Impact of Advertising on Brand Awareness and Brand Loyalty among Youth

(with Special Reference to Mobile Phone Industry)

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Abstract:

The objective of this study is to investigate the effectiveness of advertisement on brand loyalty with the moderating function of prominence between brand awareness and brand loyalty. While the job of brand awareness as mediator will be investigated as for the mobile phone industry in Gorakhpur. The investigation is quantitative in nature as 150 surveys were circulated to people having a place with the Gorakhpur locale. The empirical result shows that how purchaser's present and future loyalty is influenced by brand awareness. This study work is done in mobile phone industry in Gorakhpur which can help other people or advertisers to make the most commendable stratagem in this segment. The exploration is done with least assets and relatively few respondents which were insufficient to watch the tendency of the entire populace towards brands.

Keywords: Advertisement, Brand Awareness, Brand Loyalty, Quality.

1.1 Advertising and Impact:

The Marketing Association of America has defined advertising, as any paid form of non-personal presentation of services, goods and ideas by an identified sponsor". The advertisement is not complete if its impact is not measured. This is the only way to know that how the advertisement is performing, and reaching its targets, as well as, achieving its goal. It is not at all possible to measure the impact of advertisement accurately as there are numerous components like making a brand picture, expanding the business, keeping individuals informed about the product, introduction of new product, etc, which affect the level of impact of an advertisement.

1.2 Impact of Advertising on Brand Awareness:

Brand awareness can be defined as an extent to which the customer correlates the brand with the goods/service that they wish to buy. Brand recall is defined as the capability of the customer to remember the brand with reference to the goods/services while brand recognition is the ability of the customer to recover the past learning of the brand when enquired about the brand or demonstrated a picture of the brand logo. Any advertisement cannot consider to be completed unless its impact is measured. By virtue of this we can get to know that how the advertisement is performing, and reaching its targets, as well as, achieving its goal. It is not at all possible to measure the impact of advertisement accurately as there are many factors like making a brand image (brand awareness), increasing the sales, keeping people informed about the product, introduction of new product. Among these factors the factor of brand awareness is the most important factor to measure the impact of advertisement, as it is the advertisement which has whole exclusive liability of creating brand

awareness.

1.3 Review of Literature:

Advertising is any close to home paid type of non-individual correspondence which is coordinated to the customers or target crowds through different media so as to show and advance an item, administrations and thought. **Brown, (1923).,** together the companies and entity vendor be supposed to ask themselves that how should be the advertising of their products and services and what impact it should make over the consumer. Subsequently, these perspectives ought to be envisioned and assessed and the accompanying inquiries replied: what should the promotion be; what should the accentuation be put on; what visual structure ought to be picked; what mental effect is it going to have on the client? **Kotler. Et. Al., (2003).,** according to the Richard Pollay, who uses the metaphor of "brain surgery" when he talks about the impact that advertising has on society, advertising springs up all over the place, in the city, in our correspondence, and even in the most personal of spaces, our home. There is no doubt that advertising influences our culture, which in turn influences us hence advertisements are designed to attract attention, change attitudes and to some and our behavior. **Pollay, (1986).,** Brand is one of the main factors which impacts on customer's behavior. According to customer's opinions, brand is considered an important part of product. **Farzaneh. Et. Al., (2007).,** a brand is a distinctive name as well as image, (for example, logo, trademark, or bundle configuration) proposed to distinguish the merchandise or administrations of it is possible that one vender or a gathering of sellers, and to differentiate those products/services from those of rivals. **Ghodeswar , (2008).,** a brand in this way motion toward the client the wellspring of the item, and ensures both the client and the maker from contenders who might endeavor to give items that show up to be identical. **Aaker, (1991).,** brand loyalty can be referred as the inner mind state that makes a customer connected to a certain brand. **Raju et al., (2002).,** brand loyalty is a variation in customer behavior due to his personnel predilections or emotions. It is about choosing a single brand among many brands in same category again and again at any price. It can also be referred as brand slavery **Razi. et. al., (2013).,** Loyal customer goes for same brands they are attached regardless of convenience or price. Effective loyalty shows the extent level of consumer's wish to be in touch with a brand on the basis of emotional vacuum or preferences towards the brand **Moore et. al., (2012).,** brand experience is set of sensation, emotions, behavioral responses is evoked by many stimuli and occurred when customer is directly or indirectly engaged with brand **Brakus et. al., (2009).,** brand loyalty in contemplate as aftermath of brand knowledge and a result of organizational productivity and effectiveness **Fiorito et. al.,(2007).,** The term branded is not any new born concept in marketing but now it is on its boom especially in mobile phone industry **Keller et. al., (2006).,** Marketers had shifted their products from what they want to what their customers want **Brannon., (2005).,** There are many brand name in bazaar these days, Firms are competing to get higher market share. In same industry with many similar attributes it's very difficult for a company to differentiate its product from those of competitors **Lievens et. al., (2003).,** People are willing to buy mobile phones on higher price why is that? This is the brand name which prey client brain to do as such **Zeb et. al.,**

