

Role of Advertising in Brand Building

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Abstract – This study examines the role of advertising in brand building taking Nigeria Bottling Company Plc. as a case study. Four research questions were formulated, these are: how important is advertising to brand building? Are there any relationship between advertising and brand building? Is there any negative effect of advertising on an organization? What roles does advertising play in promotional strategy? In order to obtain data for the study, 50 questionnaires were administered which all were retrieved, and interviews were conducted among selected heads of departments. This was analyzed using simple percentage. This study found out that advertising is very vital in building one's brand but with the right marketing mix. It also found out that advertising helps in increasing sales and very profitable in an organization.

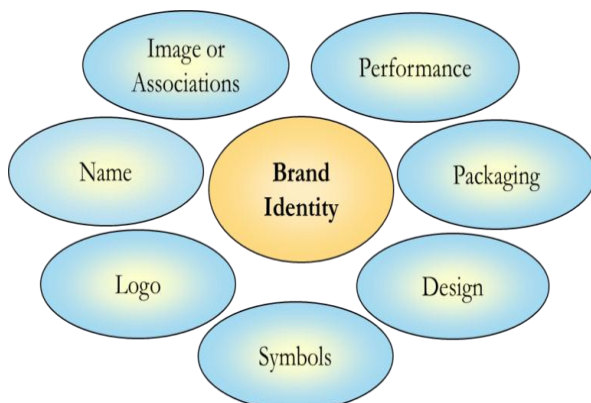
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1. INTRODUCTION

Advertising has a central role to play in developing a brand image. It informs consumers of the functional capabilities of the brand while simultaneously inspiring the brand with symbolic values and meanings relevant to the consumer. Advertising strategists, planners or the creative people in an advertising agency looking for unique emotional values to add to the brand. They look for ways to create emotional involvement because this represents the stronger bonding between the brand and target customer.

Businesses use advertising to spread their brand among the masses as well as to directly sell products and services to the public at large. Repetition of the company's message creates a familiarity with the brand. Advertising is important for companies trying to direct consumer behaviour because it is an effective method for mass selling and communications.



2. REVIEW OF LITERATURE

There are numerous definition of advertising, there is no one generally accepted definition due to its wide nature. For Albert Lasker, who has been labeled the father of modern advertising "Advertising is salesmanship in Print" he could be right based on the fact that he gave this definition when all adverts were in print. (Arens Williams 2009, Pg. 3) Frank Jefkins (2007; Pg. 17) in his book "Advertising Made Simple", says "advertising is the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost". Olu Falemo (2007; Pg. 18), defined advertising as "mainly paid communication, the ultimate aim in which is to make the target audience form a good image about a product or services and induce action beneficial to the advertiser in the form of sale or product or services" For the purpose of this study however, advertising in my own words "is a form of communication for marketing which is used to encourage, persuade or manipulate on audience (viewers, readers, listeners, or sometimes a specific group) to continue to take some new action. Advertising however, in this study would be considered to include all above the line and below the line advertising. Above the line advertising refers to: advertising exposed through the major media such as radio, television and billboards. On the other hand, below the line advertising has to do with advertising done on such thing as: bulletins, calendar, T-shirt, caps, gift item and other point of sales materials. (Kieval J. kumar 2008 Pg. 117-120). Advertising as defined by the advertising practitioners council of Nigeria (APCON) "is a form of communication through the media about product, services or ideas paid for by an identified sponsor

with the aim of imparting information about the product, services or opinion. (APCON, 2005; PP 17-20). Advertising can be considered an institution within the social, ethnical, economic and legal environment. Some would argue that the institute exercises social control but has a social responsibility making people accept what advertising offers rather than giving the complete information on all that is available (David Schmer, 2002 Pg. 8). However, advertising's purpose is to promote the sale or use of goods and services. The conception of brand has marked a turning point in business whether its regard as brands identify, brand equity, or brand loyalty (Hart and Murphy, 2008 pg. 12). The brand now places a first impression in the product market. It sets what people consider and also determines whether the business will succeed or even fail. A brand therefore is the most important part of the business because the success of brand is identical to the business success. A brand is not a product. It is more prominent than a product itself. It leads company in the way to differentiate product from competitors. The competition in specific direction is the key issue that brand is facing nowadays. Thus brand is a challenge for the company to become globally competitive in this globalization zone. (Kafferer 2007, pg. 18). In essence, it is safe to say a brand is a name or trademark connected with a product or producer. Brands have become increasingly important components of culture and the economy, now being described as "Cultural accessories and personal philosophies". A brand is a product, service or concept that is publicly distinguished from other products, services, or concept so that it can easily be communicated and usually marketed. Branding is the process of creating and disseminating the brand name. Branding can be applied to the entire corporate identity as well as to individual product and service names. For an organization to achieve its set target it must attempt to effectively manage the element of marketing mix, product, price, place and promotion activity is part of the communication elements (Michelle 2008, Pg 12). Advertising is intended to make the product known to the consumers. It is used to inform the consumers' original impression about the product. There is therefore an urgent need for the manufacturer to centrally reveal what the people (consumer) want (product) how they want such a product or service. They are willing to buy such product.

