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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.

I. INTRODUCTION

Although earlier studies have mainly concentrated on defining and quantifying the concept of brand equity and, to a lesser extent, understanding its causes and effects, there is widespread agreement that advertising is one of the major contributors to brand equity and needs to be studied (Aaker & Biel 1993). Success in the cutthroat marketplace has been largely attributed to the development of a respected brand. Many commercial organisations have considered building strong brands as a successful defence strategy against the competition. The significance of advertising to increase brand equity for businesses to establish strong brands cannot be overstated. Because the Tobacco Auction Floors in Zimbabwe have not been actively using advertising to promote brand equity, the directors of these businesses must have a more positive and proactive attitude in order to successfully combine advertising factors and create hybrid advertising mix tactics. Although there is ample data and study on how advertising affects consumer awareness, little analysis has been done to determine how this marketing communications mix component affects establishing brand equity.

II. LITERATURE REVIEW

According to Patrick, Maggie, and Van den (2010), advertising is a sponsored activity that is primarily done with the intent of raising brand awareness, persuading (creating brand loyalty and promoting brand switching), and reminding target audiences that the brand is available. Advertising is often funded by a clear sponsor with the intention of influencing public perceptions of specific individuals, groups, businesses, services, or ideologies. Even if it had existed earlier than that time in ancient Egypt, where sales messages and wall posters were the major promotional medium and marketers of that mediaeval period, advertising was formed as a result of the marked increase in mass manufacturing in the late 19th and 20th centuries. Since then, advertising has multiplied over the years and developed into the key component of the marketing communication mix for both profit- and non-profit-making organisations globally. Advertising is a strategy to "non-personal communication that is paid for," according to Kotler and Armstrong (2008). Advertising is often funded by a clear sponsor with the intention of influencing public perceptions of specific individuals, groups, businesses, services, or ideologies.

In today's cutthroat business environment, advertising is a crucial tool for firms to reach out to both present and future clients. Businesses devote a large portion of their resources on advertising. Knowing how well advertisements engage viewers and captivate their attention is crucial for determining if advertising budgets are producing the highest return on investment (De Ros 2008). The challenge of determining how successful the advertisements they produce and run continues to be one of the most challenging issues facing advertising companies and clients (Hall 2001). Sales effectiveness and communication effectiveness are the two ways that advertising is effective. Sales volume is used as an indicator for sales performance, while communication efficacy is determined by how well a message is recognised, comprehended, accepted, and influencing attitudes and behaviour. After viewing targeted commercials, audience members who are exposed to them will recall the substance of the advertisements. Advertisement attitudes are the audience's ongoing likes and dislikes toward commercials after watching the targeted advertisements, which also refers to the entire examiners' opinion following the viewing of advertisements. Every advertising campaign aims to accomplish a particular goal. The precise goals of an advertising campaign can take many different forms, such as raising consumer awareness of a new product or brand, educating them about its advantages, instilling a sense of desire for the product or brand, encouraging consumers to favour it, or persuading them to buy it.

According to Kotler (1988), one of the four main strategies businesses employ to influence target consumers and the general public is advertising, which is defined as "non-personal forms of communication delivered through paid media under clear sponsorship." Kotler (1988) asserts that the goal of advertising is to improve how potential customers react to a company and its product, adding that "it aims to do this by delivering knowledge, by channelling desire, and by presenting reasons for selecting a certain organization's offer." Although customers are a company's most precious asset, keeping them may be expensive (Kotler 1988). Customers' contributions to the enterprise value throughout the duration of their relationships with the company vary depending on how long they have been with the company. The effort put into customer acquisition has a significant impact on the enterprise's long-term profitability to the degree that different acquisition tactics bring in customers with various "qualities." Because advertising plays such a significant role in this area, both practitioners and academics have highlighted that businesses should spend money to capture the "correct" sort of client rather than simply any customer. In order to draw in and keep customers, advertisers pay close attention to them. Kotler (2003) and Jokubauskas (2003) state that both companies and individual sellers should consider the purpose of their advertising as well as the effect it will have on the consumer. Advertising offers options, such as those found in magazines, newspaper advertising, radio, and television, as well as recommendations from friends and family. The consumer then decides to buy the product after weighing his or her options.

