Pakistan Journal of Life and Social Sciences

RESEARCH ARTICLE

The Wizarding World of Harry Potter: How to Employ Literary Works as a Source for Branding and Marketing?

Prof. Tareq N. Hashem[1*], Dr. Safia Asad[2], Dr. Firas Rifai[3], Rasha M. Qtaish[4]

[1] Full Professor of Marketing, Marketing Department, Faculty of Business, Applied Science Private University, Amman, Jordan
[2] Assistant Professor, English Language Center, King Khalid University, Abha
[3] Department of Business Administration, Faculty of Business, Al-Zaytoonah University of Jordan
[4] Literature and Cultural Studies, Hashemite University of Jordan, Jordan

ARTICLE INFO	ABSTRACT
	The Wizarding World of Harry Potter" was employed in branding and marketing since the contracted attractions turned into an experience at Universal Studios theme parks. Partnerships with multiple brands resulted in setting up merchandise that captured the magical feel from the book series. Warner Bros cooperated with associations to create restricted products, which invoked passion and brought fans around the world. The theme park attractions and merchandise perpetuated the concept of brand Harry Potter among a wider audience so as to sustain the magic everyone perceived behind the magical world. Current study aimed at examining the idea of employing famous literary works to be a source for branding and marketing strategies. We have taken into consideration concepts that managed to change the reality of involvement between literary works and marketing strategies including (Theming and Design, Interactive Experiences, Merchandise and Souvenirs, Entertainment and Performances, Educational and Cultural Elements, Community and Fan Engagement). We have used quantitative approach through a questionnaire that was self-administered by (774) customers. Results of analysis indicated the acceptance of the fact that employing literary works elements has the ability to increase branding and develop marketing strategies. Among the chosen sub-variables, community and fan engagement scored the highest influence of 0.794 as a correlation coefficient indicating a strong relationship and with variable explaining 63.1% of the observed variance in the dependent variable. Study recommended promoting Co-Creation and Engagement. Further recommendations were presented in the study.

INTRODUCTION

Great works of literature affect the society in that it set standards; promote deep thought, and social change. In particular, characters, figures, plots, and themes of the works, revealed the ability to overcome time and space to influence people's lives through the centuries and continents (Rockwell, 2023). Harlow and Carter (2023) argued that reading is a way of getting to know what a society cherishes, believes, and dreams. Books such as "1984" by George Orwell or "Brave New World" by Aldous Huxley led to critical reflections on government power and control, surveillance and freedom and dialogues of power relations and organizational structure. These works are creative and prominent examples, which enabled to change or at least question some of the complex paradigms that influenced society and encouraged public participation (Potter et al., 2023).

However, well known literary works have been used as the means to call for social change and to promote the activity, for instance. Harriet Beecher Stowe's "Uncle Tom's Cabin", published in 1852, was important to the abolitionist temperance movement because the novel educated the non-slave-owning public about the cruelties of the institution and passed on the spirits of emancipation. Likewise, Upton Sinclair used his novel, The Jungle to reveal the cleanliness of the meat packing industry therefore changing the laws and improving the conditions of the working people in that industry (Mahoney and Tang, 2024).

Therefore, Bonnell and Hunt (2023) argued that the impact of well-known literary works might not be overstated as it available has numerous social implications. As many of the works discussed in this course show, literature intervenes in culture, raises awareness, creates sympathy, and informs and inspires the thoughts and pursuits of readers of all ages, thus underlining and asserting the paradisiacal role of literature as one of the most potent agents of change and cognition in a society (Holland, 2024).

The study was launched in accordance with an ongoing tendency towards using certain icons, models, literary protagonists and popular figure and transform their influence into reality with physical and actual existence of theme and amusement parks. In the field of literary works, there are many literary works that have been transformed into theme parks in order to increase attention to them, or due to the high popularity of these works including "The Wizarding World of Harry Potter", "The Shire (Hobbiton Movie Set, New Zealand)", and "Tom Sawyer Island (Disneyland, Disney World)" (Pachucki et al., 2022).

The current study seeks to examine the role of popular literary works in employing them into a brand and involve them into the field of marketing and branding. Following model presented constructs of current study. The main hypothesis of study is based on the allegation that "interaction with literary works are able to increase chances of marketing and branding".

The wizarding world of Harry Potter will be taken as an example of such marketing and branding strategy.
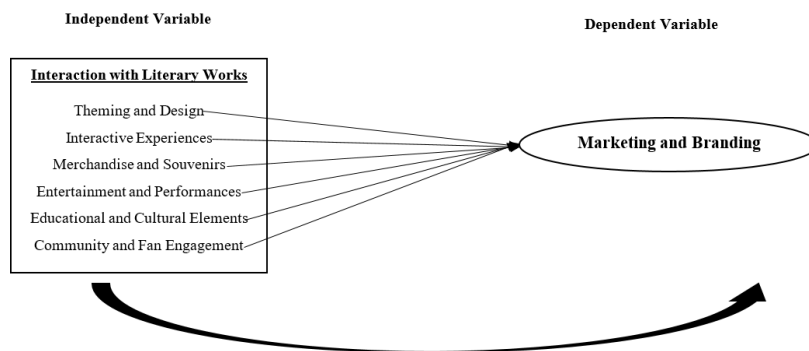
LITERATURE REVIEW

