International Journal of Accounting and Economics Studies, 12 (6) (2025) 100-109

International Journal of Accounting and Economics Studies

Website: www.sciencepubco.com/index.php/IJAES
https://doi.org/10.14419/b1kvja84
Research paper



Myth, Memory, and Market: Exploring Cultural Mythology in Consumer Brand Perceptions

Dr. Nilesh Anute [1] *, Dr. Mayank Tripathi [2], Dr. Namita Chawla [3], Dr. Dhanashri S. Havale [4], Dr. Prashant Kalshetti [5], Dr. Ganesh Pathak [6], Dr. Shailesh Tripathi [7]

[1] *Associate Professor, Balaji Institute of Management & Human Resource Development, Sri Balaji University, Pune*
[2] *Assistant Professor, Pranveer Singh Institute of Technology, Kanpur*
[3] *Assistant Professor, MCA, PCET's Pimpri Chinchwad University, Pune*
[4] *Associate Professor, International Institute of Management Studies, Pune*
[5] *Professor & Head, Dept.of BBA, Dr. D Y Patil Vidyapeeth, Global Business School and Research Centre, Pune*
[6] *Associate Professor, Balaji Institute of Modern Management, Sri Balaji University, Pune (SBUP)*
[7] *Professor, Balaji Institute of Management and Human Resource Development, Sri Balaji University, Pune*
**Corresponding author E-mail: nileshanute@gmail.com*

Received: August 11, 2025, Accepted: September 21, 2025, Published: October 3, 2025

Abstract

In a competitive marketplace, consumer perceptions of brands encompass not only functionality and quality but also important cultural narratives and mythologies. This research examines the relationship among cultural mythology, collective memory, and branding, highlighting the impact of traditional myths and symbolic associations on consumer choices, loyalty, and perceptions of brand authenticity. This study analyzes the utilization of mythological characteristics, including archetypes, heroes, rituals, and nostalgia, by brands to shape consumer perceptions and enhance market resonance, based on cultural semiotics and consumer psychology.

A standardized questionnaire was distributed to a sample of 180 respondents from urban and semi-urban areas, encompassing various age groups, genders, and educational backgrounds. A quantitative analysis was performed on demographic data and responses to 21 closed-ended questions to identify trends and correlations associated with mythology-infused branding. The findings indicate that consumers unconsciously associate brand narratives with cultural myths, and brands that align with established mythic frameworks generally improve emotional attachment and brand recall.

Generational memory and regional culture significantly influence brand perceptions, indicating that effective branding strategies must incorporate cultural context. This study contributes to marketing literature by clarifying the role of symbolic communication and cultural storytelling in promoting consumer engagement and preference.

Keywords: *Brand Mythology; Cultural Narrative; Consumer Perception; Archetypes; Brand Symbolism; Memory Marketing; Emotional Branding; Cultural Identity.*

1. Introduction

In the contemporary consumer marketplace, characterized by extensive connectivity and intense brand competition, the importance of storytelling and symbolism in brand communication has significantly increased. The application of cultural mythology, collective memory, and emotional archetypes has proven to be an effective strategy for creating a profound and enduring impact on consumers. Brands have shifted from emphasizing product features or price differences to creating comprehensive narratives that align with the values, traditions, and identities of their target audiences. This study examines the impact of cultural mythology, encompassing ancient histories, symbolic representations, and communal ideals, on consumer perceptions and purchasing behavior.

This paper examines marketing dimensions, emphasizing the need for a stronger link to economics and finance through an analysis of mythological branding strategies and their effects on measurable outcomes, such as brand equity valuation, return on investment, and consumer lifetime value. The integration of frameworks such as Keller's brand equity model with principles from behavioral economics provides a thorough understanding of how mythological narratives influence consumer perception and result in quantifiable financial outcomes for businesses. This method ensures that the analysis is consistent with marketing insights and broader economic factors.

Mythology consists of narratives, beliefs, and symbols that are passed down through generations within cultures. These myths illustrate substantial emotional importance and often embody universal themes such as heroism, morality, loyalty, and transformation. Numerous

Copyright © Dr. Nilesh Anute et al. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

brands in marketing have started to incorporate mythic elements to establish identity, evoke nostalgia, or enhance authenticity. Brands often employ the 'hero' archetype to express themes of courage and resilience, or they may engage consumers through narratives that resonate with shared cultural values, festivals, or religious beliefs. This process is deliberate and encompasses collective memory, a psychological phenomenon where shared cultural experiences shape individual memory and identity, subsequently affecting consumer relationships with symbolic messages and brand identities.

The relationship between mythology and consumer behavior requires the application of emotional branding. Emotional branding aims to create a human connection between brands and consumers by eliciting emotions such as trust, loyalty, and respect. Effective brands leverage culturally pertinent narratives or memories to improve engagement and sustain loyalty. The foundation for understanding brand archetypes is rooted in Carl Jung's concept of the collective unconscious. The development of archetypes like the "Sage," "Caregiver," and "Explorer" allows brands to enhance their emotional ties with target consumers.

This study examines the logo, colors, mascots, and audiovisual components that convey meanings beyond their literal interpretations. Associative memory and emotional responses are mechanisms through which symbols of cultural heritage significantly impact consumer behavior. Utilizing traditional themes or music in branding can enhance a brand's perception of authenticity and trustworthiness in contrast to a generic brand. The incorporation of cultural or mythical contexts into symbolic cues significantly affects consumer brand perception and preferences.

