

THE REPUBLIC OF TURKEY
BAHCESEHIR UNIVERSITY

**IMPACT OF ADVERTISEMENT ON BRAND
AWARENESS AND PREFERENCE**

Master's Thesis

DINDAR ABDULQADER MOHAMMED

ISTANBUL, 2019

THE REPUBLIC OF TURKEY

BAHCESEHIR UNIVERSITY

GRADUATE SCHOOL OF SOCIAL SCIENCES

MASTER OF BUSINESS ADMINISTRATION

**IMPACT OF ADVERTISEMENT ON BRAND
AWARENESS AND PREFERENCE**

Master's Thesis

DINDAR ABDULQADER MOHAMMED

SUPERVISOR: ASST. PRO. DR. GÜLBERK GÜLTEKİN SALMAN

İSTANBUL, 2019

THE REPUBLIC OF TURKEY

BAHCESEHIR UNIVERSITY

GRADUATE SCHOOL OF SOCIAL SCIENCES

MASTER OF BUSINESS ADMINISTRATION

Name of the thesis: Impact of advertisement on brand awareness and preference

Name/Last Name of the Student: DINDAR ABDULQADER MOHAMMED MOHAMMED

Date of the Defense of Thesis: 25/07/2019

The thesis has been approved by the Graduate SOCIAL SCHOOL OF SCIENCE BAHCESEHIR UNIVERSIRTY.

Title, Name and LAST NAME

Graduate School Director

Signature

I certify that this thesis meets all the requirements as a thesis for the degree of Master of Business Administration.

Title, Name and LAST NAME

Program Coordinator

Signature

This is to certify that we have read this thesis and we find it fully adequate in scope, quality and content, as a thesis for the degree of Master of Arts.

Examining Committee Members

Signature

Thesis Supervisor

Title, Name and SURNAME

Thesis Co-supervisor

Title Name and SURNAME

Member

Title Name and SURNAME

Member

Title Name and SURNAME

ABSTRACT

IMPACT OF ADVERTISEMENT ON BRAND AWARENESS AND PREFERENCE

DINDAR ABDULQADER MOHAMMED

Master of Business Administration.

Thesis Supervisor: ASST. PRO. DR. GÜLBERK GÜLTEKİN SALMAN

July 2019, Number of pages 47

The present study aims to assess impact of advertising on brand awareness and preference. Brand awareness and preference are important factors to attain sales profit and revenues, which are important for survival of a business. Advertising has high significance for organizations to promote their brand products. Marketing managers of three advertising agencies were personally interviewed with 10 questions. A pre-designed questionnaire was distributed among 120 individuals. The collected data was analyzed by SPSS v.17. Hypothesis testing was conducted through correlation analysis. Moreover, statistics included descriptive analysis, demographic analysis, normality and reliability analysis. Advertising has direct and positive influence on brand awareness and preference. Companies should adopt various strategies to increase brand awareness and preference through advertising.

Keywords: Advertisement, Brand Awareness, Brand Preference, Brand

ÖZET

MARKA BİLİNCİ VE TERCİHİNDE REKLAMIN ETKİSİ

DINDAR ABDULQADER MOHAMMED

İş İdaresinin Başı.

Tez Danışmanı: ASST. PRO. DR. GÜLBERK GÜLTEKİN SALMAN

Temmuz 2019, Sayfa sayısı 47

Bu çalışma, reklamın marka bilinirliği ve tercihi üzerindeki etkisini değerlendirmeyi amaçlamaktadır. Marka bilinirliği ve tercihi, bir işletmenin hayatta kalabilmesi için önemli olan satış karı ve gelirlerine ulaşmada önemli faktörlerdir. Reklam, kuruluşların marka ürünlerini tanıtmaları için büyük öneme sahiptir. Üç reklam ajansının pazarlama yöneticileri, kişisel olarak 10 soru ile görüşülmüştür. Önceden tasarlanmış bir anket 120 kişiye dağıtılmıştır. Toplanan veriler SPSS v.17 ile analiz edildi. Hipotez testleri korelasyon analizi ile yapıldı. Ayrıca, istatistikler tanımlayıcı analiz, demografik analiz, normallik ve güvenilirlik analizini içermektedir. Reklam, marka bilinirliği ve tercihinde doğrudan ve olumlu etkiye sahiptir. Şirketler, marka bilinirliğini ve reklam tercihlerini arttırmak için çeşitli stratejiler benimsemelidir.

Anahtar Kelimeler: Reklam, marka bilinirliği, marka tercihi, marka

CONTENT

ABSTRACT.....	vi
LIST OF TABLES	x
LIST OF FIGURES	xi
1. INTRODUCTION	1
1.1 BACK GROUND OF THE STUDY	1
1.2 PROBLEM STATEMENT	2
1.3 RATIONALE OF THE STUDY	3
1.4 RESEARCH OBJECTIVES	4
1.5 RESEARCH QUESTIONS	4
1.6 SIGNIFICANCE OF THE STUDY.....	4
1.7 HYPOTHESIS OF THE STUDY	5
1.8 OPERATIONAL DEFINITIONS OF THE VARIABLES	5
1.8.1 Advertisement:.....	5
1.8.2 Brand awareness:	5
1.8.3 Brand preference:.....	5
2. LITERATURE REVIEW	6
2.1 ADVERTISEMENT	6
2.1.2 Brand awareness.....	11
2.1.2.3.1 <i>Brand recall</i>	14
2.1.2.3.2 <i>Brand recognition</i>	15
2.1.3 Brand preference	17
3. DATA AND METHOD	19
3.1 HYPOTHESIS DEVELOPMENT	19
3.1.1 Advertisement and brand awareness.....	19
3.1.2 Advertisement and brand preference	20
3.3 RESEARCH DESIGN	22
3.4 POPULATION OF THE STUDY.....	22
3.5 SAMPLE AND SAMPLING STRATEGY.....	22

3.6 DATA COLLECTION METHOD	22
3.8 RESPONSE RATE.....	23
3.9 DATA ANALYSIS SOFTWARE AND TECHNIQUES	23
4. FINDINGS	24
4.1 INTERVIEWS WITH MARKETING MANAGERS OF ADVERTISING AGENCIES	24
4.2 DATA COLLECTED FROM GENERAL PUBLIC	27
4.2.1 Demographic analysis	27
4.2.2 Data Normality Analysis.....	38
4.2.3 Reliability Assessment.....	38
4.2.4 Descriptive analysis	39
4.2.5 Hypothesis Testing.....	41
5. DISCUSSION	43
5.1 CONCLUSION	44
5.2 LIMITATIONS OF THE STUDY	44
5.3 RECOMMENDATIONS.....	44
REFERENCES.....	46
APPENDICES	1
Appendix 1 – Informed Consent.....	1
Appendix 2 - Questionnaire for advertising agencies	2
Appendix 3 - Questionnaire for general public	3

LIST OF TABLES

Table 4.1: Gender Distribution	28
Table 4.2: Age Distribution	30
Table 4.3: Education Of The Participants.....	31
Table 4.4: Income Levels Of The Participants	33
Table 4.5: Area Of Residence Of The Participants	35
Table 4.6: Marital Status Of The Participants	36
Table 4.7: Working Condition Of The Participants.....	38
Table 4.8: Normality Analysis.....	39
Table 4.9: Reliability Assessment	40
Table 4.10: Descriptive Analysis.....	40
Table 4.11: Correlation Analysis	43

LIST OF FIGURES

figure 4.1: Theoretical Framework.....	22
Figure 4.1: Genderdistribution.....	29
Figure 4.2: Age Distribution.....	30
Figure 4.3: Education Of The Participants	32
Figure 4.4: Income Of The Participants.....	34
Figure 4.5: Area Of Residence Of The Participants	34
Figure 4.5: Marital Status Of The Participants	37
Figure 4.6: Working Condition Of The Participants	38

1. INTRODUCTION

1.1 BACK GROUND OF THE STUDY

The world has entered into information age. Style is prevailing everywhere, and images has become language of commerce. Resultantly, the present age is immersed with brands. Everyone has jumped on brand wagon. From late 90s, brands can be seen everywhere, whether familiar places or the distant ones, where they might not be expected. Household items, clothing, milk packets, buildings, buses, taxies, all consist of advertisements that represent brands of sponsors. While surfing on internet, they appear suddenly from nowhere to sell something. Thus, it can conveniently be said that the world is under brand bombardment.

Brands are getting enormous than before. Subsequently, more is expected from them day by day. When the choices are becoming wide, the brand names are the only thing that matter. A brand occupies mark on a buyer's landscape just like a person. It can act like a seductive fastener, an arrogant hypocrite, infuriating nag, comforting companion, or an inspiring leader. It may support, confuse, excite, annoy, irritate, challenge, just like a person in crowd that goes unnoticed. According to Clifton, a person may not have association with a corporation, but he may have relation with brands, which represents a corporation or its product. Moreover, people discuss brand like a person or friend. They illustrate their personalities and attributes.

A physical product can only be considered as a substituent of product image. It alone cannot withstand the potential customer. Products may consist of features that help in its identification and acceptance by the consumers. It is the brands and associated designs, sounds, graphics and ideas that denote services, products and companies. At present, they are highly in demand for the business industry.

