

An Investigation into the Impact of Ads on Brand Awareness

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Abstract:

Purpose: The purpose of this study was to assess advertising methods' efficacy. Data and measurements from both qualitative and quantitative sources were used in the investigation. This initiative attempted to gather and examine all the information that was available on the subject from customers, employees, and management of the business.

Theoretical framework: The objective of this study is to examine the correlation between age group and customer ratings of the company website, Reflections Info System Pvt Ltd, as well as the link between customer gender and website rating. Current clients of the business were sent a questionnaire to complete, and they provided information on their age and level of satisfaction with the business's website.

Design/methodology/approach: This initiative attempted to gather and examine all the information that was available on the subject from customers, employees, and management of the business. The objective of this study is to examine the correlation between age group and customer ratings of the company website, Reflections Info System Pvt Ltd, as well as the link between customer gender and website rating.

Findings: This implies that there isn't a statistically significant correlation between website happiness and age. Enhancement opportunities were also noted by the research, including making advertising more visible and using data more effectively to target particular clientele.

Research, Practical & Social implications: Through this study we have found which areas the company has advantages and which all sections the company has to improve in terms of their advertising campaigns.

Originality/value: This study has also helped to give many strategical advises for effective advertising campaigns. But the responsibility of a marketing team does not end with just implementing these strategies but also extends up to the continuous evaluation of the marketing strategies in future to see whether we have achieved our objective of the study or not

Keywords: Brand visibility, Advertisement, Digital content, Traditional website, Test analysis

Introduction

According to American Marketing Association (AMA); "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for consumers, customers, clients and society at large." The key purpose of marketing is to get people interested in the product or service provided by the company. For making marketing effective companies use marketing mix that is suitable for their company, product, service, consumers, target market or present business environment. A marketing mix is one of several areas of emphasis that make up an all-encompassing marketing plan. Product, pricing, placement, and promotion are the four Ps that formed the basis of a popular categorization that is

commonly referred to by this title. One of a company's main goals is to effectively advertise. It is a primary focus under "promotion," one of the four Ps of the marketing mix. The marketing mix of the company tries to increase awareness of the company or its products or services. Now when it comes to products or service, we as consumers will try to get the product or service of a recognizable brand. "Brand" is a common word frequently used in businesses and marketing but not everyone understands its importance and capability fully. A brand is a name, term, symbol, or any other feature that separates one company's product from that of the others. Brand elements are used in businesses, marketing, advertising to create and store value as brand equity for the product to be identified and trusted easily by a consumer. A brand is the way

that people who meet a product, company, or individual perceive it. A brand is the identifiable emotion that these assets evoke; it is far more than just a name or logo. Only in the minds of individuals exist brands. Everybody who meets them is left with an impression, including consumers, staff members, investors, and the media. So for each and every company that is trying to become a successful and recognizable brand the first and most important focus would be to increase their brand visibility. Brand visibility is defined as “the rate at which a brand is visible to its target audience or target market via different traditional and digital marketing channels.

1.2 Role and Importance of Brand: It has multiple roles in day-to-day life for both consumers and for the organizations. Brand” gives benefits to both consumers and product manufacturers in different ways. Brand act as identifiers, reputation builders, building blocks of identity for consumers and status and recognition boosters.

1.3 The signals for identification: these are the most basic role of a brand as they convey to the consumer what they are buying. In short, they help consumers to identify and recognize the products of a specific organization or company. To reduce perceived risks. As brands try to build up trust with their customers, it heavenly helps the consumers to make decisions on purchasing their products without much hesitation. Thus, they reduce transaction risks and ease their decision making and reduce energy and time wastage. It may help to build up self-identity. Some brands convey specific identity with their products. We could say that these brands of products are mainly purchased by consumers so that they convey what they are to others with the help of these brands. These are aspirational devices. Consumers aspire to be like someone may itbe realistic or fictional. Brands can help them give such satisfaction by consuming or purchasing the brand’s products. To help in generating profit. In the present market we could say that organizations with strong brand recognition have gained high profits with lesser risks. For a company, to put so many resources, energy, and time into building up a brand will be to generate maximum sales and profit with the help of it. Create loyalty. If a consumer had taken a huge liking to a brand, then he/she will be always loyal to

that brand until the end. They will always look up products released by the brands they are interested in. Sometimes other constraints may not stop them purchasing these brand’s products. Advantage in competitions. If a well-recognized brand enters a newmarket, then it is comparatively easy for them to get a foot hold in that market when compared with other new entrants. Convey the values of the organization. Products of an organization will be known by consumers through their branding thus it helps them to easily take a purchase decision. Differentiate one’s product from that of its competitors. Easy for introducing a new product and to get customers’ trust for that new product. As these brands have already proven their worth with pastproducts, it would be easy for them to introduce new products into the market and to gain the customer’s trust. Premium price. This is a big advantage for big successful brands as they could price their products at a much more premium price than that of their competitors due to increase in expenses or with a goal to extra profit but still have stronger sales than their competitors.

2. Literature Review

The literature review lists the earlier research projects many researcher in this area has worked on have published earlier. In order to understand the scope of the research, earlier studies are evaluated. By specifically referencing hypotheses, reports, records, and other information created in a manner that narrows the difficulty, this study problem can be better comprehended.

Kim and Ko (2012) : conducted a meta-analysis to evaluate the effectiveness of social media advertising. They reviewed 33 studies published between 2000 and 2011 and analyzed the data from these studies to determine the overall effect of social media advertising on consumer behavior. The meta-analysis revealed that social media advertising has a significant positive effect on consumer behavior, including attitudes, purchase intentions, and actual purchase behavior. The study also found that the type of social media platform used for advertising and the content of the advertisement can influence the effectiveness of the advertising. Specifically, ads that were personalized, interactive, and featured user-generated content were found to be more

effective than those that were not. Additionally, the study found that the context in which the ads were displayed (e.g., social network sites, blogs, or mobile apps) could also impact their effectiveness. Overall, the findings of this meta-analysis suggest that social media advertising can be an effective way to reach and engage consumers. However, it is important to consider the specific platform, content, and context of the advertising in order to maximize its effectiveness. Kapferer (2012): examines the role of brand identity in enhancing brand visibility, which is defined as the ability of a brand to be recognized and remembered by consumers. The study proposes a model of brand identity that consists of six elements: brand personality, brand culture, brand relationships, brand reflection, brand self-image, and brand essence. These elements are seen as key components of a brand's identity, and they help to shape the way consumers perceive and interact with the brand. According to the study, a strong brand identity can enhance brand visibility in several ways. First, it can help to differentiate the brand from competitors and create a unique and memorable brand image. Second, it can help to establish an emotional connection with consumers, which can lead to greater loyalty and advocacy. Finally, a strong brand identity can provide a consistent and coherent message across all marketing channels, which can help to reinforce the brand image and increase brand recognition. The study also notes that building a strong brand identity requires a long-term commitment and a comprehensive approach to branding, which involves not only the marketing department but also other areas of the organization, such as product development, customer service, and employee training. Overall, the study suggests that brand identity is a critical component of brand visibility and that companies should focus on developing and maintaining a strong and distinctive brand identity to enhance their competitiveness and connect with consumers on a deeper level. Kim et al. (2017): conducted a study to investigate the effectiveness of banner advertising in the IT industry.

The study found that banner advertising was effective in increasing brand awareness and purchase intentions. Participants who were

exposed to banner ads had higher levels of brand awareness and were more likely to consider purchasing the advertised product or service. The study also found that the effectiveness of banner advertising was influenced by factors such as banner location, banner content, and consumer involvement. Banner ads placed at the top of the web page were found to be more effective than those placed at the bottom. Banner ads with more detailed content and those that were visually appealing were also found to be more effective. Additionally, banner advertising was more effective for products or services that were relevant to the consumer's interests or needs. Overall, the study provides evidence that banner advertising can be effective in the IT industry, but its effectiveness depends on a variety of factors. The study suggests that advertisers should carefully consider the placement and content of banner ads to maximize their effectiveness. Hou, X., Huang, M., & Wang, X. (2018): conducted a study on the impact of advertising on brand loyalty. The study analyzed data collected from 385 Chinese consumers through a survey questionnaire. The results of the study showed that advertising has a positive impact on brand loyalty. Specifically, the study found that the content, creativity, and credibility of the advertising significantly influenced brand loyalty. Furthermore, the study found that consumers who perceived advertising as informative and entertaining were more likely to be loyal to the advertised brand. The study also found that the effect of advertising on brand loyalty was stronger for consumers who had a higher level of involvement with the product or service. This suggests that advertising can be particularly effective in enhancing brand loyalty for products or services that are important or relevant to consumers. Overall, the study provides empirical evidence for the positive impact of advertising on brand loyalty, and highlights the importance of creating high-quality and engaging advertisements that resonate with consumers. The study also underscores the need for marketers to tailor their advertising strategies to the level of consumer involvement with the product or service in order to maximize the impact on brand loyalty. Quach et al. (2018): conducted a meta-analysis to assess the effectiveness of advertising. They analyzed data

from 561 studies conducted between 1980 and 2016 that examined the impact of advertising on consumer behavior, including measures such as brand awareness, brand attitudes, and purchase intentions. The study found that advertising is generally effective in increasing brand awareness, brand attitudes, and purchase intentions. The effect sizes were modest to moderate, indicating that advertising has a meaningful impact on consumer behavior, but the effects are not overwhelmingly large. However, the effectiveness of advertising varies depending on the type of advertising, the product or service being advertised, and the target audience.

The study also found that advertising has a greater impact on consumers who are less familiar with the product or service being advertised. This suggests that advertising is most effective when it is used to introduce new products or services to consumers. Overall, the study provides evidence that advertising is an effective tool for increasing brand awareness, brand attitudes, and purchase intentions, but its effectiveness depends on a variety of factors. Rizwan, M. et al. (2020): The study found that advertising significantly impacts brand awareness and consumer preference. The authors found that advertising significantly increases brand awareness and helps consumers to remember and recognize the brand. Additionally, the study found that advertising can positively influence consumer preference towards a brand, leading to increased sales and revenue. The authors also found that the frequency and duration of advertising campaigns play a crucial role in increasing brand awareness and consumer preference. They noted that the effectiveness of advertising campaigns could be improved by targeting the right audience, using appropriate advertising mediums, and using creative and appealing advertising messages. In conclusion, the study suggests that advertising is an effective tool for increasing brand awareness and consumer preference. Companies should invest in advertising campaigns that are tailored to their target audience and aim to create brand recognition and positive associations in consumers' minds.

3. Proposed model

This scope of the study in advertising and brand disability of a company that has both B2B and B2C sales is very vast and complex. It covers the selection and use of various advertising channels that can promote the service that the company is providing potential customers. The goal of this study is to explore how Reflections Info System Private Limited can use the new trending advertising channels like social media, Google, and other platforms to their advantage. Analytics are essential for the business to measure their success in advertising campaigns. This includes the tracking performance of each content the company has published, customer interaction in the advertising platforms, communication of relevant information and the engagement of the customers in knowing and understanding the company through the published advertising contents. Advertising is an important aspect of any business. Through advertising, a business or company has the goal of reaching out to potential customers and explaining to them all kinds of products or services the company provides. As advertising is the first form of communication with the customer, a company should try to get the attention of the customer and try to build an effective relationship with the customer through their advertisements.

Even though building customer relationships is a part of advertising there is another aspect that we are looking forward to in advertising that is to increase brand visibility. This study will investigate the advertising and its effectiveness of the company by looking into the tools to engage with the customers and build relationships. It will also explore the potential benefits of advertising and using it effectively for the benefit of the business and show us how it benefited the company in terms of brand visibility. The findings of the study will provide the business with a better understanding of how to use the tools to their advantage and how to overcome the challenges they face during their advertising campaign. For a service market the most effective way at the present global scenario is to use social media campaigns to get to their target audiences. They can use these social media platforms to maintain their relationships with the present customers, to create relationships with potential customers, to

increase brand awareness, to increase the brand visibility and to also generate future leads. Through this study we also see how effectively the company has used google to their advantage and how “search engine optimization” has been used in helping brand visibility. Search engine optimization is the process of maximizing the number of visitors to a particular website by ensuring that this site appears high on the list of results returned by a search engine. We also look at how the company uses advertisements to differentiate themselves from their competitors. As a service company it is very important to have a differentiating element present in their advertising campaigns so that the customers easily differentiate the companies of services from those of their competitors. This generates extra value for the customer and for the company and it also increases brand identification. For any company it is very important to have a well-working and well-established website. At the present scenario Each potential customers when coming to know about a company the first thing they do is search for or the company’s website. Company websites reflect the overall vision and the

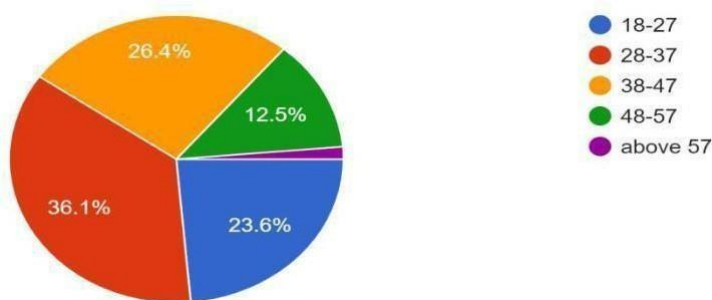
resources that a company could provide to the customer. Thus, it is important to keep the website user friendly, clean, and also updated. The use of social media platforms has been frequently increasing, helping companies to interact with potential customers. The company should frequently post video connections, digital posters, infographics, podcast etc. on their social media platforms providing updates on current products or service line and upcoming future projects if any. This will largely help in keeping the customers interested in our service and company and also keep our company at the top of their mind. As advertising is the first medium through which a customer comes to know about a company and the services that it provides.

It is very important for the company to develop their advertising campaigns in such a way that they do effectively communicate with their customers, and it is important that the company does give out the right messages about the company's product and services to the customer through their advertisements.

3.1 Data Analysis and Interpretation

Table. 1. Age of Response

AGE	No:of Respondents	Percentage
18-27	17	23.6%
28-37	26	36.1%
38-47	19	26.4%
48-57	9	12.5%
Above 57	1	1.4%



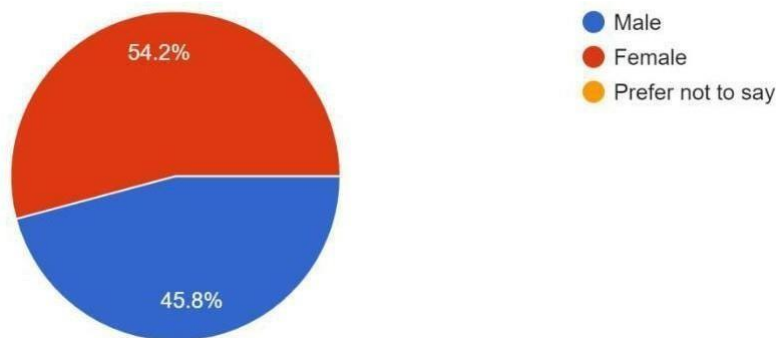
Graph. 1. Classification of age

From the above table, it was found that 23.6% of the respondents belong to the age of 18- 27 age group, 36.1% belong to the 28-37 age group, 26.4%

belong to the 38-47 age group, 12.5% belong to the 48-57 and the rest 1.4% belong to the above 57 age group.

Table. 2. Gender response

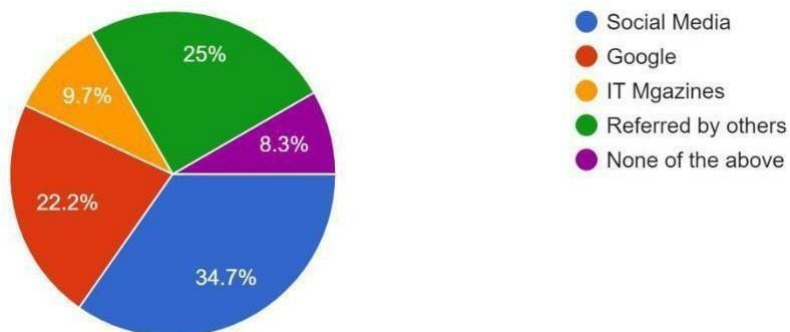
Gender	No:of Respondents	Percentage
Male	39	54.2%
Female	33	45.8%
Prefer not to say	0	0



Graph. 2. Segregation of gender

Table. 3. Communication mode of response

MEDIUM	No:of Respondents	Percentage
Social Media	25	34.7%
Google	16	22.2%
IT magazines	7	9.7%
Referred by others.	18	25%
None of the above	6	8.3%



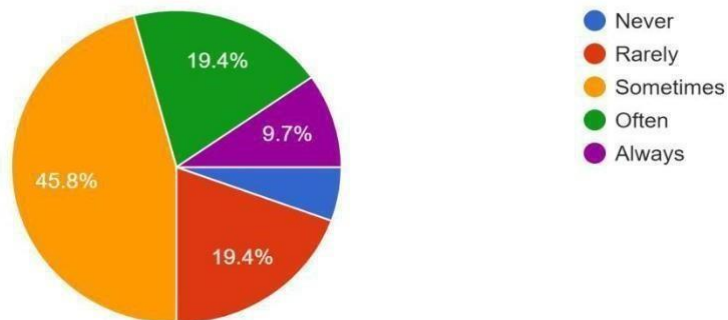
Graph. 4. Medium advertisement

Inference: From the above table, we could see that 34.7% of the respondents came to know about the company through social media while 25% knew

about the company through others, 22.2% of the respondents came to know through Google, 9.7% through IT magazines and 8.3% from other sources.

Table. 5. Google search results

Frequency	No:of Respondents	Percentage
Never	4	5.6%
Rarely	14	19.4%
Sometimes	33	45.8%
Often	14	19.4%
Always	7	9.7%



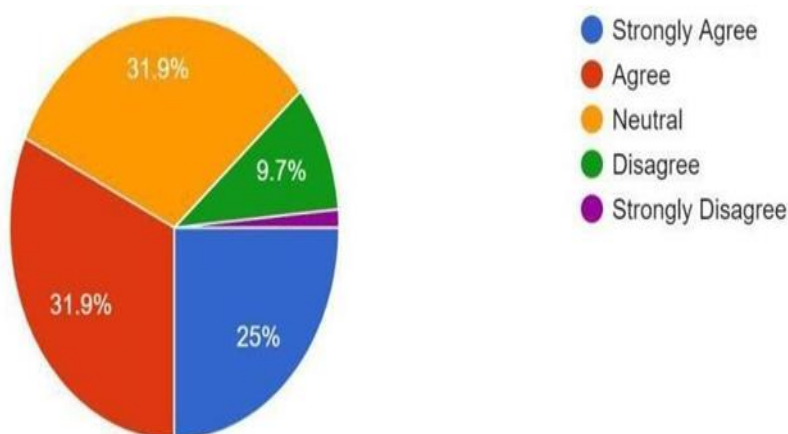
Graph. 5. Analysis of Google

Table. 6. Latest trend of advertisement

Opinion	No:of Respondents	Percentage
Strongly agree	18	25%
Agree	24	33.3%
Neutral	20	27.8%
Disagree	9	12.5%
Strongly disagree	1	1.4%

Inference: After the table, we found that 58.9% of the respondents agreed that the company's advertisements were coping with the latest market trends while 13.9% disagreed with this statement. Classification of respondents based on their opinion on whether advertisements of Reflection Info

Systems highlight their unique offerings. It was found that 56.9% of the respondents says that advertisements of Reflection Info Systems highlight their unique offerings while 11.1% disagreed with the statement.

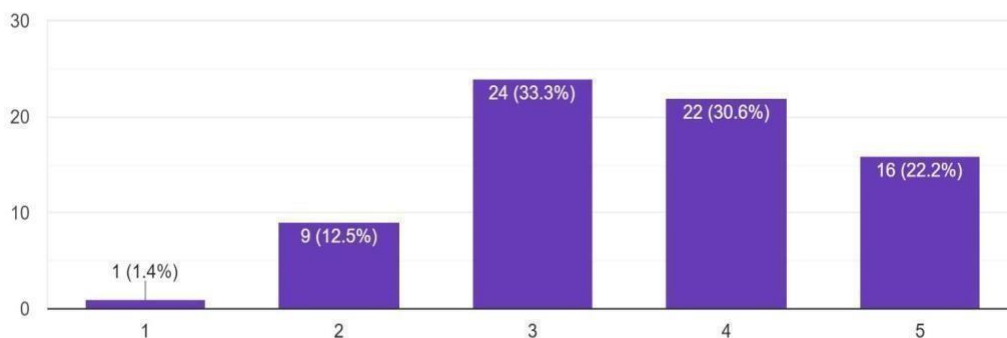


Graph. 6. Highlights of advertisement

3.2 Previous experience with the company website

Table. 7. Organization website

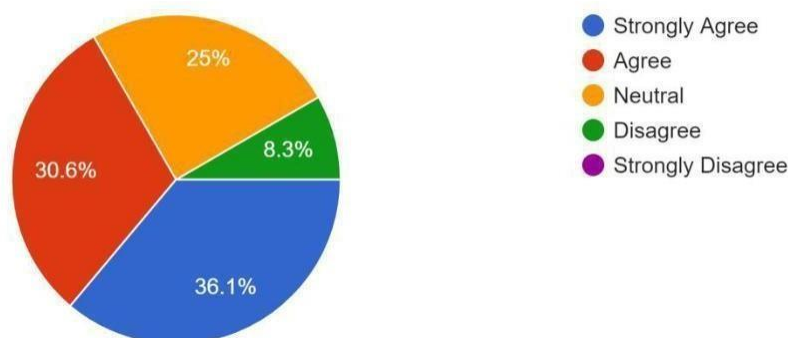
Options	No:of Respondents	Percentage
Yes	72	100%
No	0	0%



Graph. 7. Effectiveness of website

Rating	No:of Respondents	Percentage
1 (worst)	1	1.14%
2 (poor)	9	12.5%
3 (average)	24	33.3%
4 (good)	22	30.6%
5 (excellent)	16	22.2%

Table. 8. Rating of website usage



Graph. 8. Feedback about digital

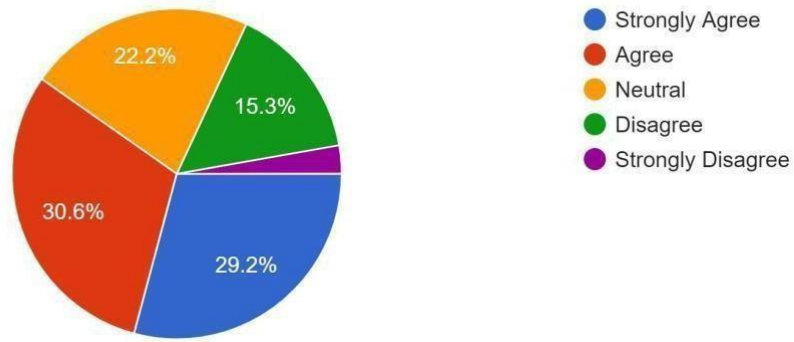
Classification of respondents based on whether the respondents think Reflections Info Systems need to increase their digital presence more. It was found that 66.7% of the respondents said the company

should increase its digital presence and 8.3% disagreed with the statement.

Classification of respondents based on how the respondents would rate the digital contents posted by the company on their social media platforms.

Table. 9. Social media report

Rating	No:of Respondents	Percentage
Very poor	4	5.6%
Poor	9	12.5%
Average	27	37.5%
Good	22	30.6%
Very good	10	13.9%



Graph. 9. Ability to convey the information

3.3. Hypothesis level of testing

Table. 10. Hypothesis level of Age

Age	Very Unlikely	Unlikely	Neutral	Likely	Very Likely	Total
18-27	0	3	5	7	2	17
28-37	0	4	5	7	10	26
38-47	1	2	8	5	3	19
48-57	0	0	5	3	1	9
Above 57	0	0	1	0	0	1
Total	1	7	24	22	16	72

Interpretation the p-value obtained from Fisher's exact test is 0.37, which is greater than 0.05. Therefore, we fail to reject the null hypothesis that there is no significant relationship between age and rating towards the company website Reflections Info System Pvt Ltd. Hence, we can conclude that there is no evidence to support the claim that age and rating towards the company website are

significantly associated. In other words, the test suggests that there is no significant difference in the distribution of ratings across different age groups. However, it is important to note that this conclusion is based solely on the data that was analyzed and may not generalize to the larger population.

Table. 11. Gender hypothesis

Gender	Very Unlikely	Unlikely	Neutral	Likely	Very Likely	Total
Male	1	2	12	12	6	33
Female	0	7	12	10	10	39
Total	1	9	24	22	16	72

Regarding the company website Reflections Info System Pvt Ltd, the null hypothesis asserts that there is no meaningful correlation between the gender and rating. Oppositely, the alternative hypothesis proposes that the two variables have a substantial link. Assuming the null hypothesis is true, the p-value represents the likelihood of getting the observed outcome. A significant link between the variables is found if the p-value is less

than the significance level, which is typically 0.05. In this case, the null hypothesis is rejected. We cannot reject the null hypothesis if the p-value is higher than the significance level, indicating that the alternative hypothesis is not sufficiently supported by the available data. The p-value in this instance is 0.3351, exceeding the 0.05 significance level. We find that there is insufficient data to support a significant relationship between gender and rating

towards the firm website, and as a result, we are unable to reject the null hypothesis. This suggests that gender has little effect on how people feel about the corporate website.