Employing Literary Works as a Marketing Strategy

Rockwell (2023) argued that the use of literature in branding and marketing can be a unique way of engaging the audience and making an emotional appeal with the ultimate goal of standing out in a sea of competition. Cart (2022) presented some ways in which literary works can be utilized for branding and marketing purposes including:

Storytelling and Brand Narrative

Fictional pieces for example novels, poems, or plays possess magnificent and profound stories that may be used for storytelling in a brand. These elements are thus likely to fit into brand narratives in such a way that makes the stories interesting and easily memorable by consumers. In addition to that, literary characters may be adopted as brand personalities since they are typical people in fictional stories. Through ascription of the characteristics of literary characters to brands, consumers establish brand characters to be memorable and easily identifiable.

Branded Content and Campaigns

Branded content can be created based on the literary works where a brand comes up with a blog post, a social media post, or a video based on the themes or ideas from any literary work. Adverts can be created using books and authors who are popular among readers to be used as a marketing strategy since people have some sort of a bond with the books (Hashem etal.,2024; Hashem, 2021).

Product Packaging and Design

Graphic design found in books can be borrowed by the brands to create the packaging of their products, the website, or marketing materials. Adding the aspects of literary aesthetics into the logos and visuals of their brands, people can develop a striking visual image of the brand.

Event Marketing and Experiences

Literary and book are a great way to interact with the audiences and offer them unique brand experiences; brands may conduct live events like literary readings, book club discussions or author's speech. Perhaps, brands can build a live narrative around the literary one and translate elements of the book into a pop-up installation or an interactive exhibition.

Collaborations and Partnerships

This way brands can reach out to authors or influential book lovers with similar interest and come up with co-branding in form of content, products or events. Through collaboration and partnership, brands can engage a publisher or an author and come up with a product, offer or campaign that is attached directly to the literary work.

McCracken (2024) noted that when a brand is able to use themes, stories, and appeal to emotions associated with literature, consumers are more likely to be receptive to the campaigns and remember the brand because of the creative approach that is taken by the brand. de Regt et al. (2021) stated that many of the great works of literature have been employed in the formulation of advertising campaigns worldwide including:

Alice's Adventures in Wonderland by Lewis Carroll

This novel has been used in many marketing campaigns as it became popular, its characters and setting are playful and creative, lending themselves to being used in fashion, beauty, and entertainment industries (Bumstead, 2023).

Image 1. Alice's Adventures in Wonderland Mugs and Cups

The Great Gatsby by F. Scott Fitzgerald

The themes of glamour and desire for the better life associated with the world described in this novel, set in the world of the Jazz Age, have been used in the promotion of the luxury goods and fashion in particular (Wiegenstein, 2022).

Image 2. The Great Gatsby Pen with the Logo

Moby Dick by Herman Melville

The story of Moby Dick and Captain Ahab which relates the story of a man who pursues a white whale has been used in campaigns by different companies that wish to portray themes such as perseverance and obsession.

Image 3. Moby Deck Ink Set

Pride and Prejudice by Jane Austen

This novel contains romantic and witty storyline, and because of that it has been included in marketing campaigns dealing with issues related to love, relationships and social norms (Cook, 2021).

Image 4. Pride and Prejudice Book Wallet

Literary Works and Marketing Strategies: The Connection

Otay Demir et al. (2022) stated that the embedding of literary works into the concept of marketing and promotional campaigns is a strong and innovative model of audience appeal, emotional appeal, and the main appealing message delivery. Applying literature techniques into firm's marketing communications can help to access another powerful tool to engage consumers, make them emotionally respond and leave a memorable impression on them (Burgess et al., 2023).

According to Ingram et al. (2021), novels, poems, play/there are so much narration, themes and characters in literary works that appeal to the reader/listener most profoundly. These storytelling styles allow marketers to tell stories that they want to tell and broadcast these tales in a way that matches a brand value proposition, a product or a service, thereby delivering an authentic branded consumer experience. Literary references, or references to current literary production, can be a great inspiration for adding creativity, imagination and wit to marketing content targeting various audiences (Hylton, 2020).

Besides, the use of literary works in marketing communication can add value for marketers in the sense that it assists brands in carving a niche in the increasingly congested market domain (McAlister, 2021; Connock, 2024). Introducing such elements as storytelling, symbolism, metaphor into their campaigns, businesses can make their branding experiences intriguing as to engage consumer's thoughts and feelings during the course of their communication (McGrath, 2021). Graphic commercials, theatrical tier mobile ads based on popular fiction plots, content marketing based on literary quotes and relations – all these strategies are based on literature as a means to appeal to the consumer (Schröder, 2015; Al-Raggad etal.,2023).