If a consumer can recall an advertisement, they are more likely to purchase a product. However, remembering an advertisement does not always result in purchasing the product being promoted. Consumer perceptions of the advertisement and the brand it represents can also be influenced by the sort of television show in which it appears. Advertisements in cheerful programmes are perceived as more effective and are somewhat better remembered by viewers.

2.1 Success of Advertising Campaign

Any advertising campaign's effectiveness depends on market research as well as the advertiser's understanding of the social and historical environment in which the advertisements are viewed (Jefkins & Yadin 2000). Advertising effectiveness is influenced by a variety of variables, including brand recognition, brand perception, advertising memory, persuasion, information seeking, purchasing intent, and the decision-making process (Jefkins & Yadin 2000). Holistius (1990) investigates a mathematical association between the two forces in his work and illustrates how they interact with outside factors. The study's findings demonstrated that rising advertising levels increased sales, and whenever advertising peaked, sales volume peaked as well. Professor Jones (1994), who teaches at Syracuse University in the USA, makes observations about the immediate and long-term effects of advertising in Adman. 50% of advertising initiatives provide measurable long- and short-term sales effects (Jones 1994). The fundamental issue with assessing the effects of advertising is that there are essentially no long-term solutions to the challenge of monitoring and attributing sales changes to advertising. Fletcher (1992) contends that no marketer waits a year for their advertising to take effect in opposition to this. Advertising needs to be effective immediately and over time, and it needs to provide results now and

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in the future. Long-term advantages won't happen until immediate results are obtained. If advertising is not effective now, it will not be effective in the future.

2.1.1 Print Advertising

"Mass-market magazines, newspapers, the yellow pages, inserted media, outdoor posters and transit advertising, signs and point of sale materials, direct mail, custom magazines, sales collateral, and catalogues" are just a few of the print media types that Patricia & Adam (2007) identify. Typically, it has been standard practise to advertise goods and services through newspapers or periodicals. In addition to these two, print media also offer possibilities including brochures, pamphlets, and fliers, which are utilised for advertising reasons in proper contexts. 2007 (Patricia & Adam) The majority of the time, the price of advertising space in newspapers and magazine media is determined by the size of the advertisement, the location of the advertisement within the newspaper—such as the front page, middle page, or final page—and the number of readers of the publications. In contrast to other media like television, radio, and billboards, printed communication offers marketers the option to provide specificity to their message, according to Fill (2006). Such additional information may take the shape of images, photographs, or an example of how a product is used in the market. Compared to the recently arrived internet media where anything may be published, magazines and newspapers have a longer history on the market and are thus more reliable sources of information. Because of this, print advertising has to be able to connect with the specific target audiences. By correctly organising print advertising, it may be possible to reach the intended readers regardless of how complicated the product or service is.

2.1.2 Outdoor Advertising

Outdoor advertising includes messaging on moving vehicles in addition to traditional media like billboards, posters, and kiosks. As a result, it has a very high frequency and effective reach. Its message lifespan is enduring and repeatable. Advertising on billboards is quite prevalent and well-liked on town outskirts, which makes it efficient. Tobacco auction floors can benefit from their reach and frequency by utilising these characteristics to strengthen highly regarded brands for their businesses. However, in order to draw in a sizable number of potential buyers, tobacco auction floors may need to create attractive advertisements.

2.1.3 Event Sponsorship

An fantastic platform for promoting goods, services, and concepts is provided through event sponsorship. The business might plan trade shows or even exhibits to promote its goods and services. Regarding tobacco auction floors, they may present their schedules at business expos, trade shows, and other gatherings. This would help them spread knowledge about their business across all stakeholders and help them build perceived brand equity, loyalty, and brand connotations. According to Geoff & Lester (2011), the majority of exhibits are organised along industrial sector lines, including agricultural shows. These exhibitions are often for particular types of products and services. Tobacco auction floors take use of trade fairs to develop their brand value since, despite changes in business technology, they continue to be a major source of leads and sales for many companies.

