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About

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INSIGHT Journal focuses on social science and humanities research. The main aim of INSIGHT Journal is to provide an intellectual forum for the publication and dissemination of original work that contributes to the understanding of the main and related disciplines of the following areas: Accounting, Business Management, Law, Information Management, Administrative Science and Policy Studies, Language Studies, Islamic Studies and Education.

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FOREWORD BY DEPUTY RECTOR OF RESEARCH, INDUSTRIAL LINKAGES & ALUMNI



Since 2018, the INSIGHT JOURNAL (IJ) from Universiti Teknologi MARA Cawangan Johor has come up with several biennial publications. Volume 1 and 2 debuted in 2018, followed by Volume 3 this year as well as Volume 4 with 19 published papers due to the great response from authors both in and out of UiTM. Through Insight Journal, lecturers have the ability to publish their research articles and opportunity to share their academic findings. Insight Journal is indexed in MyJurnal MCC and abstracted in Asian Digital Library (ADL). Moreover, it is also an international refereed journal with many international reviewers from prestigious universities appointed as

its editorial review board members.

This Volume 6 is the second special issue for the 6th International Accounting and Business Conference (IABC) 2019 held at Indonesia Banking School, Jakarta. The conference was jointly organized by the Universiti Teknologi MARA Cawangan Johor and the Indonesia Banking School Jakarta. Hence, this volume focuses mainly on the accounting and business research papers compiled from this conference, which was considered a huge success as over 66 full papers were presented.

Lastly, I would like to thank the Rector of UiTM Johor, Associate Professor Dr. Ahmad Naqiyuddin Bakar for his distinctive support, IJ Managing Editor for this issue Dr. Noriah Ismail, IJ Assistant Managing Editor, Fazdillah Md Kassim well as all the reviewers and editors who have contributed in the publication of this special issue.

Thank you.

ASSOCIATE PROFESSOR DR. SAUNAH ZAINON
Deputy Rector of Research, Industrial Linkages & Alumni
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Impact of Brand Awareness, Brand Equity and Brand Slogan towards Product Advertisement: A Case Study in Advertising Industry

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Abstract

Brand awareness is a company's competitive advantage and is a part of a marketing strategy which helps to spread information about a selected company and their products and services. It is crucial that customers remember and recognize a favorite brand every time they want to buy a product. In today's fast evolving marketing scenario, technology has been used to capture a wider target market as almost all product information is at the fingertips of consumers. Through good marketing campaigns such as using social media apps, strong brand awareness can be created, and customer loyalty maintained. Technically, brand slogan is about ideas and themes of the company. Sometimes, the name of the company does not represent the products of the company. Thus, the slogan will help users understand more about the products of the company. In addition, brand slogan helps each company to highlight the unique value propositions which means every tagline has its own meaning. Hence, the slogan that will help the company to reflect its mission statement is short and catchy to attract customer's attention and can be understood clearly. Brand equity is the value of the brand itself which means it can be described as having a well-known brand name, able to generate revenue which can lead to brand recognition. Brand equity is crucial in increasing profit margins, create customer loyalty, expand business opportunities and competitive advantage.

Keywords: Brand awareness, brand equity, brand slogan, product advertisement.

1. Introduction

Advertising is very important nowadays as advertisers and marketers indicate that all consumers have similar needs and desires as the global market is growing. Cesario et al (2008) stated that advertisements will be successful when they match with individual focus, while creating regulatory relevance will influence information processing and persuasion. Besides, the compatibility between the advertisement and the regulatory focus of the consumer should increase the relevance of the message to a person's motivations, which should lead to greater effectiveness (Cesario et al, 2008). Moreover, Florack and Scarabis (2006) indicated that, the most important thing is the compatibility effects have been found for short advertising claims in addition to lengthy messages and product descriptions. According to Cowart, Fox & Wilson (2008) and Jamal & Al Marri (2007), effects of advertising can be influenced through brand image and self-image.

A brand is emotional, has personality and captures the hearts and minds of the consumer. Great brands survive attacks from competitors and market trends because of the strong connections with their customers. Romaniuk and Nencyz-Theil (2013), reported that brands help to create meaningful associations that can increase feelings of confidence and loyalty in the minds of the customer. Earlier research on B2B branding has highlighted the role of brand as a product differentiator. Besides reaching customers, B2B branding also reaches all stakeholders that include investors, employees, partners, suppliers, competitors, regulators or members of the local community. In a company-centered approach to B2B branding, the brand is considered as a valuable market-based resource critical to a company's performance and its capacity to maintain competitive advantage. In addition, following the recent world economic crisis and the associated decrease in demand, some B2B companies are aiming to leverage the brand image of their products to increase both their market share and profitability (Viardot, 2018).