(2011)., brand study was been studied briefly by marketers because of its worthiness and relation with customer **Wood et. al., (2004).,** Financial perspectives of a company is to focus on the brand's total value and to get reaction how successfully they serves the market **Hampf et. al., 2011).,** Effective brand awareness attracts customer's attention and peruses them to buy repetitively which cause increased sales for the company **Mckee, (2010).,** Youths now –days are not price sensitive but are quality conscious, consumer judge price according to quality of any product, which could be the main cause of satisfaction and dissatisfaction **Yoon et al., (2005)**., youths do a lot of research before they buy any brand. Quality is considered as key factor in achieving business success and a company need nothing else to grab a place in today's global market **Dean et. al. (1994).,** youths are highly influenced by TV advertisement. The buying decision of a youth is not only effected by its functional benefits however, societal position, association, wants for freshness and character articulation has too deep impact on decision making **Kim et. al., (2002).**

1.4 Objective of the study:

1. To know the impact of advertising on brand awareness and brand loyalty.
2. To know the impact of brand awareness on brand loyalty.
3. To find out the role of quality for establishing brand awareness and brand loyalty.
4. To find out that how advertisement lead brand awareness can lead to brand loyalty.

1.5 Research Questions

1. Can advertising create brand awareness?
2. What are the factors that makes youth brand conscious? If quality has a strong role in purchasing a brand?

1.6 Conceptual Background

1.6.1 Advertising and Brand Loyalty

It is a type of correspondence marketing which seek after client to adjust or proceed with some activity with the assistance of paid substance through print or electronic media (East, 2013). Marketing uncommonly broad communications, advertising has a tremendous job for organizations to meet their correspondence and marketing goals (Poh and Adam, 2007). There must be three components in advertising Ad content, attention and persuasion (Teixeira, 2014). Any medium could be used for advertising some of these mediums are;

TV: Fastest telecommunication medium for transmitting and receiving moving multi colored images regularly seen by many people (Sonkusare, 2013)

Social media: Now a day's most concerned medium where marketers are targeting their customers but expect that their customer will influence their families and friends by posting links on social sites (Corcoran, 2009).

Magazines: Magazine advertisement influence decision making as magazines are well read and the reader is receptive to magazine and made a relationship to it (Consterdine, 2009).

Outdoor Advertising: Anything that can be used to advertise like bill boards, posters, banners broachers etc. are called outdoor advertising, it's in written form or just a picture telling whole story its effective because the

viewer cannot switch away from it and it is very reasonably priced appropriate to lots of advertising media (Lichtenthal et al., 2006).

Brand loyalty is a customer's valued relationship with a brand (Lacy, 2007; Moorman et al., 1992). Researchers had defined different type of loyalty (Allen and Meyer 1990; Bansal et al. 2004).