Branding refers to a process of marking a product made by a marketer, with some name and stamp or combination of both. It helps in creation of individuality and distinguish Ent from other offerings that may be present in market. The 'brand' is a comprehensive term that may consist of a word, phrase, name, symbol, or design. These elements make a product recognizable and different from

other products. ‘Brand’ can also be defined as a short hand description of a product, on which one can rely to be continuously same or better over a certain time period. Brand helps in easy identification of product for buyer and renders seller to earn repeated patronage and goodwill.

The possessor of a registered brand is responsible for maintenance of quality and standard of a product. He stands behind the branded product and assures personal guarantee for the product. A genuine brand consists of three features. A brand may earn internalized impression by the buyer that leads to a distinguished position in their Mindspace, on basis of functional and emotional merits. The brands are initiated through products made up of certain constituents over a time period and evolve through communication and marketing activities. Brands continue to gain core values, attributes and extended values.

1.2 PROBLEM STATEMENT

The main goal of marketers is to gather new buyers and maintain old ones to enhance their market sales and share. Anyhow, the cost of achieving a new consumer is estimated to be five times more than that of maintaining an old consumer. For this purpose, marketers have to spent large amount of energy, time and money for advertisement of their products, services and ideas. In 2010, 500 billion dollars were spent on advertising throughout the world. The TV ads comprise of thousands to million dollars for only thirty second advertisement. Although this type of advertising is quite expensive, companies invest large amount of resources in advertising activities in anticipation of achieving best return on allocation. Advertisement is conducted by marketers to notify about availability of a product, and assure about its durability, quality and fair price. It helps in reminding customers about an existing product also. Thus, advertisement has a significant role in present age of competition through which communication is conducted between organizations and consumers. Advertisements are meant to affect the brand preference of customers. If it fails to do so, all the resources including time, money and efforts exhausted in advertising goes waste. Thus, organizations invest in advertisement to influence customer’s decision to prefer and purchase its product. This helps organizations to attain better sales for business survival. Advertising and brand management play its part at this stage. Advertising is a subsequent part of product promotion, which is one of the ‘P’s of marketing that is, promotion, place, price and product. Being a part of

promotion strategy, advertisement plays role in generating product awareness and stipulation in mind of the customer to take final purchase decision (Kotler et al 2009).

The survival of marketers is dependent on customer satisfaction; on the other hand, customer satisfaction is dependent on their brand awareness, insight and preference. Advertising plays important role in developing brand preference. In modern age, every person is influenced by advertising to some extent. It has been observed that the ability of communicating efficiently and effectively with the consumers is vital to success of organizations. As customers have different reasons of preferring and buying a brand, advertising methods that can influence them are important for suppliers, manufacturers, marketers and advertisers. In atmosphere of high competition and variety of brand choices, it becomes important for marketers and manufacturers to recognize aspects that can draw attention of consumers to their brand. Consequently, these factors may form basis for marketing action and planning (Adeolu et al., 2005). It is, thus, important to depict impact of advertising on brand awareness and preference among customers.

1.3 RATIONALE OF THE STUDY

Any certain business is aimed to gain profit, for which business managers are employed and paid with highest salaries to make important business decisions. For survival of an organization, it is mandatory that the business produces sales and sales. For majority of the companies, sale is the crucial asset, responsible for their profit and survival. It is anticipated that with higher sales, more revenues can be generated, resulting in better profit. For this reason, companies take decisions related to sales even before the commencement of product production and a budget is allotted for this purpose. Anyhow, verdict of increasing sales is highly vital for companies as market and consumers may have hasty change in their purchase due to various behavioral aspects. Owing to unpredictable behavior of customers, organizations face difficulty in producing products that can meet their needs and demands. These situations can cause hurdle in selling a product; however, different activities can be formulated by companies to establish connection between them and customers. These activities can affect a customer's choice of selecting product. The means through which organization get connected to consumers is through advertisement of their products. Through advertisement, an organization can put forward its message and try to influence choice of consumers. Advertising can be considered as an integral part of marketing between market and the

product. It helps in making rapid sales by crossing over the boundaries and encouraging purchase of the product. Thus, organizations are highly concerned about communication with their potential buyers in present age. Many researchers have pointed out towards importance of advertising for business organizations. In collaboration with previous literature, the present study elaborates effect of advertisement on bringing about brand awareness and direct customer's brand preference.

1.4 RESEARCH OBJECTIVES

Following research objectives are associated with the present research work:

- To assess the impact of advertising with brand awareness
- To assess the impact of advertising with brand preference

1.5 RESEARCH QUESTIONS

Following research questions are associated with the present research work:

- What is the impact of advertising on brand awareness?
- What is the impact of advertising on brand preference?

1.6 SIGNIFICANCE OF THE STUDY

The present study is important on various accounts. It will help in understanding if the customers are influenced by brand ambassadors or not. Secondly it will depict affect of advertisement in bringing about brand preference. The results of this study will be beneficial for suppliers, manufacturers and marketers, as it will help them to understand role of advertisement in creating positive brand image, increasing brand awareness, and making purchase decision. Moreover, the study will help them to invest adequate amount of resources in marketing communication program. The research will help marketers to understand which type of media is better for advertising their products and language that can be used for advertising campaign.

The importance of advertising endorsers can also be realized through this research work. The companies will be enabled to target their audience on the basis of age and income level. Thus, it can be said that the present study will benefit companies in achieving better market share and in enhancing their sales volume, resulting in more profit and revenue.

This study can be used as a means of reference by new researchers who intend to work in same area of study. Moreover, it will help in making some adequate recommendation about advertisement of products to attract consumers.

1.7 HYPOTHESIS OF THE STUDY

Following hypothesis are associated with the present research work:

- There is a positive and significant relation between advertising and brand awareness
- There is a positive and significant relation between advertising and brand preference

1.8 Operational definitions of the variables

1.8.1 Advertisement: It is a marketing communication that promotes a product, idea or a service through a sponsored and non-personal message.

1.8.2 Brand awareness: A customer knows about existence of a certain brand but has limited information about it. Consequently, no emotional attachment is present, due to which he may or may not consider buying product of the brand.

1.8.3 Brand preference: The customer personally favor a certain brand; however, he can also consider another brand that lies next in his preference list.

2. LITERATURE REVIEW

2.1 ADVERTISEMENT

A good 30-60 second commercial that comes in between a movie, a drama serial or a sport leaves a strong impression of the product advertisement on the minds of the viewer. Some of the famous creative agencies are producing such influential and effective ads, that they appear to be no less than a short film. These ads are eventually discussed by people of all ages. However one may not disregard the amount of trust a consumer should or should not put in advertisements.

The era we are living is highly influenced by the media, awe struck by the extravagance of the world, of the products it offers. Owing to the fact celebrity branding is effective to promote the product or service, Creative ad agencies are paying millions to celebrities to endorse their products. Advertising commission is almost 35% of the total cost. To increase sale performances, agencies are hiring and paying generous amounts to the renowned film stars and cricket celebrities, so they can use their stardom to sell the product.

Advertisement is a form of message that a company conveys by paying for the consumers. The message it is trying to deliver ought to be specific yet effective, and not to be targeted to one customer. Advertising holds communication objectives that has the ability to grasp the attention of the customer and discover the worth of the product the company is offering.

The basic objectives of an advertising program may be listed as below:

- (i) To converse with customers.
- (ii) To maintain the dependability of present and previous customers.

Promoting reassurance to the buyers, that they remain confident and convinced in their purchase, thus enhancing loyalty to the firm or brand name.

- (iii) A good advertisement will keep the agency in community buzz, thus producing a boost in morale of the employees, distributors and wholesale retailers; contributing enthusiasm and confidence in the organization.

(iv) The purpose of the advertisement is to increase the probability of the acceptance and reaction of the consumer. It's success projects a committed and positive face of the agency.

2.1.1 The Origin of Advertising

Tolani (2012) stated that initial advertising might have started with a mere sign painted on a building wall. Harper's Weekly, an American magazine published a statement that advertisements acted as depiction of lives. It could be used as fossil history from which history can be rewritten in case of loss of other monuments. Kotler, et al (2009), declared advertising as best and widely discussed type of promotion due to its persuasiveness. It can help in creation of brand images and preferences.

2.1.2 Types of advertisement

According to Kotler and Armstrong (2008), advertising media acts as a means of message transmission to desired audiences. To promote and sell services, business or a product companies are devoting larger sums of money on sophisticated ways to advertise. Advertisers efficiently design ads alongside the clients enhancing the image of the desired product and targeting the cultures and taste of the consumers. Sustaining the brand image and propelling growth are one of the major responsibilities of an advertiser.

2.1.3 Electronic Media

Electronic media falls in the category of media, where a message is broadcasted by means electronic technology or electronic devices. Medium that demands electricity such as Television, Internet, Radio etc is considered to be some of the influential media types (Belch et al. 2007).

2.1.4 Television Advertising

Television advertisement, a recent development, refers to an advert that is financed by companies to convey messages or create an effective image for their products. It is now accounted as the second best effective media-market advertising format. Belch et al. (2007), declared television to be the best advertising medium. It helps in creation of imaginative and fascinating appeals through combination of color, motion, sound and visual images.

2.1.5 Radio Advertising

Belch and Belch (2003), affiliated many benefits with radio advertising such as flexibility, selectivity, efficiency, integrated marketing opportunities, mental imagery and cost effectiveness. Radio is believed to be popular and cost-effective media types. Though it was predicted after the invention of television and World Wide Web, that Radio may be omitted from the media type soon, it has successfully retained its position. It's a a form of 100% audio script-based advertisement and also has the ability to grasp the attention of Ethnic Market.