2.1.4 Broadcast Advertising

Over time, broadcast advertising has shown to be the most effective of all advertising formats. Radio advertising is particularly significant in the following areas: cost, reach, transmission speed, human voice, and lack of serious attention. As a result, radio advertising is economical since it appeals to the broad market, which leads to cost savings. This broadcast strategy is cost-effective because it can reach a large number of targeted audiences, and most all, because it uses the human voice, which gives it an advantage over other passive and static media for advertising like print, outdoor, and other types of direct mail advertising. According to O' Guinn, Allen, and Semenik (2009), radio advertising has the highest frequency and reach since it may reach consumers in their homes, cars, and places of business. According to Jefkins & Yadin (2000), television advertising is a "imp active medium" that brings the advertisement directly to the home of the prospective customer of the good, as well as to other members of the customer's immediate family who may be able to influence the customer's purchase decision. The ability of television advertising to evoke a sense of "realism" through the use of colour, sound, and action has allowed it to outlive other forms of advertising, according to Jefkins & Yadin (2000). Patrick (2005) noted that broadcast sponsorship is most relevant to advertising corporate brands because it can help the sponsoring company achieve its goals of brand awareness and image building.

2.1.5 Mobile Marketing

Although it is beyond the scope of this article to undertake a thorough overview and analysis of the literature on mobile marketing, a brief discussion on the many conceptualizations and developments of mobile marketing is necessary. In their thorough evaluation of the research on mobile marketing, Leppäniemi et al. (2006) noted that marketing communications in mobile media have been conceived as (1) mobile marketing, (2) mobile advertising, (3) wireless marketing, and (4) wireless advertising, either implicitly or explicitly. In all, 21 different definitions or meanings of marketing communications in mobile media were found through their literature review. Additionally, Leppäniemi et al. (2006) pointed out that as the majority of definitions are heavily reliant on technology, there is a propensity to confuse the technologies with the notion itself. In fact, it seems that every conversation relating to mobile commerce involves the same conceptual misunderstanding. For example, Balasubramanian et al. (2002, p. 349) said that "...there is presently no formal conceptualization of m-commerce. To develop a common understanding of m-commerce that fosters clarity in communication and convergence in thought, conceptual agreement is required.

On the other hand, there is an increasing level of agreement over the best definition of mobile marketing. Mobile marketing is "the use of cellular media as an integrated content delivery and direct-response vehicle within a cross-media marketing communications programme," according to a recent opinion by the Mobile Marketing Association. In this article, we use their definition and emphasise how it places a focus on two-way communication and incorporates mobile media into a cross-media marketing communications campaign.

2.2 Advertising on Brand Equity Dimensions

Advertising is an effective way to build brand equity, especially when sales promotions aren't working to boost sales and advertising's benefits are obvious. Advertising expenditures, according to Cobb-Walgren (1995), have a favourable impact on brand equity and its components. Advertising serves as an external indicator of a product's quality (Milgrom & Roberts 1986). A corporation that spends a lot on advertising has likely invested in developing a high-quality brand. Additionally, Archibald et al. (1983) discovered that advertising not only makes a good profit but also showcases outstanding quality. Aaker and Jacobson (1994) also discovered a beneficial connection between advertising and perceived quality. We may thus conclude that advertising has a favourable impact on perceived quality and, consequently, brand equity. A key factor in raising brand recognition is advertising. Repetitive advertising programmes boost brand awareness, facilitate customer choice, and establish brand selection habits. Advertising therefore has a positive interest in boosting brand equity through enhanced brand association awareness. Additionally, advertising efforts are positively related to brand loyalty since they increase brand recognition and influence consumer perceptions of the brand.

2.3 Influence of Advertising on Brand Equity

Cobb-Walgren (1995) discovered that advertising may affect brand equity in a variety of ways. Through advertising, it is possible to raise brand awareness and enhance the likelihood that the brand will appear in the consumer's evoked set. According to Krishnan & Chakravarti, it can help create brand associations that, when stored in retrievable memory, translate into "non-conscious but dependable behavioural predisposition" (1993). Advertising has the potential to change how consumers view a brand's quality and how they interact with it. Nelson (1974) showed how strong advertising may raise the perceived value of experiential items, which are by nature difficult to assess before purchase. Positive brand perceptions and attitudes can become easily recallable thanks to advertising. This is vital to the growth of brand equity since Herr and Fazio (1992) discovered that positive brand attitudes, if they can be quickly improved, can influence customer perceptions and behaviour. These perceptions in turn influence the brand equity, or the meaning or value that the brand offers to the customer. Consumer preferences and purchasing intents will then be influenced by brand equity, which will eventually affect brand choice.

