes in eco-friendliness and sustainability alongside its support towards social justice. It reinforces the power of cultural aspects in facilitating productive social and environmental change by means of the marketing instrument.

In conclusion, the discussion emphasizes the criticality of cultural and heritage aspects in integrating marketing plans with other social and environmental initiatives. Since this integration does not only carry a positive connotation regarding consumers but also helps create a socially relevant brand image and a sense of environmental awareness.

5.6 Discussion of Research Question Five

Research Question 5: What is the impact of cultural elements on consumer engagement and brand perception in marketing campaigns?

The final research question of this research delves into the influence of cultural and heritage related elements on the consumer engagement and brand perception in marketing campaigns. In fact, the results reveal a positive influence, implying that cultural and heritage elements have a leading position in determining consumer-engagement and brand attitude. Basing their study on participants' moderate interest and favourable perceptions about brands' cultural and heritage approach in marketing, it may show that these elements appeal to consumer.

The statistical findings of this study also supported the hypothesis 5 which illustrates that there is a significant impact cultural and heritage aspects on consumer engagement and brand perception, while H05 proposed no such impact has been rejected. These findings highlighted that the substantial influence of cultural elements on consumer behaviour and brand perception within marketing campaigns.

According to this study, cultural elements have a major influence on consumer engagement and brand perception, consistent with cultural resonance and the ability of brands to establish stronger relationships with their target consumers, by integrating the cultural narrative. Brand identification is a crucial element to cultural relevance as it draws positive perceptions from consumer engagement. The cultural pillars generate feelings and

memories that help to obtain a brand experience that is more durable and effective. These findings revealed some indications that Brands that use their cultural and heritage aspects coherently to their campaigns can stand out in an over-populated marketplace and build stronger affiliations between themselves and the consumers. The narratives collectively hold cultural significance with general populations across wide geographies, cross demographics to project a sense of kinship and human connection and loving the brand.

Overall, the findings of the research question five highlighted that the developing influence of the cultural and heritage related elements in driving consumer engagement and shaping brand perceptions within the marketing campaigns. This suggests that that the marketing campaigns that are leveraging cultural and heritage aspects can not only enhance their relevance and resonance but also foster a significant durability in relationship with their target audience, ultimately driving the brand perception in marketing campaigns.

CHAPTER VI:
SUMMARY, IMPLICATIONS, AND RECOMMENDATIONS

6.1 Summary

The primary aim of this study was to investigate the impact of cultural and heritage aspect on the marketing campaigns. Through a comprehensive analysis of the study, the findings have revealed that the cultural and heritage related aspects plays a pivotal role in shaping the consumer behaviour, brand perception and the performance of marketing campaign.

By studying the success stories of enterprises in South India, as well as the story of a failing enterprise that refuses to make course corrections to their marketing campaigns, a marketing team can conclude that one approach cannot suit all businesses or a single marketing campaign for all of India, regardless of relevance or target audience, will have no impact. To achieve this, the focus is on localizing a brand recall that reflects in the prevailing culture and values of people to be targeted within an area so as ultimately these sales can come from s region.

The successful cases of business in South India suggest that by capitalizing on the local cultural values these businesses have performed well and the failed scheme demonstrates how neglecting an awaken call for marketing campaigns can cause loss. Thus, businesses need to customize their marketing plans in accordance with the needs and preferences of clients instead on applying a universal approach.

A targeted approach that takes the culture and history of the geographic region into account means even a latecomer to an industry, say cola manufacturer may pose threat for giants. The marketing spend for such strategy could be equal to or lesser than the budget, but surely it would not go beyond current expenditure.

In addition, the influence of cultural factors on campaign effectiveness was discussed extensively. Cultural relevance was found to have a strong correlation with campaign

success the consumers were seen more likely engaged in campaigns associated them as culture.

