



## **Impact of Advertising Slogan on Customer Buying Intention with Reference to Soft drinks in Ludhiana**

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### ABSTRACT

The companies now days are looking for the ways to attract the customers towards their products. The competition is so intense that the companies have to take care of the promotion of their products otherwise they will lose their customers. The slogans are one of those things which make a good impression on the customer about the product and try to catch the attention of customers. In this I will be studying the impact of slogans on the customer buying decision regarding the product. There are various attributes of the slogans which influences people to buy the products. Some of the most recognised brands around the world having an slogans attached with it. The slogan sometimes becomes the reason of the product being in high demand. I will be doing a questionnaire survey regarding the impact which slogans put on the customer minds to change their buying intention and the attributes in it that helps to influence them. The slogans can be a game changer for the brands and will lead them to reach unimaginable success

Keywords: Advertising, Advertising Slogan, Marketing, Consumer buying behaviour

### **1.1 Introduction**

Slogan play important role in the advertisement of the product and it help the brand make aware in the people. Slogan help define a brands identity and strengthen its positioning .Companies across the world the from the different industries use different kind of slogan and spend huge amount of money in each year for creating and communicating slogan such as

**The Ultimate Driving Machine, Finding New Roads** with refers to automobile industry, **DaarkyAgayJeethai, Taste the Thunder** is related with soft drinks industry. Each slogan has different meaning it varies from company to company.

Large Organization establishes their corporate identity with the help of Company's name, slogan, and logo. Slogan can be considered an important marketing stimulus. Slogan plays the important role in recall the brand or recognizing the brand. Slogan is core component of particular product or brand of the company. It helps the companies attempt differentiate their products from their competitors and make a unique position in consumer 'mind which will help or stimuli the customer towards buying. Slogan acts as a useful tool for the companies to aware the public towards their brands and helps the customer in decision making. Slogan helping the customer to easily remember the product .Different slogan have different features, some of slogan are only catchy which attract the customer towards brand, some slogan tell about the features of the brand, some slogan are showing emotional relation with customer, some slogan are made to make passionate the people towards the work or try by the companies with relate their product. A slogan plays a role in delivering message for brand building in customer minds. If a business develops a positive and memorable slogan they can gain advantage in customer mind and it will lead to increase in the retention power of customer regarding customer brand.

### *1.2 Relevance of slogan for companies*

Companies use different kinds of slogan according to their brand needs and its features which will impact the buying decision of the consumer .The Objective of developing a slogan is to facilitate customer information memory towards a brand and information concerning that specific brand (Reece, 1984). Consequently as, slogan are used to grab the consumer attention and deepen their memory about brands (Michalik and Michalska – Suchanek, 2016), they help customer recall and recognize particular brand (Cheema et al., 2016).Featuring the slogan in the advertisement make the advertisement more effective and customer relate himself / herself with the brand . An advertisement without slogan is boring and not able to attract the customer toward brand. For example if in the advertising of coca cola the celebrity who endorse coca cola brand, cannot speak their slogan “open happiness” then it is not much impactful. Slogan is integral part of advertisement. There is three component of the brand identity brand name, logo and advertisement slogan. Out of three, two component are rigid in nature, if any change will make in the two components it will ruin the brand identity and brand equity. These two components are brand name and logo but the third component of the brand identity is flexible. Companies can change it

whenever they need it (Byrt 2003). Creating a slogan in short time it is not easy task. Slogan can be change by companies over the period of time. Companies can remarket their brand with new slogan.

For example: Earlier Coca cola brand was used “open happiness” as a slogan but now it is change by the company. The new slogan of the Coca cola is from “Taste the feeling”. Companies remarket there for consumer by using new slogan .One or more example of it is Earlier Thumbs up used their iconic slogan “**Taste the thunder**” but now its new version is “**AajKuchhthoofanikarteyhai**”.

### 1.3 About Soft Drink Industry

In Indian Soft drink Industry only two companies are major player which held around more than 90 % market share of soft drink industry. First company is coca cola and second one is Pepsi Co Ltd. These two companies with their different brands of soft drinks compete with each other these brands are *Sprite, 7 up, Mountain Dew, Thumb up, Fanta or Mirinda*. These companies use different marketing strategies to promote their brand in the people. According to statistical.com report people between the age group of 25-35 are more consume the soft drink after that the people who are in the age category of 18 to 25 on the second position for consumption of the soft drink. These companies target the young generations. In their commercial advertisement catchy slogan have highly impact on consumer mind. Not only through speaking slogan in the advertisement impact on customer mind but also it is written on the brand itself have more impact on consumer. Slogan present in both forms more effectively form rather than only through spoken in Advertisement (Millward Brown 2011) [4].

