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A Study in Role of Advertising in Creating Brand Image

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ABSTRACT

The study examines the role of advertising in creating and strengthening brand image. Advertising serves as a vital communication tool that influences consumer perception, builds brand awareness, and differentiates products in a competitive market. Through effective messages and creative strategies, advertising not only informs customers but also shape their attitudes and emotional connections towards a brand. The study highlights how consistent and impactful advertising contributes to brand loyalty, recognition, and long- term business growth.

INTRODUCTION

Advertising plays a crucial role in today's competitive business environment by shaping how consumer perceive and connect with brands. Beyond promoting products or services, advertising helps to build distinct brand image recognition, trust, and emotional attachment among customers, ultimately influencing their purchasing decision. In this way advertising not only attracts attention but also contributes significantly to long – term loyalty and market success.

STATEMENT OF PROBLEM

In today's competitive market, creating a strong brand image is crucial for business growth. Advertising is a key tool to shape consumer perception but due to over exposure and rising competition. Its effectiveness is often questioned. Many businesses struggle to differentiate their brand through advertising, especially with shift toward digital platforms. Hence the problem lies in understanding how advertising truly contributes to building and sustaining brand image.

OBJECTIVES

1. To analyze different types of advertising (print, digital, television etc.) and their effectiveness in building brand identity.
2. To understand the role of creativity messaging and media in shaping brand recall and recognition through advertising.
3. To evaluate consumer responses to advertising campaigns and their impact on brand loyalty and trust.

SCOPE OF THE STUDY

The present study focuses on understanding contributes to the creation and strengthening of a brand image in the minds of consumers. It explores the extent to which advertising influences consumer perceptions attitude and loyalty toward a brand the study covers different dimensions of advertising such as creativity, message appeal, media selection, frequency and consistency of communication.

METHODOLOGY

Research methodology

A convenience sampling (due to time and resource constraints).

Primary data: collected through structured questionnaires distributed to consumers to assess their views on advertising and brand image.

Secondary data: gathered from journals, textbooks, company reports, online databases, and research article related to advertising and branding.

Sample size: around 60 respondents from different age groups and backgrounds to ensure diverse consumers perspectives.

Geographical location: The geographical location of the study in Coimbatore, Tamil Nadu.

REVIEW OF LITERATURE

1. **Aaker (1991)** Aaker explained that brand image forms a key element of overall brand equity. Advertising plays a central role in shaping these consumer perceptions by presenting a brand's values, identity, and uniqueness. Effective advertising strategies help differentiate a brand from its competitors in a crowded market. Aaker emphasized that when consumers associate positive attributes with a brand, it increases loyalty and long – term brand strength. Thus, advertising becomes an important driver in sustaining competitive advantage.
2. **Keller (1993)** Keller highlighted that advertising helps create strong brand associations and enhances brand recall among consumers. Through consistent advertising messages, brands are able to form meaningful connection with their target audience. He further stated that advertising contributes to brand knowledge, which influences both attitudes and purchasing behavior. Emotional attachment built through advertising enhances consumer trust and preference. In this way, keller positioned advertising as a key factor in building long-lasting brand equity.
3. **Percy & Rossiter (1997):** According to Percy and Rossiter, advertising does more than inform consumers; it persuades them by reinforcing brand values. They argued that persuasive communication strategies are essential for developing favorable attitudes towards brands. Advertising influences both rational and emotional dimensions of consumer decision-making. By consistently highlighting brand benefits, it nurtures customer loyalty over time. Hence, advertising was seen as a vital element in sustaining positive consumer relationships.
4. **Kotler & Keller (2006):** Kotler and Keller described advertising as a major promotional tool that helps position a brand in the minds of consumers. They suggested that well-designed advertising campaigns influence brand awareness, attitudes, and buying behavior. Advertising also acts as a medium to convey brand identity and establish differentiation. Effective advertising not only attracts attention but also builds a strong market presence. Therefore, they concluded that advertising plays a vital role in building and maintaining brand image.
5. **Chattopadhyay & Nedungadi (1992):** This study emphasized the importance of repeated exposure in advertising for building familiarity and trust. The authors found that when consumers see consistent advertising, they develop stronger confidence in the brand. Familiarity with brand messages also leads to higher recall and easier decision-making during purchases. Advertising repetition reinforces positive attributes and associations in consumer minds. Thus, repeated advertising exposure was linked to brand preference and customer loyalty.

ANALYSIS AND INTERPRETATION

1. Demographic profile

	Frequency	No of respondents	Percentage
Age	Below 20	40	66.6
	21 – 30	16	26.6
	31 – 40	3	5.3
	Above 40	1	1.8
	Total	60	100

INTERPRETATION: Most respondents (66.6%) are aged 21–30 years. This shows young adults dominate the study. About 26.6% are in the 31–40 years group. Only 5.3% fall below 20 years of age. Just 1.6% is above 40 years old. Thus, results are mainly shaped by youth

2. Demographic profile

	Frequency	No of respondents	Percentage
Gender	Male	30	50
	Female	30	50
	Total	60	100

INTERPRETATION: The gender split is equal in this study. Out of 60, males are 30 respondents. Similarly, females also account for 30. This ensures balanced participation overall. Equal representation avoids gender bias. Hence, opinions reflect both genders fairly.