Affective loyalty: It consists of desire to maintain the perceived value of any brand (Morgan & Hunt, 1994).

Continuance loyalty: It emerges from cost based calculations and result in loyalty when no other substitute is available or the switching cost is high (Allen & Meyer, 1990). Consumer's choice towards any brand is highly affected by liking and disliking of its advertisement (Smith et al, 2002). Consumer behavior towards a brand is only dependent on advertisement leaving quality and product features apart. Some critics blame advertising for negative effects on society. Likeability for any product created by advertisement later becomes solid reason for a customer to buy.

Above references show that advertising could have good or bad effects on a brand image the main thing in an advertisement is to convey the actual message which brand needs and also grabbing customer attention. Advertisement can create awareness about product attributes that create likeability or dislike ability towards a brand that further result in purchasing or avoiding a brand.

1.6.2 Brand awareness as a mediator

Customer cannot buy a thing unless brand awareness is created. It is prerequisite dimension of whole knowledge system in customer mind that tell how potential a customer is to identify brand under different conditions, how much they like a brand and how easy does the brand name comes to their mind. Brand awareness is a customer's ability to recall, or remember brands information. Brand awareness is a factor by which the buying demeanor of customer changes about any product/service. It help customer to help making purchase where highly competitive markets exist. For making better use of brand awareness companies adapt many marketing strategies to create brand awareness among the customers. Brand awareness is comprised upon brand remembrance (helped awareness) and brand acknowledgment (top of the mind awareness). Brand awareness has two angles brand profundity and width, profundity prescribe how to made client to remember a brand and width express the outcome when client make buy intension brand name ring a bell. On the off chance that an item has profundity and width at same time that is the brand having more noteworthy awareness and purchaser will consistently lean toward that brand while buying, brand name additionally assume significant job in making awareness.

Aided awareness: Customer take a gander at any product class and afterward explicit brand name struck a chord.

Top of the mind awareness: means customer can identify a brand when any signal is given. When companies develop new product or market, their highly concerned strategy should be creating awareness among customers to achieve the great result as brand awareness creates positive brand loyalty. Brand loyalty is customer past affection and psychological attachment to any brand. And it can be measured through

repurchasing the same brand again and again. In order to create and maintain one's brand companies must understand the growing importance of aided and unaided awareness in customers and make strategies according to it, market communication should be made with special concern on advertising and public relation management. Awareness can be created through advertising like TVC, Radio, Social media etc.

Customer's intention to purchase anything depends upon how much awareness he/she has about that specific brand. Marketers promote product through many promotional activities to create awareness. Once customer is aware of any brand and use it then this personal experience turned into brand loyalty and brand association. That result in repurchasing products in case of good experience which lead to brand loyalty.

1.6.3 Quality as a moderator

Measurement or signal of scope is quality, such as the use ability of goods or services to fulfill specific needs through exchange at certain time and place. Quality is characterized as the general execution of a brand contrasting with its opponents. It can likewise be portrays as the total highlights has an item which can expressed or inferred needs. It is the proof of the guaranteed highlights in an item that make fulfillment or disappointment among clients. Quality is consumers' experience and judgment of a product on the basis of functionality, durability, reliability, technology and benefits. Brand awareness has positive and significant relationship with quality .many researchers found that higher brand awareness results in higher perceived quality.

Consumer possibly will not judge quality as producer understands. But individual customer determined the quality. Brand quality is the parameter to gauge brand brilliance. Different people see differently to same product, in rating a product their own values, attitudes and experiences are involved and their attitude is the key to measure quality, research ought to be made inside purchaser populace to check quality of brand.

Total quality management is a key factor for associations searching for aggressive edge in market among liberalized, globalized and knowledgeable consumers. In future there will be two kinds of organizations, one those who adapt TQM and the other that is out of business. Companies now a day whether they are manufacturing or service providers, big or small are adapting quality strategies.