In addition, the study studied how some cultural and heritage factors can impact on ROI for marketing campaigns. The outcomes revealed a positive correlation between the strategically use of cultural elements, which led to increased ROI; consumers considered culturally based campaigns to be more authentic and reliable. This illuminates the importance of analysing and using cultural variables to improve brand efficiency as well as profitability. Further, the research explored cultural factors that facilitate environmental and social sustainability through marketing crusades. The results indicated that campaigns with cultural core are able to portray the brand message of sustainability and community care well, which will bring about positive environmental and social change. This supports the prospect to use cultural storytelling by brands in order for them to push social morals and environment consciousness.

Lastly, the research actually emphasized on how cultural dynamics influence consumer engagement and view however are perceived within marketing campaigns. The results demonstrated a strong impact of culture on consumer behaviour and brand perception; consumers supported campaigns that have cultural undertones. This emphasis the pivotal role of cultural resonance in influencing consumer perceptions and engendering brand loyalty.

In conclusion, the importance of cultural and heritage factors to consumer perception level as well marketing efforts needs are emphasized in the study. If they are really able to integrate cultural stories into their marketing strategies, brands can be enhanced by much stronger audience connections and brand loyalty that will result in more lucrative aspects of the business. Going forward, the billion-dollar marketing strategies builder needs to recognize that employee cultural sensitivity and authenticity are critical when building effective successful consumer targeting plans.

6.2 Implications

The thesis concludes is that there are no generalized marketing campaigns because for every state in the southern India, culture differs and one cannot find a suitable approach to apply generally. Every state has its own culture and also consumption patterns. In addition to the above, Indian culture is so diverse that even in a particular state, there may be varieties of cultures from one district or area to another. For instance, the culture of Mangalore which is a district in South Coast area of Karnataka is different from that of its adjacent district (Kodagu formerly known as Coorg during English colonial period pre-1947), or its adjoining districts like Mysore and Bangalore - capital city of Karnataka.

The effects of this study are wide spread and which the involved parties in marketing, brands include. The study hence stresses on the fact that sensitivity and truth in creation of associations should be key concerns for marketers and advertisers. Brand messaging can include Cultural and Heritage elements to boost improved consumer engagement hence enhanced brand relevancy increasing sales turnover. This shows the need for more financial and practical means to be put into cultural research and personalised campaign directed towards various consumer strata.

However, the study also shows that there are real potentials of how brands can exploit on these cultural stories and as a way to promote social responsibility development we should always care for our environment. Such coordination of brands' marketing actions with green initiatives and to the general welfare of society will provide them opportunities for brand betterment as well a close affiliation among socially responsible individuals. Therefore, in this way brands should motivate not only activities such as selling their products but also things like benefiting humans and nature.

Moreover, the practical meaning of study results is also significant for further directions in consumer behaviour research and reveal the important role played by cultural patterns influencing on attitude changes or perceptions. In order to personalise their messaging and campaigns, marketers must understand the cultural context that influences consumers' purchase decisions.

Finally, the study emphasizes the importance of ongoing research and analysis in the field of cultural marketing. Consumer preferences and the cultural landscapes are always changing, and marketers should be sensitive to these changes and respond to these changes. By staying attentive to consumer trends and cultural dynamics, brands are able to remain contemporary and competitive in the marketplace.

6.3 Recommendations for Future Research

A recommended area for future research would be to study whether this approach of marketing based on regional cultural and heritage aspects should be limited to FMCG and apparel industries or if it can be extended to other industries, such as white goods, two-wheelers and four-wheelers, or even large trucks used for goods transportation.

The reason for recommending the study of marketing based on regional cultural and heritage aspects for industries beyond FMCG and apparel is due to the significant number of new vehicles observed by the author in temple towns, which are considered pious and auspicious for seeking the deity's blessings for safety and prosperity. The following table provides examples of such temple towns:

Table 6.1: Vehicles visiting temple towns as first-drives

| # | Place/State | Vehicle |
|---|-------------------------|---|
| 1 | Tiruvannamalai, TN | Two Wheelers |
| 2 | Kollur, Karnataka | Four wheelers and two wheelers |
| 3 | Dharmasthala, Karnataka | Four wheelers and two wheelers |
| 4 | Kannipakkam, AP | Two wheelers, passenger cars and trucks |
| 5 | Tirupati, AP | Two wheelers, passenger cars and trucks |
| 6 | Palani, TN | Two wheelers, passenger cars and trucks |