Han and Kang (2020) noted that weaving literature into the promotional mix presents a strong conceptual method for brands to convey values and interact with the audience with more than just straightforward advertising and sales pitches. With the help of stories and reading literary works, creating discourse connected with literature, companies can make an impression, encourage people and create trustful relations with their customer.

As much as there would be approaches to engaging literary works in marketing campaigns, most organizations depend on a certain set of strategies in order to make the best use of such literary works including Waller and Waller (2021):

Theming and Design: adopting literary references into the products' and events' designs and concepts as well as marketing materials allows for evoking a consistent and engaging narrative that would appeal to the fans of the literary pieces.

Interactive Experiences: the use of games and other methods that enable the consumers to get as close to the work as is possible creates a feeling of ownership and brand association.

Merchandise and Souvenirs: it is also possible to create merchandise based on the theme of the literary work and let fans feel the connection with the brand and the story through products that can be used in daily life.

Entertainment and Performances: performing an event, a play, or any other performance that is based on the literary work may help in bringing out the story to the public in a more exciting and unique way which may attract many people and thus repeat business for the brand.

Educational and Cultural Elements: Staging events that would combine marketing and promotion with the elements of education, like a workshop, a discussion, or a panel that raises the discussion of the main themes and messages of the literary work would help attract the audience that is interested in learning.

Community and Fan Engagement: engaging the fans through fan clubs, forums or social media groups can help in the creation of a sense of identity and being; thus the fans will be more willing to promote the literary work.

It is worth mentioning here that the literary work that seems to have become a favorite for organizations in their marketing campaigns is George Orwell's novel "1984". The novel, which was written in 1949, was the author's reaction to totalitarian communism, and it describes a society in which government control and information manipulation are critical issues (Moulton, 2022). The term Big Brother which Orwell invented in his work "1984" refers to an oppressive authority and is currently frequently used in mass culture and advertising to appeal to the topic of surveillance. Organizations have used references to "Big Brother" to get across messages about privacy, security or even, transparency in their advertisements, company logos and images. Furthermore, ideas and expressions from "1984" like 'thought crime,' 'doublethink, ' and 'newspeak.' some organizations have adopted as marketing strategies to develop unsettling or though-provoking 'ads' which grab people's attention and make them consider certain aspects of society. Taking inspiration from concepts and images of Orwell's work, brands aimed at discussing into technology, ethical issues and effect of the mass media to the society (Sarkar, 2022).

Literature in Marketing: Evidence from Marketing World

There are many examples of famous organizations that have employed literature in their marketing plans, as many companies have been able to associate their products with famous literary books in order to exploit the cultural value attached to them. Among these companies is Warner Bros. as fans of "Harry Potter" movies, directed by Warner Bros., often come across producers that have used licenses to create merchandise, themes and advertising campaigns. For instance, the Universal Studios Universal Orlando Resort's "The Wizarding World of Harry Potter" theme parks men's travelling experiences with amazing fictional elements to capture Harry Potter fans and global tourist (Simonetta and Eddy, 2020).

In addition, there appeared Coca-Cola Company and The Great Gatsby. The Coca-Cola allied with Warner Bros. for the movie 'The Great Gatsby' released in 2013 which was an adaptation of a novel by F. Scott Fitzgerald. The partnership also involved co-branded metal cans modelled after Coke containing an art deco Brewing Co Coke embossing and a marketing campaign provocative in its recalling of the biking era of the 1920's depicted in the novel (Hazelgrove, 2022).

There is also, Burberry and The Tale of Thomas Burberry. The fashion luxury is the Burberry telling the story of the founder Thomas Burberry in a short film in 2016. Besides featuring Domhnall Gleeson and Sienna Miller, the film was a marketing commercial for Burberry, telling about its heritage, craftsmanship and main icons imitating the main storyline of Thomas Burberry (Zhang, 2022).

With Moby Deck, Levi Strauss the denim company appeared in 2013 and developed an advertising campaign based on Herman Melville's novel, Moby-Dick. Levi's "Go Forth" campaign was a series of commercials and print ads that were intended to represent the aspects of the novel and more widely, Levi's brand ethos of scuffed, non-conformist appeal (O'Neal, 2020).

METHODS AND METHODOLOGY

Current study depended on quantitative methodology in order to collect primary data and realized suggested hypotheses. A questionnaire was built for that sake depending on previous studies.. The questionnaire was built on Likert 5-point scale and consisted of two main parts; the first took into perspective demographics of study sample. While the other section consisted of statements related to study sub-variables. The questionnaire was uploaded online through Google Forms in order to collect primary data.

Population of study consisted of consumers in general with no specific identification of consumers with certain specifications. Initially, it was decided that the sample was (1000) respondents, after application process, we were able to retrieve (774) valid questionnaires which indicated that the ratio of (74%) was statistically accepted.

We have employed statistical package for social sciences (SPSS) in order to deal with primary data. Cronbach's Alpha (α) was used to test reliability and consistency of study tool as in table 1 below. It appeared that the tool was consistent and reliable as all variables scored an alpha that was higher

than 0.70. Other statistical tools used included percentages, frequencies, mean and standard deviation and multiple and linear regression.