The above study shows that customer will not buy a product until he is cognizant of its attributes or any past experience. Past experience could be cause to purchase only if it was judged by customer as a quality product. A quality product will attract customer leaving other things apart.

1.7 Methodology

1.7.1 Sample and Data Collection

In this research the non-probability convenience sampling was used. That helps to collect large amount of data fast and in limited cost. It also help us to find that which brand is more preferable by customer's and why. Total 150 questionnaires were distributed from which 147 questionnaires were properly filled and the response rate was 98%. About 2 questionnaires were lost due to uncertain circumstances. Respondents were guided by researcher to understand the questions and also before giving them questionnaire the purpose of this

research was made clear to them. The selected population was students and working group. These respondents have two main qualities first is that they are educated and secondly they make purchases of different brands. So they were helpful to find out our research variables.

In this research we used 4 variables that are Brand Loyalty (dependent variable), advertising (independent variable), Brand Awareness (moderator) and Quality (mediator). Items used for Brand loyalty has two dimensions we used Continuance loyalty was measured through four items developed by Gerbing & Anderson (1988). Affective loyalty was measured according to three items selected from the Allen & Meyer (1990) effective scale. Brand Awareness was measured through the items took from Atilgan et al., (2005) and Yoo et al., (2000) three items of advertising were selected from Kirmani & Wright (1989). Quality was measured through 3 items taken from Buchanan et al., (1999) and Chandrasekaran (2004). Items were measured using five points Likert Scale ranging from 1= strongly disagree and 5= strongly agree. Statistical analysis on the data was carried out in SPSS-22.

1.7.2 Hypothesis:

H1: Advertisement has positive relation with Brand Loyalty.

H2: Brand awareness has a mediating role between advertisement and brand loyalty.

H3: Quality moderates the relationship between brand loyalty and brand awareness.

1.8 Data Analysis:

Table 1:

Demographics

Description		Frequency	Percentage
Gender	**Male**	116	78.38%
	Female	32	21.62%
	Total	148	100%
Age group	20-25	102	68.92
	26-30	16	10.81
	31-35	30	10.9
User of	Apple	09	6.08
	Red mi	41	27.71
	Nokia	07	4.73
	Samsung	28	18.92
	Sony	18	12.16
	Vivo	34	22.97
	Others	11	7.43

Marital Status	Single	109	73.65
	Married	39	26.35
Employment Status	Employed	42	28.38
	Unemployed	12	8.11
	Student	92	62.16
	Others	2	1.35
Qualification	Matric	3	2.03
	Intermediate	8	5.40
	Bachelors	75	50.68
	Masters	58	39.19
	MS/M.Phil	4	2.70

Table 2

Reliability

Variables	Cronbach's Alpha	No. of Items
Quality	.771	3
Brand Awareness	.680	5
Brand Loyalty	.658	7
Advertising	.723	3

Table 3

Correlation

Variables	Quality	BA	BL	Advertising
Quality	1			
BA	.177*	1		
BL	.281**	.618**	1	
Advertising	.078	.417**	.483**	1