Advertising is frequently seen as a key element in leveraging brand equity. Customers are not only passive receivers of image-heavy advertising, it is important to remember this. According to Joyce (1991), people interpret communications, including advertising, in their own ways and bring preconceived notions with them. McDonald (1992), who contends that customers and their propensity for habit formation are what produce branding, emphasises the fact that brand values are subjective. This argument is also made in International Journal of Marketing Studies Vol. 2, No. 1. Branding and the power to make decisions go hand in hand. Advertising directs and helps to regulate the process of acquiring value. A variety of factors, including advertising, can affect brand equity. It can raise brand recognition and improve the likelihood that the brand will appear in the customer's evoked set. It can help create brand connections, which, when retained in the brain's accessible memory, lead to unconscious but dependable behavioural predispositions (Krishnan & Chakravarti 1993). Advertising has the potential to change how consumers view a brand's quality and how they interact with it. None of the elements of brand equity as they relate to advertising have been investigated in any published research to far. Johnson (1984) investigated the link between brand loyalty and advertising spending. One of the key contributing variables for those firms that experienced a loss in brand loyalty over time was a lack of advertising support. As a result, it is crucial for a company's brand to create a well-communicated plan that would aid in improving their brand's position and safeguarding them from other competitors or rivals.

2.4 Brand Equity Concept

There are many definitions of brand equity, however the researcher chose a few key definitions that come from a number of writers, Brand equity is a collection of resources and commitments connected to a company's name and logo that enhance the value of a product or service to the company and/or its clients. Brand equity is the difference between how well-known a brand is and how consumers react to its marketing. Keller (1993) (1993). A brand's ability to command a market due to its name, sign, and logo is known as brand equity. Due to the challenges practitioners and marketers have when attempting to measure equity, the notion of brand equity has been addressed several times in academic literature. Evidently, there are two ways to define brand equity: from a financial and consumer standpoint. According to Simon and Sullivan (1991), brand equity is the brand's worth to the company. According to Aaker (1991) and Keller (2008), brand equity refers to the value that consumers have assigned to a particular brand. How to better comprehend the proper link between concepts like brand equity and client loyalty is one of the many intriguing problems that face today's brand managers. Companies that have a strong brand may use branding to differentiate their product from that of their rivals. Brand equity is the term used to describe the value that a product receives from its brand name. Investors, producers, and retailers are just a few of the interested parties who benefit from brand name. Brand equity gives new product introductions a solid foundation and protects the brand from rival threats. From the viewpoint of the industry, brand equity enhances the overall perception of the retail establishment. It increases customer traffic, makes ensuring that volume remains constant, and lowers the risk associated with assigning shelf space. However, if the brand is meaningless to the customer, it will inevitably be worthless to investors, manufacturers, and retailers until the brand offers something worthwhile to the consumer. A more precise definition was created by Farquhar (1989) and Crimmins (1992) in relation to adding or taking away value from a good or service.

The worth of a brand in the marketplace is known as brand equity. However, it's frequently unclear or unclear exactly what this entails. A brand with a strong brand value or brand equity has the capacity to elicit a favourable differentiated reaction from consumers. This might imply that your brand is prominently displayed in advertisements or on a yard sign. It can imply that when someone requests a recommendation, your brand is the first one others are given. All of these statements about the brand are favourable; they include being clearly identifiable, recalled quickly and easily when needed, one that people are prepared to pay a premium price for, and one that is recommended to others. All of the work done, including the advertising messages, logos, names utilised, the segments served, etc., produced these linkages. If you advertise that you are the "Team to Trust," you are hoping that "trust" will come to represent your brand. If you cater to a certain market segment, that market group is probably going to start to associate with your brand. The fundamental components of branding include the brand name, taglines, logo, images, and markets served. The most recognisable aspects of a brand are its branding components, which include its name, catchphrases, logo, and any symbols or images used on packaging or in marketing materials. However, it's crucial to understand that branding components also apply to the marketing message's actual content and your placement within the industry Aaker (1991, 1996). These components all contribute to the creation of your brand image. This picture must be pertinent to your target audience, crystal clear in what it stands for, and provide a way to stand out from the competitors. Brand equity is viewed as a combination of relationships and financial assets. Actually, brand equity is the value that is contributed to the product Keller (1993), or the value that customers perceive the product to have. Kimetal, (2008). (2008). Both theoretically and practically, brand equity is a key idea in brand management. Knowing the essential components of brand equity is important from a theoretical standpoint.

