

# Beyond Traditional Spice: A Content Analysis of IMC Campaigns for Seasoning Products in Tamil Nadu Market

Govinda Biswas<sup>1</sup> & Dr. TR. Kalai Lakshmi<sup>2</sup>

1. Sathyabama Institute of Science and Technology.  
2. Associate Professor, Sathyabama Institute of Science and Technology.

## Abstract

The land of heritage, tradition and culture is no longer the same for its seasoning market in Tamil Nadu. But consumer habits shifts as do their preferences and expectations. The current research focuses on IMC campaigns of seasoning products in Tamil Nadu, and examines the content strategy adopted by brands. This study generates insights about marketing in a seasoning landscape as it investigates the dynamic between tradition, innovation and consumer engagement.

**Keywords:** *Seasoning Industry, Tamil Nadu, IMC, Content Analysis, Traditional vs. Modern, Consumer Engagement, Brand Positioning, Cultural Influences.*

## 1. INTRODUCTION

Tamil Nadu is well known for its heritage of taste and it has a booming seasoning market. The traditional ingredients are no stranger to the likes of turmeric, coriander and cumin being some of them. Yet, as consumer tastes and market trends evolve, brands have begun to look elsewhere in an effort to engage today's more modern consumers. This study seeks to understand the content strategies of seasoning brands in Tamil Nadu and how IMC campaigns have thematically engaged with tradition vis-à-vis innovation.

## 2. LITERATURE REVIEW

### 2.1 The Evolution of the Seasoning Industry

Seasoning industry experienced a significant change over the years. More than the traditional spices that are still a significant part of Tamil Nadu, there is an increasing demand to explore new and fusion Flavors. New versions of their products, ingredients from around the world and unique customer preference are definitely top on all brands priority.

### 2.2 IMC Strategies in the Food Industry

IMC (Integrated Marketing Communication) has evolved as an important strategy today for food brands to better connect with their targeted audience. IMC integrates various marketing channels by orchestrating seamless brand messages and amplifying reach.

When we talk about a successful integrated marketing campaign, it generally includes some traditional and digital mediums together; like press release- PRINT media, TV Commercial system, Social media networks or influencer.

### 2.3 Cultural Influences on Consumer Behaviour

Culture is an important part of consumer behaviour and influences the choices people make. When it comes to food, Tamil Nadu is highly traditional and cultural. This is why it is so important for brands to understand and capture these cultural nuances while creating an IMC campaign.

## 3. RESEARCH OBJECTIVES

### 3.1 Primary Objective:

- ❖ To examine the content strategies implemented by seasoning brands in Tamil Nadu to gauge their response towards changing consumer preferences and market trends.

### 3.2 Secondary Objectives:

- **Cultural Influences:**

- ❖ To examine the extent to, which traditional elements are used in consideration with seasonings in IMC campaigns.
- ❖ To understand how tradition versus modernity is reflected in brand messaging.

- **Product Positioning:**

- ❖ To track key strategies seasoning brands are using — traditional, modern or fusion.
- ❖ To identify how IMC tactics are selected based on product positioning.

- **Messaging and Storytelling:**

- ❖ To identify the main messages of IMC campaigns (as heritage, innovation and health benefits).
- ❖ To assess whether the storytelling tactics work on attracting consumers

- **Visual Aesthetics:**

- ❖ The visual style and imagery used in IMC campaigns.
- ❖ To explore the role of visual aesthetics in its brand and consumer appeal.

- **Target Audience and Channel Mix:**

- ❖ To identify the target demographics of the different seasoning brands
- ❖ To analyse the media mix: The media channels employed by IMC campaigns (i.e. television, print, and social-media).
- ❖ To understand how brands personalize their messaging and channel choices that have the highest likely of reaching the right audience.

- **Trends and Innovations:**

- ❖ To identify emerging trends in IMC campaigns for seasoning products.
- ❖ To analyse the effects of digital marketing and social media in seasoning industry.

To answer to these objectives, the research set out an approach which is aimed at offering a holistic understanding of landscape evolution in IMC for seasoning products pertinent to Tamil Nadu and also provide practical implications that can help brands adjust with consumer shift.

#### 4. METHODOLOGY

For this research, content analysis approach is employed to analyse IMC campaigns regarding seasoning products in Tamil Nadu. So utilizing a mix of data points including but not limited to TV commercials, print ads, social media and website content we built out an all-encompassing database that served as our own seasoning gospel.

##### 4.1 Sample Selection:

The sample was chosen utilizing a purposive sampling technique to gather data from 50 brands of seasonings available in Tamil Nadu. The sample covered brands of different clan sizes, market share and target personas.

##### 4.2 Data Collection:

Data collection – a dataset composed of the media types, commercial spots on TV, print advertisements in magazines and newspapers, social posts or website content for each brand was collected. Data from these resources were extracted using content analysis tools.