2.1.6 Internet Advertising

Online advertisement or online marketing is a paid search advertisement also known as cost-per clicking advertising. It is a platform where companies invest a specific amount to promote the Link and share promotional ads with the audience of search engines. The pros of internet advertising include relatively cost effective; target certain audience by filtering users' interest and placing up on related website. Due to easy and instantaneous editing, messages can be transferred timely.

2.1.7 Sources of Advertising

Source of advertisement can come from either membership group or non membership group. It is also known as reference group. These are the groups that people mention when assessing their own values, attitudes, behaviors and qualities. It functions as a reference frame to which audience to assess their aspirations, ambitions and performances (Thompson, 2005).

2.1.8 Importance of Advertising

Advertising is low cost method yet an important source to deliver a message or to create awareness to the targeted prospective audience. It helps a salesman to grow his business by increasing his sales. It also effectively secure leads by persuading the consumer to demand for more information and by distinguishing the outlet offering the product. It helps in building up the consumer interest and allows middlemen to stock the product. It promotes confidence between the dealer and the buyer in the company and its products.

Advertising is a form of communication to stimulate market demand and supply. One may not solely become dependent on the advertisement even though it ensures the acceptance of buyer, or even urges the consumer to request for the product.

Advertising is ineffective with the use sale promotion program. Activities or point of purchase display persuades the customer to go to the buying action. To success business enterprises-large or small- creative advertisement has become a powerful tool to increase the chance of sales of products or services. Strategic concepts are devised with the help of minds creative enthusiasts. The role of advertisement is also acknowledged by Non- profit organizations like Army, health care department etc. The recruitment for the army is carried out by promoting substantial advantages of military career through advertising. Healthcare department familiarize the audience with the idea of family planning by promoting Labor Organizations. Advertising also bear economic importance. There are various strategies that boost the rate of units sold enhance economies during the production process. This way there is a decrease in production cost per unit which leads to lower prices. Lower prices enable to expand the product offer to more people. Likewise, the price of professional sports, newspaper, radio and TV programs might become impossible to pay without Advertising.

It pays for several of the enjoyable entertainment and educational features of the modern living. It also pays a crucial role in promoting social oriented objectives like the hazards of smoking, benefits of physical fitness and family planning and prevention of drug abuse. In India it was only 25 years ago that advertising was accepting as a convincing method to promote services or messages. Advertising offers its consumer to settle for a product from a various set, which helps in expanding the mass market. Each day, through various mediums consumers are captivated and exposed to thousands of images postured in magazines, voices echoing from television sets, bright ads capturing attention from billboards, websites, and newspapers. Brands are striving to catch least a fraction of consumer's time to convey the new offer or various attributes about the product. Celebrity endorsements are widely used to make the ad profound, to achieve the target's attention.

Agrawal (2012) declared advertising as a low-cost method of transferring messages to different consumers. It can help middlemen and salesmen through convincing of readers and identification of outlets with product. Thus, to achieve societal oriented objectives, advertising plays an important role for business enterprises. It has also economic significance (Belch and Belch 2001).

David et al (2009) explained objectives of advertisement, which included awareness, exposure, evaluations of alternatives, brand building, profit, identifying buyers, decision to purchase, recognition, customer retention and attitude change. Advertising influences purchasing decision of

customers. It not only informs the consumer about a new product but also works to retain the old buyer.

2.1.9 Advertising and Consumer Behavior

George et al (2001) regarded customer behavior as a process in which they get engaged while looking for evaluation, usage, purchase, selection and disposition of services and products in order to meet with their desires and needs. Purchases can become an extensive process that involves thorough search, comparisons and finally evaluation. At times they could be a last moment decision, unable to resist and impulsive on seeing a prominent a discounted price. The marketers and salesman must hold the knowledge of their consumers and the attempts to satisfy their customer. They are required to understand the differences that make one brand noticeable from the other. Another important aspect to highlight is the information a consumer search for regarding his purchase. The source can be external (advertisement, marketing display media) or internal (outcome stored in the memory).

Belch and Belch (2001) explained the concept of perception as a process of receiving, selecting, organizing, and interpreting information to form a rational image of world. It comprises of selective, attention, exposure, comprehension and retention. Therefore, advertising can influence perception process.

Personal motivation, values, personality traits, socio-economic background, gender, age, professional status influence Relationship Consumer Behavior. Every consumer has his her own preferences and judgments according to his her role as a costumer.

A scrutinized analysis of costumer behavior gives the creative advertiser with better understanding of his intended segments, which appears to be of high in taking advertising decisions, most dominantly in deciding the required markets and forming advertising appeal.

Advertising, alongside various aspects such as distribution, price, packaging, sales force, product features, promotional activities and competitive actions and changing buyer needs leaves an impact on sales. Advertising has the capability to attract consumers who will become loyal customers in future and eventually help building up the positive image of the brand for the costumers. It leaves a strong imprint on the minds if the consumer and influences his decision making. Since it is a

cyclical process, it influences the behavior and judgment of post purchase of the customer. Oftentimes, the customer appears to be clueless or confused as what to purchase from the vast set of products. Advertisements offer them with the clues, persuading them to purchase the advertised product. The current strategy is to keep on evolving the play to present the product, enhancing its visual features to sustain its position in the market. Advertising also provides the consumer with the support if any discomfort surfaces. The advertisements ensures the consumer by comforting ads that provides information of certain attributes of the products

2.1.2 Brand awareness

Kotler and Keller (2012) remarked successful brands as significant intangible assets of a company, and basis of continuous competitive advantage (Kotler & Keller, 2012). Heding, et al (2009), regarded brand as a “living entity” with certain personality, which can alter with time and has aim of building association with other living beings”. On the other hand, Olins (2003), labeled branding as a story about belonging and pervasion, in which customers interact with their surroundings and present themselves through their beloved brands. In this world of contemporary lifestyle, Brands have acquired a strong position among the individuals of modern society, a powerful weapon in market completion and consumer interest in the 21st century. The birth of the Term Brand Equity is an outcome of the consumer’s perception of the brand itself, regardless of how the product and service it is offering. This loyalty and confidence give a brand the recognition it requires.

The concept of brand originates from its image in minds of customers, as something entirely different from actuality. According to Konecnik and Gartner (2007), brand awareness is an initial step in creation of association between customer and a certain brand. Moreover, it is included in five elements of brand equity measurement. According to Sech et al (2006), it is also first dimension that estimates brand knowledge through brand name and familiarity of customers with it. Brand awareness is “the ability of potential customers to recognize and to remember that a certain brand belongs to a certain category of products”. In present age of internet, majority of consumers get information from online sources. Edelman (2010) explained that it is extremely important that brand recall occurs at once for them, even in absence of their physical presence at time of decision

making. Draganska and Klapper (2010) stated that familiarity of customers with a brand increases likeability of its sale.

To develop recognition towards a brand, it is important that a customer has previously seen or heard about it. According to Luxton et al (2017), this results in reason for understanding association between brand and marketing correspondence. Recalling entails pulling of data about a brand from customer's memory at instant when the need affiliated with a product is mentioned on it. Farjam et al (2015) explained that remembering also involves association of logo and symbols with the brand name. Keller (2003), pointed out to higher degree of brand awareness apart from recalling and recognition. In case of brand dominance, and a developed brand opinion, brand awareness involves brand salience dimension. It depicts the extent to which brand is considered by customers in various circumstances during consumption and purchase. For this purpose, consumers must be familiar with:

- How brand can fulfill their needs
- Product category of brand

Brand awareness is usually regarded as one-dimensional variable along with brand associations. However, it is also proposed that awareness is a required to create relations with brand. Brand awareness has influence on consumer's experience (Boo et al 2008). Brand awareness depicts degree to which a brand is present on mind of customers. Through brand awareness, a customer develops connectivity with it during a marketing correspondence. It helps a customer to grasp this correspondence and respond to it accordingly by buying a rational purchase decision.

Brand awareness had various levels of influence on customers. It can develop interest and inquisitiveness among customers towards a brand and compel them to purchase it for the first time. This is extremely important for creating brand loyalty through repeated purchases by customers (Chen & Tseng, 2010). The attributes such as sentiments, attitudes and opinions towards a brand depends directly on level of awareness and knowledge about a brand (Keller, 2003). These attributes are extremely important to attain better sales and profit for brand (Baldauf, Cravens & Binder, 2003).

Any marketing strategy is aimed to form unique and successful brand through creation of long-term competitive advantage. Brand awareness plays a significant role in this regard. Brand awareness acts as a successful outcome of promotional instruments (Domazet, 2015). The association between brand awareness and promotion instruments has been indicated by various research works. According to Uribe (2015), brand recall can be enhanced through advertising and placement. Advertising is important in terms of customer learning about new products and their attributes (Terui et al 2011). Creative, different, unique and original advertising strategies should be utilized by organizations in order to enhance brand perceptions and awareness among customers (Buil et al 2013). According to Gerber et al (2014), brand should be presented for about two-third of time of advertisement for its optimal recognition. In some research works, association of advertising with brand awareness is linked with characteristics of circumstances and customers. It is indicated that higher awareness is present in old customers for long-established brands as compared to new brands (Lambert-Pandraud et al 2017). According to study conducted by Vaughan et al (2016), advertising causes difference in memory of brand users and nonusers under various conditions.