Vehicle purchasing, to a very large extent across India, is still considered a family event. For those who purchase a passenger vehicle, whether a two-wheeler or a four-wheeler, it is seen as a symbol of growth in the social pyramid, depending on the buyer's social status. Almost all buyers prefer to receive their new vehicle at an auspicious time

and then take it to a temple for blessings from the almighty. Subsequently, many vehicle owners also visit their favourite temple town for the same purpose.

The author recommends further research on the culture of the region and a marketing campaign that takes this storyline into consideration for high-value products, particularly in the south of India. Additionally, longitudinal research could be done in this type of context. which could be conducted to track the long-term effect of cultural and heritage aspects of marketing campaigns on the consumer loyalty, brand perceptions, and the performance of campaigns. Research on the long-term effects of cultural messaging and the possibility of changes in consumer sentiment might benefit from a long-term study of responses.

Furthermore, comparative research could be undertaken to examine the effectiveness of the cultural and heritage marketing strategies across the different regions or countries. Comparing these campaigns in several contexts further researchers could also find a benchmark and definition for tactics that improve cultural marketing performance.

At last, qualitative research methods such as focus groups and one to one interview can help understand the perception of a consumer toward cultural marketing activities. By analysing consumers' experiences with and interpretations of cultural messages, it could be possible to uncover the underlying motives and emotional responses that govern consumer behaviour in culturally targeted marketing.

6.4 Conclusion

As this study has proven, cultural and heritage factors have a significant role in shaping customer behaviour, brand attitudes, and advertising strategies. Among numerous research questions and hypothesis testing, several conclusions have been made, regarding cultural aspects and marketability effectiveness, due to a thorough study of all the areas above.

As a foremost observation, the results clearly show that the inclusion of cultural and heritage elements in marketing campaigns is not an ornamental way but a crucial strategy.

Overall, campaigns that use cultural narratives, symbols, and traditions are received positively by consumers. In addition, these research results point to the importance of authenticity and cultural relevancy in modern marketing practices. The brands that manage to resonate with cultural influences can not only establish stronger links with the consumers but can also nurture loyalty and trust.

In addition, the results of this research show that cultural and heritage factors significantly contribute to the success of marketing campaigns. The brands can leverage the cultural aspects in their campaigns so that it is more effective and creates engagement among the consumer, improving the perception of the brand. This statement is supported by the demographic analysis of hypothesis testing, which indicates a strong concrete connection between the cultural integration and campaign success. Therefore, it is important for marketers that cultural narratives are powerful enough to influence consumer behaviour as well as brand outcomes.

However, the study has also highlighted the importance of broader social significances of cultural and heritage marketing related to consumer opinions. Social campaigns that make use of cultural messaging to communicate a brand's dedication to social responsibility, and environmental consciousness is likely to have a greater appeal to the target market. By adopting marketing strategies that align with societal values and driving positive social and environmental change, brands help improve their reputation and societal perception.

In conclusion, this study elaborates on the importance of cultural and heritage elements in modern marketing techniques. There is a need for marketers to veer towards a culturally sensitive approach, taking cognizance of the different cultural topographies of their audience in the future. It allows brands as such to develop stronger connections, establish more meaningful relationships, and encourage positive end state consumer results. However, the investigation of cultural messaging should focus on unveiling the dynamics of culturally based communications beyond mere identification of cultural

elements that appeal to distinct consumer segments and the ways of integrating them in marketing efforts.