##### 4.3 Coding Framework

We designed a coding framework for its content analysis based on the following dimensions

- **Cultural references** – Using Tamil culture, or the symbolic elements concept taken from traditional cultural symbols.
- **Product Positioning** – How the brand and its products are positioned (Classic, Modern or Fusion)
- **Messaging** - The key messages communicated in the campaigns (e.g., tradition, modernisation, health benefits).
- **Design Aesthetics:** Use of images, color palettes and visual design.
- **Audience:** The target market or the demographic it refers to.
- **Channel mix:** This refers to the type and “mix of media channels” in your campaigns.

##### 4.4 Data Analysis

- The frequency of the different elements in IMC campaigns were described using descriptive statistics.
- Content analysis has been done focusing on messaging and visual aesthetics in order to identify patterns and themes.
- This led to the use of a thematic analysis in order to gain more profound insights into these findings in relation with their fundamentally sociocultural grounded context.

## 5. RESULTS

### 5.1 Cultural References in IMC Campaigns

**Table 1: Cultural References in IMC Campaigns**

Cultural Element	Frequency (%)
Tamil Language	75
Traditional Imagery	60
Local Festivals	40
Regional cuisine	55

**Inference:** Cultural mentions are prevalent in IMC campaigns, establishing the significance of relating with consumers on a cultural level.

Many seasoning brands still use traditional cultural references as part of their IMC campaigns. By the use of Tamil language, traditional imagery and references to local festivals or customs etc. Nevertheless, this tech-savvy era is gradually moving towards the preservation of traditions with a digital bent — everything that they can do about their culture but still in keeping its origin.

### 5.2 Product Positioning Strategies

**Table 2: Product Positioning Strategies**

Positioning Strategy	Frequency (%)
Traditional	40
Modern	35
Fusion	25

**Inference:** Brands implements a mix of positioning tactics, with a focus on traditional, modern, or fusion approaches.

Different brand Positioning strategies adopted by the brands. Some will stress more of a traditional or heritage approach showcasing the authenticity of their items. Some innovate by creating new Flavors and blends that meet changing consumer palates. Another takes the best of both worlds, merging traditional heritage with contemporary design — taking time-tested Flavors and updating them for modern tastes.

### 5.3 Key Messages in IMC Campaigns

**Table 3: Key Messages in IMC Campaigns**

Message	Frequency (%)
Heritage & Tradition	60
Innovation & New Flavours	30
Health Benefits	45
Cultural Significance	35

**Inference:** IMC campaigns frequently highlight heritage, innovation, healthiness and cultural significance.

Seasoning product IMC campaigns often use storytelling techniques to establish an emotional connection with consumers. The stories are often centred around family, tradition and food. Brands also emphasize their health benefits to meet the increasing consumer trends in healthy lifestyle.

## 5.4 Visual Aesthetics

**Table 4: Visual Aesthetics**

Visual Style	Frequency (%)
Traditional Imagery	60
Modern Design	40
Vibrant colours	45
Minimalist aesthetics	25

**Inference:** Visual aesthetics changes, with traditional imagery and modern design being common elements.

Most importantly: visual aesthetics — when it comes to customer engagement the deciding factor. Nostalgic and sometimes even cultural-feeling images like rural landscapes or family gatherings are frequently employed in order to generate certain sentiments associated with tradition. At the same time, we have also seen an increased interest in modern looking and visually-striking designs that appeal to younger demographics.

## 5.5 Target Audience and Channel Mix

**Table 5: Target Audience and Channel Mix**

Target Audience	Channel Mix
Traditional Household	Television, Print
Younger Consumer	Social Media , Digital Platforms
Health-conscious individuals	Health & Wellness publication

**Inference:** Brands tailor their channel mix based on the target audience, with a growing emphasis on digital platforms for younger demographics.

With traditional media channels such as television and print still holding importance, the focus has switched to digital marketing. To reach younger target markets, as well to enable a more direct connection with users manage it like an offer, social media platforms; specially Instagram and Facebook are best exploited.

## 6. CONCLUSIONS

Based on the results of analysis, a transition in IMC strategies for seasonings products has occurred in Tamil Nadu. Brands often use traditional components, nonetheless they are add some fresh ideas as well to meet the consumer trends. Successful IMC campaigns should bring together cultural nods, product positioning and both storytelling and aesthetic appeal.

### 6.1 Implications for Marketing Practice

- **Traditional mixed with Modernity:** To make it more compliant to modern taste but without compromising the traditional elements so that a larger audience can appeal It.
- **Leverage Digital Platforms:** Engage with younger consumers through social media and digital channels to enable online communities.
- **Storytelling:** Engaging content which people connect with on an emotional level.
- **Focus on Visual Design:** High-quality, attractive and coherent with the brand visualizations.
- **Tailor Messaging:** Tailored messaging based to the audience demographics and how that segment expects you to reach them.

## 7. LIMITATIONS AND FUTURE RESEARCH

A single geographic region and reliance on content analysis. Opportunities for future empirical research include the generalizability of findings in other settings, and increased understanding regarding consumer motivations or rationalization processes. We can also delve into how influencer marketing, as well as celebrity endorsements has affected the seasoning sector.

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