2.1.2.1 Tools of brand awareness

Tools of brand awareness can be categorized into two groups i.e Social Analytical Tool and Social Mention Tool

2.1.2.1.1 Social analytics tools

A tool that helps you analyze the prime time to post or engage i.e active user peak hours, running campaigns, sending emails, posting on social media platform etc. it also has the capability to collect user demographics, display frequently used hash tags and interaction with the brand.

2.1.2.1.2 Social mention tools

Tools that traces business. They may even track a specific name each time it is mentioned. These may track everywhere a name has been mentioned. It is also used to track the best platform compatible with the brand. These tools inform the consumer about what is being said for the brand.

2.1.2.2 Importance of brand awareness

Brand awareness is actually a potential of the consumer to distinguish not only the brand image but also how to relate the product or the services to the company under different circumstances. Brand success acquires A strong brand awareness. It also includes the customer's loyalty, customer brand relationship and his satisfaction with the brand over the years. The process of the consumer decision making is likely dependable on the brand awareness.

Companies and businesses that offers strong branding are readily accepted in the market. Advertisers invests considerable amount of money to improve the image of the brand and its awareness level. The brand awareness is monitored and if they appear to be below predetermined threshold, they intensify their efforts to promote the awareness till the desired rate. Brand awareness is the key to be able to recognize by the potential customers. It enhances the value of the offered product, services or the organization.

2.1.2.3 Types of brand awareness

Marketers group two specific types of brand awareness; brand recall (or unaided recall or generally spontaneous recall) and brand recognition (often known as aided branded recall). For effective marketing strategies and Advertising these forms of awareness works in different ways.

2.1.2.3.1 Brand recall

Unaided recall or spontaneous recall or generally known as brand recall indicates the potential of the customers to associate a brand name with the product when promoted by its category. Brand recalls directs to powerful association between a category and a brand. Brand recognition refers to a weaker link. Most consumers are only able to recall the name s of 4-5 brands when reminded of the

category. A test was conducted on the consumers which revealed that only small group of people recalled more than seven names of brands. A study indicates that that the number of brands that costumers can associate is influenced by individual and product aspects. It involves situational, usage factors awareness set size, brand loyalty, and education levels.

2.1.2.3.2 Brand recognition

Brand recognition generally recognized as aided recall, indicates to the potential of the costumer to promptly recognize the brand from the other brand. It does not specifically require the costumer to identify the brand name rather than he should be able to recognize its elements, tag line, logos or any other firm of its visual representation. A larger number of customers are able to recognize and recall brand names through brand recognition.

2.1.2.4 Marketing implications of brand awareness

Evidently brand awareness is affiliated with the concepts of the evoked set (called as the collection of brands that a customer can draw out from memory during a purchase) and the consideration set (called as the “small set of brands which a consumer pays close attention to when making a purchase decision”). In order to be included and retain the position in the evoked set or the consideration set of the consumer, advertisers ought to create both brand image and brand awareness. A costumer does not seek information if the product from advertising alone. When finalizing a decision to buy a product, he goes through an extensive information search regarding the product category. This searching process leads to the knowledge of furthermore brands which collectively are called as the awareness set. Hence the awareness set does not remain the due to the new information gathered by the consumer regarding the newly discovered brand. Empirical studies indicate that the consideration set is three times greater than the evoked set.

The conversion can be defined as a process of shifting customers from brand awareness and a positive brand attitude to the actual sale. As advertising is a powerful weapon to create brand image and brand awareness, it demands support from various other elements in marketing to acquire actual sales. Some other promotional activities like telemarketing have immense impact in terms of

producing sales. Vast number of expertise leads interest into sales including special promotional offers, attractive trade-in terms or guarantees.

For purchases as the likes of fast-moving consumer goods (FMCG), quite a few shoppers bring their shopping lists. For them, the visual presentation of brands at the point-of-sale poses as a reminder and prompts the category requirement. Brand recognition holds an important role to play in this case as it acts as a dominant mode of awareness, whereas, if the brand is not present, the consumer searches for the category requirement then explore the memory to relate the brand within the category. Services like home cleaning services, gardening services or pizza delivery are some of the examples. The category requires precedes brand awareness in such cases. These purchases are held as dominant, and the costumer usually select one of the brands generated from memory. This spontaneous recall is dominant; it is most likely that the consumer likes the brands, not its advertisement. On the other hand, the ad should be appealing to the consumer as the brand recognition is the object of communication.

The divergence between the brand recognition and brand recall has important association with advertising strategy. If the communication objectives are dependent on the brand recognition, the execution must be creative and visually distinctive, so should be the brand name. However, if the objectives of the communication solely rely in the brand recall, the execution of the product would be strong enough to associate it with the brand.

A lot of consumers can only recall single brand name from the presented category, during the brand recall tests. This is known as Brand Dominance. Brand dominance can be defined as selection of customer of only certain brand names in a related category during a brand recall procedure. It so happens that a brand claims so much fame among the people that it transforms into a synonym of the category. For example, when it's time to clean up the house British people refer to the term "Hoovering the house"

While they actually mean is "vacuuming the house." When such cases happen, it's stated that the brand name is said to have "gone generic." Examples of brands becoming generic abound; Panadol, Cello tape, Nescafe, Kleenex, and Aspirin. When a renowned brand goes generic it also presents the company with marketing obstacles e.g. when a consumer enters the shop and demands for "rum and Coke" the salesman will interrupt him with the phrase "rum and cola flavored beverage", presented

him with a cheap alternate mixer. Coca-Cola becomes the eventually becomes a loser as such scenario impacts its marketing sale.

2.1.3 Brand preference

A customer's inclination towards a brand that can change according to various beliefs about it, is called brand preference. By and large, in general brand inclination ought not change for develop brands, and the thought of brand intrigue might be increasingly applicable, this ought to be particularly valid for those set up brands that have couple of striking convictions related with them. In any case, for develop marks in classifications in which one would regularly expect rich item brand learning structures and in this way a few notable convictions, it might misdirect discuss in general brand inclination. It is maybe better to concentrate on relative brand inclination, which might be relied upon to change contingent upon what convictions are notable or what segments of the item brand information structure are being initiated. Thus, it is better to measure relative preference instead of overall preference for established brands. This can be done by using a well-accepted and multi attribute preference measuring tool. Priming, also regarded as repeated advertising, can has effect on consideration ser formation. Brand preference can be built through repetitive advertising, which can affect customer's beliefs in actuality of brand advertising messages. Altogether, these examinations suggest that in specific situations, promoting redundancy should impact inclination; however, the components might be as various as they are intricate. Ads will in general be exceedingly enlightening and present the client with various significant item qualities or highlights that will prompt great frames of mind and can be utilized as the reason for a sound brand inclination. Individuals get data from the promotion through the engaging quality it holds, the consideration it makes and the mindfulness it gives. Lion's share of respondents knew about the presence of global organizations moreover. The examination additionally uncovered that in India TV decision is made most on quality premise, worldwide TV decision is made only on brand name premise. Promoting is likewise a type of communication. It is a well-organized kind of communication that comprises of both non-verbal and verbal constituents that are created to fill explicit existence controlled by support. Efficient interaction achieved through advertisement can help in directing customers toward purchase of brand. A major concern for the publicist is whether the notice or business passes on the importance expected. The receiver in this communication is

considered as dynamic with the ability to motivate and evaluate messages. If sponsors succeed to get it on priority list of the audience, it is considered as an achievement for them. The conceptualization of a brand results in buying of brand by a customer (Clow & Back, 2002). According to John and Slater (2003) advertisement has role more than simple communication of information. The advertising wildcats must fortify what shoppers definitely know and feel about the brand and reinforce their purpose that they reliably settle on the correct decision by getting it. The promotion reinforces their connection to the brand by portraying pride, fulfillment, constructive encounters, solid client symbolism, and solid brand character. According to Mundell et al (2006), advertising has great influence on brand choice, whether it is accompanied with high levels of attention or not.

3. DATA AND METHOD

3.1 HYPOTHESIS DEVELOPMENT

3.1.1 Advertisement and brand awareness

Now that there is existence of more than dozen brands, each brand should strive with confidence to promote its specifications, and advertisements is the only form that offers vast and immense influence by its superstore and magnums existence. To this day there has been a general agreement as to which four broad themes of advertising objectives can set a foundation.

- Trial purchases and store visit generated by behavioral constructs
- Alternation in behavior and its estimation
- Brand building along with position of product
- Creation of awareness for new brands and products.

Advertising can be regarded as a cultural sign system that depicts and alters our lives. It is unpredictable portion of an individual's life. Even if a person does not read the newspaper or watches TV it is difficult to get away from the publicizing pictures that swarm our environment, through hoardings, divider works of art, pop material or even the radio, cutting over all media however constrained to none. The facts demonstrate that Brand Mindfulness is one of the prime goals of Publicizing in the cutting-edge universe of „me too Brands“. Promoting is the correspondence connects between the dealer and the purchaser.

It not only renders information about products but is an enterprise of influencing customers towards activity through creation of certain feelings. Consequently, promotion is not limited to transference of information from sponsor to customer; it extends further in bringing about activity and loyalty among them. Publicizing, being an essential piece of advancement blend, is a piece of the complete advertising blend and it impacts the closeout of the items as do different factors of the blend. Together with the item or brand, value, channel or dispersion outlet and individual selling it endeavors to accomplish the advertising destinations.