Table 1. Alpha Value

Variable	α
Theming and Design	0.767
Interactive Experiences	0.860
Merchandise and Souvenirs	0.844
Entertainment and Performances	0.831
Educational and Cultural Elements	0.805
Community and Fan Engagement	0.866
Marketing and Branding	0.858

RESULTS AND DISCUSSION

Demographic Results

Frequencies and percentages were calculated for study respondents. It was noticed that majority of respondents were females forming 75.2% of total sample. Also, it was seen that majority of respondents were within age range of 18-28 years forming 57.4% with BA degree forming 66.7%. Result also indicated that majority of respondents were students forming 57.5% with an income of less than $1000 forming 67.3% of total sample.

Table 2. Demographics

	f	%
Gender		
Female	582	75.2
Male	192	24.8
Age		
18-28	444	57.4
29-39	66	8.5
40-50	120	15.5
51-60	84	10.9
More than 60 years	60	7.8
Qualification		
BA	516	66.7
Less than Diploma	30	3.9
PhD	162	20.9
MA	66	8.5
Occupation		
House Wife	30	3.9
Business Owner	19	2.5
Student	445	57.5
Retired	36	4.7
Employee	244	31.5
Income		
$1000-$2000	168	21.7
More than $2000	85	11.0
Less than $1000	521	67.3
Total	**774**	**100.0**

Questionnaire Analysis

Mean (μ) and standard deviation (σ) were used in order to analyze questionnaire of study. Table3 below presented the data from the survey statements, along with the average and standard deviation

for each. With an average score of 3.00 or above on every survey topic, it is clear that all participants had a pleasant disposition. That the emotions were positive is borne out by the statistics. The people surveyed also seemed to have a positive attitude about the variables that were the subject of the study. Remarkably, from a statistical perspective, all of the variables that were considered in this study had scores higher than the mean value of 3.00.

Table 3. Questionnaire Results

Statement	μ	σ
Aesthetic and ambiance experience of my favorite books attracts me	4.20	.839
Theming and design help me create a coherent and appealing narrative environment that resonates with my preferences	4.14	.765
The characters, settings, and stories from my favorite literary works provoke emotional connections in me	4.17	.837
I can differentiate brands that employ theming and design from literary works	4.00	.817
I am more loyal to brands that customize spaces or products from famous literary works	3.71	.998
Theming and Design	4.0450	.61507
Creating an interactive experiences based on literary works give me the chance to immerse myself in the narrative	3.99	.911
Marketing through literary works experiences provide me with opportunities to participation and co-creation of events and incidents	3.95	.875
Integrating elements of choice from literary themes gives me a dynamic and personalized experiences	4.00	.863
Interaction in marketing through literary works indulges me in the story telling	4.02	.807
There is no doubt that extracting experiences from famous literary works can attract me as a book fan	4.12	.784
Interactive Experiences	4.0140	.68024
Creating merchandise and souvenirs from literary works increase brand recognition for me as a fan	4.01	.894
The use of iconic symbols, quotes, or imagery from literary works into merchandise evoke nostalgia and emotional connections in me with the brand	4.10	.806
Literary themes in merchandise can attract me as a book enthusiasts and fans of specific genres	3.99	.840
Offering merchandise and souvenirs stemming from literary works makes me more loyal to a brand	4.01	.920
Literature-based merchandise and souvenirs increases brand recognition and visibility for me	4.09	.802
Merchandise and Souvenirs	4.0403	.67021
Entertainment stemming from literary works gives me an engaging and immersive experiences	3.99	.911
It is a good marketing strategy to use literary works to fans of the original works, this has turned me into a customer	3.98	.945
Employing characters, settings, and plots from literary works spark curiosity in me	4.05	.771
Adopting interactive events inspired by literary works encourages me to participate and engage	4.02	.854
Employing famous literary works in marketing enables the brand to reach me as a potential customer	4.05	.756

Entertainment and Performances	4.0171	.65742
Gathering between literary works and cultural elements give me valuable learning experiences and better brand recognition	4.04	.792
I think that marketing through literary works promote literacy, creativity, and critical thinking skills	4.03	.835
Involving literary sources in cultural events grabs the attention of book lovers, scholars, and enthusiasts	4.15	.695
It is a good marketing idea to incorporate works into exhibits, workshops, and seminars to offer us with interactive and enriching experiences	4.09	.876
The narration in literary work and changing it into a marketing strategy spark curiosity and interest in me to buy items	3.83	.917
Educational and Cultural Elements	4.0279	.61935
It is a good thing to leverage literary works for fan engagement initiatives	4.02	.752
Being engaged with fans as a marketing approach create a sense of belonging among us as customers	4.04	.741
More engagement means more loyalty from me and other fans for the brand or organization.	3.98	.807
The literary themes in marketing bring us fans together and change us into customers	3.98	.836
The literary themes in marketing can build connections between me and other fans	3.93	.828
Community and Fan Engagement	3.9922	.64038
Literary works-based products increases brand identity that touches my emotions	3.99	.710
The use of famous literary works in marketing and branding takes me back to my childhood	3.84	.928
I prefer a brand that is based on storytelling and narration	3.91	.876
Appealing me through my favorite literary works awakens the child in me	3.89	.926
My attachment to themes and characters of my favorite book makes me a potential loyal customer	3.90	.871
I love the brand that is being relevant and authentic to fans community of a certain literary work	4.07	.809
I think that a brand using literary works can appear as unique and different	4.10	.816
Marketing and Branding	3.9579	.62511