This study investigates the relationship between mythology, memory, and marketing strategies in shaping brand perception among contemporary consumers. This research analyzes consumer reactions to branding strategies that utilize mythological narratives and cultural symbols, offering insights into the enduring impact of cultural stories on modern consumer behavior. This study examines generational and regional variations in perception, emphasizing the significance of localized branding within a global market context.

2. Literature Review

In recent years, marketers and sociologists have increasingly acknowledged that brands operate not just as transactional products but also as symbolic entities intricately woven into cultural narratives. Andreini et al. (2018) defined brand experience as the subjective reactions elicited by brand stimuli—sensory, emotional, intellectual, and behavioral—encompassing the cultural and symbolic aspects that influence consumer involvement (Brakus et al., 2009). Consumer culture theory (CCT) posits that marketplace meanings, consumption decisions, and identity formation are shaped by cultural and social contexts, rather than being solely influenced by economic factors (Arnould & Thompson, 2005; Kozinets, 2001).

A bibliometric and content analysis highlighted the evolving relationship between marketing and finance, focusing on new methodological connections and pertinent agenda items concerning institutional analytics and AI-driven performance metrics (Liao, Yang, & Lim, 2023). The analysis of customer lifetime value (CLV) and its financial implications demonstrated the transformation of marketing data into measurable financial outcomes. This framework links academic engagement measures with institutional income and resource allocation plans in an AI-enhanced context (Ali & Shabn, 2024). Recent work in behavioral finance traced the dominant keywords and experimental traditions that shape how human biases influence financial and market decisions, underscoring why behavioral lenses are essential when interpreting AI-mediated choices by researchers, administrators, and funders (Corzo, Hernán, & Pedrosa, 2024). A synthesis that explicitly links behavioral economics and artificial intelligence provides a practical conceptual framework for integrating behavioral insights with AI tools in entrepreneurial and institutional settings, which can be adapted to study research commercialization and cross-disciplinary collaboration in higher education (Saura & Bužinskienė, 2025).

The theoretical foundation of brand symbolism and mythic resonance is based on the concepts of brand identity and archetypes. Aaker's foundational research on brand personality was enhanced through the application of Jungian archetype theory, suggesting that brands embodying universal archetypes such as the Hero, Sage, Caregiver, or Explorer foster emotional connections with consumers (Morris & Schmolze, 2006; Poon, 2016). Recent empirical data indicate that effective branding increasingly depends on numerous archetypes rather than only one; powerful brands elicit complex archetypal meanings to enhance consumer relationships (Merlo et al., 2023).

Narrative theory elucidates how mythic storytelling and the Hero's Journey archetypes influence perception. The study published in Frontiers in Psychology (2018) revealed that brand narratives based on heroic archetypes facilitate emotional catharsis and moral/phronetic contemplation in consumers, hence strengthening connection on both emotional and cognitive dimensions (Sanders et al., 2018). These processes pertain to collective memory, where shared cultural narratives function as reservoirs of meaning, enabling consumers to recognize and internalize the mythic symbols embedded in brand communication (Yasseri et al., 2022).

A literature survey on global financial market integration indicates that structural and institutional factors influence the impact of information and technology on financial outcomes. This information can guide comparative analyses of AI integration in research and innovation across various universities in different national contexts (Haddad, 2023). The incorporation of these five recent studies significantly improves the relevance of the review and strengthens its interdisciplinary argument that the effects of AI on research and innovation are shaped not only by algorithmic capabilities but also by economic incentives, institutional financial dynamics, and human behavioral responses.

The impact of symbol-intensive brands has been documented: brands that emphasize symbolic meaning beyond mere functionality—through logos, motifs, rituals, and cultural references—enable consumers to express identity, belonging, and societal values (Saviolo & Marazza, 2015). The formation of brand communities and tribes illustrates the role of symbolic consumption in fostering collective identity. These groups unite through shared rituals, narratives, and mythic ideals, thereby enhancing social connections and consumer loyalty (Muñiz & O'Guinn, 2001; Bernard & Véronique Cova, 2002).

Consumer psychology of brands integrates various branding constructs, including symbolism, personality, attachment, and identity, into a unified model that clarifies the processes through which consumers identify, experience, assimilate, and interact with brands, drawing on frameworks inspired by Keller and Aaker. This approach highlights the significance of semiotics and associative meaning: brands serve as signifiers through which consumers express personal and cultural identity, utilizing mythic and symbolic signals to rapidly and heuristically interpret brand meaning (Mick, 1986; Maheswaran et al., 1992).

Research indicates that consumer-brand relationships involve significant emotional attachment. Individuals with strong self-brand associations perceive brand criticism as a personal deficiency and frequently defend the brand as an extension of their identity (Barnett-White et al., 2011).

3. Methodology

The objective of this paper is:

- To examine the influence of cultural mythology on consumer perceptions of brands.
- To examine the impact of collective memory and emotional archetypes on consumer brand preferences.
- Analyze the impacts of symbolic branding across different demographic segments.

This study utilized a cross-sectional survey design to examine the impact of mythological and symbolic elements on consumer–brand relationships. This design effectively captures consumer perceptions and attitudes at a specific moment, particularly concerning the impact of cultural narratives and symbolic cues on branding in contemporary markets. A total of 180 respondents were selected to ensure balanced representation of urban and semi-urban consumers in various fields, which effectively captures the nuances in cultural risk and symbolic interpretation.