3.1.2 Advertisement and brand preference

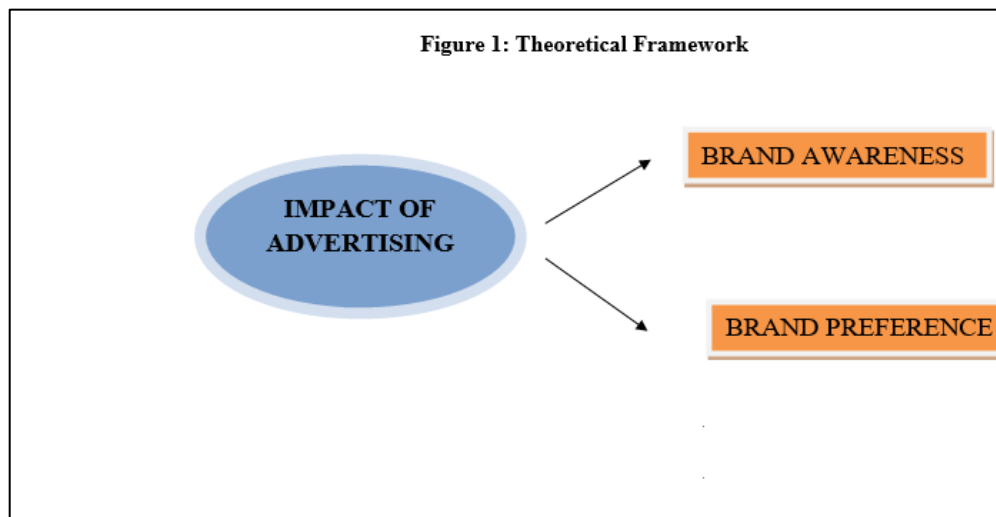
There lies an important association between the business survival and customers and sales. This is where brand management and advertising come. Advertising is based on the elements of Four P s i.e 'place', 'Price, 'Promotion' and 'product'. Being an influential and strategic tool, Advertising serves as a role to spread product awareness and provoke the mind of the consumer into buying the product. The survival of the market or the business widely depends on the satisfaction of the customer. The satisfaction of the consumer mainly depends on their perception and preference of a certain brand. Advertising also has an important part to play in brand preference. In this contemporary era, almost every other Person is affected by advertisement. Both public and private sector organizations have learned that their success is dependent on their capability to communicate with the targeted audience. Today, the mass of media like radio, television are thriving to catch a hook of consumer's attention. There is a huge amount of advertisements, claiming the best of their products and services, running across our television screens and jingling on our radio sets and pestered on the pages of newspapers and magazines. Among all the media forms, television commercials are most sought after and interestingly watched by substantial audience. It is stated that a person gives his most attentive span to the television. Another main thing is that the marketer should distinguish the impact if advertising in consumer brand preference.

Measuring the influence of Advertisement in Consumer Brand Preference is crucial for every marketer. If advertisement sudden produces the desired effects in consumer brand preference, all the invested money, time and efforts will go in vain. Majority of the salesman use the advertisement as tool to catch the attention of new customers and retain the existing consumers. Through brand benchmarking, customers always reach marketplace with some pre-established preferences, opinions and tastes. Usually competitors compete with each other on basis of similar products; however, competition may also exist between producers of different industries for different type of products.

In present age, everyone is brought up in world of mass media. According to Latif and Abideen (2011), different modes are responsible for development of customer preference towards a brand product. This includes need association, mood association, subconscious modification, model emulation and cognitive processing. The need association links brand with one need of customer

through repeated association. In mood association, brand is related to mood of customer on basis of repeated association. Subconscious motivation excites customer's subconscious motives through suggestive symbols. Through manipulation of rewards and cues, customers are conditioned to purchase a brand in behavior modification. In cognitive processing, cognitive and perceptual hurdles are accumulated in order to form desired attitudes. In model emulation, idealized social lifestyle models are rendered to imitate for customers (Katke, 2007). According to Iqbal (2013), business performance can be increased through brand advertisement and image, as both of them alter buying behavior.

In a study performed by Micheal (2012), association was found between media efforts and customer's preference towards beverage brand. It was also noted that variable of information in advertisement had high impact on customer's preference towards a brand. The research works of Adeole et al (2005), Chandrima (2009) and Gezachew et al (2015) showed that television is the most important means of advertising and results in formation of high customer preference towards brand, as both audio and visual effects are received by audience. Moreover, customers preferred common man, celebrities, and experts to get reliable information of brand.



The research model shown in Figure 1, indicates the impact of advertising on brand awareness and brand preference. The advertising is considered as an independent variable, whereas, brand awareness and brand preference are considered as dependent variables.

3.3 Research Design

The research design is set for adequate collection of data and its analysis. An applicable number of respondents is necessary for proper investigation of a study. The research design of present study is quantitative in nature. A quantitative study comprises of empirical and inferential scheme to produce results with the help of statistical techniques, in order to recognize association between the variables.

3.4 Population of the study

The population of study included marketers of three advertising agencies and general public. The data collection was conducted at different locations including universities, markets and public places such as gardens and malls of Lahore. The questionnaires were distributed among people with adequate knowledge about brands and who were willing to participate in the study.

3.5 Sample and sampling strategy

The estimated sample size was 200, according to convenience sampling. Convenience sampling was preferred due to time and resource restrictions. The respective technique was employed due to its ease, cost-effectiveness and easy availability of the participants.

3.6 Data Collection Method

For collecting data for the study, pre-designed questionnaires were used. The questionnaires were prepared in English language. It consisted of two main parts, each attached with an informed consent. The first part was made for advertising agencies and consisted of 10 questions, selected for personal interviews of marketing managers of agencies' marketers. The second part consisted of

two sections. Section one consisted of demographic questions, whereas, section two comprised of questions related to the variables. The demographic section included question about age, gender, education, working condition, marital status, income and area of residence. The second section had 30 questions in total. The variables of advertising, brand awareness and brand preference, each comprised of 10 questions, which were answered on the basis of five points Likert scale (1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree).

For data collection, the participants were explained about the study and its purpose. They were convinced about confidentiality and privacy of their information, during distribution of questionnaires. Participants were included in the study, after receiving their consent form. Moreover, only completely and adequately filled forms were considered in the study. 3.7 Pilot study

A pilot study is utilized in order to assess reliability and validity of a study. For this purpose, questionnaires were distributed among 20 people. This study showed a direct relation of advertisement with brand awareness and brand preference.

3.8 Response Rate

A total of 200 questionnaires were distributed, out of which only 120 were returned with complete filling. Thus, the overall response rate was estimated to be 60 % for the present study.

3.9 Data Analysis Software and Techniques

The collected data was analyzed with the help of Statistical Packages for Social Sciences (SPSS) v.17. To test hypothesis, statistical tests of correlation was used. Moreover demographic analysis and descriptive statistics included presentation through frequencies, percentages, means and standard deviations to depict distribution of different variables. The questionnaire items were checked in terms of reliability and normal distribution of the research data was assessed through normality analysis.

4. FINDINGS

4.1 Interviews with marketing managers of advertising agencies

Three advertising agencies were chosen for the present study. The marketing managers of each agency were asked 10 interview questions. All of the selected agencies were serving for more than 10 years. The advertising tools utilized by the agencies included web, social media, television, radio, telemarketing, print and outdoor advertising, newspapers, magazines. However, the most preferred means of advertisement was television and social media.

Various strategies were deployed by the agencies in order to get brand awareness and preference from the audience. In their point of view, it was not something achieved overnight or with a single campaign. To develop brand awareness and preference, a number of strategies are required which needs efforts over a long time. Firstly, the company needs to find some words that defines its traits and makes some impact on the customers for them to remember it. Second important thing is to socialize with people through social platforms and performing regular activities such as tweeting, asking questions, conducting giveaways and contests, commenting on posts, and sharing content that attract attention of customers. Another strategy is storytelling, which is incredibly a powerful marketing tactic. It humanizes a brand and forms association between brand and audience. An important strategy in this regard is to make brand related content accessible and sharable. It can include videos, sponsored content, blog posts, social media posts or product pages.

All the managers had point of view that advertisement can highly enhance sales outcomes and result in better revenues and profits for the companies. Moreover, advertisement was considered to have high impact on brand awareness and preference, by the participants.

The brand awareness and preference are highly modifiable through advertising. Through better advertisement and marketing strategies, brand awareness and preference can be increased or even reduced. One of the respondents explained it by saying that some content may be liked or disliked by audience on rational, emotional, or entertainment basis. Consequently, they might develop different consideration towards a brand and its product.

Many strategies can be adopted to increase brand awareness and preference. This includes

- To use adequate frequencies of ads
- Selection of right media mix for promotion
- Utilizing media in a way that primary customer group could be targeted
- Repeatedly hitting target demographic groups, so that product remains visible
- Defining business goals clearly
- Identification and selection of suitable behavioral strategies to achieve established goals and achieve customer purchase intention
- Development of creative ideas to achieve selected goals and behavioral strategies
- Target audience through Google AdWords, Facebook ad strategies, cold calling, emailing, direct mails, and other traditional strategies.
- Using experts and celebrities to draw attention of audience
- By reframing general assumptions
- Use emotional tactics to inspire action
- Through creation and reinforcement of social norms
- Skilling up audience by showing how something is done by a product
- Minimizing or removing complexities in product use
- Managing blogs and websites
- Utilizing social media in right manner for content distribution
- Utilizing organic and paid search engine optimization
- Utilization of e-books and email newsletters
- Utility strategy through which helps audience in achieving their goals such as money, effort and time
- Commitment strategy that invites for a small action that is linked with the target behavior
- Ownership strategy, which invites audience to be a part of campaign as an owner of it
- Play strategy that makes desired behavior enjoyable by appreciating principles of gamification.