One significant agreement amongst definitions is that brand equity refers to the increased value of a product brought on by the brand name. According to Aaker (1991, 1996) and Keller, brand equity has four dimensions: brand loyalty, brand awareness, perceived brand quality, and brand associations (1993). Brand equity ultimately equates to customer brand awareness. As you increase customer awareness in your market, you also increase the value of your brand. Keep in mind that brand equity refers to the brand's worth in the marketplace. An asset that would provide returns today, tomorrow, and in the future is brand equity. You must choose the optimal investment strategy, just as with another asset. If you make intelligent investments, your brand will have the kind of equity that yields high returns. Create a brand with a high awareness level. Keller (1993). (1993). The capacity of customers to recognise and recall a brand in a cluttered environment is referred to as brand awareness and is a crucial component in virtually all brand equity models. Because it comes before all other factors, brand awareness is crucial for developing brand equity. Consumer brand awareness is achieved by active marketing communications and is necessary for consumers to form a set of favourable brand associations. Consumers may acquire favourable opinions of the brand as a consequence of awareness, which often leads in loyalty. According to Keller (2003), brand awareness is "the capacity of the customers to recall and recognise the brand as shown by their ability to identify the brand under varied settings and to relate the brand name, logo, symbol, and so forth to particular associations in memory." Consumer recognition, recall, top-of-mind awareness, knowledge dominance, recalls performance, and brand attitude are all parts of brand awareness. Besides identification and recall, Aaker (1996) distinguishes several higher degrees of awareness (1991). Top-of-mind awareness, brand dominance, brand knowledge, and brand opinion are all mentioned. The whole collection of brand associations related to the brand Keller is known as brand knowledge (1993). Aaker (1996) asserts that recognition might be crucial for niche or emerging companies. Recall and top-of-mind are more sensitive and significant for well-known brands. Brand opinion and brand knowledge are used to improve brand recall measurement.

2.4.1 Brand Loyalty

Oliver (1999) defined brand loyalty as a firmly held commitment to continuously repurchase a preferred product or service in the future, leading to recurrent purchases of the same brand, despite situational factors and marketing efforts having the ability to promote switching behaviour. According to Aaker (1991), brand loyalty is the attachment a client feels to a certain brand. Brand loyalty in marketing settings impacts customer brand preference, and consumers may be unresponsive to price hikes or decreases (Keller 2003). One of the most significant elements influencing customer decision is brand loyalty. One essential component of brand equity is loyalty. Different tiers of loyalty are described by Grembler and Brown (1996). Keller (1998) links behavioural loyalty to customer behaviour in the marketplace, which may be measured by the frequency of repeat purchases or a buyer's commitment to sticking with a certain brand as their first choice (Oliver 1997, 1999). When a buyer has to make a decision on a purchase, the brand that comes to mind first in their mind is the brand they choose. The brand that consumers initially recall in a particular category is also the subject of attention, making cognitive loyalty strongly related to the highest degree of awareness (top-of-mind). Consequently, a brand should be able to become the respondents' top choices and be bought frequently. Keller (1998). (1998). According to Chaudhuri & Holbrook (2001), brand pricing and loyalty were associated. Price premium is the primary indication of loyalty, according to Aaker (1996). Price premium is defined as the amount a buyer will pay for a brand in contrast to another brand that has equivalent advantages. Depending on the two brands being compared, price premium may be large or low and positive or negative.