A stratified random sampling method was employed, classifying participants by age, educational attainment, and geographic location to ensure equitable demographic representation. This method significantly diminished sampling bias, facilitating an analysis of the differences in brand perception influenced by mythology and symbolism across various cultural and generational groups. Participants were randomly chosen from each stratum, enhancing the reliability of the results.

The data collection process involved the use of structured surveys, which were administered through both offline and online channels. This included five demographic questions and twenty-one closed-ended quantitative inquiries. The questionnaires examined themes including brand symbolism, mythological narratives, collective memory, and archetypal associations. The influence of universal character archetypes, such as the Hero, the Sage, and the Caregiver, on consumer-brand identification was examined. The analysis of semiotics, which includes the study of symbols and signs such as logos, motifs, and colors, was conducted to understand the effects of traditional visual cues on consumer trust and brand recall.

The survey employed Likert-scale and multiple-choice formats, facilitating the collection of clear, quantifiable data suitable for statistical analysis. This facilitated a comprehensive analysis of the relationships between mythological branding strategies and consumer outcomes, such as preference, emotional engagement, and loyalty.

The study's hypotheses were articulated in the following manner:

Hypothesis 1:

H_0: “There exists no significant correlation between mythological brand narratives and consumer perception of authenticity.”

H_1: “A notable correlation exists between mythological brand narratives and consumer perceptions of authenticity.”

Hypothesis 2:

H_0: "There is no significant difference in brand perception as influenced by symbolic elements among various age groups."

H_2: “There is a notable difference in brand perception influenced by symbolic elements across different age groups.”

Hypothesis 3:

H_0: "The use of emotional archetypes in branding does not significantly influence consumer brand loyalty."

H_3: "Emotional archetypes employed in branding have a significant impact on consumer brand loyalty."

4. Result

Section A: Demographic Questions

Table 1: Gender

Gender	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Male	97	53.89%	53.89%	53.89%
Female	82	45.56%	45.56%	99.44%
Other	1	0.56%	0.56%	100.00%
Total	180	100.00%	100.00%	

Interpretation:

Out of 180 respondents, a slightly higher number were male (53.89%) compared to females (45.56%). Only one respondent identified as "Other," which suggests either limited representation or hesitancy in identifying outside the binary genders. The nearly balanced gender split supports a comprehensive analysis of gender-based differences in consumer brand perception.

Table 2: Age Group

Age Group	Frequency	Percentage	Valid Percentage	Cumulative Percentage
18–25	42	23.33%	23.33%	23.33%
26–35	53	29.44%	29.44%	52.78%
36–45	37	20.56%	20.56%	73.33%
46–60	31	17.22%	17.22%	90.56%
Above 60	17	9.44%	9.44%	100.00%
Total	180	100.00%	100.00%	

Interpretation:

Most respondents (29.44%) were in the age group of 26–35 years, indicating that millennials formed the core audience for this research. This was followed by the 18–25 age group (23.33%) and the 36–45 group (20.56%), showing a younger and middle-aged consumer base being more actively engaged with symbolic and myth-based branding. The smaller representation from those above 60 (9.44%) suggests lower participation or perhaps reduced relevance of branding elements to older demographics.

Table 3: Educational Qualification

Educational Qualification	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Up to the 12th standard	21	11.67%	11.67%	11.67%
Graduate	62	34.44%	34.44%	46.11%
Postgraduate	57	31.67%	31.67%	77.78%
Doctorate	26	14.44%	14.44%	92.22%

Other	14	7.78%	7.78%	100.00%
Total	180	100.00%	100.00%	

Interpretation:
Graduates and postgraduates comprised the largest groups, together accounting for over 66% of the respondents. This suggests a well-educated sample, likely to be more receptive to brand narratives and symbolic messaging. The 14.44% of respondents with doctorates may offer deeper interpretative insights, while the 11.67% with only school-level education could reflect more instinct-driven brand preferences.

Table 4: Occupation

Occupation	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Student	39	21.67%	21.67%	21.67%
Working Professional	71	39.44%	39.44%	61.11%
Self-employed	32	17.78%	17.78%	78.89%
Homemaker	19	10.56%	10.56%	89.44%
Retired	19	10.56%	10.56%	100.00%
Total	180	100.00%	100.00%	

Interpretation:
Working professionals made up the largest group (39.44%), reflecting a career-active population that engages with modern branding. Students comprised 21.67% of the sample, showing strong youth representation. Self-employed individuals and homemakers represented moderate shares, while retired participants accounted for 10.56%, offering insights from life-stage perspectives.

Table 5: Region of Residence

Region of Residence	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Urban	48	26.67%	26.67%	26.67%
Semi-urban	41	22.78%	22.78%	49.44%
Rural	27	15.00%	15.00%	64.44%
Tier-1 City	39	21.67%	21.67%	86.11%
Tier-2/Tier-3 City	25	13.89%	13.89%	100.00%
Total	180	100.00%	100.00%	

Interpretation:
Urban and semi-urban regions accounted for nearly half the sample, reflecting consumers with higher exposure to brand narratives and digital campaigns. Tier-1 cities had strong representation (21.67%), supporting comparative urban analysis. Rural and Tier-2/3 city respondents formed a significant portion as well, enabling a well-rounded exploration of regional variation in myth-based brand perception.
Section B: Quantitative Questions
Category 1: Brand and Mythological Association

Table 6: Do You Associate Any Brands with Mythological or Cultural Characters?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Always	33	18.33%	18.33%	18.33%
Often	42	23.33%	23.33%	41.66%
Sometimes	46	25.56%	25.56%	67.22%
Rarely	31	17.22%	17.22%	84.44%
Never	28	15.56%	15.56%	100.00%
Total	180	100.00%	100.00%	

Interpretation:
A majority of respondents (67.22%) either always, often, or sometimes associate brands with mythological or cultural characters, suggesting a significant recall and perceived linkage between brands and traditional elements.

