

Anthropomorphic Brand Mascot Serve as the Vehicle: To Quickly Remind Customers Who You Are and What You Stand for in Indian Cultural Context

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Abstract : For many years organization have been exercising a creative technique of applying brand mascots, which results in making a visual 'ambassador' of a brand. The goal of mascot's is just not confined to strengthening the brand identity, improving customer perception, but also acting as a vehicle of anthropomorphic translation towards the consumer. Such that it helps in embracing the power of recognition and processing the experiences happening in our daily lives. The study examines the relationship between the specific mascot features and brand attitude. It eliminates that mascot trust is an important mediator of the mascot features on brand attitude. Anthropomorphic characters turn out to be the key players despite the application of brand mascots in today's marketing.

Keywords : advertising, mascot, branding, recall

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