2.4.2 Perceived Quality

Perceived quality is described by Zeithaml (1988) as a product's "overall excellence or superiority." In this case, quality was taken into account as a customer-based brand equity variable that incorporated consumer perceptions and experiences. Since the consumer evaluates a product's performance based on their expectations and the performance of competing items on the market, it implies that quality is a customer perspective problem. Zeithaml (1998). (1998). Thus, it is based on consumers' or users' subjective assessments of the quality of the product. The most popular definition of perceived quality combines customer impressions about the service provider and their experiences with the service. Because it has been linked to the intention to acquire a brand, willingness to pay a price premium, brand choice and perceived quality, perceived quality is seen as a key customer-based brand equity component. Considered to be a component of brand equity is perceived quality. rather than as a component of the total brand association, Aaker (1991), Kapferer (1991), Kamakura and Russell (1991), Martin & Brown (1991), and Feldwick (1996). Gordon, di Benedetto, and Calantone (1992), Keller (1992), (1994). In contrast to objective quality, perceived quality refers to how a consumer feels about a product's overall excellence or superiority. The technical, quantifiable, and verifiable character of goods/services, procedures, and quality controls are all examples of objective quality. Brand equity is not always a result of high objective quality. Consumers employ quality traits that they identify with quality since it is hard for them to fully and accurately judge the objective quality. Richardson (1994), Zeithaml (1988), Ophuis & Van Trijp (1995), Olson and Jacoby (1972), and Acebro'n & Dopico (1988). (2000). A product's or service's perceived quality is used to assess its overall quality. Boulding and other researchers asserted in 1993 that perceptions had a direct impact on quality. Consumers compare an unknown product's quality using its quality characteristics. Understanding the pertinent quality aspects in relation to brand equity is crucial. The terms "perceived quality" are classified by Zeithaml (1988) and Steenkamp (1997) into two categories: intrinsic qualities and extrinsic attributes. Color, flavour, form, and appearance are examples of intrinsic attributes that relate to a product's physical characteristics; in contrast, extrinsic characteristics relate to a product but do not directly relate to its physical characteristics (such as brand name, quality seal, price, location, packaging, and production information). Bernue (2003). (2003). As they are unique to certain product categories, characteristics are challenging to generalise.

2.4.3 Brand Associations

Brand associations are described as everything connected to a brand and its image in the mind as a collection of connections, typically in a meaningful way (Pitta& Katsanis 1995). After customers have a brand awareness in their thoughts, brand associations, which include qualities, advantages, and attitudes, can be preserved. Brand associations are among the most important elements that make up brand equity. Yoo, Donthu, and Aaker (1991) (1997). Anything with a memory connection to the brand is referred to as a brand association. As a consumer is exposed to a brand over and over again, these linkages strengthen and increase. According to Keller (2008), brands that have a number of favourable brand associations have good customer-based brand equity. In order to position and differentiate brands, brand associations are very necessary. They revitalise customer interest in buying a brand and foster a favourable perception of it. Brand equity is fundamentally based on brand connections. Keller (1993) depicts attitudes as the most high-level and abstract kind of brand connection when conceiving brand equity. Brand associations are created by everything you do in terms of marketing and behaviour. The most widely acknowledged component of brand equity is a brand association. Associations serve as the foundation for both brand loyalty and purchasing decisions. All brand-related ideas, emotions, perceptions, images, experiences, beliefs, and attitudes are referred to as brand associations. Anything that people associate with a brand in their memories includes Kotler (1988) & Keller (2008). Farquhar & Herr (1993), Chen (1996), Brown & Dacin (1997), and Biel (1992) are among other researchers that have identified several sorts of associations that support brand equity. Product associations and organisational associations are the two categories of brand associations identified by Chen (2001).

2.4.4 Product Associations

Product relationships include non-functional and functional attribute connections. Chen (2001). (2001). Functional characteristics are a product's observable characteristics. 1993 publications by Keller, Hankinson & Cowking, de Chernatony, and McWilliams (1989). Consumers evaluate a brand by comparing it to how well the functional features operate (Pitta & Katsanis, 1995; Lassar, 1995). A brand's brand equity will be poor if it fails to fulfil the purposes for which it was created. Performance is described as a consumer's assessment of a brand's faultless physical functioning, durability, and flawlessness in the physical structure of the product. Aaker (1991), Keller (1993), Farquhar & Herr

(1993), Chen (1996), and Park (1986) all discuss symbolic traits as non-functional qualities that satisfy customers' requirements for social acceptance, individual expression, or self-esteem. De Chernatony & McWilliams (1989), Keller (1993), Hankinson & Cowking (1993), Pitta & Katsanis (1989) (1995). Customers connected a brand's social image, credibility, perceived value, uniqueness, and place of origin to that brand. Corporate ability associations, or those associations relating to the company's expertise in producing and delivering its outputs, and corporate social responsibility associations, or the organization's activities with respect to its perceived social responsibility, are examples of organisational associations. Consumers take into account the organisation, which consists of the people, values, and initiatives that support the brand, according to Aaker (1996). When brands have comparable features, when the organisation is visible (as in a durable products or service firm), or when a corporate brand is involved, brand-as-organization analysis can be very useful.