Table 4.1: Interviews information

Agencies	Agency 1	Agency 2	Agency 3
Similarities			
Serving years	More than 10		
Advertising tools used	web, social media, television, radio, telemarketing, print and outdoor advertising, newspapers, magazines		
Preferred means of advertisement	television and social media		
Relation to sales	Yes		
Relation of advertising with brand awareness and preference	Yes		
Dissimilarities			
Strategies adopted	Words defining traits	Socializing	Story telling

4.2 Data collected from general public

4.2.1 Demographic analysis

The demographic analysis of participants is presented by assessing responses to questions related to gender, age, education, marital status, area of residence income and working condition. The findings are shown through pie and bar charts to depict frequencies and percentages received by participants.

4.2.1.1 Gender distribution:

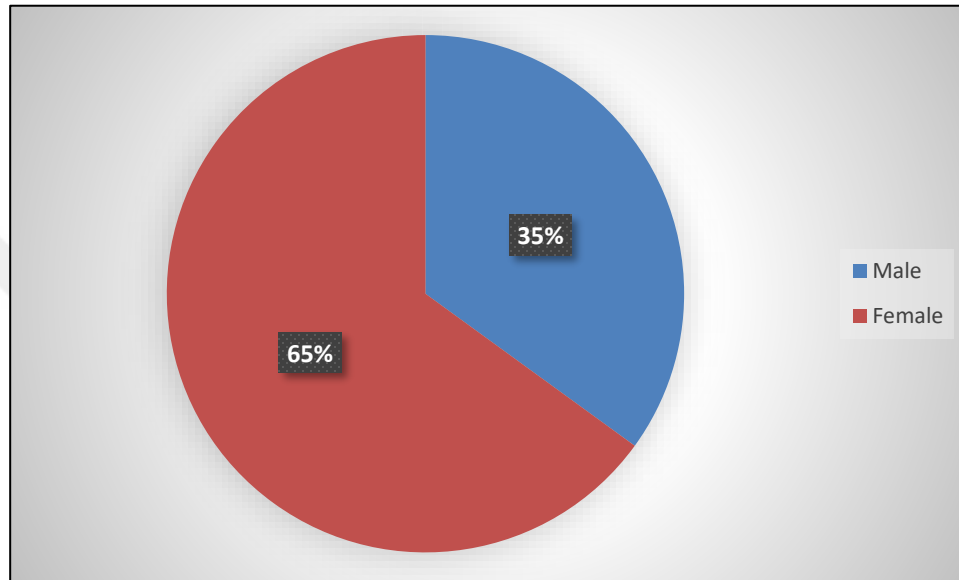
The gender distribution of the respondents is shown in the Table 2 along with the related frequencies and percentages. The study included 78 (65 %) female participants and 42 (35 %) male participants. Thus, the female formed majority in the study.

Table 4.2: Gender distribution

Gender	Frequency (n)	Percentage (%)
Male	42	35
Female	78	65
Total	120	100

The figure 2 depicts gender distribution among participants

Figure 4.1:Gender distribution



4.2.1.2 Age distribution

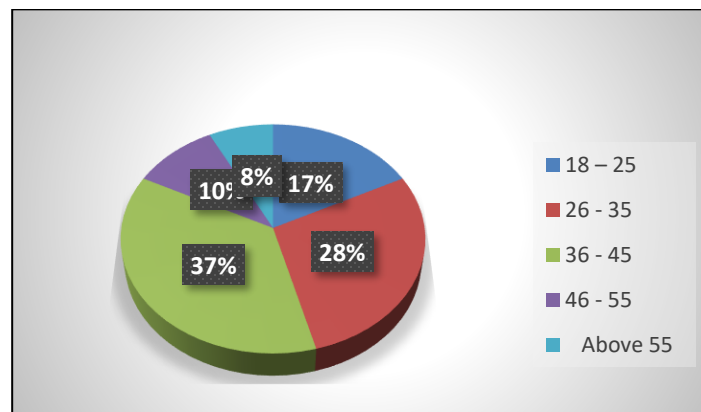
The age distribution among the respondents is shown in the Table 2 along with the respective frequencies and percentages. There were 44 (36.66 %) participants with the age range of 36 to 45 years, followed by 34 (28.33 %) participants with the age range of 26 to 35 years, 21 (17.5 %) participants with the age range of 18 to 25 years, 12 (10 %) participants with the age range of 46 to 55 years and 9 (7.5 %) participants with age more than 55 years. The highest number of participants belonged to age group of 36 to 45 years, whereas, the least number of respondents had age more than 55 years.

Table 4.3: Age distribution

Age (years)	Frequency (n)	Percentage (%)
18 – 25	21	17.5
26 – 35	34	28.33
36 – 45	44	36.66
46 – 55	12	10
Above 55	9	7.5
Total	120	100

The age distribution of participants is indicated in the Figure 3. The percentages of age groups are shown through the pie chart

Figure 4.2:Age distribution



4.2.1.3 Education level:

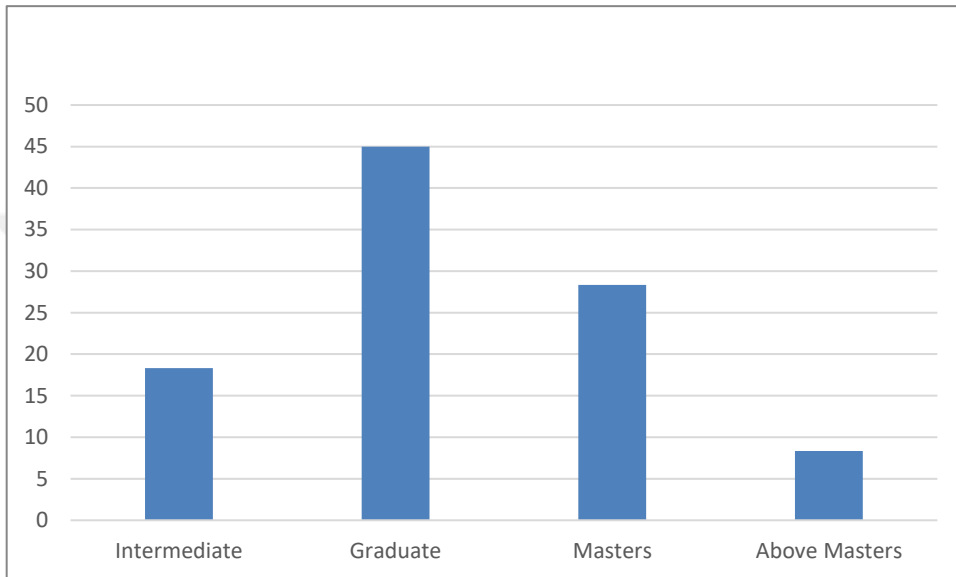
The education levels for respondents have been shown in the Table 3. 54 (45 %) participants had graduated, followed by 34 (28.33 %) participants with masters degree, 22 (18.33 %) participants with intermediate and 10 (8.33 %) participants with above masters qualification. Majority of the participants were graduated, and above masters qualification was affiliated with least number of participants.

Table 4.4: Education of the participants

Education level	Frequencies (n)	Percentages (%)
Intermediate	22	18.33
Graduate	54	45
Masters	34	28.33
Above Masters	10	8.33
Total	120	100

The qualification of participants is depicted in Figure 4, with x-axis presenting various education levels and y-axis presenting respective percentages.

Figure 4.3: Education of the participants



4.2.1.4 Income level

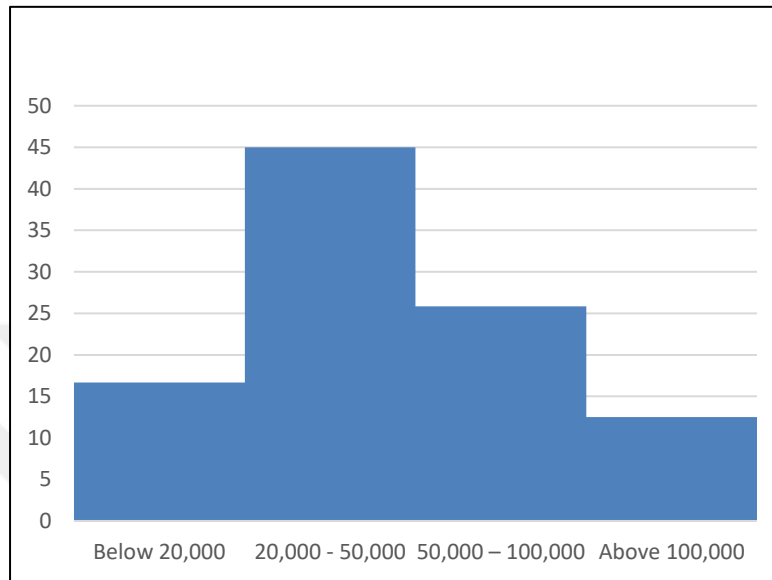
The Table 4 shows income levels of respective participants presented through frequencies and percentages for each group. Majority of the respondents had income level of 20,000 to 50,000 rupees and least being the ones with above 1 lakh rupees income. 54 (45 %) participants had income range of 20,000 to 50,000 rupees, followed by 31 (25.83 %) participants with income range of 50,000 to 1 lakh rupees, 20 (16.66 %) participants with income less than 20,000 rupees and 15 (12.5 %) participants with more than 1 lakh rupees income.