2. Problem Statement

Company A is a middlemen company who prints and delivers pictures to customers for free. It brings together merchants and sponsors featuring a range of attractive sales promotional activities that can make customers' life even more magical. Customers download this company's app from Google Play Store. They log in using their Facebook accounts and then they will receive tickets to redeem a few free pictures. Subsequently the customer will receive a free ticket every forty-eight hours. This company will deliver the pictures to the customer for free since their merchants will support the printing cost and they will also use the flipside of each picture or envelope to advertise relevant sales promotional offers to the customers. If the customers prefer to have their pictures printed without any sales promotional offers, they will have to pay for their pictures.

Many merchants are unsatisfied with the service of this brand name because they did not achieve satisfying promotion response rate from their customers. This study's objective is to identify the major factors that can increase merchants' satisfaction in using this brand's advertising method which is using 4R printing photo.

3. Literature Review

3.1 Advertising

Nowadays, advertising is crucial as consumers' needs and wants are becoming more similar globally. Cesario et al (2008) stated that an advertisement is successful when it matches individual focus while creating regulatory relevance that will influence information processing and persuasion. In addition, the compatibility between an advertisement and the regulatory focus of the consumer should increase the relevance of the message to a person's motivation, which should then lead to greater effectiveness. Advertisement plays an important role in developing brand image at either the corporate, retail or product level. It assists the consumers on the brand's functional capabilities while at the same time saturating the brand with symbolic values and meaning relevant to the consumer. In imagery advertising, it is identified as one of the principal components of image creation. According to Cowart, Fox & Wilson (2008), the effects of advertising can be influenced by brand and self-image. Brand familiarity plays a significant role in the international advertising strategy standardization issue. Consumers tend to favor, pay more attention and remember better product information when the brands are well-established (Kent & Allen, 1994; Moorman, 1990; Shapiro et. al.1997). In contrast, for newer and less-known brands, advertising appeals must be more creative and culturally compatible in each market. Thus, brand familiarity is essential for product acceptance and implementing a higher level of advertising standardization.

3.2 Brand Awareness

Chung et. al., (2013); Huang and Sarigolu (2011) and Norazah (2013) confirmed that brand awareness impacts decision making whereby consumers generally use it as an experiential decision which benefits the customer-based brand equity. In the B2B sector, brand awareness is defined as the ability of the decision-makers in organizational buying centers to recognize or recall a brand and the attributes of the brand that are communicated to the industrial customers are usually implanted in their memory.

3.3 Brand Slogan

Slogans are phrases in the advertisement that have been used widely since modern brand messaging began. According to Strutton (2018), associated brands will deliver slogans that command attention, inspire lasting impressions and favorable memories about specific attributes or value. It is part of creative messaging aimed at building branding power or recall. Mitchell et. al., (2007) stated that successful brand slogans often evolve in cultural touchstones brandished wielded in social contexts that are completely different from their original purchase or usage occasions. A slogan's ability to establish the share of mind depends on four characteristics which are memorability, substance, novelty and usefulness (Fisher, 1998).

3.4 Brand Equity

Keller (1993) stated that customer-based brand equity is driven by brand knowledge of customer along two dimensions which are brand awareness and brand image. Customers will become familiar with a brand and make a brand different and has a positive association with the brand in their mind. Brand equity is intended as a set of brand assets and liabilities. It is also linked to the brand's name as a symbol and can provide value to the customer and firm. Assets of brand equity include brand loyalty, brand name awareness, perceived brand quality, brand associations and perceived quality. In addition, there are proprietary brand assets such as patents, trademarks and channel relationship. As stated by Ling (2013), firms with high brand equity gain more competitive advantage and enjoy the opportunity for successful extensions, resilience against competitors, promotional pressures and creation of barriers to competitive entry.

4.0 Research Objectives

The main objective of this research is to analyze the effectiveness of B2B advertisement for a not well-known brand name. The objectives are: i) to study the importance of brand awareness for B2B advertisement among the merchants, ii) to identify the effectiveness of brand slogans for B2B advertisements among the merchants and iii) to ascertain the effectiveness of brand equity for B2B advertisement among the merchants.

5.0 Research Methodology

For this study, a qualitative research method was carried out. Interviews were conducted with several of the brand's customers. Participants are asked questions using structured interview protocols whereby they are asked specific questions in an organized order. This process encouraged them to answer the questions as accurately as possible. Besides face to face interviews, emails and WhatsApp were other methods used to retrieve information from the participants.

5.1 Interview questions

The participants were asked questions regarding the effectiveness of advertisements by this company towards brand awareness, brand equity and brand slogan of the merchant's business. Brand awareness: 1) Based on your understanding, what is the importance of brand awareness? 2) Do you think that this business helps to create brand awareness for your company? 3) Do you achieve your target sales by using this business's advertisement? As for Brand slogan: 1) Do you have brand slogans for your company? 2) Do you think brand slogan is important in developing brand awareness? 3) How can your brand slogan grab the customer's attention when using this business's advertisement? Brand equity: 1) how well does this business help your company to develop your equity in your business? 2) Do you have any suggestions on how to improve this company's advertisement to help you in the future?