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4

Regression

i) Impact of Advertising on Brand Awareness

Variable	B	R²	ΔR²	Sig.
Advertising	.324	.113	.089	.000

Dependent Variable: BA

Source: Field Data N= 148

ii) Impact of Advertising on Brand Loyalty

Variable	B	R²	ΔR²	Sig.
Advertising	.437	.201	.195	.000

Dependent Variable: BL

Source: Field Data N= 148

iii) Impact of Brand Awareness on Brand Loyalty

Variable	B	R²	ΔR²	Sig.
BA	.517	.263	.257	.000

Dependent Variable: BL

Source: Field Data N= 148

Table 5

iv) Impact of Quality as a Moderator between Brand Awareness & Brand Loyalty

Variable	B	R²	ΔR²	Sig.
QBA	.056	.283	.272	.000

Dependent Variable: BL

Source: Field Data N= 148

Table 6

Mediated Regression

Impact of Advertising on Brand Loyalty through Brand Awareness

Variable	B	R²	ΔR²	Sig.
Advertising	.290			
BA	.471	.271	.261	.000

Dependent Variable: BL

Source: Field Data N= 148

Table 1 shows the demographics of the respondents that youth of age 20–25 are most addicted to premium segment mobile phones then others giving the percentage of 73.65% mostly single and students. The age group 31-35 use premium segment mobile phones mostly married and working class giving percentage of 25.35%. Table 2 shows the reliability of scales we used to measure our variables. Quality which is used as moderator contains 3 items give cronbach's alpha 77% showing excellent reliability. The second one is brand awareness including 5 items has cronbach's Alpha of 68% which also shows good reliability of the scale. The third scale is brand loyalty having 7 items gives cronbach's alpha of 65% shows good and the last one is advertising scale having 3 items shows cronbach's alpha of 72% shows excellent reliability. Table 3 shows that how significant is the relationship among variables first it shows the relationship between quality and brand awareness which shows correlation of 17.7% which is significant as level of significance is 0.01. Secondly it shows the relation of brand loyalty with brand awareness is 61.8% and quality is 28.1%. Also there is significant relation of advertising with brand awareness is 41.7% and brand loyalty is 48.3%. And also there is insignificant relation of advertising with quality of 7.8% at significance level of 0.01. Table 4 shows how much variation a variable brings in other constraints. The impact of advertising on brand awareness shows positive relation as β=32.4% and 11.3% variation advertising brings in brand awareness. Advertising and brand loyalty also show positive relationship through=43.7% and 20.1% variation advertising can bring in brand loyalty. And, also there is positive relation between brand awareness and brand loyalty as β=51.7% and depicts 26.3% change Brand awareness can bring in brand loyalty. Table 5 shows the moderating role of quality between brand awareness and brand loyalty depicting positive relation through β= 5.6%. Table 6 shows the mediating role of brand awareness between advertising and brand loyalty show β=27.1% for adverting and β= 47.1% for brand awareness.

1.9 Conclusion:

This study analyzes and evaluates factors that affect youth's perception before they purchase any brand for their use. Advertisement makes affirmative effects on brand loyalty advertising is the medium that directly affect the perception of customer before making any purchase. Brand awareness is the further result of advertisement that remind of the brand as customer go for purchase and if the customer is satisfied with the quality of the product after using it then the result will be brand loyalty .understanding that brand loyalty is not only gained through Brand awareness created by advertisements but brand quality is also an important factor determining loyalty towards the brand. Hence brand awareness has mediating role between advertisement and brand loyalty and quality is a moderating agent between brand awareness and brand loyalty. Thus, respondents of our study stated that the focal point is quality of the handset and uniqueness of features which compel them to purchase these brands.

1.10 Limitations of the Study:

Precedent study shows that Advertisement has very forceful role in creating Awareness among customers that further result Loyalty if customer is satisfied by the Quality that brand give. But for creating Loyalty, Advertising and Quality are not the only factors. There are many other factors that create loyalty to a brand like Price, Promotions, ease of availability and higher switching costs. So this study is not helpful in determining these factors to affect Loyalty. For a marketing manager or other researchers it is suggested to study all above mentioned things to get full understanding of brand loyalty. The study is done only in Gorakhpur district in very limited area with lean resources so it cannot be applicable to the other area of the state and country as well. Other researchers are requested to go to different areas with huge resources to get comprehensive results and the marketing managers could also go beyond Gorakhpur to get in depth understanding of topic. The research is done only in mobile phone industry so it could not be applied to other consumer electronics. Only students and working class youths was targeted in this study. Reliability of the Quality scale we found was .771 that is positive so we can say that this quality scale has positive reliability in Gorakhpur's youth. The study is conducted in the urban area of Gorakhpur so not applied in the rural area.

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