

Cultural Dimensions in Malaysian Brand Communications

Prof. Freda Swaminathan
Professor
FORE School of Management,
New Delhi – 110 016
e-mail: freda@fsm.ac.in

Abstract

This paper reviews the cultural dimensions of Malaysian brand communications. The role of communications in formulating culture in the context of Malaysia being an Islamic country. The study of Islamic marketing has been undertaken through secondary sources, and an observational study of 30 leading brands in Malaysia, as per the leading rating agency, Interbrand's study, 2012 been explored. By relating these observations to the cultural dimensions, the paper identifies the challenges and proposes further research on the subject that can help marketing practitioners determine the role that culture and advertising plays in the success of brands.

Key Words: Cultural dimensions, Islamic marketing, Branding, consumers, Multi-cultural, Communications