Table 4.5: Income levels of the participants

Income level (Rs.)	Frequencies (n)	Percentages (%)
Below 20,000	20	16.66
20,000 - 50,000	54	45
50,000 – 100,000	31	25.83
Above 100,000	15	12.5
Total	120	100

The Figure 5 presents income levels of participants of the study.

Figure 4.4: Income of the participants



4.2.1.5 Area of residence

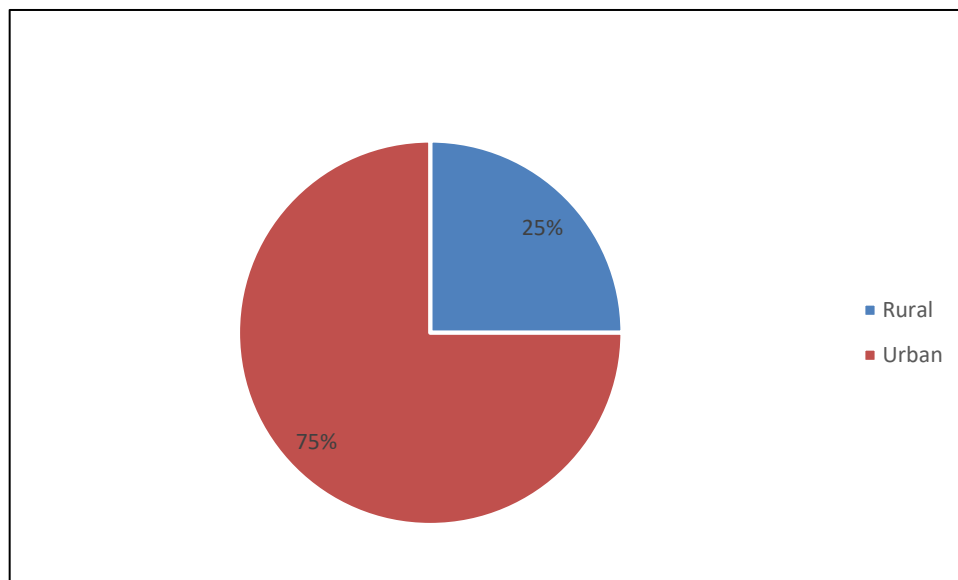
The Table 5 presents area of residence of respondents. Majority of the participants were from urban areas. 90 (75 %) participants belonged to urban areas, whereas, 30 (25 %) participants had rural background.

Table 4.6: Area of residence of the participants

Area of residence	Frequencies (n)	Percentages (%)
Rural	30	25
Urban	90	75
Total	120	100

The Figure 6 shows distribution of respondents on the basis of their area of residence.

Figure 4.5: Area of residence of the participants



4.2.1.6 Marital status

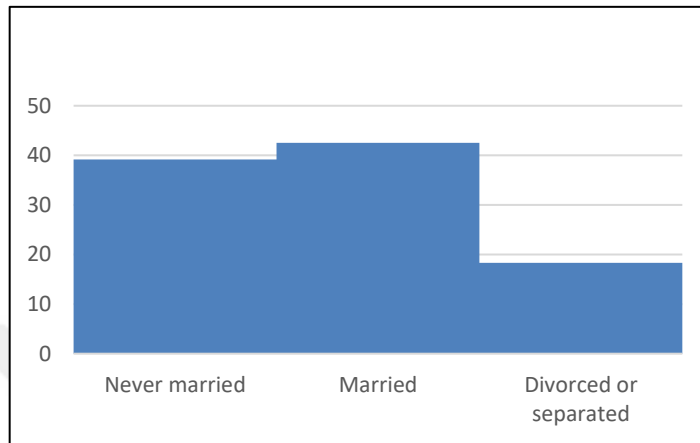
The Table 6 shows marital status of participants of study. The study included 51 (42.5 %) married participants, followed by 47 (39.16 %) participants who were single and never married, whereas, 22 (18.33 %) participants were either divorced or separated. Thus, majority of the respondents were married.

Table 4.7: Marital status of the participants

Marital status	Frequencies (n)	Percentages (%)
Never married	47	39.16
Married	51	42.5
Divorced or separated	22	18.33
Total	120	100

The Figure 7 shows marital status of participant of the study

Figure 4.6: Marital status of the participants



4.2.1.7 Working condition

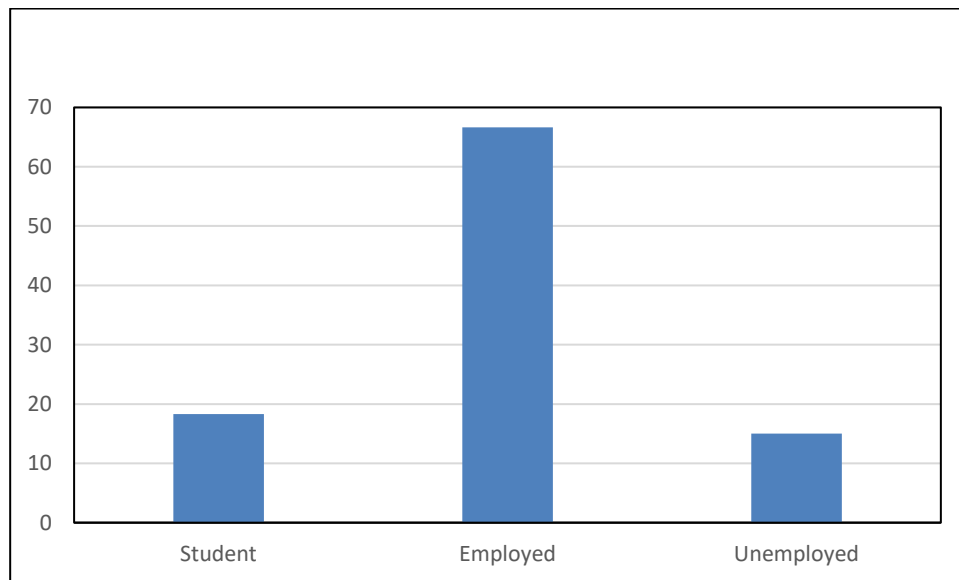
The Table 7 depicts working condition of participants. There were 80 (66.66 %) employed, 22 (18.23 %) students and 18 (15 %) unemployed individuals included in the study. Majority of the participants of study were employed.

Table 4.8: Working condition of the participants

Working condition	Frequencies (n)	Percentages (%)
Student	22	18.33
Employed	80	66.66
Unemployed	18	15
Total	120	100

The Figure 8 depicts working condition of the participants

Figure 4.7: Working condition of the participant



4.2.2 Data Normality Analysis

The values of skewness and kurtosis can be seen near to 0 in Table 9. Thus, normal distribution of data is predicted.

Table 4.9: Normality analysis

Statistics		
LNFXTIME		
N	Valid	120
	Missing	0
Mean		4.0767
Median		4.0859
Std. Deviation		.2084
Skewness		.205
Std. Error of Skewness		.141
Kurtosis		.206
Std. Error of Kurtosis		.281
Percentiles	25	3.9318
	50	4.0859
	75	4.2047

4.2.3 Reliability Assessment

The reliability assessment of the questionnaire items has been depicted in the Table 9. The Cronbach Alpha (α) value of 0.841 shows that high level of internal consistency exists for selected scale.

Table 4.10: Reliability assessment

Variables	Questionnaire items	Cronbach's Alpha
Advertising	(1 - 10)	0.852
Brand Awareness	(11 - 20)	0.744
Brand preference	(21 - 30)	0.883
Total	30	0.851

4.2.4 Descriptive analysis

The questionnaire comprised of 30 questions in total, which were answered on five points Likert scale. The descriptive analysis of the data is shown in the Table 10 with means and standard deviations.

Table 4.11: Descriptive analysis

Variable	Question Number (N)	Mean (M)	St. Dev (S.D)
Advertising	1	3.45	0.12
	2	3.44	0.43

	3	3.65	0.22
	4	4.12	1.21
	5	4.65	1.01
	6	4.33	0.21
	7	4.32	0.34
	8	3.54	0.43
	9	3.44	0.55
	10	3.85	0.42
Brand awareness	11	4.33	0.24
	12	4.53	0.55
	13	3.75	0.49
	14	3.88	0.39
	15	3.80	0.47
	16	4.11	0.38
	17	4.53	1.21
	18	4.23	1.22
	19	4.11	0.11

	20	4.53	1.42
Brand preference	21	3.52	0.84
	22	3.44	0.93
	23	3.95	0.83
	24	3.88	0.66
	25	3.75	0.44
	26	3.64	0.12
	27	3.66	0.38
	28	3.18	0.44
	29	4.12	0.48
	30	4.55	0.76

4.2.5 Hypothesis Testing

4.2.5.1 *Correlation analysis*

The correlation analysis depicts association of two independent variables with dependent variable. A significant positive relation depicts direct influence on dependent variable due to independent variable. On the other hand, the association may be inverse between two types of variables in case of significant negative relation. Correlation analysis id

presented through correlation coefficient. The present study utilizes Pearson coefficient due to presence of interval scale.