### 1.4 Slogan and Buying Intention

A slogan is amongst the factors affecting consumer brand perception and their intention to buying the product of the company. With the help of slogan company can introduce their product and services in unique way (Abdi and Irandoust 2013) Companies focus on creating a simple and memorable slogan which can consumer easily associate with this specific brand or product (Abdi and Irandoust 2013) . For Example: Kurkure slogan “**TedhaHai Par MeraHai**.”

Slogan is short line or might be pairs of small phrase which convey the attributes of the brands, telling about the core function of brand. In slogan very common or simple words are used not any technical words being used by the companies. For example slogan of the Surf Excel “**DaagAccheHai**” (Dirt is good). By using these catchy or simple words companies making their slogan , which provide easy information to the consumer about brands ‘s product , attributes or its features , and this information retain with consumer for long period of time ( Cheema et al.,2016) .Slogan increase the brand awareness and heighten brand recognition. Some slogan is more powerful it encourages people to buy the particular product. For example: soft drink brand Thumb up slogan “**AajKuchhthoofanikarteyhai**” promotes energy, promote power within the people, It helps the people to realize their inner ability and make them able to do anything whatever they want. It works in two ways first one inspires the customer and captured the essence for thumb up for the same time.

Laranet al.2011 claims that slogan and brand belongs to persuasion strategies, with consumers acknowledging the role of slogan through their purchase behaviors. Slogan contains short words, easy to pronounce, have some meaning which is used to recall something about brand (Miler and Toman 2015). An effective slogan not only huge impact on consumer’s minds about brands but also stimuli the customer to engage him/her with brand by buying the product of the company. Slogan create strong connection between customer and brand (Dahlen and Rosengren 2005). A catchy slogan attracts the consumer. Consumer will recall the slogan, value and create a deeper remembrance and a psychological feeling towards the brands. When the consumer hear slogan or see it somewhere then he will start thinking about brand, if that slogans message suggests or links with brand value and key advantage.

The process of creating slogan which is easily recalled by the customer is complex. Slogan impact the buy intention in different ways. Different customer has different perception towards companies’ product. Slogan is only one for everyone it is not different on basis of gender or age. For constructing the effective slogan for their brand companies must follow 3 M concept of slogan. These 3 are:

**Meaningful:** Slogan should be meaningful. Words in the slogan have relevance meaning which tell about the function of the brand.

**Motivation:** It should be motivate the customer towards buying. It encourages the customer find the more information about the product features or makes final decision of buying it.

**Memorable:** It must be memorable. Slogan will fit in the memory of customer through the repetitive advertisement. Again and again showing slogan makes it memorized by the customer.

## 2.1 Literature review

**Silveira, Galvao (2020)** explored how the brand loyalty helps the customer to remember the slogan of the particular brand. The purpose of this study is finding the quantitative relationship between the brand loyalty and slogan remembering or slogan recall by taking the variable element of particular brand. The quantitative analysis reveals that there is no relation between brand loyalty and slogan recall. The individual who is loyal towards the brand for him, it is not necessary to remember the slogan of the brand. The company spend money on slogan is equal it is not specifically use for less loyal customer or high loyal customer.

**Rybczewska et al. (2020)** It is found that the slogan are really helpful for brand awareness for the company or not and also find that are the slogan have more impact on young people or not. Under this research paper , research is conducted on related to whether , slogan of soft drinks have influence the young boys and girls to buy it or not. Finding of this research shows that is it varies from individual to individual. In more cases people gives intention to quality, price and popularity of brand. Only one third of people are buying the soft drink due to them like the slogan of that particular

brand. It finds that slogan helps the customer to differentiate the product from the competitors and helps them to final the buying decision if there is similar product are available to customer and uniqueness of slogan help the customer to remember it.

