


# Chapter 8

## Cultural Marketing in the Digital Era

**Sanjay Taneja**

 <https://orcid.org/0000-0002-3632-4053>

*Chandigarh University, India*

**Muskan Gupta**

*Chandigarh University, India*

**Padam Bhushan**

*Chandigarh University, India*

**Mukul Bhatnagar**

*Chandigarh University, India*

**Amandeep Singh**

 <https://orcid.org/0000-0002-0970-5467>

*Chitkara Business School, Chitkara University, India*

### ABSTRACT

*The practice to maintain or build relationships with various people of different cultures is defined as cultural marketing. The more meaningful the relationships are built with customers, the more it helps to grow the brand of the company. With the advancement of digital gadgets, cultures got affected positively. Marketers seek the help of various characters belonging to different cultures for shooting ads regarding promotions of products. While designing ads for promotions, marketers must observe recent trends of cultures to make their promotion ads successful. The motive behind doing this is to impact people from different traditions. This strategy has a positive impact on people to influence them in a shorter period. Cultures are the beliefs of people and marketers should pay more attention to them when designing any product or any strategy to promote the product. Culture affects consumers' lifestyles, so brands do focus on them to win their confidence that brands are well-versed with the demands of their customers and want a long-term relationship.*

DOI: 10.4018/978-1-6684-8312-1.ch008

## **INTRODUCTION**

Cultural Marketing is an essence where each segment of the market receives different messages according to their beliefs or cultures. Focusing on different cultural groups can open new markets for the company. To develop a successful marketing strategy, the marketer should consider cultural influences because people are so devoted to their cultural beliefs and make decisions to consume the products on basis of those cultural influences. Cultural Marketing has prevailed in every size of industry whether it is small, medium, or big.

### **1. Cultural Values of Society Differ:**

Every culture has different motives and values. For instance, in the United States decisions of people are influenced by their personal preferences. On the other hand, In Japan, people make choices by keeping in mind the needs and values of society.

### **2. Thought Processes Vary in Cultures:**

In some cultures, people point at the only center figure of the promotion ad and ignore the background while some cultures focus on all things shown in the ad like background, content, language, and to which part the ad is targeted.

### **3. The Cultural Journey Differs:**

The choice of product varies according to the demographics of society. Each people like the brand according to their personal needs and choices. For instance, take the example of a dumb phone. A high-tech professional will purchase that phone because he wants to do some experiments or testing on that phone and another hand, a modern grandmother will not purchase one as she wants all features of the Smartphone so she won't use it. Despite having the same need and wanting the same product they both have different preferences may it be in taste, thinking, need, etc.

Components of Cultural Marketing in the Digital World:

- Images
- Motion Graphics
- Content
- Audio Visuals
- Graphics
- Videographer

12 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: [www.igi-global.com/chapter/cultural-marketing-in-the-digital-era/321449](http://www.igi-global.com/chapter/cultural-marketing-in-the-digital-era/321449)

## Related Content

---

### The Role of Auditing Firms in Promoting Ethical Consumerism: Ethical Programs for Business Companies

Ebtihaj A. Al-A'ali (2020). *Ethical Consumerism and Comparative Studies Across Different Cultures: Emerging Research and Opportunities* (pp. 39-52).

[www.irma-international.org/chapter/the-role-of-auditing-firms-in-promoting-ethical-consumerism/236881](http://www.irma-international.org/chapter/the-role-of-auditing-firms-in-promoting-ethical-consumerism/236881)

### Diffusion of Innovation and Role of Opinion Leaders

Dayane Gabriele Alves Silveira (2018). *Global Observations of the Influence of Culture on Consumer Buying Behavior* (pp. 83-93).

[www.irma-international.org/chapter/diffusion-of-innovation-and-role-of-opinion-leaders/186330](http://www.irma-international.org/chapter/diffusion-of-innovation-and-role-of-opinion-leaders/186330)

### Perfume Consumption in India: An Exploratory Study

David James Bamber, Clay Alex Gransdenand Swati Aisha Beg (2016). *Handbook of Research on Consumerism and Buying Behavior in Developing Nations* (pp. 77-98).

[www.irma-international.org/chapter/perfume-consumption-in-india/154450](http://www.irma-international.org/chapter/perfume-consumption-in-india/154450)

### Consumer-Retailer Identification Enhancing Consumer Well-Being

Isabella Maggioni (2020). *Handbook of Research on Retailing Techniques for Optimal Consumer Engagement and Experiences* (pp. 1-14).

[www.irma-international.org/chapter/consumer-retailer-identification-enhancing-consumer-well-being/238382](http://www.irma-international.org/chapter/consumer-retailer-identification-enhancing-consumer-well-being/238382)

### Customer Relationship Management in Service Mediator-Driven Mobile Services: Case I-Mode

Timo Saarinen, Jukka Kallio, Markku Tinnilaand Jarkko Vesa (2003). *Information Technology Enabled Global Customer Service* (pp. 67-86).

[www.irma-international.org/chapter/customer-relationship-management-service-mediator/23754](http://www.irma-international.org/chapter/customer-relationship-management-service-mediator/23754)