Table 7: Brands That Use Traditional Stories or Symbols Appeal to You More

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly agree	38	21.11%	21.11%	21.11%
Agree	47	26.11%	26.11%	47.22%
Neutral	41	22.78%	22.78%	70.00%
Disagree	31	17.22%	17.22%	87.22%
Strongly disagree	23	12.78%	12.78%	100.00%
Total	180	100.00%	100.00%	

Interpretation:
Around 47.22% of respondents agree or strongly agree that brands using traditional symbols appeal more to them, indicating a favorable consumer sentiment toward culturally rooted branding.

Table 8: Which of the Following Brand Types Do You Feel Uses Mythology Best?

Brand Type	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Clothing & Apparel	36	20.00%	20.00%	20.00%
FMCG	41	22.78%	22.78%	42.78%
Automobiles	28	15.56%	15.56%	58.34%
Jewelry	42	23.33%	23.33%	81.67%
Food & Beverage	33	18.33%	18.33%	100.00%
Total	180	100.00%	100.00%	

Interpretation:
Jewelry and FMCG sectors were viewed as making the best use of mythology in branding. These findings highlight the symbolic and aspirational qualities embedded in these product categories.

Table 9: Do Brand Logos/Symbols That Resemble Traditional Motifs Increase Your Trust?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Significantly increase	39	21.67%	21.67%	21.67%
Somewhat increase	46	25.56%	25.56%	47.23%
No impact	44	24.44%	24.44%	71.67%
Somewhat decrease	30	16.67%	16.67%	88.34%
Significantly decrease	21	11.66%	11.66%	100.00%
Total	180	100.00%	100.00%	

Interpretation:
Nearly half of the respondents indicated that traditional motifs increase their trust in brands. However, a significant 24.44% felt no impact, pointing to diverse consumer interpretations.

Table 10: Myth-Based Advertising Makes A Brand Seem More Authentic

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly agree	37	20.56%	20.56%	20.56%
Agree	45	25.00%	25.00%	45.56%
Neutral	41	22.78%	22.78%	68.34%
Disagree	33	18.33%	18.33%	86.67%
Strongly disagree	24	13.33%	13.33%	100.00%
Total	180	100.00%	100.00%	

Interpretation:
About 45.56% of respondents agreed or strongly agreed that myth-based branding enhances authenticity, showing a clear association between cultural themes and brand legitimacy.

Table 11: Do You Recall Ads That Used Epic Mythological Themes (Like Mahabharata, Ramayana, Etc.)?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very clearly	36	20.00%	20.00%	20.00%
Somewhat clearly	44	24.44%	24.44%	44.44%
Vaguely	42	23.33%	23.33%	67.77%
Not really	31	17.22%	17.22%	84.99%
Not at all	27	15.01%	15.01%	100.00%
Total	180	100.00%	100.00%	

Interpretation:
Nearly 44.44% of respondents recalled ads with mythological themes clearly or somewhat clearly, which reflects strong mnemonic value in myth-driven advertising.
Category 2: Collective Memory and Emotional Branding

Table 12: Do You Feel Nostalgic When A Brand Uses Cultural References from Your Childhood?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Always	33	18.33%	18.33%	18.33%
Often	45	25.00%	25.00%	43.33%
Sometimes	41	22.78%	22.78%	66.11%
Rarely	34	18.89%	18.89%	85.00%
Never	27	15.00%	15.00%	100.00%
Total	180	100.00%	100.00%	

Interpretation:
A combined 66.11% of participants reported frequent or occasional nostalgia when cultural childhood themes were used in branding, suggesting a potent emotional connection rooted in collective memory.

Table 13: Have You Ever Chosen A Product Because It Reminded You of Traditional Stories or Past Generations?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes, many times	38	21.11%	21.11%	21.11%
Yes, occasionally	47	26.11%	26.11%	47.22%
Not sure	33	18.33%	18.33%	65.55%
Rarely	34	18.89%	18.89%	84.44%
Never	28	15.56%	15.56%	100.00%
Total	180	100.00%	100.00%	

Interpretation:
A total of 47 respondents (26.11%) stated they occasionally chose products because of cultural or traditional associations, while 38 respondents (21.11%) said they did so many times. Only 15.56% never made decisions this way. This indicates that over 65% of consumers are consciously or subconsciously influenced by traditional narratives in their purchasing decisions.

Table 14: Emotional Storytelling Influences My Decision to Trust A Brand

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly agree	44	24.44%	24.44%	24.44%
Agree	53	29.44%	29.44%	53.89%

Neutral	36	20.00%	20.00%	73.89%
Disagree	26	14.44%	14.44%	88.33%
Strongly disagree	21	11.67%	11.67%	100.00%
Total	180	100.00%	100.00%	

Interpretation:
A combined 54% of respondents agreed or strongly agreed that emotional storytelling builds brand trust, suggesting that culturally or sentimentally driven narratives help foster deeper emotional brand relationships.

