

**CONSTITUTIVE RHETORIC AS A PRECURSOR TO CONSTITUTIVE MARKETING:
AN EXPLORATORY STUDY TO EXFOLIATE BRAND COMMUNITY FORMATION
PROCESS AS AN OFFSHOOT TO MARKETING COMMUNICATION**



**ABSTRACT
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ABSTRACT

Keywords:- Constitutive Rhetoric, Constitutive Marketing, Brand Community, Customer Brand Relationship, Marketing Communication

The present research highlights the formation of brand community through constitutive rhetoric and marketing communication and other variables discussed in the brand community model. Since the interpersonal relationship between the consumer and brand have two dimensions of emotional value (brand personality) and rational value (brand attitude), the impact of rhetoric on these two dimensions is assessed separately.

Brand communities define a community which is formed on the basis of attachment, common interest among community members. Consumer-brand relationships simply mean a class of relationship between buyers and brands (Einar Breivik 2008). The constituents to form the consumer brand relationship is brand trust and brand commitment. Customer brand relationships stated this relationship is formed through the exchange of brand values in two dimensions - emotional values and rational values. Constitutive rhetoric is the process of composing a collective subject, it is a theory that understands the rhetoric, audience, and message as mechanisms in this process (Charland1987).

The researcher tries to fulfill the gap which concluded from previous studies done by various researchers, how brand community formation takes place through constitutive rhetoric and marketing communication. Further the study proposes and assesses model to determine the antecedents of brand community through the formation of customer brand relationships. First the effect of independent variables on customer brand relationship is determined and in the next step

the effect of customer brand relationship on brand community formation is determined. The study also explores the effectiveness of constitutive rhetoric and marketing communication in developing a brand personality and brand attitude. As a result, this study assesses the variables that are responsible for the formation of the brand community. With the help of this study company or advertising firms will be able to make some tool for the promotion of the brand so that the brand is able to meet out the requirement of brand community formation.

According to Wood (2000) brand is a valuable asset which must be carefully managed and developed because it provides the primary points of differentiation between competitive offerings.

According to Muniz & O'Guinn (2001) brand communities are specialized because at its center is a branded good or service.

According to Cova & Pace (2006) the goal of other studies is to measure the real effects that the feeling of belonging to a brand community has on consumer loyalty.

According to Keller, Aperia & Georgson (2008) in the book Strategic Brand Management, we're able to identify very precisely several reasons why brand is important for firms, companies and other organizations. Brand name attached to any product and service becomes very valuable asset for an organization or firm. Creating strong brands over time has become a management imperative.

According to Solomon et. al. (2010) an interesting fact is that brands can elicit deep emotional engagement from consumers. Even brands we dislike can be very imperative to us, for the reason that we frequently define ourselves in opposition to what we do not like.

According to Riesenbeck and Perry (2009) in their study of customer brand relationships stated this relationship is formed through the exchange of brand values in two dimensions - emotional values and rational values .

According to Pickton and Broderick (2001) the role of marketing communications is to get a contact to the consumers and give awareness of their company. The importance of word of mouth is publicized on a study based on special effects of word of mouth on buyer procuring choices (Chevalier & Mayzlin 2006). Word of mouth is like a casual communications amongst the customers concerning the personality of a merchandise or service (De Matos & Rossi, 2008).

This research has the four particular objectives:

1. To explore the consumer behavior and attitude towards brands and branded products.
2. To delineate the impact of constitutive rhetoric (myth) on audience.
3. To understand the effect of marketing communication (messaging) on developing brand community.
4. To understand the metaphors (antecedents) of building brand community when marketing communication (messaging) and constitution rhetoric (myth) and other factors are playing in tandem.

The research questions are derived from the research objectives and are as follows:

1. What is the behavior and attitude of the consumers towards brands and branded products?
2. What is the role of marketing communication (messaging) in developing brand community?

3. Is there any impact of constitutive rhetoric (myth) on the audience?
4. What is the role of marketing communication (messaging), constitution Rhetoric (myth) and other factors in building brand community when these factors are playing in tandem?

Overview of Research Methodology

In the present research data collected from primary as well as from secondary sources. Secondary data includes past researches, reports, documents, company records and various Publications and Primary data is collected through survey. This research is exploratory and descriptive in nature. Data collected from various Lucknow malls was planned to be of 300 respondents but actual size on which analysis is being done 256 respondents. Sampling technique used in this study is non probabilistic (Convenience and Judgmental Sampling).

After collecting data next phase is to analyse and interpret the data in order to solve the problem. Demographic variables have been analyzed through SPSS and MS Excel, the descriptive analysis of these variables and Objective 1 is done employing frequency tabulation and various pie, bar and column charts. Objective 2 and Objective 3 is accomplished through Chi Square Test. In Objective 4 Factor analysis is done to check the validity an 'Exploratory Factor Analysis' is conducted. Once the considered factors are determined and measured through factor analysis, then brand community model is assessed through regression. Multiple Linear Regression Technique is employed to assess these relationships.