**Beers (2020)** studied the effect of slogan length and cognate presence on the complexity of the Spanish slogan and Dutch slogan. The study shows that four words slogan and eight slogans are more which is more complex in linguistic factors. The study reveals that the slogan which are short or contain a cognate perceived a less complex than without these elements. This study foreign language slogan i.e. Spanish and Dutch slogan are more complex in linguistic. The finding of study is shows that longer the slogan is more complex in others words presence of cognate in slogan make it less complex.

**Silveira et al. (2018)** studied the time retention of consumer for recall the brand. At what time slogan play more effective role for brand in the mind of customer. This study reveals that there is no influence of Seniority of the customer or older customer on brand recall and recognition. This study reveals that correctly matching slogan with product features is very difficult. The finding of the research paper shows that slogan is not much familiar with individual; it is delivering same value to old customer, recent customer and new customer. Marketing communications efforts are not much impact on slogan recall and recognition.

**Adhikari (2018)** It is explored that the Corporate slogan is used by every large organisation in the world whether having the slogan benefited for the organisation or not. This research paper study the impact of slogan on buying decision. Under this research they showed the Advertisement to college students in form. They showed advertisement to one group with slogan and to second group without slogan. Finding of study is that slogans are not impact the buying decision of the customer. Slogans are not stimuli the customer to buy the product. It is impact only to the initial or new customer. This research find that quality of the product more impact on decision making or slogan are independent to the gender. If customer is satisfied with quality of the product then he will repurchase the product.

**Hodge et al. (2016)** study to understand what make the slogan more effective related to psychology cognitive and psycholinguistics prospective. How the semantic, lexical and emotional Characteristics of the slogan make it more effective or memorable. Under this 845 slogans were breaking into small words or measure the impact of each word in slogans. This research analysis conduct through slogans are divided into small words ask the university students which word is more liked by you. Finding of research shows that few words of the slogan are more liked by the people. One or more finding of this study is that if slogan words are change with their synonym word then it is not much effective as compare to original one.

**Wang et al. (2016)** studied the emotional reactions of the consumer towards the advertisement slogan and how this emotional reaction helps customer to relate with advertisement. Under this research analysis of the factor are done which influence the purchase intention for McDonald's and KFC. The finding of study is personal involvement of customer in both brands, age especially young group and gender are varies for emotional bonding with brand. The shows that customer starts expecting that his/her expectations from the brand will full fill when he/she emotional attached with slogan. A finding of this research suggests that don't bias or reduce the bias in advertisement slogan.

**Cheema et al. (2016)** found the relationship between the tagline of the brand and brand image. This search paper has shown the analysis of brand tagline impact on their popularity with reference to brand like Kit Kat. The finding of this research shows that slogan is more helpful for brand for making brand identity as well as strong brand perception in the mind of customer. The finding of the research paper is that if companies are enjoying high level of consumer satisfaction level then it helps building high quality brand in customer. This perception helps the companies to provide high quality products and slogan help the customer to make perception about brand or associate with brand.

**Briggs,Janakiraman (2017)** This research study the slogan recall relation with external source of information and brand quality. Slogans are shows brand identity and differentiate the brand from the other competitors. Characteristics of the slogan help the customer to recall or recognise it. The finding of the research shows the high the external research for product has lowered the impact of the slogan on the brand quality. It shows that there is significant slogan recall on brand quality. The finding reveals that slogan recall through the brand association and attitude and slogan is only brand building tool.

**Khalid, Yesmeen (2017)** found the effects of slogan on consumer buying intention. Slogan shown in the advertisement is really influence the customer to purchase product or not. The use of slogan in ads by marketer how work to grab the intention of the consumer. The research was conducted in small town of Pakistan by three research designs, questionnaire, qualitative and mixed. Finding of this research shows slogan in the ads attract the consumer towards the product or it helps the consumer to remember the attributes of product. Slogan in the advertisement increase the willingness of the consumer to buy the product and this research find that 56.4 % people are have getting purchase intention by slogan.

**Michalik, Michalska (2016)** studied the importance of the rhetorical words in advertising slogans. Under this research studied use of rhetoric word particular slogan of transport and air lines industry. While making the eye catching slogan copywriter considers various elements which make the slogan more catchy and attractive. The attributes are rhyme, personification, alliteration, hyperbole, oxymoron, idioms, imperative mood, verb etc. Finding of study shows that conscious choice of word by the copy writer make the slogan unique or attractive. Sometimes words change the whole meaning of the sentence.