2.5 Brand Equity in a Competitive Market

The perception of brand value by consumers, according to Prentice (1991) and Ryan (1991), is founded in part on concepts, either rational or emotive, that distinguish the brand from its rivals. According to Farquhar (1989), advertising is essential to the growth of brand equity since it may make favourable brand assessments and attitudes simple to recall. Herr and Fazio (1992) discovered that positive brand attitudes will only influence perceptions and behaviour if such sentiments can be immediately invoked, which lends credence to this theory. Numerous scholars have provided various brand equity measurements, for instance, after reading the aforementioned papers (Farquhar & Ijiri 1991; Kamakura & Russess, 1993; Kapferer & Laurent 1988; Park & Srinivasan 1994; Simon & Sullivan (993), we infer that the premium pricing that many businesses enjoy have frequently been linked to brand equity. According to Holden (1992), brand equity results from customers being more likely to choose a certain brand and is reflected in their willingness to pay higher costs. The likelihood of purchase and buy intents are additional behavioral/choice factors that may reflect brand equity. Other studies also discovered comparable dimensions, and Shocker and Weitz (1988) suggest brand connections and loyalty as the dimension for brand equity. According to Keller (1993), brand equity includes brand knowledge, which includes brand awareness and brand image. Taking into account the aforementioned ideas. According to Taylor (2004), brand equity differs from consumer loyalty. Brands do have negative customer-based brand equity, which customers express when they have an unfavourable reaction to a brand's marketing efforts. Stronger brand loyalty is one of the traits Keller believes businesses with significant brand equity have. This point of view is consistent with that of Aaker (1991), who contended that brand loyalty may be viewed as both a component and a result of brand equity and competition.

III. METHODOLOGY

In this study, stratified probability sampling was employed. Farmers that cultivate tobacco were divided into four provinces. The relocation of tobacco growers caused by geography was a requirement for this. The selection of stratified sampling ensured that each section under consideration had an equal probability of representation in relation to its size. One out of every 884 farmers were chosen from a population of 88 000 234 farmers to create a sample size of 100 farmers, which was scientifically recruited from active tobacco growers using the systemic random probability sampling approach.

Primarily, structured questionnaires were utilised to gather primary data. To make sure that crucial information was gathered, the questionnaire was self-administered, and a data needs table was made. Semi-structured face-to-face interviews were used to collect further information. The researcher conducted a pilot study to evaluate the questionnaires in order to confirm the validity of the study's findings. By personally participating in the distribution and collection of the questionnaires and avoiding intermediaries who could harm or interfere with the processes of data collection and interpretation, the researcher also ensured that the questionnaires and field interviews in this study were conducted correctly to ensure the reliability and validity of the findings. The two main methods used to gather data were interviews and surveys. The preliminary data analysis was done in the field, and the comprehensive analysis was completed once all the data had been gathered. Through the use of the statistical package for social sciences (SPSS) programme, data were analysed quantitatively.

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IV. RESULTS

Responses to the assertions linked to auction floor advertising are shown in Figure 1 below. The majority of respondents, 43%, acknowledged their knowledge of auction floors' advertising practises. 29% of those surveyed firmly concurred that auction floors should promote. A little more than 5% of those surveyed strongly disagreed and were unaware that auction houses actively market themselves. Almost 5% of the respondents were circumspect and kept their opinions on auction floors promoting themselves impartial.

Advertising had an impact on 44% of the respondents' commitment to auction houses. Only 1% of respondents were unwilling to answer whether or not advertising affected their loyalty to any one auction floor because they were impartial. According to 29% of the respondents, advertising had an impact on their loyalty. Only 2% of the participants strongly believed that advertisements had an impact on their commitment to auction houses. About 18% of the farmers whose opinions were collected disagreed with the idea of promoting their support of auction houses. Less than 1% of the survey participants expressed neutrality or a reluctance to say how they would react to the effect of advertising on loyalty.