Table 4.12: Correlation Analysis

Variables	Advertising	Brand awareness	Brand preference
Advertising	1		
Brand awareness	0.323 **	1	
Brand preference	0.342 **	0.355 **	1

** Significant correlation is present on value of 0.01

The Table 11 shows that advertising has significantly positive relation with brand awareness with the correlation coefficient of $r(120) = 0.323$, $p < 0.01$. Thus, advertising has a direct impact on factor of brand awareness. On the other hand, advertising has positive and significant relation with brand preference with the correlation coefficient of $r(120) = 0.342$, $p < 0.01$. Thus, advertising also has a direct impact on factor of brand preference.

5. DISCUSSION

To achieve the desired outcomes of marketing by utilizing different strategies, the capabilities of certain media are required to be understood. It is important to grasp factors such as effect of media, their availability, number, content, quality, scope, and costs. Moreover, its influence on brand image, sales, and factors such as brand awareness and preference. Brand awareness and preference are two important assets for any business. Through better brand awareness and preference, sales can be increased resulting in better revenues and profit. Both of these are important for survival of any respective business.

The significance of brand awareness and preference in association with advertising has highly been emphasized in previous literature (Clow and Baack, 2002). Brand awareness forms the initials of relationship between brand and customer, whereas, brand preference is developed over time with personal experiences. Moreover, brand awareness belongs to elements of brand equity and dimensions of brand knowledge (Konecnik & Gartner 2007).

The findings of present study indicate that advertising media has great influence on brand awareness as well as on brand preference. The personal interviews conducted on marketing managers of advertising agencies suggest that Television and internet are most important in terms of brand awareness and preference. Various strategies were suggested by the managers to increase brand awareness and preference through advertising, few of which were already adopted by them. All of the participants emphasized on importance of brand awareness and preference and suggested that they need to be increased for better business outcomes.

The correlation analysis signified the high impact of advertising on brand awareness and preference. It was indicated that female segment had greater score to the impact of advertising media on their awareness and preference as compared to men. While considering factors such as education, income levels, marital status, area of residence, and age, the media had equal impact on respondents irrespective of their differences.

5.1 CONCLUSION

Advertising is the utmost marketing weapon to draw attention of consumers and continue to remain in consumers' mind. It has high impact on brand awareness and preference. These factors are required to attain better revenues and profit, which help in survival of business. Thus, different strategies should be adopted by the brands' marketing management to enhance brand awareness and preference through advertising.

5.2 LIMITATIONS OF THE STUDY

Several limitations were affiliated with the present study. It was quite intricate to work on such a broad topic with limited time and allocated cost. Secondly, the study includes viewpoints of managers and customers only. It does not consider point of views of distributors, whole sellers and manufacturers. Thirdly, the results are limited to locality of Lahore, which can cause some degree of bias as it does not represent whole country. Opinions of people of other cities can be different. Participants of present study were mostly educated. Different views may exist between illiterate and less educated people. The information gathered through interviews can have error as many people show hesitation in discussing personal point of views, whereas, others may exaggerate the information.

5.3 RECOMMENDATIONS

On the basis of findings of present study following recommendations can be made:

- Advertisements should be designed by considering factors that cause effectiveness and long remembrance for customers.
- Advertisements should be made in accordance with the product and targeted demographics.
- An important feature that can be used as powerful motivator for increasing brand preference is quality motive. Thus, it should be highlighted in advertisements.
- Advertisement should create goodwill and faith among consumers

- Advertisement should be designed on basis of uniqueness, reputation, reality and believability
- Advertisements should be creative, interesting and attractive with relevant information about product
- Integration of advertisement with brand is important
- Advertisement should be based on day-to-day life of customers and should be believable
- Advertisements should be well organized and develop positive feeling towards brand.
- Companies should focus on advertising through internet, as young generation is in close contact with it



REFERENCES

- Adeolu B. Ayanwale, Taiwo Alimi, and Matthew A. Ayanbimipe, "The Influence of Advertising on Consumer Brand Preference", *Journal of Social Science*, Vol.10 (1), pp 9-16 2005.
- Esch, F.R., Langner, T., Schmitt, B.H.,&Geus, P. (2006). Are brands forever? How brand knowledge and relationships affect current and future purchases. *Journal of Product and Brand Management*, 15(2), 98-105.
- Agrawal, k.(2012). *Impact of advertisement on the brand preference of aerated drink* Journal of Marketing & Management Reviews, 2(2), 147-158.
- Iqbal,et al.(2013). *Impact of brand image and advertisement on consumers buying behavior*. World applied science journal 23(1):117-122.Lahore, Pakistan.
- Ling.K.C.(2010). *The determinants of consumer's attitude towards advertizing*. Vol.6(4) , 114-126.
- Niazi,et al.,(2012). *Effective advertising and its influence on consumer buying behavior*. Information Management and Business Review, 4(3): 114-119.
- Singh,B.etal. (2012). *Impact of advertisement on the brand preference of aerated drinks*. Journal of social science.
- Tendon, R. (2011), *Impact of advertising on the brand preference of tea*.
- Thomas Michael,T. (2012). *Impact of Media on Consumers' Brand Preference*. A Study on Carbonated Beverage Market with Reference to Coca-Cola.
- Vivekananthan, M.V., (2010). A study on influence of advertisement in consumer brand preference pp. 1-13.*

APPENDICES

Appendix 1 – Informed Consent

Dear Respondent,

I am doing a research in BAHCESEHIR UNIVERSITY at ISTANBUL, TURKEY. This study is titled as **‘The impact of Advertising on Brand Awareness and Preference.**

I require your contribution to better understand the relationship between variables. You are requested to answer the attached questionnaire.

Your demographics will be kept confidential. In case of any queries, you can contact me at dindar.mohammed@bahcesehir.edu.tr email id of the student

Thanks for your kind cooperation,

Sincerely,

DINDAR ABDULQADER MOHAMMED

Appendix 2 - Questionnaire for advertising agencies

Name of the advertising agency: _____

Number of years from which agency is working: _____

Question 1: What types of advertising tools are used by your organization?

Question 2: What do you think is best type of advertising tool, these days?

Question 3: What strategies are used by your organization to promote a product?

Question 4: Do you think advertisement can bring about better revenues and profit for a company?

Question 5: Do you think advertisement has any impact on brand awareness?

Question 6: Do you think advertisement has any impact on brand preference?

Question 7: How can advertisement modify brand awareness?

Question 8: How can advertisement modify brand preference?

Question 9: What strategies can be used to increase brand awareness through advertisement?

Question 10: What strategies can be used to increase brand preference through advertisement?

Appendix 3 - Questionnaire for general public

Name: _____

Gender: Male

Female

Age: 18 – 25

26 - 35

36 - 45

46 - 55

Above 55

Education level: Intermediate

Graduate

Masters

Above Masters

Income level: Below 20,000

20,000 - 50,000

50,000 – 100,000

Above 100,000

Area of residence: Rural

Urban

Marital status: Never married

Married

Divorced or separated

Working condition: Student

Employed

Unemployed

Questionnaire Constructs:	Source:
Advertising	

1. Do you have access to tools of advertising that is, radio, television, internet etc?

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

2. Do you like to see advertisements?

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

3. Do you spend time in searching for advertisements?

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

4. Does advertisements irritate you?

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

5. Does advertisement content attract you?

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

6. Are you influenced by source of advertisement such as celebrity, expert etc?

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

7. Does advertisement give you required and relevant information regarding your products?

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

8. Do you get influenced by advertisement due to its frequency?

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

9. Do you suggest a brand to others due to its advertisement?

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

10. Does advertisement increase your interest towards a product?

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5
Questionnaire Constructs:			Source:	
Brand awareness				
11. Do you get to know new brands from advertisement?				
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5
12. Do you get new information about particular brands through advertisements?				
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5
13. Do you remember relevant information regarding brand you buy?				
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5
14. Are you able to recall advertisement and information shown in it about your brand?				
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5
15. Are you able to recognize your brand easily?				
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5
16. Do you remember your brand name while making purchase of a product?				
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5
17. Do you remember advertisements related to your brand?				
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5
18. Does advertisement gives you alternatives of brands for a product?				
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5
19. Do you feel related to a brand through its advertisement?				
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5
20. Do you think advertisement increase your brand awareness?				
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5
Questionnaire Constructs:			Source:	
Brand preference				
21. Do you think advertisement changes your consideration towards a brand?				
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5
22. Do you feel like buying product of same company over and again?				

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

23. Do you feel that switching your brand is difficult?

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

24. Do you think reason of first purchase from a brand is usually advertisement?

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

25. Do you think repeated purchase from a brand is advertisement?

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

26. Do you keep on buying product of a brand for years?

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

27. Do you feel affection with your brand?

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

28. Do you rely on advertisements for buying products and purchase decision?

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

29. Do you change your brand preference by just seeing a celebrity in advertisement?

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

30. Do you purchase a product just because a celebrity is endorsing it?

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

CURRICULUM VITAE

Name & Surname:

Permanent Address:

Place and Year of Birth:

Foreign Language:

Primary Education: (Name of School and Year of Graduation)

Secondary Education: (Name of School and Year of Graduation)

Undergraduate: (Name of University and Year of Graduation)

Postgraduate: (Name of University and Year of Graduation)

Name of Institute:

Name of master's Program:

Publications: