



BRAND IMAGE IS THE CURRENT VIEW OF THE CUSTOMERS ABOUT A BRAND

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Brand image is the current view of the customers about a brand. It can be defined as a unique bundle of associations within the minds of target customers. It signifies what the brand presently stands for. It is a set of beliefs held about a specific brand. In short, it is nothing but the consumers' perception about the product. It is the manner in which a specific brand is positioned in the market. Brand image conveys emotional value and not just a mental image. Brand image is nothing but an organization's character. It is an accumulation of contact and observation by people external to an organization. It should highlight an organization's mission and vision to all. The main elements of positive brand image are- unique logo reflecting organization's image, slogan describing organization's business in brief and brand identifier supporting the key values.

Brand image is the overall impression in consumers' mind that is formed from all sources. Consumers develop various associations with the brand. Based on these associations, they form brand image. An image is formed about the brand on the basis of subjective perceptions of association's bundle that the consumers have about the brand. Volvo is associated with safety. Toyota is associated with reliability.

The idea behind brand image is that the consumer is not purchasing just the product/service but also the image associated with that product/service. Brand images should be positive, unique and instant. Brand images can be strengthened using brand communications like advertising, packaging, word of mouth publicity, other promotional tools, etc.

Brand image develops and conveys the product's character in a unique manner different from its competitor's image. The brand image consists of various associations in consumers' mind - attributes, benefits and attributes. Brand attributes are the functional and mental connections with the brand that the customers have. They can be specific or conceptual. Benefits are the rationale for the purchase decision. There are three types of benefits: Functional benefits - what do you do better (than others), emotional benefits - how do you make me feel better (than others), and rational benefits/support - why do I believe you (more than others). Brand attributes are consumers overall assessment of a brand.

Brand image has not to be created, but is automatically formed. The brand image includes products' appeal, ease of use, functionality, fame, and overall value. Brand image is actually brand content. When the consumers purchase the product, they are also purchasing its image. Brand image is the objective and mental feedback of the consumers when they purchase a product. Positive brand image is exceeding the customers' expectations. Positive brand image enhances the goodwill and brand value of an organization.

To sum up, "Brand image" is the customer's net extract from the brand.

BENEFITS OF ONLINE ADVERTISING:

Online advertising is the best way to connect with clients on several levels. Not only is the Internet one of the most used tools in the world, it is also connected to the other tools that are highly used every day. Everything from smartphones and tablets to laptops and desktops are connected to the Internet. The right online marketing companies can help you to get the exposure you need.

✓ **Lower Advertising Costs**

One of the major benefits to online advertising is that it is far less expensive to do so than when advertising through traditional means. An internet marketing company can help you to create an entire marketing campaign online that costs less than what a few advertisements through traditional media might cost.

✓ **Get Your Product In Front of More Eyes**

The internet marketing companies like Smart SEO understand that online advertising is the only way to get your company in front of the eyes of potential clients. Billboards are being ignored because crowds are always looking at their smartphone. Television commercials fall short because they are simply skipped through on a DVR. Yet, whenever a website is opened up, banners and other ads capture the attention of people in the places that they visit the most.

✓ **Enduring Advertisements**

Advertising through traditional media has a very short lifespan. When using online marketing companies, it is possible to have advertisements that will last for months or longer without having to pay anything extra. Using your website as the ultimate online advertising technique gives you a great platform to attract attention. Smart SEO is an internet marketing company with the ability to transform your website into an effective online advertising tool.

✓ **Using Search Engines for Advertising**

One of the most popular ways to use Internet advertising is through the use of the search engines and natural search engine optimization. Through proper applications of SEO on websites and content throughout the Internet, it is possible to get the search engine ranking your company needs

to succeed. This is because with a first page ranking, people will do more than just discover your website. They will be ready to buy.

✓ **Getting Better Results with Internet Advertising**

Smart SEO offers SEO internet marketing services to companies of all sizes. We do this to offer all of the benefits of Internet advertising without any of the grief. Through expert analysis of the Google algorithm, it is possible to create an SEO campaign that will result in more traffic and a growing bottom line.

✓ **More Cost Effective Advertising**

The truly great part about natural search engine optimization is that it is very affordable. Attaining a better search engine ranking does not cost the same amount as advertising on television. What is more, you are reaching people that are invested in what it is your company has to offer. Through the right SEO internet marketing services, it is possible to get the kind of Internet advertising that gets results. Smart SEO has been giving companies just like yours the advantage for years. No matter which of the internet marketing companies you go with, online advertising will help to get your company more attention. Using Smart SEO will help you to get more traffic and higher growth potential.

Homer (1990) declared that consumer attitude toward the brand as well as their purchase intent is manipulated by the attitudes that are formed toward the advertisement. Likewise, positive attitude to the advertisement will lead to likelihood to purchase, hence advertising effectiveness is indicated by the consumer attitude (Brown and Stayman, 1992). Wokin and Korgaon (2002) indicated that consumer attitude toward the internet advertising is significantly correlated with consumer level of web advertising interest and level of interest in clicking on the site. Consumer attitude will positively influenced the effectiveness of internet advertising.