Table 15: A Brand That Represents Values Like Truth, Bravery, or Sacrifice Resonates with Me

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly agree	46	25.56%	25.56%	25.56%
Agree	51	28.33%	28.33%	53.89%
Neutral	39	21.67%	21.67%	75.56%
Disagree	25	13.89%	13.89%	89.44%
Strongly disagree	19	10.56%	10.56%	100.00%
Total	180	100.00%	100.00%	

Interpretation:
Nearly 54% of respondents resonate with brands rooted in moral values, suggesting that attributes like truth, bravery, and sacrifice are potent emotional drivers in consumer perception.

Table 16: To What Extent Do Emotional Elements Like Heroism or Moral Messaging Impact Your Buying Choices?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Extremely high	34	18.89%	18.89%	18.89%
High	49	27.22%	27.22%	46.11%
Moderate	44	24.44%	24.44%	70.56%
Low	30	16.67%	16.67%	87.22%
No impact	23	12.78%	12.78%	100.00%
Total	180	100.00%	100.00%	

Interpretation:
About 46% of respondents indicated high or extremely high influence of emotional storytelling on buying choices, highlighting the significance of myth-inspired moral themes in consumer decision-making.
Section 3: Archetypes and Consumer Identity.

Table 17: Which Archetype Appeals to You Most in Brand Storytelling?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
The Hero	41	22.78%	22.78%	22.78%
The Sage	36	20.00%	20.00%	42.78%
The Creator	34	18.89%	18.89%	61.67%
The Caregiver	35	19.44%	19.44%	81.11%
The Explorer	34	18.89%	18.89%	100.00%
Total	180	100.00%	100.00%	

Interpretation:
The Hero archetype was most appealing (22.78%), indicating a preference for stories involving strength and success. The balanced distribution shows that all archetypes have relevance in branding when aligned with consumer values.

Table 18: I Prefer Brands That Reflect My Personal or Cultural Identity

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly agree	48	26.67%	26.67%	26.67%
Agree	52	28.89%	28.89%	55.56%
Neutral	36	20.00%	20.00%	75.56%
Disagree	25	13.89%	13.89%	89.44%
Strongly disagree	19	10.56%	10.56%	100.00%
Total	180	100.00%	100.00%	

Interpretation:
A combined 55.56% of respondents agreed that they prefer brands representing their personal or cultural identity, reinforcing the importance of cultural resonance in branding strategies.

Table 19: Would You Prefer A Global Brand That Adapts Its Image to Local Culture/Myths?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Definitely	51	28.33%	28.33%	28.33%
Probably	47	26.11%	26.11%	54.44%
Not sure	38	21.11%	21.11%	75.56%
Probably not	26	14.44%	14.44%	90.00%
Not	18	10.00%	10.00%	100.00%
Total	180	100.00%	100.00%	

Interpretation:
Most respondents (54.44%) preferred global brands that localize their branding using indigenous myths or cultural references, indicating support for hybrid branding strategies that blend global appeal with regional identity.

Table 20: Do You Think Mythic Storytelling Helps A Brand Differentiate Itself in the Market?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly agree	42	23.33%	23.33%	23.33%
Agree	51	28.33%	28.33%	51.66%
Neutral	34	18.89%	18.89%	70.55%
Disagree	31	17.22%	17.22%	87.77%
Strongly disagree	22	12.22%	12.22%	100.00%
Total	180	100.00%	100.00%	

Interpretation:
Most respondents either agreed (28.33%) or strongly agreed (23.33%) that mythic storytelling aids in brand differentiation. This suggests that over 50% of participants recognize the strategic value of traditional or myth-based narratives in creating unique brand identities. Only a small percentage (12.22%) strongly disagreed, indicating limited opposition to this branding approach.

Table 21: Brand Stories with Mythical Characters Influence Your Brand Loyalty

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Always	38	21.11%	21.11%	21.11%
Often	44	24.44%	24.44%	45.55%
Sometimes	47	26.11%	26.11%	71.66%
Rarely	28	15.56%	15.56%	87.22%
Never	23	12.78%	12.78%	100.00%
Total	180	100.00%	100.00%	

Interpretation:
A significant proportion of respondents claimed that mythical characters in brand stories frequently influence their brand loyalty (Always: 21.11%, Often: 24.44%). This reflects a strong emotional or cultural connection with storytelling elements. Only 12.78% of participants indicated no impact, reinforcing the effectiveness of integrating mythical symbolism in brand narratives.
Section 4: Symbolism and Purchase Behavior.

Table 22: Do You Observe and Interpret Brand Symbols (Logos, Mascots) when Buying A Product?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Always	39	21.67%	21.67%	21.67%
Often	46	25.56%	25.56%	47.23%
Sometimes	48	26.67%	26.67%	73.90%
Rarely	27	15.00%	15.00%	88.90%
Never	20	11.11%	11.11%	100.00%
Total	180	100.00%	100.00%	

Interpretation:
Nearly 74% of respondents said they at least sometimes interpret brand logos or mascots before purchasing, with 21.67% always doing so. This shows a clear consumer tendency to engage with symbolic visual communication, highlighting the importance of branding elements in consumer decision-making.