**Skorupa, Duboviciene (2015)** It is found that language of the slogan have impact on consumer. Use of words for making commercial and social slogan is very important. People are very emotional so companies use the appropriate words for making slogan which is acceptable by all. This research paper also reveals that there is more use of Rhyme, Rhythm, Alliteration, Assonance, and Personification in commercial slogan than social slogan. The use of these sound techniques and figurative words make the slogan more attractive and memorable. One of more highlights thing about slogan shown in this analysis is that slogan is only use for aware the people about the brand and or provide the relevant information for the product.

**Dass et al. (2014)** studied the likability of slogan of brands. Slogan is integral component of advertisement and brand identity. There is no ideal method making slogan which is more liked by the customer. Some slogans are long and typical but still people like them. This study shows that slogan support the advertisement and recall the brand or positive impact on the brand equity. Finding of the research paper analysis that only those slogan are more likable which are more appropriate with product category. Including the jingle or rhyme not much impact on liking by the customer. Slogans are not much benefitted for brand which are dealing durable product. The study reveals that women, young and higher income level people more like the slogan.

**Abdi, Irandoust (2013)** shows the importance of slogan in the brand equity. Slogans are used by companies as tool for recall and recognition. Different researcher claims different point of view for creating the slogan for a company. Some find complex slogan is more impactful and few claims that simple slogan is easy to remember. Finding of this research paper is that there is no ideal approach for creating a advertising slogan. After literature review of journals, this research paper provided some suggestion as guidelines to management practices which they taken into consideration while creating advertising slogan for their brand.

**Amir et al. (2013)** explored the impact of advertisement of the soft drinks and fast food on youth lifestyle and their perception for regarding their purchase. The study shows that today times no ethics or moral values followed by the companies in their advertisement. Soft drinks companies target the youth and child segment through the advertisement, music shows, celebrate endorsement etc. Finding of the research shows that youth are more motivated by the advertisement of soft drinks and fast food and ready to adopt the Western trends in their life cycle.

**Kohli (2013)** found different attributes of the slogan in advertisement which helps the customer to recall the slogan easily. The study finds that slogan recall through the more spending on media advertisement on or overall exposure. If more media advertisement is shows to customer, slogan is kept on impact on consumer's mind. Finding of this research shows that top 10 slogan of corporate are longer phase rather short. Jingles and rhyme are not much impact on to recall the slogan, they are play supporting role for slogan. One or more finding of this research is that if it is necessary for brand for change the slogan then it will change it. Slogan also helps the company to build the brand.

### 3. Research Methodology

Research methodology is the specific procedure or techniques used to identify, select, process and analysis information about a topic. In a research paper the methodology section allow the reader to critical evaluate a study overall validity and reliability.

The present study has been planned with following research

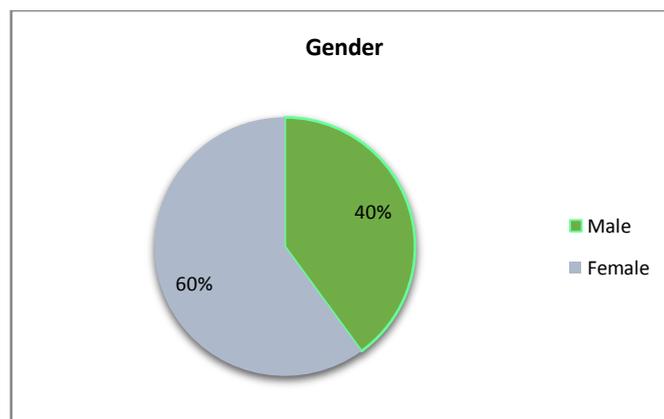
- To find out the impact of slogan on consumer buying intension.
- To identify those attributes in the slogan which attracts the customer towards it?

Under this research descriptive and causal research design is used. Descriptive part covers asking the question regarding impact of slogan on buying intension of consumer. Casual research design part is looking the impact of slogan on buying intention of the customer with reference to soft drinks. In this research target population has young was age group. Specially students of colleges and universities those were pursuing graduation and post-graduation. I have also included senior secondary students and young aged professionals. The person who comes under age from 15 to 25 was my target population. The convenient sampling technique has been used. The sample size of my research is between 100 to 150 responses. Both male and female has been used between the age group of 18-50.

