

Promotional Brand Equity Building

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Abstract: *The study looked at how branding equity was developed on the tobacco auction floors in Zimbabwe. From 88 244 farmers registered in the four tobacco-growing areas of the nation, 100 farmers were chosen for this study. To gather primary data, a structured questionnaire was employed as a method. The questionnaire's validity was first tested using a pilot survey of 20 participants. Using SPSS, the pilot study's results were examined for reliability. According to the study's findings, advertising has an impact on brand recognition, brand adherence, brand association, and perceived quality. 55% of those surveyed concurred that advertisements altered how they evaluated the quality of auction floors. In order to predict brand quality as a function of the kind of farmer, information source, competitive average pricing, loyalty, input assistance, service delivery, number of floors, advertisement style, customer service, floor reputation, and attitude, a linear regression analysis was conducted. The regression coefficient of 0.885 and the model fit of 78.3% show a good correlation between brand quality and the independent variables. A decent match between advertising and brand equity was found in the ANOVA tables with $p=0.001$, which is less than the significance level of 0.05. This study has succeeded in extending the body of information on brand equity by examining the influence of advertising, whereas earlier studies focused on the components of brand equity as proposed by Keller's brand equity model. The link between advertising and a brand association should be evaluated in further research.*

Keywords: Brand Equity, Regression, Advertising.

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