3. Advertising helps me recognize a brand easily.

Frequency	No of respondents	Percentage
Strongly agree	33	55
Agree	14	23
Neutral	6	10
Strongly disagree	4	6
Disagree	3	5
Total	60	100

INTERPRETATION: Most respondents believe advertising helps brand recognition. 55% strongly agree with the statement. Another 23% simply agree with it. 10% of respondents remain neutral. Only 6% disagree and 5% strongly disagree. Hence, advertising is viewed positively overall.

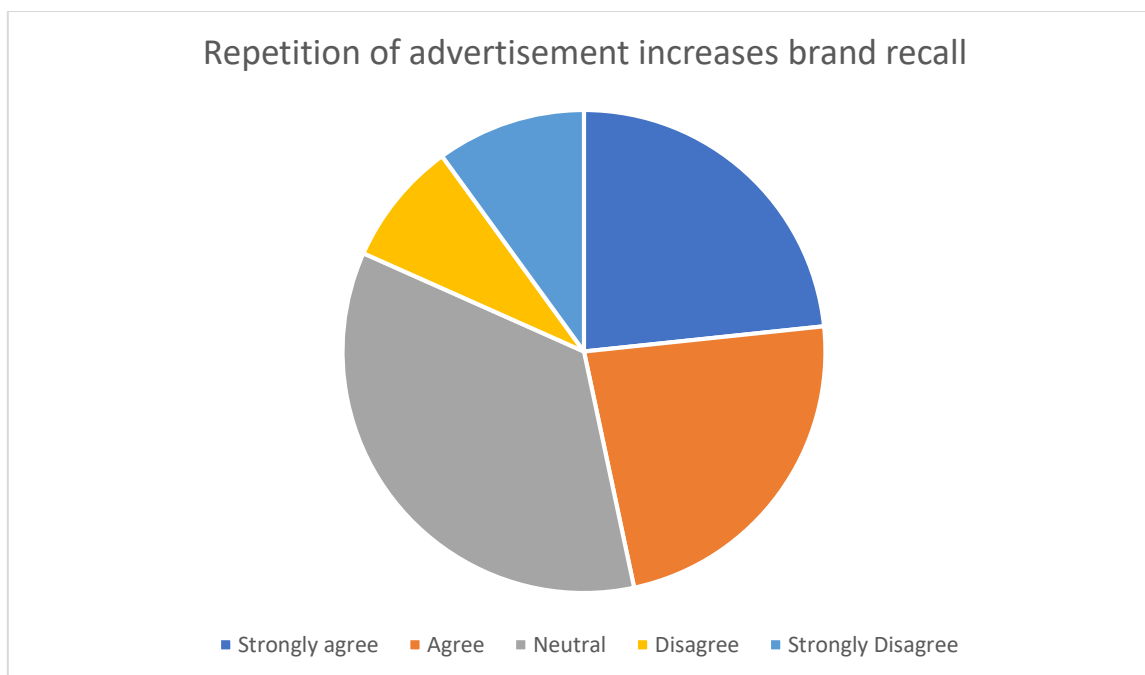
4. Celebrity endorsement in advertisements makes me trust the brand more.

Frequency	No of respondents	Percentage
Strongly agree	15	25
Agree	13	21.6
Neutral	6	10
Strongly disagree	16	26.6
Disagree	10	16.6
Total	60	100

INTERPRETATION: The analysis shows mixed opinions on celebrity endorsements building brand trust. About 25% of respondents strongly agree with the statement. A further 21.6% agree, showing moderate support. However, 26.6% remain neutral without a clear opinion. 16.6% disagree and another 16.6% strongly disagree. Thus, celebrity endorsement has influence, but trust is not universal.

5. Repetition of advertisement increases brand recall.

Frequency	No of respondents	Percentage
Strongly agree	14	23.3
Agree	14	23.3
Neutral	21	35
Disagree	5	8.3
Strongly disagree	6	10
Total	60	100



INTERPRETATION: The data indicates that many respondents support the idea that ad repetition boosts brand recall. 23.3% strongly agreed and another 23.3% agreed with the statement. 35% remained neutral, showing mixed or uncertain opinions. Only 8.3% disagreed, and 10% strongly disagreed. This shows limited opposition to the idea. Overall, responses lean positively toward the effectiveness of repeated advertisements.

FINDINGS

- 1. Creates Awareness** – Advertising introduces the brand to consumers and makes it familiar in the market.
- 2. Builds Identity** – Through logos, slogans, and consistent themes, it gives the brand a unique identity.
- 3. Shapes Perceptions** – Advertising highlights product benefits and values, creating positive consumer impressions.
- 4. Differentiates from Competitors** – It helps the brand stand out by showcasing what makes it special.
- 5. Encourages Loyalty** – Continuous and effective advertising strengthens trust and long-term customer loyalty.

SUGGESTIONS

- 1. Consistency in Messaging** – Ensure advertisements carry uniform themes, colors, and slogans to build strong recall.
- 2. Emotional Connection** – Use stories and emotions in ads to create lasting bonds with consumers.
- 3. Highlight Uniqueness** – Showcase the brand's unique qualities to stand apart from competitors.
- 4. Leverage Digital Media** – Utilize social media, online ads, and influencers for wider and targeted brand reach.
- 5. Maintain Authenticity** – Present honest and realistic messages to gain customer trust and loyalty.

CONCLUSION

Advertising plays a vital role in shaping and strengthening a brand's image. It helps create awareness and ensures the brand is recognized widely. Through creative messages; it builds a unique and consistent identity. Advertising influences consumer perceptions and builds positive associations. It also differentiates the brand from competitors in a crowded market. Continuous advertising develops customer trust and loyalty over time. Thus, advertising is a key tool for long-term brand success and growth.

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