Multicolleniarity test

In order to assess multicollinearity, the independent variables were subjected to VIF (Variance Inflation Factor) and Tolerance analysis. These calculations can be attributed to the subsequent potential developments. The data does not exhibit multicollinearity, as evidenced by all Variance Inflation Factor (VIF) values being less than 10 and all Tolerance values being greater than 0.10 (Gujarati & Porter, 2009).

Table 4. Multicolleniarity test

variable	Tolerance	VIF
Theming and Design	.430	2.328
Interactive Experiences	.377	2.655
Merchandise and Souvenirs	.345	2.898
Entertainment and Performances	.235	4.248
Educational and Cultural Elements	.327	3.055
Community and Fan Engagement	.313	3.193

Hypotheses Testing

Multiple Regression test was used to test the main hypothesis. Results of analysis indicated that F value was statistically significant at the 0.05 level. The data proved that employing literary works in marketing strategies can be a source for branding and marketing. A correlation coefficient of 0.847 indicated a strong relationship. Additionally, the independent variables explained **71.8%** of the observed variance in the dependent variable.

<div align="center">

Table 5. Main Hypothesis Testing

</div>

Coefficients								
		Unstandardized Coefficients		Standardized Coefficients				
Model		B	Std. Error	Beta	t	Sig.	R	R Square
1	(Constant)	.358	.090		3.959	.000	.847a	.718
	Theming and Design	.012	.030	.012	.406	.685		
	Interactive Experiences	-.059-	.029	-.064-	-2.040-	.042		
	Merchandise and Souvenirs	.078	.030	.084	2.563	.011		
	Entertainment and Performances	.276	.038	.290	7.343	.000		
	Educational and Cultural Elements	.226	.034	.224	6.678	.000		
	Community and Fan Engagement	.363	.033	.372	10.857	.000		
H: Employing literary works in marketing strategies can be a source for branding and marketing								

Regarding sub-hypotheses, we have used linear regression in order to test them. The following results were reached.

H1: F value was statistically significant at the 0.05 level. The data proved that employing theming and design of literary works in marketing strategies can be a source for branding and marketing. A correlation coefficient of 0.572 indicated a **medium relationship**. Additionally, the independent variable explains **32.7%** of the observed variance in the dependent variable.

H2: F value was statistically significant at the 0.05 level. The data proved that employing interactive experiences of literary works in marketing strategies can be a source for branding and marketing. A correlation coefficient of 0.551 indicated a **medium relationship**. Additionally, the independent variable explains **30.3%** of the observed variance in the dependent variable.

H3: F value was statistically significant at the 0.05 level. The data proved that employing merchandise and souvenirs of literary works in marketing strategies can be a source for branding and marketing. A correlation coefficient of 0.653 indicated a **strong relationship**. Additionally, the independent variable explains **42.6%** of the observed variance in the dependent variable.

H4: F value was statistically significant at the 0.05 level. The data proved that employing entertainment and souvenirs of literary works in marketing strategies can be a source for branding and marketing. A correlation coefficient of 0.779 indicated a **strong relationship**. Additionally, the independent variable explains **60.7%** of the observed variance in the dependent variable.

H5: F value was statistically significant at the 0.05 level. The data proved that employing educational and cultural elements of literary works in marketing strategies can be a source for branding and marketing. A correlation coefficient of 0.756 indicated a **strong relationship**. Additionally, the independent variable explains **57.1%** of the observed variance in the dependent variable.

H6: F value was statistically significant at the 0.05 level. The data proved that employing community and fan engagement of literary works in marketing strategies can be a source for branding and

marketing. A correlation coefficient of 0.794 indicated **a strong relationship**. Additionally, the independent variable explains **63.1%** of the observed variance in the dependent variable.

Table 6. Sub-Hypotheses Testing

Coefficients								
		Unstandardized Coefficients		Standardized Coefficients				
Model		B	Std. Error	Beta	t	Sig.	R	R Square
1	(Constant)	1.607	.123		13.088	.000	.572a	.327
	Theming and Design	.581	.030	.572	19.372	.000		

H1: Employing theming and design of literary works in marketing strategies can be a source for branding and marketing

Coefficients								
		Unstandardized Coefficients		Standardized Coefficients				
Model		B	Std. Error	Beta	t	Sig.	R	R Square
1	(Constant)	1.927	.112		17.145	.000	.551a	.303
	Interactive Experiences	.506	.028	.551	18.325	.000		

H2: Employing interactive experiences of literary works in marketing strategies can be a source for branding and marketing