55% of those surveyed concurred that advertisements altered the way they assessed the quality of the auction floors. 15% of respondents strongly agreed that advertising altered how they experienced the world. According to 16% of respondents, advertising did not alter their opinions of the brand quality of auction houses.

Figure 1: Impact of advertising on consumer awareness

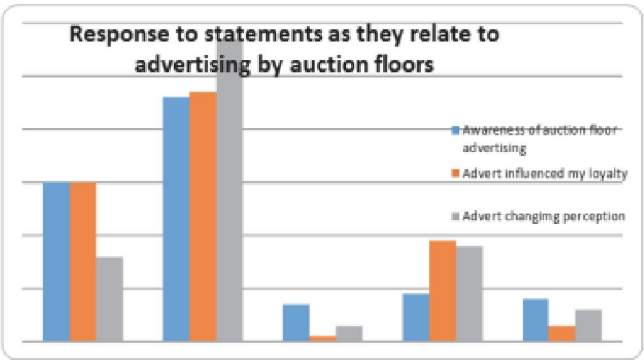

Table 1a : Effect of advertising on brand quality

5. Advertising and Brand Quality

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.885[a]	.783	.758	.55942

a. Predictors: (Constant), Attitude, Advert Mode, Number of floors , Input assistance, Customer service, Sources of information, Farmer Type, Competitive price, Floor reputation ,Loyalty
b. Dependent Variable: Brand Quality /Perception

Table 1b: ANOVA for effect of advertising on brand quality

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	100.338	10	10.034	32.062	.000[a]
	Residual	27.852	89	.313		
	Total	128.190	99			

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, which shows a significant correlation between brand quality and the independent variables, and the perfect model fit of 78.3% (Table 1a) show that the predictor factors are responsible for 78.3% of the variance in brand quality. A decent match between advertising and brand equity was found in the ANOVA Table 1b with p=0.001, which is less than the significance level of 0.05.

VI. DISCUSSIONS

92% of the farmers who learned about auction floors through radio, TV, and newspaper commercials confirm that advertising raises brand recognition, according to the study's findings. Therefore, we draw the conclusion that advertising raises awareness and that using advertising promotes brand visibility. The farmers concurred that radio is their primary source of advertising information, followed by TVs and mobile phones. The opinions of De Ros (2008), who noted that it is crucial to understand how effectively advertisements capture and maintain audience attention and engage viewers, are corroborated by these findings. De Ros (2008) noted that in order to help check whether or not advertising budgets are generating the best return on investment.

One of the research's goals was to evaluate the extent to which advertising can foster brand loyalty. It was interesting to see that the majority of farmers (65%) had sold to one level and had not changed floors. Based on the research's findings, the researcher came to the conclusion that radio, newspaper, and mobile phone commercials helped auction houses form bonds with their customers, and those customers grew devoted to the auction houses they saw being promoted. The findings are consistent with Oliver (1999), who noted that loyalty is a strongly held commitment to repeatedly purchase a preferred good or service, leading to repeat purchases of the same brand, despite situational influences and marketing initiatives having the potential to lead to switching behaviour. Despite the farmers' growing familiarity with auction floors, the study reveals that auction floor operators do little to entice and foster brand connection through advertising. Results indicated that brand association is influenced by floor reputation and service quality at auction floors. This is consistent with findings by Pitta & Katsanis (1995) and Lassar (1995), who came to the conclusion that consumers associate a brand's performance with its functional features. A brand's brand equity will be poor if it fails to fulfil the purposes for which it was created.

The paper's main contribution is the expansion of advertising's previously constrained function of raising awareness to include the establishment of brand equity. The findings led to the conclusion that advertising's job may be expanded to include its usage in establishing brand equity.

VII. CONCLUSION

7In light of the aforementioned, the study looked at how advertising affected brand recognition, brand loyalty, brand association, and perceived brand quality. According to the study, advertising raises brand recognition. The study also revealed that advertising fosters cognitive and repeat loyalty. The study comes to the conclusion that auction floors should employ radio, TV, and newspapers to connect with their farmers in all regions that grow tobacco, allowing them to develop their brand through these outlets. Additionally, we draw the conclusion that auction floor management should spend money on branding and marketing to raise brand recognition, association, and perceived quality. On the basis of our current findings, future study should evaluate the function of advertising and brand association formation.

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