Venkatraman (1991) indicated that consumer's preference for novelty and uncommon experiences is facilitated by innovativeness. For the consumer who just engaged in the internet, internet advertising is very new to them and they get uncommon experience by assessing to the internet advertising. Consumer innovativeness drives the consumer tendency to concern about new experience of viewing and engaging in the internet advertising. Similarly, inner motivation which makes the consumer looks for new information is associated with novelty searching (Hirschman, 1980). Going further, a person reacts to a new product or new system; his or her corresponding sensations experiences and communications are influenced by innovativeness (Citrin et al. 2000). Consequently, there is empirical experiment proven that consumer innovativeness influenced the effectiveness of internet advertising.

Moreover, perceived usefulness is claimed to be the most essential predictor of consumers' intention to use a new technology as well as in other setting including consumers' adoption to online tools such as internet advertising and consumers' intention to shop online (Koufaris, 2002). Internet advertising is considered as a new innovation in the aspect of advertising hence perceived usefulness plays a vital role in determining the effectiveness of advertising because it appeared as a significant aspect in adaptation intention and adaptation innovations. From this we can see that perceived usefulness influenced the use of internet advertising and ultimately there is a relationship between perceived usefulness and effectiveness of internet advertising.

Clow and Beisel (1995), According to him consumer expectations are mainly focus on price, quality of service and interaction from the provider. Relation of the pre, duration or post phase of the decision making towards an advertisement is determined by the above measurements (Palanissamy and Wong, 2003) When the consumers are stimulated by the advertisement, it induces consumer expectations toward the product and this process will indirectly affect their purchase intention.

Manning, Bearden and Madden (1995), besides the studies conducted by Hirschman (1980) they claimed that one of the components of innovativeness is novelty seeking. Novelty seeking has been recognized by Manning, Bearden and Madden (1995) as an influential factor in determining consumers' innovativeness. The opinion has been held by Bagozzi and Dabholkar (2002) and the researchers showed that novelty seeking is positively associated with consumer innovativeness. Hence, he found out that increases in likelihood of consumer trial of technology based product or service is result of novelty seeking. Therefore, consumer innovativeness to click on the web banner and pop-ups or further explore the internet advertising is indeed depending on their novelty seeking. Moreover, in an advertising processing context, researchers have found out that the path from consumer innovativeness to advertising awareness is relatively strong as well as intention to access (Okazaki, 2007).

Hoffman and Novak (1996) noted that the empirical evidence shows consumers respond to the internet advertising in the identical way when respond to the more traditional media. For instance, the response to internet advertising is similar to other media advertising (Schlosser, et al., 1999) yet internet advertising has the exemption that is easy to ignore (Dr. Ze and Husserr, 1999). Besides, many researchers claimed that internet advertising is not effective due to web based banner with low click through rates, insufficient useful information and the information appeared to confuse the consumers (Mathews, 2000). O'Connell (2001) claimed that the internet advertising failed to communicate brand building information and did not connect to any meaningful results such as sales and profits.

Dias (1998) indicated that perceived usefulness, ease of use and perceived enjoyment are the three concepts that associated with the motives of consumers obtain from viewing an advertisement. Therefore, consumers will attract and keep attention to internet advertising such as web banner if it is relevant (Li and Bukovac, 1999). Palanisamy and Wong (2003) specified that internet advertising that is irrelevant and consumers do not perceived its value and usefulness will obtain less attention. Consequently, perceived usefulness will affect the internet advertising effectiveness and there is a positive relationship between perceived usefulness and effectiveness of internet advertising.

Levy and Malaviya (1999) indicated that effectiveness of advertising is "persuasion does not rest within advertising messages per se and it depends on certain mental processes that as ad recipient invokes". Generally, advertising effectiveness is described as being "a hierarchy of effects" (Vakratas and Amber, 1999). In the other word, changes of consumer perceptions by the information in the advertisement will lead to a change in their behaviors.

Chen and Wells (1999) point out the variable which used to measure the effectiveness of advertising, website and system is consumer attitude. The opinion has been held by the earlier researcher Gibson (1997), claimed that attitude toward advertising is quite measurable. Moreover, ease of building a relationship with a business, website loyalty and e-satisfaction with the site is measured using the consumer attitude (Chen and Wells, 1999). Therefore, positive consumer attitude toward the web site or advertising increase the e-satisfaction, intention to access and the effectiveness. In short, there is a positive correlation between consumer attitude and effectiveness of internet advertising.

Brunner and Kumar, 2000; Chen and Wells, 1999; Stevenson, 2000, Refer to the research conducted by Ajzen and Fishbein (1980), attitude toward an advertisement affects consumers' perceptions of brands and purchase intention. However, Suh and Yi (2006) declared that consumer attitude toward brands and purchase intentions are directly affected by perception of the advertising. As a result, consumer attitude toward an advertisement and consumers; perception toward advertising is interrelated. In addition, research also showed that behavioral intentions are positively influenced by attitude toward the advertising (Lee, Fiore and Kim, 2006). These behavioral intentions comprise purchase intention, intention to buy, intention to return to virtual site, and intention to recommend online products (Korzaan, 2003).