Coefficients								
		Unstandardized Coefficients		Standardized Coefficients				
							R	R Square
Model		B	Std. Error	Beta	t	Sig.		
1	(Constant)	1.497	.104		14.379	.000	.653a	.426
	Merchandise and Souvenirs	.609	.025	.653	23.958	.000		

H3: Employing merchandise and souvenirs of literary works in marketing strategies can be a source for branding and marketing

Coefficients								
		Unstandardized Coefficients		Standardized Coefficients				
							R	R Square
Model		B	Std. Error	Beta	t	Sig.		
1	(Constant)	.981	.087		11.240	.000	.779a	.607
	Entertainment and Performances	.741	.021	.779	34.561	.000		

H4: Employing entertainment and souvenirs of literary works in marketing strategies can be a source for branding and marketing

Coefficients								
		Unstandardized Coefficients		Standardized Coefficients				
							R	R Square
Model		B	Std. Error	Beta	t	Sig.		
1	(Constant)	.886	.097		9.136	.000	.756a	.571
	Educational and Cultural Elements	.763	.024	.756	32.062	.000		

H5: Employing educational and cultural elements of literary works in marketing strategies can be a source for branding and marketing

Coefficients						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model						

	B	Std. Error	Beta			R	R Square
1 (Constant)	.863	.086		9.997	.000	.794a	.631
Community and Fan Engagement	.775	.021	.794	36.312	.000		
H6: Employing community and fan engagement of literary works in marketing strategies can be a source for branding and marketing							

DISCUSSION

Current study aimed at examining the idea of employing famous literary as an approach for branding and marketing strategies. We have taken into consideration concepts including (Theming and Design, Interactive Experiences, Merchandise and Souvenirs, Entertainment and Performances, Educational and Cultural Elements, Community and Fan Engagement). Depending on a questionnaire and SPSS to analyze primary data, results of analysis accepted what we have hypothesized as "employing literary works in marketing strategies can be a source for branding and marketing" as correlation coefficient of 0.847 indicated a strong relationship and the independent variables explained **71.8%** of the observed variance in the dependent variable.

Among the chosen sub-variables, it was seen that community and fan engagement scored the highest influence of 0.794 as a correlation coefficient indicating **a strong relationship** and with variable explaining **63.1%** of the observed variance in the dependent variable. Engagement of a community and fans in marketing initiatives surrounding literary works can be an important source of branding and marketing since it strengths the bonds of passion, endorse mend service and product loyalty and offer organic recommendations. Fans are eager to engage in fabulous interactions which brand_can offer and share exclusive content which was co-created with them, brands are able to address the fan communities of literary works and attract more people by means of helping passionate fans to share their brand perception with others. Thus, apart from increasing brand awareness, the engagement of fans can help create feelings of the mutual concern of people, which consequently forms the brand identity and loyalty.

In the second rank, entertainment and souvenirs came with a strong relationship and a correlation coefficient of 0.779 indicated a **strong relationship**. The independent variable explains **60.7%** of the observed variance in the dependent variable. Using entertainment and souvenirs based on literary works in marketing activities can greatly improve the branding and marketing activities, when consumers are offered to dive into the world of the work, get closer to its message and form an emotional connection. Brands are thus able to create value from literature-based entertainment that may include events or other simulation that is based on books and articles or even performances that is based on stories that have been written. Moreover, offering exclusive and valuable products such as t-shirts and caps (merchandise), toys in the form of the characters or other environmental stimuli (products), or small part of the first edition of the books or meaningful objects that are similar to the literary pieces can be used as physical prompts.

Scoring a correlation coefficient of 0.756 with a **strong relationship, the** variable "educational and cultural elements" came in the third rank. It was seen that the independent variable explains **57.1%** of the observed variance in the dependent variable. Study proved that including educational and culture aspects of literary pieces into marketing initiatives may serve as a valuable source for branding and marketing by bringing richness, credibility and utility to the-brand-story approach. Thus, brands can leverage educational themes, historical and cultural references inspirational in literary works. Thus, implementing such elements makes not only enlightening and emotionally appealing a marketing advertisement but also growing the viewers' perception of the heritage, the class eventually related to the given brand, and social responsibility. Potential benefits of employing the educational and cultural motifs include creating an image of the brand as an educational helper and cultural discovering, as well as the appeal to the audiences who are inclined to get value from the stimulus of intellect and appreciation of art and history.

Merchandise and souvenirs were seen to be influential with a correlation coefficient of 0.653 indicated a **strong relationship**. The independent variable explains **42.6%** of the observed variance in the dependent variable. Other than directly using merchandise and souvenirs based on existing literary works in sales promotion, marketing decision making can create a powerful and untapped source of branding and marketing based on the emotions and fans that exist for the specific works. Through products which incorporate themes of literary works and appeal to specific markets, such as t-shirts, key chains, toys, and kitchenware, consumers are able to bring a part of the story into their homes, and thus creating brand association. In addition to being tangible evidence of the famous stories, these items serve the purpose of functional brand extensions to be worn or used, making fans promoters who willingly advertise the merchandise. By presenting the intenders with a set of compelling and stylistically recognizable merchandise, brands not only renew interest and rekindle desire, but also enhance the emotional connection with the literary works on which they base their message, thereby fortifying their own identity and extending consumer-ship through the timeless popularity of the narrative.