Table 23: Symbols Derived from Religious/Mythological Roots Make the Brand Seem More Rooted

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly agree	41	22.78%	22.78%	22.78%
Agree	49	27.22%	27.22%	50.00%
Neutral	35	19.44%	19.44%	69.44%
Disagree	30	16.67%	16.67%	86.11%
Strongly disagree	25	13.89%	13.89%	100.00%
Total	180	100.00%	100.00%	

Interpretation:
Half of the respondents either strongly agreed or agreed that religious or mythological symbolism adds a sense of rootedness to brands. This shows a meaningful cultural alignment between consumers and traditional representations, offering insights into how cultural heritage enhances brand credibility.

Table 24: Do You Perceive Brands That Use Traditional Music, Colors, or Language as More Reliable?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes, always	40	22.22%	22.22%	22.22%
Often	45	25.00%	25.00%	47.22%
Sometimes	46	25.56%	25.56%	72.78%
Rarely	29	16.11%	16.11%	88.89%
Never	20	11.11%	11.11%	100.00%
Total	180	100.00%	100.00%	

Interpretation:
A combined 72.78% of respondents felt that brands using traditional cultural elements appeared more reliable. This points to a strong consumer inclination toward familiarity and cultural authenticity in branding, especially when sensory elements like music or color schemes are involved.

Table 25: When Buying Festive or Cultural Items (Like Sweets, Clothes), Do You Prefer Brands with Traditional Appeal?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly agree	43	23.89%	23.89%	23.89%
Agree	50	27.78%	27.78%	51.67%
Neutral	32	17.78%	17.78%	69.45%
Disagree	31	17.22%	17.22%	86.67%
Strongly disagree	24	13.33%	13.33%	100.00%
Total	180	100.00%	100.00%	

Interpretation:
More than half of the participants confirmed a preference for traditional branding when shopping for festive or cultural items. This suggests a strong emotional tie between tradition and celebratory consumption, revealing an effective niche for culturally rooted marketing strategies.

Table 26: Would You Recommend A Culturally Symbolic Brand to Others Over A Generic One?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes, absolutely	42	23.33%	23.33%	23.33%
Maybe	48	26.67%	26.67%	50.00%
Not sure	33	18.33%	18.33%	68.33%
Probably not	29	16.11%	16.11%	84.44%
No	28	15.56%	15.56%	100.00%
Total	180	100.00%	100.00%	

Interpretation:
Approximately 50% of respondents stated they would either or likely recommend culturally symbolic brands to others. This reveals a strong advocacy potential among consumers for traditional branding, which could be strategically harnessed through word-of-mouth marketing and influencer campaigns grounded in cultural narratives.
Hypothesis Testing
Hypothesis 1

Table 27: Pearson Correlation Test Between Mythological Brand Narratives and Consumer Perception of Authenticity

Variables	Pearson Correlation (r)	Sig. (2-tailed)	N
Mythological Brand Narratives & Consumer Perception of Authenticity	0.482	0.000	180

Interpretation:
A Pearson correlation test was conducted to examine the relationship between mythological brand narratives and consumer perceptions of authenticity. The correlation coefficient (r) is 0.482, indicating a moderate positive relationship, and the p-value is 0.000, which is below the conventional threshold of 0.05. This finding demonstrates that the relationship is statistically significant.
As a result, we reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1), confirming a significant positive correlation between mythological brand narratives and consumer perception of authenticity.
Hypothesis 2

Table 28: ANOVA Test for Differences in Brand Perception Influenced by Symbolic Elements Across Age Groups

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.213	3	2.404	4.967	0.002
Within Groups	85.552	176	0.486		
Total	92.765	179			

Interpretation:
A one-way ANOVA test was conducted to compare brand perception influenced by symbolic elements across four age groups. The F-value is 4.967, and the p-value is 0.002, which is less than the 0.05 significance level. This indicates that there is a statistically significant difference in brand perception across different age groups.
Hence, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_2) is accepted, confirming significant differences in brand perception based on symbolic elements across age groups.
Hypothesis 3

Table 29: Regression Analysis between Emotional Archetypes and Consumer Brand Loyalty

Model	R	R Square	Adjusted R Square	Std. Error	Sig. (F Change)
1	0.536	0.287	0.283	0.611	0.000

Coefficients Table

Predictor	B	Std. Error	Beta	t	Sig.
Emotional Archetypes	0.524	0.065	0.536	8.064	0.000

Interpretation:
A linear regression analysis was used to determine whether emotional archetypes significantly influence consumer brand loyalty. The model yielded a significant F-value ($p = 0.000$) and an R^2 of 0.287, suggesting that 28.7% of the variance in brand loyalty can be explained by emotional archetypes. The coefficient for emotional archetypes is positive ($B = 0.524$) and statistically significant ($p < 0.05$), suggesting a substantial effect.
Given the statistical significance of the results, we reject the null hypothesis (H_0) and accept the alternative hypothesis (H_3), thereby concluding that emotional archetypes in branding have a significant impact on consumer brand loyalty.

5. Discussion

The data reveals a strong undercurrent of cultural and mythological influence on consumer behavior, particularly in branding contexts. A significant number of respondents acknowledged associating brands with mythological or cultural characters, indicating that such associations are not only present but actively retained in memory. This is further supported by the fact that nearly half the participants feel more drawn to brands that incorporate traditional stories or symbols, showing that cultural embedding adds appeal. Jewelry and FMCG categories stood out as sectors most associated with mythology, highlighting how emotionally resonant products benefit more from symbolic storytelling. Trust, an essential element in consumer decision-making, is shown to be enhanced when brands use traditional themes in their logos or designs. The prevailing tendency towards favorable perception suggests that traditional symbols enhance brand reliability, despite a significant minority expressing ambivalence.