3. METHODOLOGY

Stratified probability sampling was used in this research. Tobacco farmers were stratified into four tobacco grown provinces. This was necessitated by the geographical displacement of tobacco farmers. Stratified sampling was chosen because it gave all segments under consideration an equal chance of representation in proportion to their sizes. A sample size of one-hundred farmers was scientifically drawn from active tobacco farmers using systemic random probability sampling technique where 1 in every 884

farmers was selected from a population size of eighty eight thousand two hundred and forty four (88 244). Structured questionnaires were used as the major tool to collect primary data. The questionnaire was self-administered and a data requirements table created to ensure that essential data was collected. Supplementary material was obtained through semi-structured face to face interviews. To ensure the validity of the findings from the study, the researcher engaged in a pilot study to test the questionnaires. The researcher also made sure that the questionnaires and field interviews in this study were done correctly to ensure the reliability and validity of the findings through personal involvement in the distribution and collection of the questionnaires and avoiding intermediaries who could damage or disturb the data collection and interpretation processes. Data was collected primarily through interviews and surveys. Data analysis started tentatively in the field, then final analysis was done after the collection of all data. A quantitative approach was used to analyse data through the use of Statistical Package for Social Sciences (SPSS) software.

4. STRATEGY ADVERTISING IN BRAND BUILDING

A brand awareness strategy is crucial for advertisers who want to make sure that their brand and products are known and recognizable by their customers. With holiday shopping starting, this article explores how advertisers both big and small can leverage the affiliate channel in marketing to create a connection and build loyalty with customers. Shoppers will have countless holiday deals to go through this season, with many of them seeking the best deals possible. However, it's not always the lowest discount or the biggest savings that get the attention of customers – it's a great deal from a brand they're familiar with. This recognition stems from a core concept: brand awareness and recognition.

However, not all brands have the same amount of bandwidth and resources to generate brand awareness. **That's why the affiliate channel is as unique as it is critical when it comes to building brand awareness and recognition – it offers a more even playing field for advertisers big and small alike.**

In this blog post, we'll explore why brand awareness is so critical for an advertiser to have with consumers. We'll also go in-depth with five expert insights that highlight how smaller brands can optimize their brand awareness strategy through the use of content publishers in the affiliate channel.

Even though smaller advertisers may have smaller budgets, they can still build a strong brand awareness through strategic planning with content publishers. The trick to accomplishing this is to work with content publishers to build a brand recognition

plan. This raises a lot of questions, and Elizabeth Prendiville, a Strategic Account Manager for the Rakuten Affiliate Network, gave some expert insights and solutions.

4.1. How do smaller brands build awareness with so many big advertisers in the same space?

According to Elizabeth, you need to focus on what makes your brand unique. Being able to highlight what separates you from bigger brands not only makes you more recognizable, it also starts to build a relationship between your brand and your customers so that, when they think about you, they'll recall something unique that identifies you from the rest of the advertisers out there.

The same goes for your product line. Elizabeth claimed that "publicizing your signature products is important to consumers" because those products are what they'll associate with your brand. By showing off your top products and highlighting what separates you as an advertiser, customers will start to build associations and recognize your brand.

4.2. How can smaller advertisers make the most out of a smaller marketing budget?

"Focus on what your brand can offer and bring these factors in as bargaining chips when making deals with publishers," Elizabeth advised. "Think beyond a flat fee."

What Elizabeth is suggesting are ways to optimize your marketing budget by supplementing it with other, more creative opportunities. For example, say you're an advertiser whose main product is a professional looking backpack. You may want to consider gifting some backpacks to fashion content publishers that focus on business apparel in exchange for having them review the product on their site. You could also incentivize content publishers by offering a gift with a purchase, CPA increases on key products, or doing social media crossovers.

Think beyond the flat fee and focus on what else you can offer for exposure. Sometimes (such as the case with product reviews) these can have an even larger impact on your target customers.

4.3. What are some of the benefits that content publishers provide smaller advertisers looking to build brand awareness?

Content publishers have an interesting solution for advertisers when it comes to building brand awareness because they're able to provide context and perspectives in ways and formats that other publishing models may not be able to. For instance, a publisher could:

- Provide a blog post

- Feature the product alongside similar brands
- Feature the product in a social media post
- Create video content

It all comes down to the creative freedom that content creators have.

"Bloggers and content [publishers] are more likely to brainstorm creatively with a brand and think of new and innovative ways to discuss your products," Elizabeth explained. This adds a three-dimensional feel to your product and your brand, which only helps further builds brand and product recognition.