In the 5th and 6th rank, theming and design and interactive experiences appeared with a **medium relationship** scoring a correlation coefficient of 0.572 and 0.551 respectively. The independent variable explained **32.7% and 30.3%** for each. Results confirmed that the use of theming, design and the incorporation of literary based interactive elements into marketing concepts represents an incredibly potent concept for branding and marketing by building engaging and recognizable linkages with the audience. If the range of branded spaces is thought through to incorporate elements of the plot, setting, and characters of the literary works, the consumer is 'immersed' into the worlds of the books and shaped to react emotionally, thus, brands create meaningful connections. Even when it's an art performance or a play based on the narratives, which include escape rooms, virtual reality experiences, live performances where the fans become the actors or the participants or the designers, the active engagement creates a sense of possession among the fans. Innovative theming and interactive design are also the primary ways, which brands can capture new audiences, as well as strengthen the loyalty with the help of the offer of unique and enchanting events, connected with the fantastic worlds of the books.

CONCLUSION AND RECOMMENDATIONS

When an organization employs famous literary works to advertise its products or services, then it engages the culturally and emotionally charged meanings that people ascribe to these works. Thus, getting inspiration from famous books, companies try to use such themes, characters, and narratives that would attract the attention of consumers to their ads. With this, brands can create better relationships with the consumers, generate the right sentiments and set themselves apart from the competition. This way, organizations want to grab the attention of the audience and at the same time, associate their products or services with the values, ideals, hope, and the concept of storytelling that is reflected in the chosen literary works, which in its turn, improves the perception of a particular brand and helps organizations to engage with the target audience.

Based on results and discussion, we recommend the following:

Enhance Immersive Brand Experiences

Emphasize on developing emotionally connected experiences borne out of the themes where design and every physical element will resonate and be complemented by a form of interaction of the audience to the product or service. Create campaign experiences and environments, which take consumers into the realm of the books, assuring them memorable and emotional experiences appealing to the target group.

Utilize Interactive Technology

Collaborate and incorporate elements of augmented or virtual reality or game design into the execution of the marketing techniques from stories. Incorporating such technologies make the

brands to enhance consumer experience and enjoy for real and special part of fictions, which will make the consumer to search for more part of the brands technologies.

Promote Co-Creation and Engagement

One way to advance both the medium of electronic literature as well as the concept of the literary fan and fan cultures is to involve fans in the creation of interactive content connected with the texts. Generate brand content placements and contests where fans have a chance to co-author or co-narrate brand stories or participate in exciting branded events that would help build a community around brand values.

Practical and Theoretical Implications

Carrying out this current research study was based on reaching theoretical and practical implications. From a theoretical perspective, academic scholars can play the scholar-advocate role since they can identify how themes, characters, place and other elements from Potter series are used in advertising messages. These can help to uncover how consumers are impacted through stories and how these affect the brands of the companies they are patronizing.

From a practical perspective, the external factor we found most noteworthy in "How to Employ Literary Works as a Source for Branding and Marketing" is the possibility of brands to build rich experiential branding campaigns around the world's iconic literary works such as the Harry Potter series. Thus, utilizing association with feelings and vivid memories connected with certain kinds of literature, the organizations will be able to create effective marketing campaigns and increase customers' loyalty.

Limitations of Study

A possible limitation of the study is the constraining of findings to the Harry Potter industry alone. Some literary works may be better-known than others, and some people may feel more personally connected to certain literary works than to others; readers might respectively act as consumers when literary works are used in branding and marketing. A major drawback that could be got from this study is that literary works may not be sustainable when used in branding for a longer period. Popular narratives like Harry Potter for instance may be used to grab the consumers attention, but the continual focus on such a story to sustain consumer interest over time may be some of the dilemmas organizations experience.

Future Studies

Future research may build upon the study by analyzing how utilizing literary works for branding and marketing purposes proved successful and unsuccessful in other cultural settings. Analyzing how different audiences get touched or moved by narratives across the world can help explain how storytelling works when used in branding strategies. More studies can explore the acceptance and/or appreciation of consumers towards use of literary pieces in advertisement by brands. It can also assist a company in developing ideal strategies for the conveyance of such strategies since knowing how the audience will perceive such strategies, would go along way in enabling a firm to align with the perceptions of its target market.

REFERENCES

Al-Raggad, M., Hashem, T., & Al-Raqqad, R. (2023). A comparative study of umbrella branding approach versus house of brands approach and their influence on market share. *International Journal of Data and Network Science*, *7*(1), 15-24.

Bonnell, V. E., & Hunt, L. (Eds.). (2023). *Beyond the cultural turn: New directions in the study of society and culture* (Vol. 34). Univ of California Press.

Bumstead, A. (2023). Alice in Disneyland: Power and Subversion in Two Theme Park Rides. *South Atlantic Review*, *84*(4), 48-65.

Burgess, J., Williams, P., & Curran, A. (2023). 'It's almost a full-time job just marketing your own book': understanding novelists marketing knowledge and practices. *Creative Industries Journal*, 1-15.