#### *Need and Scope of Study:*

Study the buying intention of the customer whether slogan has impact on it or not. This research is very useful especially for new companies. The finding of this research helps the new companies to making slogan for their brand. After considering the finding of this research will help the companies to under the buying intention of customer. They can make slogan accordingly which impact on buying intention of the customer. Further it will shows which attributes of slogan have more impact on buying intention. This will helps marketers to design the slogan accordingly.

### 4. Data Analysis & Interpretation



**Figure 1 - Gender**

The above table and pie chart represent the gender wise composition of survey respondents. As can be seen from the above table, 60% respondents are Female and 40% respondents are Male. This suggests that out of 120 respondents, 72 were female and 42 were male.

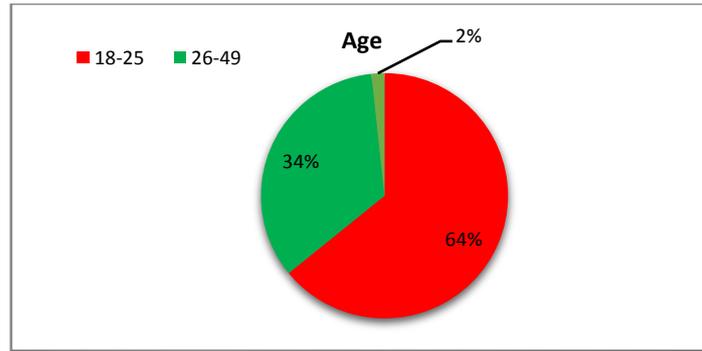


Figure 2 – Age

The above column chart and table classify the survey respondents according to their gender and age. The majority of respondents are belongs to age group of 18-25 where Female respondents are more with 50 (N) and Male 27 (N) showing 64.17 % and 34.17% are belong to 26-49 age group where female N is 21 and male 20. In age group of 50 above only 1 female and 1 male respondent are their which is showing 0.016 % of total response.

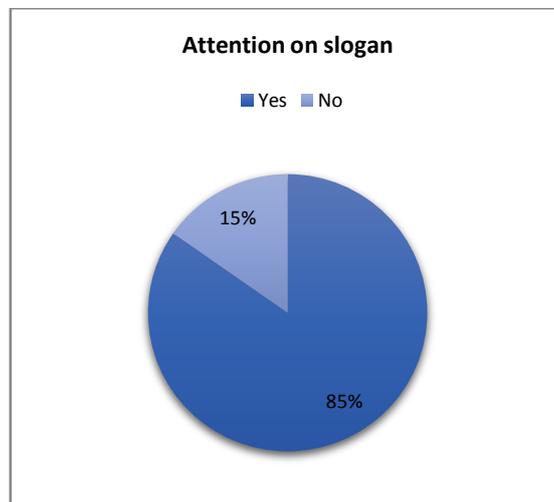


Figure 3 - Attention on slogan

In the above pie chart show that 102 respondents pay attention on slogan which represents 85% and 18 respondents don't pay attention on slogan which represents 15 % of collected data.

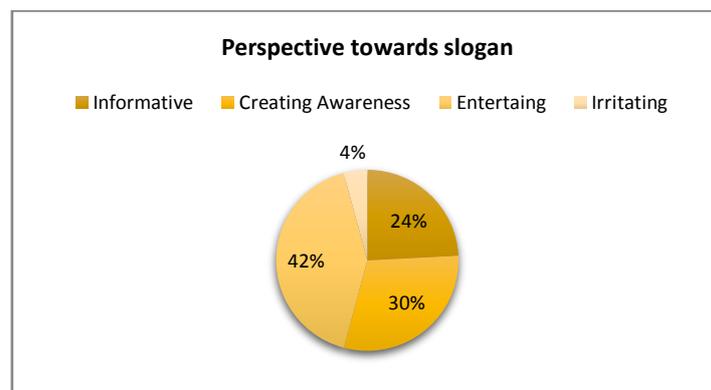


Figure 4 - Perspective towards slogan

In the above pie chart and table 24.17% respondents look slogan as informative, with males N11(40.07%) and females N18(59.25%) whereas 30% of respondents looks slogan as creating awareness, with male N14(38.8%), female N22(61.11%). Only 4.1% of respondents seem slogan as irritating and 41.67% people look slogan entertaining, with male N22(44%), female N28(56%)