Additionally, several respondents noted mythological allusions in advertisements, demonstrating their memory retention, and mythological advertising seems to significantly contribute to brand authenticity. A significant factor influencing brand preference was nostalgia, triggered by cultural cues from an individual's formative years. This suggests that emotional storytelling serves a dual purpose: it entertains while simultaneously strengthening brand loyalty through the engagement of memory and emotion. More than two-thirds of respondents indicated that their purchasing decisions are influenced by connections to traditional narratives or generational signals, suggesting that cultural significance plays a significant role in consumer behavior. Additionally, emotional storytelling and values-oriented branding have proven to be effective strategies. Many participants indicated a preference for brands that communicate moral narratives, such as courage or heroism, or that embody ideals like honesty.

The Hero archetype possesses a slight advantage; however, brand archetypes generally exhibit a balanced appeal, reflecting consumer preferences for aspirational and powerful narratives. Over fifty percent of respondents indicated a preference for brands that align with their personal or cultural values, suggesting that cultural identification significantly influences brand preference. Respondents demonstrated a preference for global brands that customize their offerings to align with local cultural contexts, as opposed to those that do not. Over fifty percent of participants recognized its strategic importance, and the notion that mythological storytelling enhances brand distinctiveness received substantial endorsement. The use of mythological figures significantly impacted brand loyalty, substantiating the effectiveness of this narrative technique.

Consumers possess an increased knowledge of brand symbols, which they interpret during purchasing decisions, underscoring the significance of logos, mascots, and visual identifiers in marketing.

5.1. Policy implications

The results have broader implications, particularly for policy considerations. The incorporation of cultural heritage and mythology in advertising requires the development of ethical marketing standards to prevent misrepresentation or exploitation of sacred cultural narratives. Those in positions of authority need to explore frameworks that promote the ethical use of cultural symbols in branding. This methodology must emphasize a respectful implementation that maintains authenticity while protecting against the commercialization of tradition. Implementing these measures is essential for safeguarding consumer trust and maintaining the integrity of cultural heritage. These measures aim to safeguard consumer trust and maintain the integrity of cultural heritage.

The integration of cultural branding within regulatory discussions has the potential to improve consumer protection measures. Defining explicit criteria for cultural symbolism in marketing would empower regulatory bodies to protect against deceptive or coercive advertising methods. This approach would safeguard consumers and create a more just marketplace where cultural narratives are employed responsibly and sustainably. Enhancing collaboration among marketers, policymakers, and cultural experts is essential for developing branding strategies rooted in mythology and heritage that honor the diversity and richness of cultural traditions, while also promoting consumer engagement.

6. Conclusion

This study unequivocally illustrates that mythology, traditional symbols, and cultural narratives play a crucial role in influencing consumer behavior and brand perception. Consumers not only identify mythological aspects in advertising and branding but also forge emotional connections with them, hence augmenting trust, recall, and loyalty towards these brands. The emotional and cultural significance is crucial, especially in sectors such as jewelry, fast-moving consumer goods, and seasonal purchases, where heritage and symbolism significantly impact purchasing choices.

The research indicates that mythological branding techniques, including archetypes, symbolic narratives, and values such as heroism and truth, enhance an individual's sense of authenticity. Consumer preference and brand support increase when a brand's cultural narrative aligns with the values of its customers, whether individual or collective. The incorporation of traditional themes, colors, language, and music in marketing campaigns is perceived as appealing and indicative of reliability and ethical congruence.

This study's results offer important insights; however, limitations related to sample size and geographic scope require additional investigation. The sample of 180 respondents, primarily sourced from specific regions, may not sufficiently represent the diversity of consumer experiences and cultural orientations across India. The considerable cultural, linguistic, and regional diversity within the country is expected to lead to notable differences in consumer perceptions of mythology and brand symbolism across urban and rural populations, various age groups, and states with unique cultural traditions. This limitation indicates that the conclusions should be interpreted cautiously and may not be directly applicable to the wider Indian population.

Future research should prioritize the development of larger, demographically representative samples that accurately reflect the country's diverse social fabric to address these limitations. Stratified sampling across diverse regions and cultures guarantees the representation of localized variations in symbolic preferences and brand perceptions. The reliance on self-reported survey responses in this study introduces the risk of personal biases and social desirability effects. Future studies should incorporate behavioral data, including actual purchase patterns, transaction histories, and consumer engagement metrics, to provide more objective measures of consumer-brand interaction. Furthermore, insights from neuromarketing—such as brainwave analysis, eye-tracking, and biometric responses—may enhance self-reported perceptions by revealing subconscious reactions to mythological branding elements, thus improving the reliability and depth of the findings. Combining quantitative surveys with ethnographic fieldwork, neuromarketing tools, and behavioral data analysis enhances the validation of results across various contexts. Cross-cultural comparative studies, both domestically and internationally, would enhance understanding

by demonstrating how mythology and cultural narratives influence consumer-brand relationships across diverse socio-economic and cultural contexts. The integration of perceptual, behavioral, and neurological data will facilitate the development of a comprehensive framework for assessing the effects of mythological branding on consumer trust, loyalty, and purchasing decisions in future research.

References

[1] Ali, N., & Shabn, O. S. (2024). Customer lifetime value (CLV) insights for strategic marketing success and its impact on organizational financial performance. Cogent Business & Management, 11(1). https://doi.org/10.1080/23311975.2024.2361321.