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APPENDIX

KNOWLEDGE OF CULTURE AND HERITAGE OF INDIA IN DESIGNING MARKETING CAMPAIGNS

Demographic Details

- 1. What is your age group?**
 - a) 18-24
 - b) 25-34
 - c) 35-44
 - d) 45-54
 - e) 55 and above
- 2. How do you identify your gender?**
 - a) Male
 - b) Female
 - c) Non-binary
 - d) Prefer not to say
- 3. Which state in South India do you currently reside in?**
 - a) Karnataka
 - b) Tamil Nadu
 - c) Telangana
 - d) Andhra Pradesh
 - e) Kerala
 - f) Other
- 4. What is your highest level of education completed?**
 - a) High School or equivalent
 - b) Bachelor's Degree
 - c) Master's Degree
 - d) Doctorate
 - e) Other

5. How do you primarily access information and entertainment?

- a) Television
- b) Social Media
- c) Newspapers
- d) Radio
- e) Online Streaming Platforms

Structured Questionnaires

This section includes the structured questionnaires based on the 5-points Likert scale, in this 1 is Strongly Disagree, 2 is Disagree, 3 is Neutral, 4 is Agree and 5 is Strongly Agree.

6. Cultural and Heritage Aspects on Marketing Campaigns

| No. | Statement | 1 | 2 | 3 | 4 | 5 |
|-----|--|---|---|---|---|---|
| 1 | The marketing campaigns effectively incorporate cultural elements relevant to the target audience. | | | | | |
| 2 | The use of heritage symbols in marketing adds authenticity to the brand. | | | | | |
| 3 | Cultural sensitivity is considered in the language and visuals used in marketing materials. | | | | | |
| 4 | The marketing campaigns respect and reflect diverse cultural perspectives. | | | | | |
| 5 | Cultural traditions and rituals are respectfully represented in the marketing content. | | | | | |

7. Relevance and Effectiveness of Marketing Campaigns

| No. | Statement | 1 | 2 | 3 | 4 | 5 |
|-----|--|---|---|---|---|---|
| 1 | The marketing campaigns align well with the target audience's interests and preferences. | | | | | |
| 2 | The messaging in the marketing campaigns is clear and easily understandable. | | | | | |
| 3 | The visuals used in the marketing campaigns are appealing and capture attention. | | | | | |

8. Performance of marketing campaigns

| No. | Statement | 1 | 2 | 3 | 4 | 5 |
|-----|---|---|---|---|---|---|
| 1 | The marketing campaigns effectively convey the historical significance of the brand or product. | | | | | |
| 2 | The cultural and heritage elements in the marketing campaigns are effectively integrated and enhance the overall message. | | | | | |
| 3 | The use of cultural symbols and traditions in the marketing materials resonates well with the target audience. | | | | | |

9. Return on Investment (ROI) in Marketing Campaigns

| No. | Statement | 1 | 2 | 3 | 4 | 5 |
|-----|--|---|---|---|---|---|
| 1 | The cultural and heritage marketing campaigns have led to a measurable increase in brand awareness. | | | | | |
| 2 | The marketing campaigns strategically incorporating cultural and heritage elements are more likely to provide a higher return on investment (ROI). | | | | | |

| | | | | | | |
|---|--|--|--|--|--|--|
| 3 | The return on investment (ROI) for cultural and heritage marketing campaigns is easily quantifiable. | | | | | |
|---|--|--|--|--|--|--|

10. Promotion of Environmental and Social Well-being

| No. | Statement | 1 | 2 | 3 | 4 | 5 |
|-----|--|---|---|---|---|---|
| 1 | The marketing campaigns effectively communicate the brand's commitment to environmental sustainability. | | | | | |
| 2 | The cultural and heritage marketing materials highlight the brand's efforts to support social causes and community well-being. | | | | | |
| 3 | The marketing campaigns effectively communicate the positive outcomes of the brand's environmental and social initiatives. | | | | | |

11. Consumer Engagement and Brand Perception

| No. | Statement | 1 | 2 | 3 | 4 | 5 |
|-----|---|---|---|---|---|---|
| 1 | The cultural and heritage marketing campaigns have increased my interest in the brand. | | | | | |
| 2 | I actively engage with the brand's cultural and heritage content on social media platforms. | | | | | |
| 3 | The brand's cultural and heritage campaigns contribute to a positive image and perception in my mind. | | | | | |