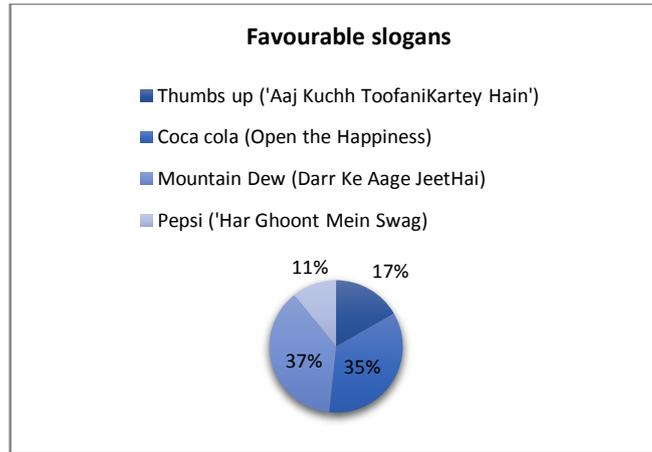


Figure 5- Favourable Slogan

The above table and pie chart classifies the favourable slogans of survey respondents. The majority of respondents 37.5% likes slogan of Mountain Dew (Darrkeagejeethai) with male N20(44.44%) and female N25(55.56%) followed by Coca Cola slogan 35% with male N18(42.85%) and female N24(57.14%), only 16.67% each of the Thumbs Up slogan (Aajkuchhtoofanikartehain) and Pepsi slogan (Harghoontmein swag) are liked by people, with male N4(20%) and female N16(80%) of the both respectively.

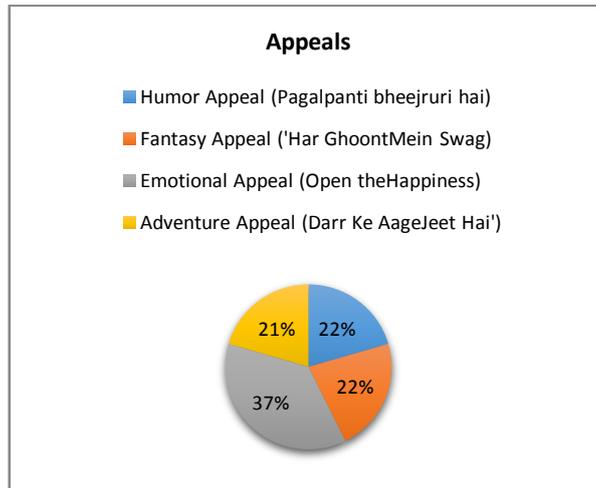


Figure 6 – Appeal

The above table and pie chart shows that majority of the respondents gets attracted towards emotional appeal with 35.83%, male N20(46.51%) and female N28(53.48%) followed by the fantasy appeal with 21.66%, male N11(42.30%) and female N15 (57.69%). Adventure appeal and humour appeal have represented by 20-20%, where male N7 (29.16%) and female N17 (70.83%), male N10 (41.66%) and female N14 (58.34%).

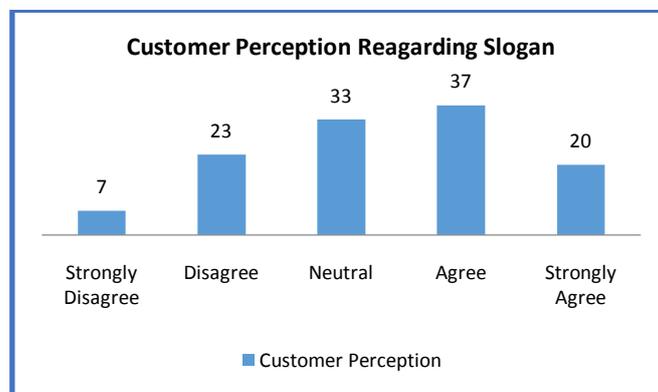


Figure 7- Consumer Perception regarding slogan

The above column chart shows that how much respondents agree or disagree with the given statements influence of slogan on purchasing .Out of 120 respondents 37 respondents agree that slogans have influence their purchasing decision. Along with this 20 respondents strongly agreed that the influence of slogan is huge on their buying decision. Whereas 23 respondents disagree that slogan have any influence on the purchasing decision whereas 7 respondents strongly disagreed that slogans influence the buying decision and 33 respondents don't have any clear opinion regarding the influence of slogan on the buying decision.