Descriptive analysis represents the findings of study and conclusions are made from testing of hypotheses with different tools and technique. It is found that a very strong majority the online consumers have heard about the branded products and have an awareness. It is found that a

majority (two-third) the online consumers watch are familiar with the branded product brand's advertisement whereas one-third of the consumers are not familiar. It is found that the majority (half) the online consumers consider branded products more in their shopping whereas another half do not consider branded products more in their shopping. It is found that a majority (two-third) the online consumers have positive about branded products, about one-fourth have neutral feelings while one-fourth have negative feeling about branded products. constitutive rhetoric has significant impact on four dimensions of developing a brand personality while it does not have a significant impact on brand competency.

Constitutive rhetoric has significant impact on four dimensions of brand attitude while it does not have a significant impact on brand preference. It is found that constitutive rhetoric is a significant precursor of both emotional value (brand personality) and rational value (brand attitude) dimension of customer brand relationship. Marketing communication has significant impact on four dimensions of developing a brand personality while it does not have a significant impact on brand excitement. that marketing communication has significant impact on four dimensions of brand attitude while it does not have a significant impact on brand preference. It is found that marketing communication is also a significant antecedent of both emotional value (brand personality) and rational value (brand attitude) dimension of customer brand relationship It was found that the pre conceived factor 'brand modernity' could not be measured thorough the current set of observed variables.

Rest eight measured factors are constitutive rhetoric, marketing communication or advertising, brand personality, word of mouth, customer brand relationship, brand distinctiveness, brand attitude and brand community. It was found that four of the independent variables have a

significant effect on customer brand relationship (constitutive rhetoric, marketing communication, brand personality, brand attitude) while two does not have any significant impact (word of mouth and customer brand relationship). It is found that the standardized beta coefficient is highest for brand personality indicating that this variable has strongest effect on customer brand relationship and is the most important among the considered factors. It was found that there is a significant effect of customer brand relationship on brand community.

The distinctiveness of this study lies in the fact that this study has developed a research model to study the effect of marketing communication, constitutive rhetoric, brand personality, brand attitude, brand modernity, brand distinctness, word of mouth on the customer brand relationship leading to the development of brand community formation.

The findings of the study have important implications for managers and marketing professional. This study provides insights for industry professionals, particularly for brand managers, promotion managers, advertising professional, copywriters and others involved in branding and promotion of products and services. The imminent implications are in the area of brand community formation, development of customer brand relationship through brand personality and brand attitude.

Limitations of study includes limited finance resource was also a key constraint for this research. The finance scarcity affects the sampling, pilot study and other aspects of the study hence limiting the overall validity of study. The other major limitation was time. The main purpose of conducting this study was to complete academic degree, hence a particular time frame was set to complete the study leading to time limitation for overall study. The scope of marketing communication is limited only to advertising. Other marketing communication tools (except

word of mouth) were not considered in this study. Hence, scope of the model is limited to the effect of marketing communication through advertising only. The other main antecedent of brand community selected constitutive rhetoric. The scope of constitutive rhetoric is limited only to amplified expressiveness. Other constitutive rhetoric modes were not considered in this study. Hence scope of the model is limited to the effect of amplified expressiveness mode of constitutive rhetoric only.

Future researches may be done by including other factors, hence increasing the scope of the brand community model. Particularly following suggestions for future research may be considered includes more marketing communication tools (other than two tools considered in the study: advertising & word of mouth) may be included in the model. Specifically the role of important tools like personal selling, sales promotion, event and sponsorship etc. shall be explored. This will enhance the scope of the brand community building model. Other constitutive rhetoric modes like storytelling, legends and others modes shall be included in the brand community building model. This will further enhance the scope and comprehensiveness of the brand community building model.

Other important factors affecting the formation of brand community formation like brand equity, opinion leadership and the role of social media shall be considered in future studies. This research has employed convenience sampling technique. Future researchers may employ random sampling from sampling frame or organised list of customers buying brands. Random sampling will enhance the validity of the findings leading to more meaningful generalizations.

Future studies shall seek support from industry in the form of sampling frame, finance and sharing of other resources. A proper sampling frame shall be sought from industry associations, companies or retailers. This will enable the application of for providing a Random Probabilistic Sampling technique. Assistance from various industry bodies and other research organizations shall be sought. This study is done customers as a homogenous group, no demographic differentiation of the customers is considered. Future studies shall be done segregating the customers on the basis of gender, income, marital status, occupation etc. This process will refine the findings and results of the research and will provide a deeper insight into the process of building brand community.

This study evaluates the antecedents of the brand community and relationships among the antecedents in separate analyses which are independent with each other. Future researchers might develop a comprehensive model considering all relationships simultaneously. This will enhance the meaningfulness of the findings and will provide deeper insights into the development of brand attitude, brand personality and brand communities.