6.0 Findings

RO 1: To study the importance of brand awareness for B2B advertisement among the merchants.

6.1 What is the importance of brand awareness?

All respondents (R1, R2, R3 and R4) gave good feedback to the question asked. They understood the importance of brand awareness since it is important for their company. Customers will remember their company and it is easier to sell their products and services. Brand awareness also conveys a message about the product offered. This company has the responsibility of creating brand awareness for each business customer and one method is to print advertisement of their business customer's products on the flip side of each user's picture. Users will see and remember the advertisement when they receive their pictures. Besides that, on the advertisement itself, a QR Code is provided for a price discount and users can redeem it at the merchant's shop.

6.2 Do you think that this business helps to create brand awareness for your company? R1 and R2 agreed that this business helps them to create brand awareness for their company although the results are quite limited in terms of reaching the target consumers. R3 claimed that this business did not help them to reach their target customer while R4 said that he has not received any feedback from his target customer. The business failed to help the respondents in achieving brand awareness because it itself does not have a strong brand name due to its status as a startup company.

6.3 Are you able to reach your target consumer by using this business advertisement platform?

R1 said that this business has helped them to reach out to their target customers. Since this business is a unique platform that combines digital and physical marketing, it helps to target their customer group and the physical marketing site helps their customers to remember who they are. R2 said that it did not really achieve the target consumer as it is more about letting the users know about the whereabouts of their business. R3 said that it does not really work as the target consumer is a small niche of the market segment. And it is difficult to reach out to the target market. R4 said that his company has not reached the target market yet. This company's target market is around Johor and Singapore since all the merchants are based in Johor Bahru although their users are all over Malaysia.

RO 2 To identify the effectiveness of brand slogans for B2B advertisements among the merchants.

6.4 Do you think brand slogans are important in developing brand awareness?

All respondents agreed that brand slogan is important for their business since customers can remember and recognize their business. It can also remind them about their business products.

6.5 How can your brand slogan grab customers' attention when using this business's advertisement?

This business's product is a unique application where they can help to advertise products and services through digital and physical pictures. Unfortunately, R2 and R3 said that this business is not effective in targeting the right market and is not the right tool for her company. This is because the idea of receiving printed photos is no longer relevant and not ecofriendly. The pictures are also not of a high quality. R4 has not seen the results of this business's advertisement towards his products so he is not sure how this business can help them in grabbing the attention of the customers with their own slogan.

RO 3: To ascertain the effectiveness of brand equity for B2B advertisement among the merchants.

6.6 How well does this business help your company to develop your brand equity?

R1 said that this business is very targeted, therefore they are able to target their customers well while R2, R3 and R4 said that this business is not really helpful in

developing their company's brand equity because this business does not have a strong brand name and it is using a beta version website.

6.7 Do you have any suggestions on how to improve this business's advertisement to help your product in the future?

R1 stated that they really hope that this business can grow and expand their business all over the country as well as neighboring countries. R2 suggested that this business should do more promotions on Facebook. R3 does not agree on the concept of printed pictures as the quality of the pictures is not good. R4 suggested that this business follow up with all the merchants that are committed to this business.

7.0 Conclusion and Recommendation

Brand awareness is part of a marketing strategy that helps to spread information about a selected company and their products and services. In addition, it is crucial to let customers remember the company and it will be a competitive advantage if users are aware of and recognize this brand. Nowadays, technology has been used to capture a wide target consumer as all information is at the consumers' fingertips. Various types of social media have been used to help create a company's brand awareness and once the company is successful, customers will be loyal and trust the company's brand image. Subsequently, with a good marketing campaign, the merchants can narrow down their target market and thus able to create a strong brand awareness. However, traditional marketing is still needed in order to create brand awareness. This is done through distribution of flyers, print advertisement and other methods. Technically, a brand slogan talks about ideas and themes of a company. It also helps the users to understand more about the products and services offered. In addition, it also helps to highlight the unique value propositions of a company, is short and can be easily understood. Brand equity is the value of the brand itself which means it can be described as having a well-known brand name, able to generate revenue that leads to brand recognition, create customer loyalty, expand opportunities and ultimately competitive advantage.

This company needs to upgrade its services to create more brand awareness through their website, social media and physical marketing activities. As of now what they post in social media is not related to their services. They should also keep in touch with their merchants. Since this business has already created an application in Google Play Store and App Store, they should attempt to broaden their target market. This is because this business is the first company in Malaysia that creates and offers free photo printing apps. As for now, their target market is around Johor and Singapore only. They should try to approach merchants from other neighboring countries in order to expand their target market. For the time being, this company only generates revenue when customers request for pictures that have no advertisement printed on the flip side. They can try to gain more revenue by offering pictures printed on phone cases, magnets or canvas.

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