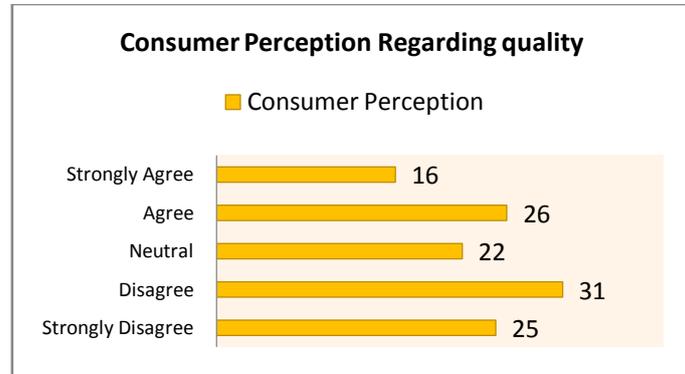


Figure 8- Consumer Perception regarding quality

The above bar diagram shows that how much respondents agree or disagree to the statement that influence of soft is more than its quality for buying decision. Out of 120 responses 31 respondents disagree that influence of slogan of soft drink is more as compared to its quality for the buying decision. Along with these 25 respondents strongly disagree regarding the statement that influence of slogan is more than its quality for buying decision. Whereas 26 respondents agreed and 16 respondents strongly agreed that influence of slogan on soft drink buying decision is more than its quality.

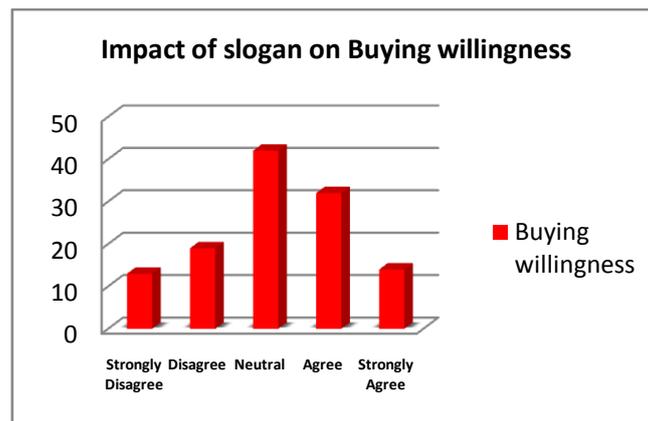


Figure 9- Impact of slogan on buying willingness

The above column chart shows that how much respondents agree or disagree to the statement that impact if slogan on buying willingness. Out of 120 response 42 respondents actually doesn't know about their willingness to buying soft drink due to slogan is high or low . Whereas 32 respondents believes that their willingness to buy soft drink due to slogan is high and 14 respondents are also strongly agree to this statement. But 19 respondents disagree as well as 13 strongly disagree that the willingness to buy soft drink due to slogan is high

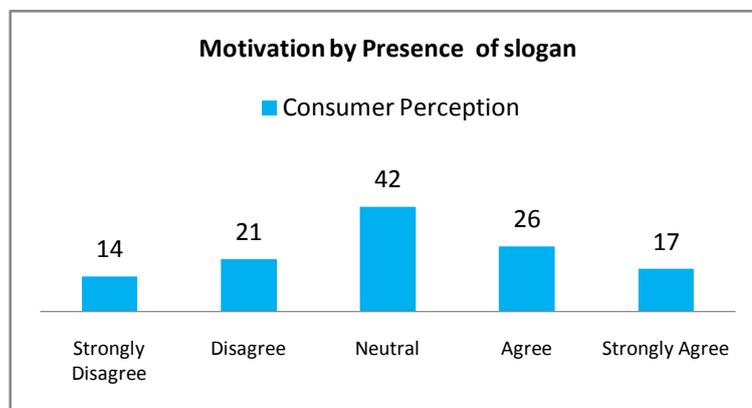


Figure 30- Motivation by Presence of slogan

The above column chart shows that how much respondents agree or disagree to the statement that presences of slogan in the advertisement motivate you to buy soft drink. Out of 120 responses 42 respondents don't have any clear opinion regarding this statement. Along with this 26 respondents agree & 17 strongly agree regarding the statement that presence of slogan in advertisement motivate them to buy soft drink. But 21 respondents disagree to the statement as well as 14 respondents strongly disagree that presence of slogan in advertisement motivate them to buy soft drink.

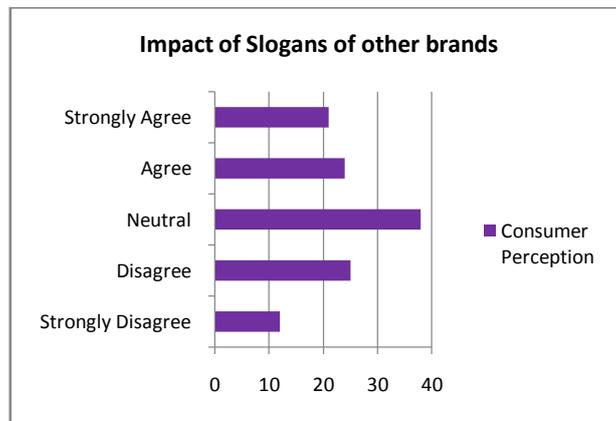


Figure 41- Impact of slogan of other brands

The above bar diagram shows that how much respondents agree or disagree with the given statements that attractive slogan of other brands can change their buying intention of soft drinks. Out of 120 respondents 24 respondents agree with this statement, along with this 21 respondents strongly agreed that the attractive slogan of other brands can change their buying intention of soft drinks. Whereas 25 respondents disagreed with this, while 12 respondents strongly disagreed that attractive slogan of other brands can change their buying intention of soft drinks and 38 respondents don't have any clear opinion regarding this statement.



Figure 12 - Don't Consider slogan while Buying

The above column chart shows that how much respondents agree or disagree with the given statements that they like to shop around and look at displays, don't consider slogan while buying. Out of 120 respondents 35 and 35 respondents agreed and strongly agreed to this statement that they like to shop around and look at displays , don't consider slogan while buying and along with this 19 respondents disagreed that they like to shop around and look at displays , don't consider slogan while buying whereas 6 respondents strongly disagreed with this , while 25 respondents were not sure about this statement that they like to shop around and look at displays , considers slogan while buying or not.

## Conclusion

Slogans are very important element in the advertisement. It makes the advertisement more interesting. Its function in advertisement is only to attract the listener or seeker towards the advertisement. In soft drinks industry companies continuously were using the slogan for creating their advertisement more entertaining for the customer so they can easily associate with the brand easily. It is started with Coca cola brand which use the slogan "ThandaMatlab Coca-Cola". Companies like PepsiCo and Coca Cola comes with different slogan on their different soft drink brand for example Pepsi co have different slogan for Mountain Dew DarrKeAageJeetHai or for Pepsi they have slogan 'HarGhoont Mein Swag and Coca cola use slogan open

the happiness for their major brand coca cola and for thumbs up they use 'AajKuchhToofaniKarteyHain' Without the slogan these soft drink brand don't get more popularity or awareness. The advertisement without slogan seems to be boring or not any engagement of customer is involved. But these slogans cannot have more influence on buying intention. These are just create awareness and only attracts the customer. Slogan doesn't play any role in buying decision of the customer. It is not more than or above the price, quality, brand name of soft drinks which have huge impact on the buying decision of the customer. Presences of slogan in advertisement not influence the customer buying decision but it increases the awareness of product in the mind of the customer. For creating awareness through slogan, small and catchy slogan is appropriate which is more likable by the public. Adding the context of some music appeal to it makes it very attractive and interesting in the advertisement.

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## Recommendation

- Every Soft drink brand should have slogan for it, whether it is a local brand or regional brand.
- Slogan should be having entertaining and creating awareness elements in the advertisement for this by introducing celebrating branding and storytelling function in the advertisement make the advertisement unforgettable
- Slogan should contain simple language words not difficult words. It makes the slogan easy to understand and remember.
- Slogan without music seems inappropriate so along with slogan there can be catchy music attach with the slogan so it will sound attractive when anyone listen it.
- Slogans should be presented in emotional appeal or it can be in fantasy appeal in the advertisement.

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