MOST PEOPLE IN ADVERTISING FALL INTO FIVE DEPARTMENTS:

1. Account Services - who liaise with clients and maintain their relationship.
2. Creative - who generate the ideas and concepts for a campaign? This may be for one platform or across multiple platforms.

3. Production - this team moves the ideas from the creative concept into reality. Some of the larger advertisers may have these services in house, but the majority of agencies will need to have good contacts with production companies and facilities houses.

4. Media - the media planners work with the different elements of the media that advertising crosses. This department organizes where the campaign will be seen to create the maximum effect.

5. Other Services - these may include researchers, interns (who may work across several departments) and a traffic department which looks at the flow of the agencies work.

WHO WORKS IN ADVERTISING?

The UK leads the world's ranking for advertising excellence and the UK has the third biggest advertising sector in the world after the USA and Japan, with London overwhelmingly chosen as the European hub for major agencies (source: IPA, 2009).

The creative part of the advertising sector can be split into two parts: creative agencies and media industries. These agencies plan, create and place advertising and 17% of their workforce is freelance. 59% of people working in advertising have at least a level 4 qualifications and nearly a third have level 2 or 3 qualifications

Around 21,500 people work in this core of the advertising industry, with the majority of the sector (73%) working in creative advertising sub-sector, followed by 25% in the media advertising sub-sector. The remaining 2% cover those companies that straddle both creative and media advertising agencies (source: Creative & Cultural Skills, 2008).

The wider parts of the advertising sector are involved in manufacture, print and servicing of billboards.

Creative and media advertising are concentrated in London, where the vast bulk of the decision-makers, advertising agencies, and a large proportion of the workforce are based.

INDIAN ADVERTISING INDUSTRY:

The Indian advertising industry is talking business today. It has evolved from being a small-scale business to a full-fledged industry. It has emerged as one of the major industries and tertiary sectors and has broadened its horizons be it the creative aspect, the capital employed or the number of personnel involved. Indian advertising industry in very little time has carved a niche for itself and placed itself on the global map.

Indian advertising industry with an estimated value of es13, 200-crore has made jaws drop and set eyeballs gazing with some astonishing pieces of work that it has given in the recent past. The creative minds that the Indian advertising industry incorporates have come up with some mind-boggling concepts and work that can be termed as masterpieces in the field of advertising.



Advertising agencies in the country too have taken a leap. They have come a long way from being small and medium sized industries to becoming well-known brands in the business. Mudra, Ogilvy and Mathew (O&M), MccannEricsonn, Rediffussion, Leo Burnett are some of the top agencies of the country. Indian economy is on a boom and the market is on a continuous trail of expansion. With the market gaining grounds Indian advertising has every reason to celebrate. Businesses are looking up to advertising as a tool to cash in on lucrative business opportunities. Growth in business has led to a consecutive boom in the advertising industry as well.

The Indian advertising today handles both national and international projects. This is primarily because of the reason that the industry offers a host of functions to its clients that include everything from start to finish that include client servicing, media planning, media buying, creative conceptualization, pre and post campaign analysis, market research, marketing, branding, and public relation services.

Keeping in mind the current pace at which the Indian advertising industry is moving the industry is expected to witness a major boom in the times ahead. If the experts are to be believed then the industry in the coming times will form a major contribution to the GDP. With all this there is definitely no looking back for the Indian advertising industry that is all set to win accolades from the world over. Therefore for more information on Indian advertising, advertising agencies, marketing and advertising or any related information please visit www.exchange4media.com.

Increasing online penetration, rise of tablets and smart phones, and the growth of the 3G technology are expected to be the catalysts in driving the Indian online advertising market in the coming years. Research firm IMARC Group expects this market to reach revenues worth INR 48 Billion (USD 960 Million) by 2016, according to its latest report titled "Indian Advertising Market Report & Forecast: 2012-2016".

The report which has done a comprehensive analysis of the Indian advertising market expects the total share of online advertising in the Indian advertising market to grow from 5% in 2011 to nearly 9% by 2016. According to an analyst at IMARC Group, "internet is a very rich medium of advertisement as it provides a wider scope of creativity through imaginative combination of audio, video and text. Naturally online advertisements are more interactive than other forms of advertisements. Advertisers seeking more creative campaigns are increasingly showing preference towards online medium vis-à-vis other mediums". The report found that the Travel/Tourism sector currently represented the biggest spender on online advertising. This sector was followed by BFSI (Banking, Financial Services and Insurance) and Telecom sectors which represented the second and third largest spenders on online advertising respectively.

IMARC's new report titled "Indian Advertising Market Report & Forecast: 2012-2016" provides an analytical and statistical insight into the Indian advertising industry along with its various segments and sub-segments. The study that has been undertaken using both desk-based and qualitative primary research has analyzed various aspects and provides a comprehensive understanding of the Indian advertising market. The report can serve as an excellent guide for investors, researchers, consultants, marketing strategists, media planners, advertisers, radio and television broadcasters and all those who are planning to foray into the Indian advertising market in some form or the other.

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