Cart, M. (2022). Young adult literature: From romance to realism.

Connock, A. (2024). *Media Management and Live Experience: Sports, Culture, Entertainment and Events*. Taylor & Francis.

Cook, J. A. (2021). Moby-Dick and Twenty-First Century Theodicy. *Christianity & Literature*, *70*(4), 361-381.

de Regt, A., Plangger, K., & Barnes, S. J. (2021). Virtual reality marketing and customer advocacy: Transforming experiences from story-telling to story-doing. *Journal of Business Research*, *136*, 513-522.

Gujarati, D.N. & Porter, D.C. (2009). Basic Econometrics. 5th Edition, McGraw Hill Inc., New York.

Han, S., & Kang, E. (2020). The marketing strategy to stimulate customer's interest in art-gallery business plan. *Journal of Distribution Science*, *18*(8), 47-54.

Harlow, B., & Carter, M. (2023). *Resistance literature*. routledge.

Hashem, T. N. (2021). Environmental legitimacy through adopting green products and its effect on the brand equity: Moderating role of management awareness. *Research in World Economy*, *12*(2), 197-210.

Hashem, T. N., Al-Qeed, M., & Qtaish, R. M. (2024). Brand Linguistics: The Influence of Using Local Terminology Through Social Media in Marketing Products on Customers' Purchase Behavior. *Journal of System and Management Sciences*, *14*(2), 291-309.

Hazelgrove, W. E. (2022). *Writing Gatsby: The Real Story of the Writing of the Greatest American Novel*. Rowman & Littlefield

Holland, N. N. (2024). *The brain of Robert Frost: A cognitive approach to literature*. Taylor & Francis.

Hylton, V. (2022). The auditory dimension of tourism experience scapes: The role of sounds in marketing Christmas tourism experiences.

Ingram, C., Themistocleous, C., Rickly, J. M., & McCabe, S. (2021). Marketing 'Literary England'beyond the special interest tourist. *Annals of Tourism Research Empirical Insights*, *2*(2), 100018.

Mahoney, L. M., & Tang, T. (2024). *Strategic social media: From marketing to social change*. John Wiley & Sons.

McAlister, J. (2021). *New Adult Fiction*. Cambridge University Press.

McCracken, S. (2024). Pulp: Reading popular fiction. In *Pulp*. Manchester University Press.

McGrath, L. B. (2021). Literary agency. *American Literary History*, *33*(2), 350-370.

Moulton, C. (2022). *Having an Experience: Media Franchises, Events, and Participatory Culture* (Doctoral dissertation, Northwestern University).

O'Neal, E. (2020). *Blizzard of'96 and Other Works*. University of Wyoming.

Otay Demir, F., Yavuz Görkem, Ş., & Rafferty, G. (2022). An inquiry on the potential of computational literary techniques towards successful destination branding and literary tourism. *Current Issues in Tourism*, *25*(5), 764-778.

Pachucki, C., Grohs, R., & Scholl-Grissemann, U. (2022). No story without a storyteller: The impact of the storyteller as a narrative element in online destination marketing. *Journal of Travel Research*, *61*(8), 1703-1718.

Potter, J., Stringer, P., & Wetherell, M. (2023). *Social texts and context: Literature and social psychology*. Taylor & Francis.

Rockwell, J. (2023). *Fact in fiction: The use of literature in the systematic study of society*. Taylor & Francis.

Sarkar, S. (2022). *George Orwell's 1984 and the surveillance in the contemporary world* (Doctoral dissertation, Brac University).

Schröder, L. (2015). Early twentieth-century marketing of literature: Reclam, a trendsetter?. *Book 2.0*, *5*(1-2), 19-26.

Simonetta, M. A., & Eddy, Z. (2020). Harry Potter and the Curious Tourist: An Anthropological Assessment on The Wizarding World of Harry Potter Theme Park.

Sutton, D. H. (2022). Marketing Love: Romance Publishers Mills & Boon and Harlequin Enterprises, 1930–1990. *Enterprise & Society*, *23*(3), 680-710.

Waller, D. S., & Waller, H. J. (2021). Heritagisation of pop culture by museums and an analysis of visitor feedback. *Arts and the Market*, *11*(3), 258-274.

Wiegenstein, A. L. (2022). " 1929, Still": Race, Class and the" Gatsby Figure" in 2013 and Today.

Zhang, Y. Burberry's Marketing Activities in the UK and China: An Analysis Based on Cultural and Psychological Differences. (2022). 2022 International Conference on Education, Management, Business and Economics (ICEMBE 2022) Published by CSP © 2022 the Authors 140

Image 1

https://www.aliexpress.com/item/1005005335967747.html

Image 2

https://www.montblanc.com/en-us/ballpoint-pens_cod1647597356307547.html

Image 3

https://goldspot.com/products/wearingeul-herman-melville-literature-ink-in-moby-dick-30ml

Image 4

https://www.etsy.com/listing/877244322/book-lover-gift-pride-and-prejudice-book