4.4. What are some of the hesitations that smaller advertisers might have working with content publishers?

The biggest hesitation for any advertiser is rooted in the fundamental question of "will this generate sales?" Advertisers are looking for strong ROI in what they do, and historically coupon sites, cashback platforms, and loyalty/reward programs all tend to convert higher. However, when building brand awareness, advertisers need to consider the big picture.

"Throughout the year (and especially in Q4) I tell my brands that building a healthy publisher community for a program is a dovetail approach," Elizabeth shared, "[coupon sites and others] are necessary to get the strong growth and consistent sales, [but] content bloggers and editorial-type publishers with native content are vital to growing brand awareness and personal brand loyalty."

In other words, you need a good mixture of multiple publishing models. Focusing your energy only in coupon sites does little good if your customer base has never heard of you or isn't thinking to look for your offers, and only leveraging content sites can result in less revenue.

"Both groups are essential for very different reasons!"

4.5. What are some strategies to get started?

When looking to build your brand awareness efforts, it's essential to look at what your competitors have already done in the past and try to differentiate yourself. Make sure your brand and products are standing out for the unique aspects they have, and they're not falling under a situation where customers are thinking they've heard this all before.

"Many midrange brands are competing against their own product within a reseller," Elizabeth noted, citing that she's seen this situation happen many times before. When faced with this scenario, she

“always encourages them to tap into what makes the consumer’s experience more personal shopping with them directly.”

With Q4 here and the shopping season getting started, this is the perfect opportunity for small advertisers to make a giant push for the holidays. Leveraging these strategies can help build your brand for holiday success and extend well beyond the 2016 season through customer loyalty and continued recognition.

5. RESULTS

Figure 1 below shows responses to the statements related to auction floor advertisement. 43% of the respondents agreed that they were aware that auction floors do advertise. 29% of the respondents strongly agreed that auction floors advertise. About 5% of the interviewees strongly disagreed and were not aware that auction floors do advertise themselves. Nearly 5% of the respondents were reserved and remained neutral about their opinion on auction floors.

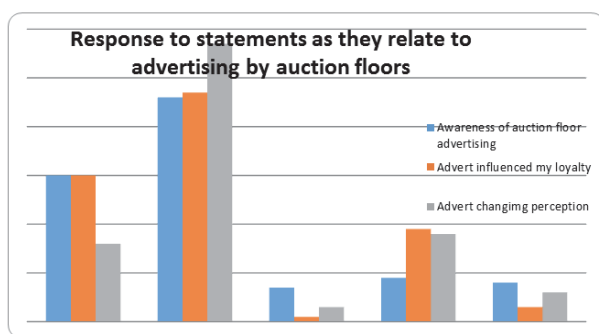


Figure 1: Impact of advertising on consumer awareness.

6. DISCUSSIONS

Based on the results of this research, it has been revealed that advertising increases brand awareness as confirmed by 92% of the farmers who became aware of auction floors through radio, TV and newspaper advertisements. We therefore conclude that advertisement creates awareness and brand visibility increases with the use of advertisements. The farmers agreed that they get advertisement information through the radio mostly followed by mobile phones and TVs. These results are supported by the views of De Ros (2008) who noted that in order to help check whether or not advertising budgets are earning the best return on investment, it is important to know how effectively advertisement capture and maintain audience attention and engage viewers. An assessment of how brand loyalty can be created through advertising was one of the research’s objective. Interestingly, results indicated that most of the farmers (65%) have sold to one floor and have not switched floors. Basing on the findings the researcher concluded that radio, newspaper and

mobile phone advertisements helped auction floors to get attached to their clients and those clients became loyal to the auction floors they see being advertised. The results are in conformity with Oliver (1999), who noted that loyalty is a deeply held commitment to rebuy a preferred product/service consistently in future thereby causing repetitive same brand purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour. However, despite the farmers becoming associated with auction floors, the study shows that not much is being done by auction floor managers to lure and build brand association through advertising. Results showed that floor reputation and service delivery at auction floors affect brand association. This is in compliance with observations from Pitta & Katsanis, (1995) and Lassar, (1995) who concluded that consumers link the performance of the functional attributes to the brand. If a brand does not perform the functions for which designed, the brand will have low level of brand equity (Pitta & Katsanis, 1995 and Lassar, 1995). The major contribution of the paper is the extension of the role of advertising which has traditionally been limited to creation of awareness to that of building brand equity. It was thus concluded from the findings that advertising role can be extended further to include its use in the building of brand equity.

7. CONCLUSIONS

In light of the above, the study examined the effects of advertising on brand awareness, brand loyalty, brand association and the perceived quality on brands. The study pointed out advertising creates brand awareness. It also came out of the study that advertising builds repetitive and cognitive loyalty. The research concludes that auction floors should use radio, TV and newspaper to reach their farmers in all tobacco grown provinces and this will enable them to build their brand through these media. Further, we conclude that that auction floor management should invest in marketing and branding in order to increase brand awareness, brand visibility, association and perceived quality. Future research should build on our current research to assess the role of advertising and creating brand association.

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