3.4 Disadvantages

From the above table, we could see that 34.7% of the respondents came to know about the company through social media while 25% knew about the company through others, 22.2% of the respondents came to know through Google, 9.7% through IT magazines and 8.3% from other sources. It was found that 45.8% of the respondents “sometimes” used to get Reflection Info Systems at the top of the search list when they search for IT services or consulting while, 19.4% of the respondents used to get “rarely”, 19.4% of the respondents used to get the company on top of the list “often” when they searched for IT service or consulting, 9.7% of the respondents got it “always” and 5.6% respondents responded that they “never” used to get Reflection Info Systems at the top of their search list. From the above table, it was found that 54.2% of the respondents agreed that the company’s advertisements helped the company to differentiate from its competitors while 23.6% didn’t agree with this statement. After the table, we found that 58.9% of the respondents agreed that the company’s advertisements were coping with the latest market trends while 13.9% disagreed with this statement. From the above table, it was found that 56.9% of the respondents says that advertisements of Reflection Info Systems highlight their unique offerings while 11.1% disagreed with the statement. After the above table, we could see that 55.6% of the respondents says the advertisement of the company’s advertisements have enough information needed to make a purchase decision while 20.54% conveyed that they couldn’t make a purchase decision based on the advertisements. From the above table, it was found that all the respondents have visited the website, from these many visitors we could see that 33.3% of the respondents rated the website 3, 30.6% of the respondents rated the website 4, 22.2% rated it 5 while 12.5% rated the company website 2 and 1.14% of the respondents rated it 1. From the above table, it was found that 66.7% of the respondents said the company should increase its digital

presence and 8.3% disagreed with the statement. All the respondents have seen at least one form of digital content posted or shared by the company, out of which 44.5% of the respondents were completely satisfied with the digital contents published by the company while 18.1% were dissatisfied by the company’s digital contents. During the data analysis we could see that 59.8% of the respondents conveyed that the company has been delivering the right messages through their advertisements while 19.1% of people expressed that the company failed to do so.

3.5. Advantages

It was seen that 37.4% of the 72 respondents came to know about our company and the services we provide through social media. At the present business scenario we could see that social media have a big potential to become one of the main sources of customer acquisition and brand awareness. Thus, we shall try to see and understand the full potential of the social media platforms and try to use it more effectively. It is also seen that 25% of the customers came to know about our company through others, that means we have a advantage of goodwill as these customers maybe referred to us by our older customers thus indicating that if we can bring in more satisfaction to our current customers then it will result in more brand awareness, identity and acquisition of customers at less expense. 25% of the respondents have responded that they didn’t find the company name at the top of the Google search result list, this indicates a big drawback where our company haven’t been focusing on the Search Engine Optimization. If we can solve this problem then we could tap into more potential customers. Differentiation in advertisement is very important for a company. As it can become a part of the brand identity. New brand promotion campaigns should be taken up by the marketing team. Website is an important part of a company. It gives the customer a first impression about the company. A well developed user friendly website is always important for a company. As a IT service provider we should aim to keep our website updated and well maintained. It was seen that 66.7% of the 72 respondents agree that we as a company should increase the digital presence in social media

platforms. Choosing the right social media for business. Easy sharing options should be enabled for each of the content. Timely digital content promotion is needed. Through advertisements and websites and our digital contents the company should try to give out the right message to the potential customers. Important topics like company mission, products and services, nature of company, etc should be communicated through our advertisements.

4. Conclusion

Advertising is an important element for every business. It is a way of communicating to a customer or potential customer. It is the effective way of customer acquisition as target customers always tend to decide of purchase through these advertisements. Through this study we have found which areas the company has advantages and which all sections the company has to improve in terms of their advertising campaigns.

This study has also helped to give many strategical advises for effective advertising campaigns. But the responsibility of a marketing team does not end with just implementing these strategies but also extends up to the continuous evaluation of the marketing strategies in future to see whether we have achieved our objective of the study or not. The company should make their advertisements in social media platform more regular and interesting; they should also focus on the content they are communicating through these advertisements. Differentiation element should be focused on and innovative marketing and advertising strategies like

paid advertising, influencer marketing, collaboration with other communities.. etc should made of full use.

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