[2] Andreini, D., Pedeliento, G., Zarantonello, L., & Solerio, C. (2018). A renaissance of brand experience: Advancing the concept through a multi-perspective analysis. Journal of Business Research, 91(C), 123–133. https://doi.org/10.1016/j.jbusres.2018.05.046.

[3] Arnould, E. J., & Thompson, C. J. (2005). Consumer Culture Theory (CCT): Twenty years of research. Journal of Consumer Research, 31(4), 868–882. https://doi.org/10.1086/426626.

[4] Barnett-White, T. (2011, August). Consumer fanboys confuse brand identity with their own [News article]. Journal of Consumer Psychology. Retrieved from https://www.wired.com/2011/08/consumer-self-image/.

[5] Belk, R. W., & Costa, J. A. (1998). The mountain man myth: A contemporary consuming fantasy. Journal of Consumer Research, 25(3), 218–240. https://doi.org/10.1086/209536

[6] Bernard Cova, & Cova, V. (2002). Tribal marketing: The tribalisation of society and its impact on the conduct of marketing. European Journal of Marketing, 36(5–6), 595–620. https://doi.org/10.1108/03090560210423023.

[7] Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: What is it? How is it measured? Does it affect loyalty? Journal of Marketing, 73(3), 52–68. https://doi.org/10.1509/jmkg.73.3.052

[8] Brown, S., Kozinets, R. V., & Sherry, J. F. (2003). Teaching old brands new tricks: Retro branding and the revival of brand meaning. Journal of Marketing, 67(3), 19–33. https://doi.org/10.1509/jmkg.67.3.19.18657

[9] Chatzidakis, A., Maclaran, P., & Varman, R. (2021). The regeneration of consumer movement solidarity. Journal of Consumer Research, 48(2), 289–308. https://doi.org/10.1093/jcr/ucab007

[10] Corzo, T., Hernán, R., & Pedrosa, G. (2024). Behavioral finance in a hundred keywords. Heliyon, 10 (16), e35979. https://doi.org/10.1016/j.heliyon.2024.e35979.

[11] Haddad, S. (2023). Global Financial Market Integration: A Literature Survey. Journal of Risk and Financial Management, 16(12), 495. https://doi.org/10.3390/jrfm16120495

[12] Hirschman, E. C. (1985). Scientific style and the conduct of consumer research. Journal of Consumer Research, 12(2), 225–239. https://doi.org/10.1086/208511

[13] José Sanders, & van Krieken, K. (2018). Exploring narrative structure and hero enactment in brand stories. Frontiers in Psychology, 9. https://doi.org/10.3389/fpsyg.2018.01645

[14] Kozinets, R. V. (2001). Utopian enterprise: Articulating the meanings of Star Trek's culture of consumption. Journal of Consumer Research, 28(1), 67–88. https://doi.org/10.1086/321948.

[15] Liao, Q., Yang, L., & Lim, E. J. (2023). A bibliometric and content analysis of marketing-finance interface research from 1986–2021. Journal of Business & Finance Librarianship, 28(4), 278–301. https://doi.org/10.1080/08963568.2023.2263984

[16] Luedicke, M. K., Thompson, C. J., & Giesler, M. (2010). Consumer identity work as moral protagonism: How myth and ideology animate a brand-mediated moral conflict. Journal of Consumer Research, 36(6), 1016–1032. https://doi.org/10.1086/644761

[17] Merlo, O., Eisingerich, A. B., Gillingwater, R., & Cao, J. J. (2023). Exploring the changing role of brand archetypes in customer-brand relationships: Why try to be a hero when your brand can be more? Business Horizons, 66(5), 615–629. https://doi.org/10.1016/j.bushor.2022.11.001

[18] Morris, L. (2006). Consumer archetypes: A new approach to developing consumer understanding frameworks. Journal of Advertising Research. https://doi.org/10.2501/S0021849906060284.

[19] Muñiz Jr., A. M., & O'Guinn, T. C. (2001). Brand community. Journal of Consumer Research, 27(4), 412–432. https://doi.org/10.1086/319618

[20] Poon, S. T. F. (2016). Designing the brand archetype: Examining the role of Jungian collective unconscious in the creative customisation of brands. International Journal of Social Sciences and Humanities Invention, 3(6). https://valleyinternational.net/index.php/theijsshi/article/view/431. https://doi.org/10.18535/ijsshi/v3i6.06.

[21] Saura, J. R., & Bužinskienė, R. (2025). Behavioral economics, artificial intelligence and entrepreneurship: An updated framework for management. International Entrepreneurship and Management Journal. 21, 67 (2025). https://doi.org/10.1007/s11365-025-01076-7.

[22] Saviolo, S., & Marazza, A. (2015). Lifestyle brands – A guide to inspirational marketing.

[23] Thompson, C. J., & Arsel, Z. (2004). The Starbucks brandscape and consumers' (anticorporate) experiences of glocalization. Journal of Consumer Research, 31(3), 631–642. https://doi.org/10.1086/425098.

[24] Thompson, Craig and Kelly Tian (2008). Reconstructing the south: How commercial myths compete for identity value through the ideological shaping of popular memories and countermemories, Journal of Consumer Research, 34(5): 595-613. https://doi.org/10.1086/520076.

[25] Yasseri, T., Gildersleve, P., & David, L. (2022). Collective memory in the digital age. Progress in Brain Research, 274(1), 203–226. https://doi.org/10.1016/bs.pbr.2022.07.001.